

## **ABSTRACT**

*The world is currently facing a very large pandemic called Coronavirus Disease 2019 (COVID-19). The spread of this virus is so fast spreading and making governments around the world give efforts that must be done to inhibit the spread of the COVID-19 virus, namely the existence of a lockdown to break the ropes of spread of the virus in their respective countries. The government officially established the implementation of emergency Community Activity Restrictions (PPKM) since July 3, 2021.*

*Because of the PPKM applied in several major cities in Indonesia resulted in shops to amusement rides forced to be closed by force. As a result, traders have to rack their brains to set their marketing strategies. One of those affected is By Lashes, one of the beauty SMEs that sell false eyelashes that eventually choose to promote with digital marketing and choose a strategy one of which is Content Marketing to increase competitive advantage in customers. According to Kotler (2019), Content Marketing is a marketing activity that includes creating content, selecting, dividing, and enlarging content that is interesting, relevant, and useful for a clear audience group in order to create interaction with existing content.*

*This research aims to see the influence of Promotion and Content Marketing on Competitive Advantages on By Lashes in the PPKM Era. This research includes a type of quantitative research. This research method is associative-causal. The population in this study is all users of By Lashes especially in the era of PPKM. The sampling technique used is non probability sampling with purposive sampling method. The questionnaire was distributed to 100 respondents. The study used descriptive analysis and multiple linear analysis. Based on the results of this study, the influence of Promotion and Content Marketing variables on Competitive Advantage simultaneously has a positive and significant effect. From the results of the coefficient of determination obtained the value of RSquare (R<sup>2</sup>) of 0.445 this means that 44.5% of the variables of Competitive Advantage can be explained by the promotion and content marketing variables while the remaining 55.5% is influenced by other factors not used in this study.*

**Keywords: Content Marketing, Competitive Advantage, Promotion**