Marketing strategy is the marketing mindset that will be used to achieve marketing objectives. Marketing strategy contains specific strategies for target markets, the determination of position, size of the marketing mix and marketing expenditure. One of the marketing strategy is a strategy that can be applied to segmentation, targeting, and positioning. The focus and goal of this research is to investigate the implementation of marketing strategies used by culinary entrepreneurs around the region Ciliwung Malang.

This research was conducted in the house to eat "SS" Branch Ciliwung and home feeding the ducks H. Slamet Branch Ciliwung. This study used interviews and observations in the field. The data used in the form of words and actions as a primary source, while the documentation or notes written in the field as a secondary source.

The results obtained in this study stated that the strategy of segmentation, targeting, and positioning that has been applied by the diner has been as expected. As well as all of the strategies undertaken by the respective management of the restaurant is done in canoes to give satisfaction to their customers. The strategy chosen in accordance with the conditions of the restaurant, the needs of consumers and destination restaurants. Therefore, the strategy of eating houses "SS" to the restaurant "duck H. Slamet" is not the same. However, these strategies have been effective in order to achieve the objectives of the restaurant is to increase sales of its products.