

ABSTRACT

The Covid-19 pandemic is a virus that has spread almost all over the world, including Indonesia. Since the Covid-19 pandemic, the Indonesian government has made regulations to reduce virus transmission from the COVID-19 pandemic, this regulation is called the new normal or PSBB. The new normal or PSBB affects the arrival of guests at the bars, one of which is Mr. moonlight. The purpose of this study is to determine the factors driving the arrival of guests to Mr. Moonlight during the covid-19 pandemic and to find out Mr. Moonlight during the covid-19 pandemic. The theory used in this research is Marketing theory. The concepts used are Pandemic, Bar, Marketing Strategy, and Customer. The object of this research is the driving factors for guests at Mr. Moonlight during the covid-19 pandemic. This qualitative research uses 4 data collection techniques, namely, interviews, observation, documentation, and questionnaires. This study also uses Field Research, namely by observation, interviews, and literature review. The marketing strategy carried out by Mr. Moonlight is to provide the best quality service, have superior products, promote on social media, and invite KOL guests. The results of this study are the driving factors for the arrival of guests to Mr. There are 4 moonlights during the covid-19 pandemic, namely, active digital marketing, prices, good health protocols and the concept of comfortable and aesthetic and modern buildings.

Keywords: New normal, pandemic, bar.