

**ANALYZING THE ROLE OF BUZZ MARKETING ON START-UP
CULLINARY BUSINESS IN MANADO**

ANALISA PERAN BUZZ MARKETING PADA START-UP BISNIS KULINER DI MANADO

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Abstract: Buzz Marketing refers to marketing strategies used to capture the attention of the customers and other influencers to amplify the marketing message to an extent where talking about the brand, product, or service becomes entertaining, fascinating, and newsworthy also word of mouth marketing. The aim of this study is to know how is the Role of Buzz Marketing on Start-Up Cullinary Business in Manado. In order to achieve these objectives the researcher got information from 10 respondents using qualitative study which is in-depth interview and uses purposive sampling. The results show that Buzz Marketing has played an important role for the Start-Up Cullinary Business, and it has given a positive impact to their business. All the informants said that Buzz Marketing was very helpful and useful for promoting and offering a product of cullinary business. Through Buzz Marketing it is easy for the Owners of Cullinary Business to promote their products and it is very easy, low cost with high impact. The recommendation for the Start-Up Cullinary Business, it is good to keep using Buzz Marketing to promote their product, so their product will grow up faster and be known by many people, in addition they still need to keep it improving and sustain.

Keywords: *buzz marketing, start-up business, cullinary business.*

Abstrak: *Buzz marketing mengacu pada strategi pemasaran yang digunakan untuk menarik perhatian pelanggan dan influencer lain untuk memperkuat pesan pemasaran ke tingkat di mana berbicara tentang merek, produk, atau layanan menjadi menghibur, menarik, dan bernilai berita. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Peran Buzz Marketing pada Start-up Bisnis kuliner di Manado. Untuk mencapai tujuan-tujuan ini, peneliti mendapatkan informasi dari 10 responden menggunakan studi kualitatif yang merupakan wawancara mendalam dan menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa Buzz Marketing telah menjadi peran penting bagi bisnis cullinary yang baru berdiri, dan Buzz Marketing memberikan dampak positif bagi bisnis mereka. Semua informan mengatakan bahwa Buzz Marketing sangat membantu dan bermanfaat untuk mempromosikan dan menawarkan produk bisnis cullinary. Melalui Buzz Marketing, mudah bagi Pemilik Bisnis Cullinary untuk mempromosikan produk mereka dan sangat mudah, biaya rendah dengan dampak tinggi. Rekomendasi, Untuk Bisnis Cullinary Start-Up, ada baiknya menggunakan Buzz Marketing untuk mempromosikan produk mereka, sehingga produk mereka akan tumbuh lebih cepat dan dikenal oleh banyak orang, tetapi selain itu mereka juga harus terus meningkatkan.*

Kata kunci: *buzz marketing, bisnis start-up, bisnis kuliner*

INTRODUCTION**Research Background**

By the rapid technology developments it gave significant impact to economy especially in Indonesia. In Indonesia many things has growing rapidly, like along with the development of technology, the world of the digital industry in Indonesia is also grow. There are various new companies spesifically in technology's field, business and others newly company. Technology has dramatically changed people behaviors. Nowadays Internet plays an important role in people's day activities. Through the internet people tend to buy and fullfil their needs more easily especially for the company, by the increasing of technology and internet it gave significant impact to those company, organization, consumer. In Indonesia there are many company that using Internet to promote and sell their product, and nowadays there are many new business exist, especially for the new entrepreneurship or the business people that seeing this development of internet as the chance to improve their business and there are many parties that take advantage from this development of internet and technology as their opportunities whether to learn, to improve adn expand their own business. The internet has become an important component and, it is growing day by day, covering all the fields related to knowledge, business and, also those who own business or company. It would be helpful for people to gain information.

