

## ABSTRACT

*Affordable price, unique culinary, and strategic place becomes important factor for business in Yogyakarta. Waroeng Spesial Sambal (SS) was established 2002. It offers 32 spicy condiment for each menu. This research aim to study the strategy Marketing Public Relations of Waroeng Spesial Sambal (SS) to maintain loyalty of customer. This is a qualitative research which observe method, interview, and study research in used. The result of this research describe the strategy Marketing Public Relations of Waroeng Spesial Sambal (SS) is Pull Strategy Technique (attract customer attention by providing program “kejutan pedas” and “menu layak cicip” ), Push Strategy Technique (give new product/ menu), Pass Strategy (CSR Program) and become sponsor in selected event. All of the program is going well and acceptable.*

*Keyword : Strategic Marketing Public Relations, Customer Loyalty and Waroeng Spesial Sambal*