

## ***ABSTRACT***

This study aims to examine how marketing strategies in restaurant toward change the business environment is one-way street system in the city of Semarang. This study analyses the marketing strategy, by looking at the marketing performance by restaurants.

This study use qualitative research with case study approach uses data collection method through semi-structured interview and observation in interview process involving 10 owner or manager of restaurant as interview respondent. Purposive sampling researchers choose respondents who are considered in accordance with research purposes.

Based on the results of this study, responding to changes in the business environment to measure the performance marketing of restaurant using active encouragement of customer comments and complaints, access, support facilities, financial positioning, ease of view, customer behaviour, brand equity, monitoring of competitors' marketing activities, Market, competitive advantage. Restaurants traditional include access, support facilities, financial position of customer behaviour, ease of view, monitoring of competitors' marketing activities, collecting regular marketing plans and market position. Marketing strategy to deal with environmental changes with promotion, adjusting to consumer behaviour, improving service, improving internal performance, adding support facilities and this strategy is greatly helped by social media in marketing communications.

Keywords : Marketing Strategy, Marketing Performance, Restaurant