

ABSTRACT

The COVID-19 condition has given an impact on various sectors, one of which is the food and beverage sector such as cafe. Disini Cafe is one of those cafes located in Cimahi that has experienced the impact of the pandemic and decided to make changes in order to maintain its business. Disini Cafe is taking the use of digital platforms such as Instagram to promote their business to a larger society. The purpose of this study is to describe the marketing activities done by Disini Cafe through social media Instagram during COVID-19 pandemic. The research method used in this research is descriptive qualitative. Data collection techniques used are interviews, documentation, observation, and literature study.

The theory used in this research is Robyn Blakeman's (2018) theory of marketing strategy, involving situation analysis, marketing purposes, marketing strategy, target market analysis, competitive strategy, implementation tactics, and evaluation. The marketing activities by Disini Cafe in the midst of the pandemic is crucial to be carried out maximally. The conclusion from the results of this study is the use of the insta story feature, instagram tv, story highlights and photo and video uploads are used to disseminate information related to operating hours, interesting promos, product information, atmosphere of the place, and testimonials from consumers. The photo and video tag feature is used as a form of appreciation for Disini Cafe to consumers. The Instagram reels feature is a visual distribution of products and includes entertainment content during a pandemic.

Keywords: *Marketing Communication, Disini Cafe, Instagram, COVID-19*