

ABSTRACT

The Indonesian economy has experienced a decline, this is due to the presence of a new type of virus or the Covid-19 pandemic (Corona Virus 2019) which has spread in various parts of Indonesia, the spread of the virus also has an impact on the field of Hospitality Tourism. This situation forces hotel companies to develop new strategies in maintaining the stability of hotel visitors, one of which is the Fave Hotel Olo Padang, which is in the center of Padang City, West Sumatra. Fave Hotel Devise new tactics by doing different marketing activities than usual. This study aims to determine the marketing communication activities carried out by Fave Hotels during the Covid-19 pandemic and focuses on integrated marketing communication activities according to the Integrated Marketing Communication Theory in Philip Kotler and Kevin Lane Keller's book entitled Marketing Management. The research method used in the study is a qualitative descriptive method with a postpositivism research paradigm. The results of the research found in this study were that during the Covid-19 pandemic, Fave Hotel Olo Padang used integrated marketing communication activities such as sales promotion, public relations, direct marketing, word of mouth, and personal selling.

Keywords: Marketing Communication, Integrated Marketing Communication, Covid-19 Pandemic, Fave Hotel.