

## ABSTRACT

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ABSTRACT The city of Bandung is a city with a variety of culinary choices, there are many types of restaurants in this city, one of which is Kozi Coffee Company 6.2 which is a restaurant with good and well-maintained public facilities, strategic locations, clean and well maintained public toilets, as well as other supporting facilities. can be used to hold various events. Food/beverage selection menu and seating. The Covid-19 pandemic also requires management to make various promotional strategy efforts to survive. The purpose of this study was to determine the promotion strategy at Kozi Coffee Company 6.2 Bandung in dealing with the Covid 19 pandemic. The data were obtained through interviews with the owner and staff as well as direct observation. The data collection method that will be used is descriptive qualitative. The results of this study show that promotions that existed before the Covid-19 pandemic were only sales promotions on major holidays in Indonesia, Kozi Coffee Company 6.2 official tumblr promotions and promotions through the Instagram application. While the promotional strategies carried out during the Covid 19 pandemic varied widely, namely conducting sales promotions for the PANG program, sales promotion using the GOFOOD and GRABFOOD applications, advertising promotions, publication promotions, promotions using social media applications Instagram and Twitter.

Keywords: Restaurant, Promotion Strategy, COVID-19