

ABSTRACT

The phenomenon of the emergence of the COVID-19 pandemic has a negative impact on various providers and creates economic losses for business people, offices and industries in Indonesia, including the fashion industry or Muslim clothing. This condition makes business competition increasingly fierce. This study aims to determine the efforts of a company in an effort to inform, persuade and increase sales to consumers directly or indirectly about the products or services offered during the COVID-19 pandemic. So the purpose of this study is to find out how the implementation of marketing communications carried out by PT Anugerah Fatahillah Nibras during the COVID-19 pandemic. The theory used in this research is the marketing communication mix proposed by Kennedy and Soemanegara (2006:1). The method used in this research is descriptive qualitative. Primary data collection techniques using interviews, observation and documentation, to three relevant informants. Secondary data collection techniques using literature studies and online sources. The theory used in this research is advertising, sales promotion, public relations, and direct selling. The results obtained from this study show that PT Anugerah Fatahillah Nibras did most of the marketing communication mix used during the COVID-19 pandemic was done online through digital marketing and sosial media such as Instagram, Facebook, the official website, and Youtube. There are also marketing communication mix activities carried out by PT Anugerah Fatahillah Nibras offline such as advertising presented through mass media such as television, radio, and public relations activities in the form of support events.

Keywords: *Marketing Communication, Marketing Communication Mix, COVID-19.*