The thing that very visible nowadays was the existence of newly business that exist, not only company but also Start-Up, there are a lot of people who create new business known as Start-Up business, Start-Up known as a temporrary organization designed to search for a repeatable and scalable business model and also known as a company initiated by individual founders or entrepreneurs to search for repeatable and scalable business model, Start up business typically begin by a founder (solo founder) or co-founders who have way to solve problem. In indonesia there are a lot of new entrepreneur who brave to reptake all the risk to open and create business as a Start-Up and by the existence of many platfrom, that could help and make every business transaction become more easier than before, the technology and internet that has improve very rapidly give significant impact in every aspect especially for the business people that started to running a business as a Start-Up, there are many alternative way that makes people more interet to open a business, because they can create some business as a Start-Up. Like the explanation about the Start-Up Business, Star-up business also not only for the company that running a business about technology and information but also a small business that increase rapidly and start to become a start-up business. As globally, the development of Start-Up business has growing very rapidly especially for the Cullinary Business many people seeing the chance and decide to take the opportunities to create a business on cullinary like selling food with many variant taste and style and Food is a basic human needs, people will tend to buy food based on their needs and nowadays Cullinary Business has become one of the business that many have a high influence, not only foreign product of food, but In Indonesia there are types of Cullinary Business open, because as nationally cullinary become an important role, there are many cities that has a special signature and its related between the Start-Up Business and Cullinary Business, because nowadays there are a lof of Cullinary Business as a Start-Up Business. In Manado there are a lot of people as an entrepreneurship who create Cullinary Business, there are many local residents who create this as their Start-Up business, based on the characteristic of Manadonesse people who loves to try and eating many types of food.To having a Start-Up Business, the business itself has to have a good and importance of Marketing Strategy cause it provides the business itself an edge over its competitor, the strategy helps in developing goods and services with best profit making potential, to discovering the areas affected by company or the business growth and thereby helps in creating the company or the Start-Up business plan to cater the customer needs, In short, All marketing strategy clearly explains how an organization reaches it's predetermined objectives, and it would be more better to all the Start-Up business to consider and create first about their own style of marketing strategy in order to make the business itself running well and as what they expected. In Manado, the anthusiasim of new business was very high, especially for the Start-Up Business, the power of Buzz Marketing could be seen when there are new cafe open or there are new business, store, outlet open, the people will go straight to visit and loves to try the product, especially for the Start-Up Business that run restaurant or selling food. Through the power of Buzz Marketing on social media where people share another about the information and talk about it on their account of media social it will spread very fast among the consumer. Many Start-Up Business in Manado using this types of Marketing in order to make their business known by many people, With Buzz Marketing the business will end up using a more theatrical approach to advertising. The aim is to exaggerate the promotional value of a certain product in order to gain interest from the consumers. The business itself have to know and understand well about the market, cause nowadays people tend to buy and finding product's information from social media, the power of Buzz Marketing allows people to know about the business itself even have not visited the places itself. As globally, the development of Start-Up

business has growing very rapidly especially for the culinary business, The culinary business is an exciting business and always becomes an attention. The vast territory of Indonesia and its densely populated population make culinary business attracts the businessmen because of its tremendous potential. Culinary business might be said to be a magnet that has a strong appeal to business people.

By the existence and importance of Buzz Marketing for many types of business, in this research, the researcher wants to identified more detail and clearly about how is the role of Buzz Marketing on culinary Start-Up business in Manado, for the newly business or Start-Up that exist in Manado, how it works, cause by looking at the situation, condition and a chance, it can be seen that the business exist in Manado growing very rapidly.

Research Objectives

To know How is the Role of Buzz Marketing on Start-Up Culinary Business in Manado.

THEORETICAL REVIEW

Marketing

In this theory marketing is the grand theory or the foundation in this research. This theory contains the thought from the expert to support this research. Marketing is the core and the main theory that affected all factors and variable. In this research Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler, 2012:11).

Buzz Marketing

Buzz Marketing is a technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, whether that is through conversations among consumers' family and friends or larger scale discussions on social media platforms (Rouse, 2015:1). Buzz marketing refers to marketing strategies used to capture the attention of the customers and other influencers to amplify the marketing message to an extent where talking about the brand, product, or service becomes entertaining, fascinating, and newsworthy Buzz Marketing is a subset of viral marketing and word of mouth marketing.

Start-Up Business

Start-Up Business is also known as a start-company whether in small and large scale that has recently operated and running the business as well. Start-up is a human institution designed to create products or services (Ries, 2011:35). Start-up Business designed to find the right business model for the company or the entrepreneur who owned it and nowadays to as a entrepreneur or a company to having a business itself, it would be nothing without promotion, because even a small business needs a promotion in order to make people gets interested and to buying the product itself. Nowadays there are also many types of strategy business that create by the company, organization or especially for the entrepreneur that sell a product or service, by the development of technology and internet, the company and the organization also have to create a strategy that could help them to promote about their business, and of course they have to create marketing strategy, cause strategy of marketing helps an organization or company to concentrate it's scarce resources on the best possible opportunities so as to increase the sales.

