

ABSTRACT

The Indonesian government first announced that there were positive cases of Covid-19 patients in Indonesia on March 2, 2020. Marketing communication activities are a means used to inform, persuade, and remind consumers about the products being sold which have an important role in maintaining business amidst the Covid-19 pandemic. The purpose of this study was to find out how the marketing communication mix activities were carried out by Aditi Coffee House and Space during the Covid-19 pandemic.

This study uses a qualitative method with a descriptive type with data collection techniques in the form of interviews, observations, and documentation. The subject of this research is Aditi Coffee House and Space. The theory used in this research is the marketing communication mix theory expressed by Kotler and Keller.

The results obtained from this study are that Aditi Coffee House and Space uses 7 marketing communication mix tools, namely advertising, sales promotion, event and experience, public relations and publicity, interactive marketing, word of mouth, and personal selling. With the marketing communication mix activities that have been carried out, Aditi Coffee House and Space can maintain its business amidst the Covid-19 pandemic.

Keywords: Marketing Communication, Marketing Communication Mix, Aditi Coffee House and Space