

ABSTRACT

As an effort to break the chain of spread of the Covid-19 pandemic, the President of Indonesia, Joko Widodo, imposed a Pembatasan Sosial Berskala Besar (PSBB) policy. The implementation of this policy has an impact on the disadvantages of the restaurant sector which must limit dine-in or on-site dining. Marketing communication has an important role in maximizing the marketing function of companies that are surviving in the midst of the Covid-19 pandemic through marketing communication activities. This study aims to analyze and describe in detail the marketing communication activities implemented by Grandis Barn to increase sales and remain an option in the midst of the Covid-19 pandemic. The focus of this research is the marketing communication activities that Grandis Barn has intensified online and offline in the midst of the Covid-19 pandemic, namely sales promotion, personal selling, and direct marketing using the marketing communication mix concept of Kotler and Armstrong (2008). The research method used in this research is descriptive-qualitative by making observations, interviews with six informants who have been selected, and the documentation obtained. Meanwhile, the results obtained are that Grandis Barn uses sales promotions in the form of discounts, special prices (price packs), coupons, and premiums; personal selling in the form of sales presentations; and direct marketing in the form of online marketing.

Keywords: Marketing Communication, Marketing Communication Activities, Surviving, Covid-19