

ABSTRACT

The emergence of the COVID-19 (Corona Virus Disease) pandemic phenomenon has an impact on various sectors, including the mass transportation industry sector. The impact is not only on the economy but also on the mobilization of Indonesian people. Then, the marketing communication mix is one of the strategies that have a big role and influence in informing and promoting products or services owned by the company in order to maintain the company's existence and increase the number of passengers during the COVID-19 pandemic. The implementation of marketing communication mix activities allows companies to attract consumers to reuse products or the services that offered. The purpose of this research is to find out how the implementation of PT Kereta Api Indonesia (Persero) marketing communication mix activities or marcom mix during the COVID-19 pandemic. The theory that used in this research is the Marketing Communication Mix theory submitted by Priansa (2017). In this research, the researchers used qualitative descriptive methods by referring to the paradigm of post-positivism as the basis of researchers thinking. Data collection techniques used in this research in were in-depth interviews, observations, and literature studies. Through this study, it was found that PT Kereta Api Indonesia (Persero) integrates its promotional activities with intense marketing communication mix activities used during the COVID-19 pandemic, including advertising, sales promotion, personal selling, and public relations with the campaign or core messages to be conveyed about the latest information, regulations, and health protocols at train, as well as all information presented by PT Kereta Api Indonesia (Persero) related to issue or the situation of the COVID-19 pandemic.

Keywords: *Marketing Communication Mix, COVID-19, Transportation, PT Kereta Api Indonesia (Persero).*