

ABSTRACT

The Covid-19 pandemic has had an impact on the tourism industry. Accommodation and eating and drinking were greatly affected with a percentage of 92.47% according to a survey conducted by the Central Statistics Agency (BPS). The Bobobox Capsule Hotel is one of the capsule hotels in Indonesia that prioritizes technology as a support for the facilities provided that are integrated with the Internet of Things (IoT). During the new normal pandemic, the Bobobox Capsule Hotel grew rapidly with a consistency of up to 80%. The purpose of this study is to describe the marketing communication activities of the Bobobox Capsule Hotel during the Covid-19 pandemic. This research was conducted with an IMC model guide owned by Adji Watono and Maya Watono which consisted of discovery circles, intent circles, and strategy circles. This research uses descriptive qualitative research method with post positivism paradigm. Data collection was carried out by observation, in-depth interviews with marketing managers, social media leads, and business analysts at the Bobobox Capsule Hotel. Results in research. The Bobobox Capsule Hotel during the Covid-19 pandemic has carried out various series of dual-sapta model IMCs starting from discovery circles, intent circles, and strategy circles. There is a gap in this research that the Bobobox capsule hotel during this pandemic does not carry out events and sponsorships as well as direct marketing.

Keyword : marketing communication activities, Bobobox Capsule Hotel, Pandemic Covid-19, discovery circle, intent circle, strategy circle