

ABSTRACT

Bukit Air Wedding, the wedding organizers in Bogor City, is one of the service businesses that was also affected by the Covid-19 pandemic. Therefore, this research was conducted to determine the marketing communication strategy undertaken by Bukit Air Wedding in attracting consumer interest in the midst of the Covid-19 pandemic. Purpose of this research is to find out and analyze the message and media strategies carried out by Bukit Air Wedding through the Instagram platform as the main medium of their marketing communication. This research was conducted using descriptive qualitative research and data collection was carried out by observation, in-depth interviews with key informants, and strengthened by statements from expert informants and four supporting informants. The theoretical basis used in this research is Mahmud Machfoeds' marketing communication theory with a main focus on message strategy and media strategy. Message strategy includes information content and creative forms, while media strategy includes media selection and consumer gaps. Based on the research results, Bukit Air Wedding used educational content as the main basis for the messaging strategy and Instagram as the main media, however, there was no change in media strategy by Bukit Air Wedding either before the pandemic or during the pandemic.

keywords: *marketing communication strategy, instagram, wedding organizer*