

***APPLICATION OF REBRANDING STRATEGY IN
VEGETARIAN RESTAURANT TO INCREASE RESTAURANT
PROMOTIONBY SOCIAL MEDIA***

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ABSTRACT

The author raises this issue as the title of this practical activity that take place from August 10 to December 10 2019 due to the large number of people who still do not really understand the meaning of vegetarianism, the use of consuming vegetarianism, introduce to the public about vegetarianism, provide food recipes information and increase restaurant promotions.

This practical activity adopted the interview method and the observation method for data collection. The data and information that have been obtained will be used to examine the problems faced by the Vegetarian Restaurants in Batam. Further, to interpret problems and produce the strategy that corresponding to it and finally its implementation.

This activity produce the author an idea in the form of a digital output, whereby the author helps the Vegetarian Restaurants to create an Instagram social media and website to do promotion.

Keywords: rebranding, restaurant, vegetarian