

ABSTRACT

COVID-19 pandemic had an impact on the marketing tourism sector, West Java experienced a 49.57% decline in tourists at the beginning of pandemic (Diskominfo Jabar 2020). Sari Ater hotels & resorts use Instagram as their main communication during the COVID-19 pandemic. This research presents concept of an effective marketing communication strategy developed by Machfoedz (2010). This study uses an interpretive paradigm, descriptive qualitative methods, data analysis techniques Miles and Huberman models. The aim is to describe the marketing communication strategy implemented by Sari Ater hotels & resorts through Instagram during the COVID-19 pandemic in the period March 2020 - November 2021. The results of this study, the strategy of the message contains information regarding price rates, services and facilities are delivered based on health protocols. The creative form of the message is conveyed in the form of a rational and emotional message. In the media strategy, Sari Ater selected social media and then chose Instagram as a means of marketing communication during the COVID-19 pandemic. Sari Ater determines best time and location to share messages with audience so that it becomes a consumer gap. Conclusion of this study, there is a change in the marketing communication strategy on Instagram Sari Ater hotels & resorts during COVID-19 pandemic.

Keywords: Strategy, Marketing Communication, Tourism, Instagram, COVID-19