

ABSTRACT

The Covid-19 outbreak has paralyzed various sectors, including the economic sector. The implementation of PSBB during the Covid-19 pandemic affects economic activities by limiting the use of public transportation which is also related to logistics services. On the other hand, the Ministry of State-Owned Enterprises (BUMN) issues a policy to liquidate business entities that are considered to have no economic value, therefore companies need to carry out strategies to increase their economic value. This study aims to determine how the implementation of the promotional mix program as a marketing communication of PT. Indonesian Railways Operation Area 2 Bandung in increasing sales of goods transportation services during the Covid-19 pandemic. This study uses a descriptive qualitative method with reference to the theory of the Promotional Mix of Kotler and Keller (2016). The data collection techniques used in this research include library research and field studies (in-depth interviews, observation, documentation). The results obtained from this study found that PT. Kereta Api Indonesia Daop 2 carries out promotional mix activities covering aspects of advertising, sales promotion, events and experiences, public relations and publicity, online marketing and social media, mobile marketing and database direct marketing, as well as personal selling during the Covid-19 pandemic in an effort to introducing freight transport services, maintaining company image and increasing sales of freight transport services.

Keywords: *COVID-19 Pandemic, Marketing Communication, Promotion Mix, PT Kereta Api Indonesia Operating 2 Area*

