

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are one of the leading driving forces in economic development and play a significant role in the economy. MSMEs must be able to improve themselves and compete with other MSMEs because the growth rate is getting faster every year, utilizing social media is one of the right choices to make it easier for business owners or companies to market their products or services. Marketing communication is used in this study to determine the efforts of a business in an effort to inform, persuade and remind consumers directly or indirectly. The purpose of this study was to find out more deeply the analysis of marketing communication activities carried out by Kopi Pak RM. The theory used in this research is advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling according to the marketing communication mix concept by Morissan. The research method used in this research is descriptive qualitative with post-positivism paradigm. The results obtained by Kopi Pak RM use elements of direct marketing, sales promotion, public relations and personal selling.

Keywords: *MSMEs, Marketing Communication Activities, Pak RM Coffe*