

## **ABSTRAC**

Marketing communication is the process of delivering messages by means of persuasion or invitation to offer a product, either goods or services. The following types of marketing communication are advertising (Advertising), personal selling (personal selling), promotion (sales promotion), public relations (Public Relations), and direct marketing (direct marketing) simultaneously and partially to the level of visits.

Weaving is currently experiencing a decline due to people's purchasing power of local products and the entry of foreign products affecting different prices set by craftsmen because they are still made traditionally. Weaving's role at this time is only an appeal to the community with the tagline "I Love Indonesian Products". This is also influenced by the impact of the Covid-19 pandemic so that at this time.

The method used in this study uses a qualitative method because the process and meaning are emphasized in qualitative research, and using observations and interviews with internal parties, namely the weaving owners, the MSME community in Central Lombok and external parties, namely the people who use and buy Sukarara weaving.

The results of the study show that Digital Marketing Communications Through Facebook Social Media During the 2021 Pandemic Runs well and is very helpful. The obstacle faced by MSME Ana Tenun Sukarara is the Covid-19 pandemic which is still an obstacle for almost all businesses. However, marketing communication using Facebook Media is already embedded in the minds of consumers at this time, because customers already believe in the quality of the products provided by Ana Tenun Sukarara products.

**Keywords:** Marketing Communication, MSMEs, Pandemic Impact.

