

ABSTRACT

This research discusses about the role of social media which has its own advantages in the rapid dissemination of information. During the Covid-19 pandemic, many business owners had to suffer losses due to decreased purchasing power. One of them happened at the Padang Restoran Sederhana in Central Jakarta. Padang cuisine does have fans from various circles. From the many Padang Restaurant, of course, have their own characteristic in their presentation. However, it is very unfortunate that because of the Covid-19 Pandemic, the turnover at the Padang Restaurant Sederhana in Central Jakarta must decrease. Decreased turnover, making restaurant owners have to think harder because considering restaurant operation must continue to run. In this research, the authors conducted research on the influence of social media and the impact that occurs when using social media marketing. Especially in the world of digital marketing. This research, the authors use qualitative description methods and conducted observations and interviews with sources.

Keywords : Pandemic Covid-19, Padang Restaurant, Digital Marketing