

ABSTRACT

COVID-19 pandemic has had many impacts on human life, especially on social and economic aspects. In an effort to break the spreading chain of COVID-19, humans are forced to increase their activity to stay at home, avoiding physical encounter. This has resulted in many people looking for new hobbies to be able to continue their activities happily even if done only from home, and taking care of ornamental plants is one of the selected activities. This research focuses on how the Marketing Communication Strategy of CV. Maksell through their Instagram account @sellycahaya using the theory The effectiveness Marketing Communication Strategy by Machfoedz from his book *Komunikasi Pemasaran Modern*. In its marketing communication strategy, it explains various marketing activities using the features on the platform, but not only relying on features but @sellycahaya also uses various good, communicative communication approaches and also makes scheduling how to maximize the role of features and also provides various important educations in order to make the prospective customers will become customers and become interested in buying ornamental plant products sold by @sellycahaya. That makes the difference between CV. Maksell ornamental plant traders and other ornamental plant traders.

Keywords: Pandemic, Marketing Communication Strategy, Ornamental Plants, Instagram