

ABSTRACT

In the era of globalization, in-laws of entrepreneurs and business actors are demanded to be able to advance and innovate in accordance with the demands and needs of consumer icons. One of the examples of technological advances at this time can be seen in the cigarette industry in the world, especially in Indonesia, the existence of electric cigarettes, which has already become an ideal phenomenon among the Indonesian people, to replace cigarettes. In this study, the analysis was carried out on the marketing communication mix in the form of advertising, sales promotion, direct marketing, personal promotion, interactive marketing and public relations conducted by Alexa Vape Store located in Cimahi City which is one of the providers of vape products in Cimahi City, Java. West. Alexa Vape Store was founded in 2019 in November providing a variety of e-cigarette needs. The Large-Scale Social Restrictions (PSBB) that apply in Cimahi City have caused some businesses to experience a decline in sales, but it is seen that Alexa Vape Store sales during the Covid-19 pandemic ranked first among its competitors in Cimahi city. In this study, researchers used research methods with a qualitative approach. A qualitative approach was used in this study because the researcher wanted to explain a phenomenon in detail through the method of collecting data as deeply as possible using interview techniques as research data collection. The results of this study are Alexa Vape Store implements a marketing communication mix in the form of advertising, sales promotion, personal selling, direct marketing, public relations, event experience and interactive marketing, these forms are combined by Alexa Vape Store in its promotional activities with the aim of assist Alexa Vape Store in marketing its products and increasing its sales. The form of marcomm mix that has the best impact on sales by Alexa Vape Store is sales promotion and direct marketing. The implementation of the marketing communication mix at the Alexa Vape Store is considered successful in increasing sales during the Covid-19 period.

Keywords : *Promotion Mix, Marketing Communication Mix, Alexa Vape Store.*