Previous Research

Sorokin (2012). The title is Strategies for choosing influential in Buzz Marketing. Through this research they analyze that present-day economy transforms profound changes, which are influenced by growing competition and opportunities of new technology. The aim of this journal is to analyze how to mark out, both in real and virtual world, these individuals who find it enjoyable to spread information about a brand and a product, and who are willing to share their opinions with other market participants and whose recommendation help business accomplish their marketing objectives as well as conduct effective activities.

Mohr (2017). The title is Managing Buzz Marketing in the Digital Age. This research found that Buzz Marketing captures the attention of consumers and media to the point and people talk about the brand because the message is perceived as entertaining, fascinating, and/or news worthy. This journal is to improve the understanding of Buzz Marketing and to propose a three step Buzz Marketing process based on the extant literature for implementing Buzz Marketing successfully.

Fairbank (2008). The title is the Effectiveness of Viral Marketing over the Internet. The result is many viral marketing techniques are being used to target consumers; however it has been concluded that not all techniques are being utilize in an effective way on the Internet. The general attitude towards viral marketing, from the point of view of consumers, is that the information provided in viral marketing campaigns, is useful for making purchasing decisions. This study has concluded that businesses need to use a variety of viral marketing techniques, in order to market effectively over the Internet. Darmawan (2015). The title is “Factors of Buzz Marketing on Mafia Fried Rice through Social Media (Twitter). Based on the analysis, it was found that NasiGoreng Mafia uses twitter as a promotional media, including “tweet” and “re-tweet” activities. The differentiation of NasiGoreng Mafia’s products is based on its spices and levels of spiciness. Although the @NasGorMafia account does not have any specific time to tweet the information on twitter, the result showed that Buzz Marketing has been effective for reaching its target.

Conceptual Framework



Figure 1. Conceptual Framework
 Source: *Data Analysis Method*, 2019.

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. This research wants to analyze To know How is the Role of Buzz Marketing on Start-Up Cullinary Business in Manado. This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population is identifiable group of elements (people, products, organizations) of interest to the researcher and pertinent to the information Population is generalization region consist of object or subject having certain quantity and characteristic determined by investigator to be studied and then drawn conclusion (Sugiyono, 2010:80). The population of this research is all the Start-Up Business’s owner who has owned Cullinary Business.

Sugiyono (2007:37-38) The sample in this study is the same opportunity for each element or member of the population to be selected as a sample chosen for participation in a study. Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The researcher took about 10 informants.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms. also the operational definition of a variable is the spesific way in which it is measured in that research. In this research the main variable is self image and the indicators are effectiveness and benefits.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION**Result**

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 10 consumers which is all the Start-Up Business's owner who has owned Cullinary business. The first step, questions arranged and prepared before interview.

Informant 1: David Mengko (Owner of D'Cendol, 22th)

David is the owner of D'Cendol, he sell a product of drink that known as Cendol and he created it very creatively. The main reason why he choose and created a business that sell a drink because when he was a kid he liked food very much, and also he said that when he created a product of food he also think about the risk, from his point of view the risk of selling drink have a small risk than selling a food. For selling and promoting a product he started to do an endorsement from the influencer by taking a photos with his product and promote it. From his opinion Buzz Marketing is the way or the strategy to make the product booming among the customer, and in his business he uses Buzz Marketing to also help him to promote his product. He said through Buzz Marketing its effective to help him promote his product, but to make it more Viral he started to make his product as good as he can, to make the quality of the product more suit with people, because he said when his product have a good quality people might talk it to others with a positive opinion, that is why he said using Buzz Marketing is easy because it will automatically viral, and Buzz Marketing become an important role for his business, because trough that he will press the cost of marketing by only using Buzz Marketing to promoting and selling his own product. He said that Buzz Marketing was really help about 80% for making her product gets viral.

Informant 2: Menthari Sukisman (Owner Driell Dessert, 21th)

Menthari is the owner of Driell Dessert, the product she sells is food which is dessert like fruit salad, drink fruit, chocolate pudding and other dessert with many variant flavor, She has been running this business around 1 year, from the beginning she just want to try to sell for her friends and her friends told her to sell her product because it was delicious and worth to try, and then she decide to make the product and sell it through social media like instagram, facebook and make a creative description to attract the customer. According to her she knows about Buzz Marketing and it is a part of her business which is she also use Buzz Marketing to promoting her product which is the dessert. She said by using Buzz Marketing it help the sell to increase and there are many of her customer keep repeating to order her product. She said that Buzz Marketing was very effective to promoting her product, she also said that through Buzz Marketing people that did not know about her product will automatically knows and will talking about her product, it started from she posted to social media and people keep talking and asking about her product, and many customer only curious and ended buying and buyig continuously. and also there are many new customer knows about her product through Buz Marketing which help her to make her product more viral amon her target market.

