

ABSTRACT

CV Graha Mulia Utama is a company in the field of publishing and general trading located in the city of Bandung. This company existed before the Covid-19, but during the Covid-19 pandemic, the company CV Graha Mulia Utama experienced a decrease in revenue and had to make sales online. This is a challenge for CV Graha Mulia Utama to carry out communication management activities starting from the planning, organizing, actuating, and controlling stages of the company so that the company can survive and make sales during the Covid-19 pandemic. This study aims to determine how the communication management carried out by the company CV Graha Mulia Utama in maintaining the company during the Covid-19 pandemic. This study uses communication management theory which functions to encourage communication activities as an effort to achieve communication goals within the company with four stages of management, namely planning, organizing, actuating, controlling. The method used is descriptive qualitative. Data collection techniques and data analysis techniques performed are by conducting interviews with company directors as well as the head of marketing and employees of CV Graha Mulia Utama and expert informants in the field of communication management. The results of this study indicate that the communication management activities of CV Graha Mulia Utama use the planning, organizing, leadership, controlling stages. The communication management activities of CV Graha Mulia Utama have been going well, but at the planning stage there is a strategic lag, namely developing an Ebook during the Covid-19 pandemic and at the organizing stage there is no permanent organizational structure and is only based on mutual assistance due to limited human resources.

Keywords: Communication Management, planning, organizing, actuating, controlling