

ABSTRACT

The Covid-19 pandemic has had a negative impact on Indonesian tourism, especially Bohay Beach. However, Bohay Beach is able to carry out its tourism with its own uniqueness, namely cafes and beach restaurants with marine natural attractions with ethnic nuances. This uniqueness is the value offered in carrying out tourism through marketing communication strategies during the pandemic. This study aims to determine the application of Bohay Beach marketing communications during the pandemic. The theory used is from Widjayanto (2013) and Amirullah (2015) marketing communication strategy which includes starting from a planning, implementation and evaluation. Qualitative research methods and interpretive paradigm, data collection techniques with observation, interviews and documentation. The data analysis technique uses the Miles and Huberman model.

The validity of the data using triangulation techniques. The results of Bohay Beach's research in planning are analyzing problems, understanding audiences, formulating communication goals, selecting media and communication channels and developing messages. Implementation of marketing communications that have been implemented by Bohay Beach tourism during the COVID-19 pandemic through advertising, direct marketing, sales promotion, personal selling, public relations, social media and word of mouth. Evaluation, Bohay Beach measures work by seeing an increase in the number of followers and interactions on Instagram.

Keywords : *Bohay Beach, Marketing Communication Strategy, Marketing Communication, Tourism*