

ABSTRACT

The occurrence of the Covid-19 pandemic in Indonesia has changed the way companies do marketing, especially the change of marketing activities from offline to online. PT.Telkom Indonesia is one of the companies that adapts to do marketing in the pandemic period by holding a virtual bike IndiHome Digibike to form brand activation and accelerate the community to increase myIndiHome application users. To achieve the objectives of marketing activities, IndiHome Digibike uses a variety of integrated marketing communication tools to create a consistent and integrated message to the public despite using different media in the delivery of IndiHome Digibike objectives. So that in this research has the goal to know integrated marketing communication activities at IndiHome Digibike in doing marketing virtually. The research method used is qualitative descriptive using the paradigm of post-positivism. The data on the study was collected using primary sources such as observations, interviews, documentation and secondary sources of online material search. The results of the research found that at the IndiHome Digibike event used direct marketing, public relations, advertising, word of mouth, event and experience and interactive marketing to carry out virtual bike event promotion activities, especially in achieving the intial goal of IndiHome Digibike which is to create brand activation and accelerating myIndiHome application users on enthusiasts. bicycle.

Keywords: *Integrated Marketing Communication, IndiHome Digibike, Virtual Event, Vitual Bike*