

ABSTARCT

The emergence of the Covid-19 pandemic in Indonesia has affected many sectors from health, education, and even the economy, which has harmed many people. Including the business sector which declined drastically, one of the businesses that was affected was the sale and purchase of used cars. From these conditions lead to increasingly fierce business competition. So the purpose of this study is to analyze the promotional strategies carried out by AlAuto Garage in increasing used car sales during the Covid-19 pandemic through Facebook social media. This study uses the theory of Marketing Communication, Promotion Strategy, Promotion Mix, Facebook SocialMedia. The method used in this research is descriptive qualitative with a case study approach. The results obtained from this study are that AlAuto Garage carries out its promotional strategy by applying the stages of promotion and communication that optimize its marketing. Also includes a promotional mix, advertising through the concept of an ad copy strategy, sales promotion that adapts to the current pandemic conditions, namely sterilizing products and providing free masks, direct marketing through Facebook social media, as well as personal selling through Facebook and face-to-face.

Keywords: Marketing Communication, Promotion Strategy, Promotion Mix, Facebook SocialMedia.