Informant 3: Andrew Gerald (Owner of Bakmie Geylang, 22th)

Andrew is the owner of Bakmie Geylang, he have his own outlet at Megamas Manado. The product he

sell was food, that is contain noodle an other ingredients that makes his noodle more special then others. He siad he choose start-up Cullinary Business because he has a hooby to cooking and make a food, then it started. He said from the very beginning it just because of his hobby of cooking, trying a new food while travelling, and at the time he gets interest with one product of food and he was very curious and trying to do the research by asking the chef, find a recipe on how to make that kind of food, and after struggling with all the process on how to make the food and decide to sell it and made his own outlet named Bakmie Geylang. He has been running this Start-Up Cullinary Business on early of 2019 which is on January till now. When he start to promote his business he tried to find a new strategy to promote and selling his product, and trying to use social media's function in order to promote his product and trying sell to his friends.

Informant 4: Joan Elisa (Owner of PorkBowl Manado, 31th)

Joan is the owner of PorkBowl Manado, the product that she sell is food, its like rice bowl and combined with pork and, egg, omeleted and other vegetable with many variant of sauce that can be chosen based on customer wants that called pork bowl because the put in into the plastic bowl that help people bring the bowl more easier everywhere. She said that she has a hobby to cooking that is why the reason why she wants to open a Cullinary business started from her hobby of love to cook and also has a hobby to eat. Porkbowl established in 2017, she said that her product has a unique and different taste that makes it morr special than others, he choose all millenial to become her target market and then it started it to many ages. She started her business with almost zero capital to build this business, and start to make sample first and doing a pre-order and after that many customer ordered her product of porkbowl, first she sell it first from social media which is intstagram and facebook and she tried to keep posting and update until she joined grab food to sell her product. Right now she has been running her business for 2 years. She use social media to promote her business and surprsingly she use Buzz Marketing lately for promoting her product because lately people keep talking and gave a good reviews towards her product and through it her product become more viral.

Informant 5: Zefanya Mokodongan (Brownice, 26th)

Zefanya is the owner of Brownice, the product she sells is drink, she said that she started to create a Start-Up Cullinary Business because she can start it with low budget but slowly can gets a high impact, because she offer a basic needs of human which is drink. The first time she made her product start from sellinn cake brownis with ice cream and other drink, that is why they also said the product Brownice which contain beverage and pastry, but after that she more gets concern to focus to build her business many customer are focusing and wants to buy her product of drink and until she made it stable and gets increse everyday. She said that she has a hobby to try new recipe of drink and pastry and she told her friends to try it and many of her friends said that the drink was good and told her to sell it. Her business started from 2017 and even she have less of knowledge about business and marketing strategy and as the time goes by she started to understand about the right way to start a business especially for Cullinary Business that sell many kind of drink with various flavor.

Informant 6: Rendy Tambajong (Rempah Rica, 34th)

Tendy is the owner of Rempah Rica, the product he sells is cullinar main course which is selling food with many types and variant, he said that he loves to cooking and trying new food that the reason why he choose to open Start-Up Cullinary Business, he also said that his family was having a business selling food but he did not wants to be a part of his family business because he wants to create his own until Cullinary Business, and fortunately he got an offer to sell his product at an event, and start from that his business start to grow up, and now he has been running his business almost a year. Tendy said that the strategy he uses to promote his product was trying to make it viral through social media and an event.

Informant 7: Eloise Rompis (Shmily, 31th)

Eloise is the owner of Shmily, shmily was established in 2009 and has been running till now and also shimlly is a Cullinary Business who sell food especially dessert, and there are some new product starting up for cullinary business. Shmily cullinary business sell dessert cupcakes, drink, food and others. This business more focusing on selling food which are dessert and cupcake, birthday cake and now focusing on minibun cake, tuties, and etc. This business start from her family and her family help her to build this business. When he start to create this business she have been trying dessert and like to consume it, after that she tried to seeking for the target market and the market demand of the product, finally she decide to make shmily by her ownself, she tried to create the secret recipe with the high quality so no one can replace or create a product like hers. In the beginning she

started to promote it to her friends, and let them giving a try for her dessert and many of them get interest to buy and then followed many cullinary event until customer knows about her product.

