

ABSTRACT

Efforts to control the spread of covid-19 the government set a Pembatasan Sosial Berskala Besar (PSBB). The implementation of this policy has an impact on the MSME sector where people are urged not to travel unless it is necessary and should limit the activities of traveling in shopping centers and public places that cause crowds. The situation makes SME chips Oyeye Djamoer innovate during the covid-19 pandemic because it has experienced a decrease in sales results that cause the role of marketing communication is needed. Marketing communications are used to disseminate information, persuade and remind consumers about products or services that are marketed. This study aims to analyze and describe in detail about marketing communication activities implemented by Oyeye Djamoer chips to increase sales during the covid-19 pandemic and the focus of this research is marketing communication launched by Oyeye Djamoer chips during the covid-19 pandemic, namely using the concept of Agus Hermawan's promotional mix (2012) in the marketing communication book. The research method used in this study is descriptive qualitative with interpretive paradigm. The results of the research obtained are Oyeye Djamoer chips apply advertising, personal selling, sales promotion, direct marketing, and internet marketing.

Keywords: Marketing Communication, Promotion Mix, Covid-19 Pandemic, Sales increase