

ABSTRACT

The end of year exactly in December 2019 world were surprised by the presence of a new virus the name is Corona virus viruses found first at Wuhan, China. This virus had already spread in Indonesia and almost in the countries in the world. This virus very change of habits and the pattern our lives. Besides changing habits and lifestyle Corona virus have the effect on the sale UKM or business that has had a name as Starbucks. So many small businesses or businesses which already has a name make promotion and manage strategy promotion them to be able to thrive in a pandemic. One of the brands which do some a strategy of promotion is Starbucks . because of the pandemic this then the author make research about a strategy of promotion Starbucks coffee to attract interest buyer in the time of panemic COVID-19.This study using qualitative research methods. This study much get data from social media and from the answers respondents.

Keyword: corona virus,sale,promotion,strategy of promotion, starbucks