Informant 8: Indy Tanjung (Boba.id, 30th)

Indy is the owner of Boba.id in Manado, she sell product of dessert and also a drink, she started to open Start-Up Cullinary Business because oh her opinion food is main human needs and nowadays business cullinar is on trending. This kind of product actually has already known by people, but Indy try to create her own recipe that different than others, and she decide to open her small outlet at her home beside that she has a hobby to try many kind of dessert that is why one of product she sell was dessertand try to open pre-order through social media. The very first time she launched her product when she joined an event and people come to buy her product directly and surprisingly many customer get interested of her product of dessert called Boba.

Informant 9: Indah Togas (Rokupang)

Based on Indah's experience, there are some strategy she uses in order to make her product gets viral and known by people, she also always keep posting and promoting it through social media. Indah said that she knows about Buzz Marketing and she also uses the strategy in order to make the product gets viral. She said that when a product gets viral people tend to buy and remembered about the product, that is why the reason why she use Buzz Marketing because Buzz Marketing was very useful and helpful to makes people know about her product, Buzz Marketing 90% really helpful and useful, and also to makes the brand of Rokupang even stronger. She said in order to make her products gets viral she also try to keep improving in product quality cause she was not only focusing on people intention but also about the product's quality. In her opinion Buzz Marketing is a special technique to make people talking about her product, that is why she also keep updating, keep posting and keep share to people on social media to make people talking and visit her media social account and saw the Rokupang product. She said that when she keep posting and sharing people tend to share automatically that is why she always keep improving the quality of the product and always seeking the customer feedback toward the product. She said that Buzz Marketing has so many function which are, help her business growing rapidly, very effective, simple and low cost that help the sales and did not need extra strategy to promoting a products.

Informant 10: Kevin Hosang (Roa Alamanda, 26th)

Kevin is the owner of Roa Alamanda, the product he sell is Food which the main ingredients is fish named Roa. when hen start this Start-Up Cullinary Business there are ups and downs he faces because selling a product of Roa not only him but there are people who also sell the product, but he keep trying to create a good and special recipe in order to make people ordered his product. Kevin said that when start this business he made pre-order for those who wants to buy Roa Alamanda, and start with low budget until he can make it more stable, he keep trying to understand customer needs and wants by asking them their feedback after eating his product of Roa Alamanda. According to him, in the beginning its hard to promote his product because he was very busy at the time, but day by day he saw that there are many product on social media and people keep promoting it there, and then he decide to make social media account to promote the product itself, when he promote many customer asking about his product and making an order, after that he tried to use Buzz Marketing in order to make people know about his product, by keep promoting and also answer politely customers question and put a good description about his product, after that people start to order his product everyday. He said by using Buzz Marketing people will easy and fast to know about his product, he also shares to his friend and told them to share to their friends, he said that Buzz Marketing 100% was very helpful and become an important role for his business especially for promoting, its really help to increase the sales and get new customer by using Buzz Marketing strategy.

Discussion

Buzz Marketing is a technique that is focused on maximizing the word-of-mouth potential of a pa platforms. By getting consumers talking about their products and services, companies that employ Buzz Marketing hope to grow their awareness through the growth of online traffic and increase sales and profits. A b Marketing example would be if a company decides to promote a product through some type of event centered around a show or stunt of some kind where consumers can try the product and are encouraged to share their experiences through everyday conversation or online. Another term for Buzz Marketing is astroturfing. Other online Buzz Marketing strategies include enlisting the help of influential bloggers to create a stir. Companies oftentimes let bloggers or media outlets try a product in advance of its release in exchange for a published mention of the product. Using website forums to drum up Buzz and creating customer communities that connect fan clubs,

message boards and other groups are also examples of how companies create online. Buzz Marketing is a different approach to marketing than the traditional outbound marketing techniques or "mass marketing" tactics of TV, radio and print advertising. In outbound marketing, companies aim to proliferate their messages to as many people as possible with the hope that a few will become interested. Buzz Marketing depends on the power of one-on-one personal messages more than broadcast messaging and assumes that word--mouth holds more weight with consumers since it is perceived as unbiased, coming from people they trust and not simply directly from the company.

