

ABSTRACT

Megrashy Wedding Planner is a Wedding Organizer in the city of Bandung, established in 2010. The Wedding Organizer service business is one of the business sectors affected by the spread of the coronavirus and regulations made by the government due to the Enforcement of Community Activity Restrictions (PPKM), which limits the implementation of wedding events so that Many clients cancel weddings. The purpose of this research is to find out how Megrashy Wedding Planner's communication strategy in conveying health communication messages relates to the application of health protocols in forming client trust. This study uses descriptive qualitative research methods. Megrashy Wedding Planner uses social media and verbal communication in conveying messages to foster confidence in their clients who will get married during the COVID-19 pandemic.

Keyword : Comunnication Strategy, COVID-19 Pandemic, Wedding Organizer.