

ABSTRACT

COVID-19 pandemic is successfully put a big damage to several industry sectors in Indonesia, and each of them is struggling hard to survive the year of 2020. A Marketing Communication is an implication of factors of Marketing Communication Mixes that is connecting between the communication of an organization to its target audiences, with a main purpose of marketing their products and services. The phrase of 'target audience' is a bunch or a nest of people that have been classified as a party who involved to the process of a marketing communication. The party is considered as a message receiver. But not only to consumer and to prospects, marketing communication is also aimed at the stakeholder of the organization. These tools and mixes implication by Scoop & Scoops are meant to be researched by the writer in this research. Scoop & Scoops is one of a massive Food & Beverages brand that serves Ice Cream as the main dish. The writer is intrigued to be involved in this research to acknowledge the strategy, and the implication of marketing communication by Scoop & Scoops, through this pandemic era. The data collection technique in this research is using a form interview, observation study, and documentation. The result of this research says that the Scoop & Scoops still implicate their marketing communication strategy, however they cut their marketing budget in a massive amount, due to cashflow problems. With their strategy and tactics, so far Scoop & Scoops can survive, even grow their company into a bigger brand, through this pandemic era. To sum up this research, the implication of marketing communication by Scoop & Scoops through the COVID-19 pandemic can be stated as a goal strategy.

Keyword: Marketing Communication Implication, Marketing Communication Mix, Integrated Marketing Communication