Buzz Marketing also was a part of Viral Marketing, from all the respondent said that Buzz Marketing was very functionable, a good strategy and a good technique to be apart of Start-Up Business, From the explanation it can be interpreted as a Start-Up Business designed to find the right business model for the company or the entrepreneur who owned it and nowadays to as a entrepreneur or a company to having a business itself, it would be nothing without promotion, because even a small business needs a promotion in order to make people gets interested and to buying the product itself. Nowadays there are also many types of strategy business that create by the company, organization or especially for the entrepreneur that sell a product or service, by the development of technology and internet, the company and the organization also have to create a strategy that could help them to promote about their business, and of course they have to create marketing strategy, cause strategy of marketing helps an organization or company to concentrate it's scarce resources on the best possible opportunities so as to increase the sales. Especially for the business cullinar, that needs a good strategy to promote and offering a product, because food is a basic human needs, and people tend to buy a product that trusted. Not only by the marketing strategy but also to create a good and high quality product of food. Nowadays people tend to by a product that gets viral among customer. Especially a product that has a good reviews.

Based on the interview from all the respondents who have a Cullinary Business, they all said that Buzz Marketing is a technique or an unique strategy to help all the Start-Up business in this case Start-Up cullinar business, as a beginner they have to find a good strategy that have a low cost, and through Buzz Marketing they can promoting and offer they product easily, all of the informants said that Buzz Marketing is a part of their business, Buzz Marketing was very helpful, especially for make the brand more stronger, as the new beginner they try to keep up date the product, but beside that, Using Buzz Marketing is to increase a brand awareness and makes their products gets viral, but before they tried to use Buzz Marketing, they have to make their product as perfect as they can, they tried to make a products of food as good as it can be, when Buzz Marketing going on, people will keep talking about their product, and all the informants said that they wants to have a good reviews from all the respondent, not only gets viral or known by people but they wants their product viral cause by the quality, in order to make a customer buying repeatedly. All the informants said that Buzz Marketing become an important role for all of them because through Buzz Marketing their product gets viral faster than what they expected. It can be concluded from respondent 1 to respondent 10 they all said that Buzz Marketing was very helpful to promoting and selling a product especially for the new starter, and it have a good impact for their business, and can help to increasing their brand awareness.

The related journal that supporting the current research, with the title "The Impact of the Effectiveness of a Buzz Marketing Campaign on the Image," This journal contain the awareness of how important Buzz Marketing on every aspect especially for increasing the brand awareness, it also says that Buzz Marketing has many benefit and it suit with the current research which proof that Buzz Marketing has become an important role for the start-up Cullinary Business, and Buzz Marketing gave a positive impact. After interview from all the respondent, and arranged all their answer, the process of Buzz Marketing is to make the product gets viral, and it start when they keep promoting, keep updating, and keep sharing about their product, they also have to create a good description in order to make people keep talking, and when it shares to one another, other people might share and share until the products gets viral and known by people. But every owner of the Cullinary Business has their own way or the own technique to implemented the strategy of Buzz Marketing for their business, and most importantly their already know and understand how to start using and doing Buzz Marketing for their business, and Buzz Marketing become an important role for the business especially for start-up Cullinary Business. Overall in this research the research objectives which is how is the role of Buzz Marketing on Strt-up Cullinary Business has been answered through the interview from all the respodent, to solve the problem itself the researcher took 10 informants by using qualitative method in depth interview and using sampling.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion from the previous chapter it can be concluded that:

1. Buzz Marketing has become an important role for the start-up Culinary Business, and Buzz Marketing give a positive impact to their business. All the informant said that Buzz Marketing was very helpful and useful to promoting and offering a product of Culinary Business. Through Buzz Marketing it easy for the Owner of Culinary Business to promote their product and its very easy, low cost with high impact.
2. Buzz Marketing also help all the owner to reach target market, makes people know faster about their product, help to grow their business, increase the sales, and did not to waste much energy to promote a product especially for the beginner or then new Start-Up.
3. All the business owner who have owned Start-Up Culinary Business, using Buzz Marketing in order to grow their business, but after interview from all the respondent it can be concluded that the role of Buzz Marketing for the start-up culinary business was very important and Buzz Marketing is the best technique to increase the brand awareness among people and also through Buzz Marketing their product gets viral faster.

Recommendation

This research has been conducted in order to explore generally about how role of Buzz Marketing on Start-Up Culinary Business. Here are some recommendations from the result, as follows:

1. For the Start-Up Culinary Business, its good to keep using Buzz Marketing to promote their product, so their product will grow up faster and known by many people, but beside that they also have to keep improving.
2. For the Researcher, to keep learning about the positive things insides this research.
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about Buzz Marketing.

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