

## ABSTRACT

*The boarding house business and the boarding house advertiser website business are profitable business. However, in the early 2020s, the Covid-19 pandemic that happened in Indonesia gave a huge impact for many business sectors, including the boarding house business dan the boarding house advertiser website business because all of the universities in Indonesia had to implemented the online studying so the demand of boarding house is decreased. The purpose of this study was to determine the marketing communication strategy during the Covid-19 pandemic that was implemented by Koseeker as a boarding house advertiser website. This research used the descriptive qualitative methode with the study cases approach. As a guide, this research used the effective marketing communication strategies concept from Mahmud Machfoedz. The results in this research are the message strategies implemented by Koseeker are the contents of varied communication messages such as entertainment, education related to the Covid-19 pandemic, and information about Koseeker's products, also creative strategies by using informational and emotional messages. The media strategy is applied by choosing Instagram and the feeds feature for marketing communication and choosing a certain time to upload content such as the month of the new semester and uploading at 9.00-10.00 to 16.00-18.00.*

***Keywords : The boarding house advertiser website, Covid-19 pandemic, Marketing communication strategy, Message strategy, Media strategy***