

## **ABSTRACT**

*Marketing communication is one type of komunikasi to be able to attract the attention of consumers in order to achieve the target of a company. However, the COVID-19 pandemic has a major impact on the business sector. This study aims to determine how the komunikasi marketing strategy that has been carried out by PT. Trio Rasa Mas during the covid-19 pandemic. The theory in this study is a marketing komunikasi theory by Philip Kotler, defining marketing is one of the functions in the organization (company) and a communicate and provide value to customers, and to maintain good relationships with customers. The method is qualitative research. Informants in this study is marketing staff and managers of PT. Trio Rasa Mas who played a role in compiling marketing komunikasi strategies at PT. Trio Rasa Mas during the covid-19 pandemic. The conclusions in this study is: Marketing komunikasi strategy of PT. Trio Rasa Mas during the covid-19 pandemic aims to build and maintain consumer confidence in PT. Trio Rasa Mas during the covid-19 pandemic. By informing how the situation and condition of the covid-19 virus in Cianjur Regency and informs how to optimize PT. Trio Rasa Mas to suppress the spread of covid-19.*

**Keywords: Marketing, Marketing Komunikasi, Pandemic covid-19**