

ABSTRACT

Indonesia is currently battling a pandemic caused by the COVID-19 virus. The COVID-19 pandemic has had various negative impacts on various sectors, including for micro-enterprises. Many cases of failure of micro business actors to survive in the midst of a pandemic are due to their lack of ability to adapt to conditions. Micro-enterprises need to make adjustments to the conditions of the COVID-19 pandemic, one of which is by adjusting their marketing communication strategies. Bangjeri as one of the outstanding micro-enterprises in Bandung Regency also needs to adjust its marketing communication strategy during the COVID-19 pandemic. The purpose of this study was to determine the marketing communication strategies carried out by Bangjeri micro-enterprises during the COVID-19 pandemic. This study uses descriptive qualitative research methods. Research data was taken through the process of interviews, documentation, and literature study. The data validity technique uses source triangulation techniques. This study uses the theory of effective marketing communication strategies from (Machfoedz, 2010). The results show that the message strategy of Bangjeri micro business actors has not designed communication goals and uses creative forms of rational and emotional messages. In the media strategy, Bangjeri micro business actors use direct communication channels and indirect communication channels such as Instagram and WhatsApp. Bangjeri micro-entrepreneurs are also taking advantage of the gaps in the social life of consumers caused by the COVID-19 pandemic.

Keyword : *Marketing Communication, Marketing Communication Strategy, SMEs, COVID-19 Pandemic.*