

ABSTRACT

The development of the times and increasingly rapid technology gave rise to the presence of new media. This media is widely used by companies in promotional activities. One of them is Batam Indonesia Free Trade Zone Authority (BP Batam). BP Batam uses integrated marketing communications to attract foreign investors to invest in Batam. This study discusses the forms of integrated marketing communication used by BP Batam. The purpose of this study is to determine BP Batam's integrated marketing communications during the Covid-19 Pandemic. The method used in this research is descriptive qualitative. Data collection techniques were carried out on four informants through interviews, observations, documentation and literature studies. The data validity technique used in this study used data triangulation. The theory used in this study is the marketing communication mix of Kotler dan Armstrong (2001:138) in the form of advertising, sales promotion, public relations and publicity, and direct marketing. The conclusion that can be drawn from the results of the study is that BP Batam's advertising activities during the Covid-19 pandemic were carried out through online media and offline media. BP Batam's sales promotion and direct marketing are carried out using a digital platform. BP Batam's public relations and publicity are carried out through talk shows, press releases and publications.

Keywords: *Marketing Communication, Integrated Marketing Communication, BP Batam, Pandemic Covid-19.*