

## **ABSTRACT**

*Name* : Michael  
*Study Program* : Hotel Business Program  
*Title* : **THE INFLUENCE OF THE MARKETING MIX ON CULINARY TOURISM POTENTIAL AT MUARA KARANG REGION**

*Muara karang is a new famous region in Jakarta. Would but this region is less once in exposed and that is real as a culinary tourism. One of the strategies that can be used in this research is the marketing mix strategy. In this research, aims to measure if the effect of marketing mix on the effect of culinary tourism, how much is the effect.*

*This research uses a quantitative approach where the research site is a coral estuary. The source of this research data are primary and secondary data collection methods using a questionnaire. The data collected was analyzed using validity test data analysis, normality test, linear regression test, and drawing conclusions.*

*The results of this study are: the influence of the marketing mix on the potential of culinary tourism in the coral estuary. The influence of this marketing mix by 40% and the remaining 60% are other variables not measured in this study*

***Keyword: products, prices, places, promotions, potential, culinary tourism, coral estuary***