

ABSTRACT

The phenomenon of the COVID-19 pandemic has an impact on the economy as well as the adjustment of the company's or agency's communication strategy to survive. One way is to utilize and maintain various marketing elements that help the agency survive. This study aims to describe the communication strategy of the Marketing Department of Telkom University through community relations during the COVID 19 pandemic. The research method used is a qualitative approach with an interpretive descriptive method with qualitative data analysis of the Miles and Huberman model. In this study, data collection techniques were conducted through interviews, documentation, and literature study. The communication strategy by the Marketing Department of Telkom University through community relations during the COVID-19 pandemic is very important to be carried out optimally. This is continuous with relations with local communities and UKM (Student Activity Units) which help the Marketing Department of Telkom University to be well maintained. The results in this study show that as a communication liaison and coordination flow as well as one-stop bureaucracy using a WhatsApp Group and Zoom Meeting. In terms of community relations, which are trying to be implemented between the Marketing Department of Telkom University and the local community, the collaborative environment they create is professional and familial.

Keywords: *Communication, Communication Strategy, Community Relations*