

## **ABSTRACT**

*The Covid-19 outbreak has changed many people's lifestyles until post-Covid-19 as it is now, one of which is a healthy lifestyle consumption pattern. In addition, many of several industries have been harmed as a result of the Covid-19 pandemic outbreak, on the other hand, the position of the herbal industry until after the Covid-19 pandemic is still increasing and even has greater prospects in the future. Along with the development of digitalization, many people spend time on online media, one of which is in conducting online buying and selling transactions. This opportunity is widely used by business people to market their products online, because they can reach a wide audience with little energy and cost. This study aims to determine and describe how the application of the promotion mix as marketing communication of PT Bhineka Rahsa Nusantara in promoting Rahsa Nusantara products in Bandung City. This research uses descriptive qualitative research methods with an interpretive paradigm, and refers to Kotler and Armstrong's Promotion Mix theory (2008). This data collection technique is done through interviews, observation and documentation. The results of this study indicate that the five applications of the promotion mix carried out by PT Bhineka Rahsa Nusantara have been carried out well. In the Advertising indicator, it is done by utilizing online channels and offline channels by placing ads on social media and distributing flyers at certain events. In the Sales Promotion indicator, Rahsa Nusantara provides promotions in the form of discounts, vouchers, cashback, free freebies and mini size products in every minimum purchase. In the Public Relations Indicator, by holding activities such as webinars on health issues aimed at Rahsa Nusantara consumers, as well as for publicity Rahsa Nusantara usually also collaborates with several media who want to cover and communities that still intersect with Rahsa Nusantara's values. In the Personal Selling indicator, Rahsa Nusantara participates in several events and at the same time sells products directly to visitors who come. And for Direct Marketing, Rahsa Nusantara sends email blasts and Whatasapp blasts in notifying sales promotions to consumers. And to receive and respond to responses from consumers Rahsa Nusantara uses Instagram and the website as a medium to interact with consumers or audiences.*

**Keywords:** *Herbal Drinks, Promotion Mix, Rahsa Nusantara*