

## **JOURNAL OF INTERVIEW**

Day/Date : Thursday, June 6, 2018

Place : Palembang Harum (Toko Kue Harum)

Interviewee: Mardho Tillah

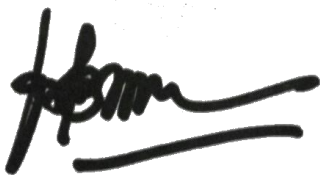
Interviewer : Novita Malaya

Topic : How to keep Palembang Original Culinary survive by using marketing strategy

Summary of the interview :

Palembang Harum is one of the outlet that sell palembang culinary especially traditional cakes. Mardho, as the owner of Palembang Harum, started his business in online shop at the end of 2012. As time goes by, the business is growing rapidly and he decided to open the shop on April, 2014. He uses the best quality to make those cakes so the products are still authentic. He got reference from his ancestor. He doesn't afraid with the rival who sell the same product with him even he assumes that it's good because there's a competition and the customer can choose which one is the good one. Beside it, the interesting packaging is being a superiority for Palembang Harum. All of the cakes in Harum are not using the preservatives ingredients so the cakes can keep maximum 3 days. Mardho use marketing strategies to make their products survive which is personal selling, mass selling, sales promotion and public relation.

Approved by,

A handwritten signature in black ink, appearing to read 'Mardho Tillah', with a horizontal line underneath.

Owner of Palembang Harum