

## ABSTRACT

*One of the companies affected by the COVID-19 pandemic is PT. Global Tekno Mediakom. It is one of the companies engaged in the radio industry under the name Play99ers. Play99ers radio has featured programs, 'Pulang Sore'. 'Pulang Sore' has the concept of on-air and off-air programs in the sense of broadcasting outside the studio. The concept of Kotler and Keller (2012:478) contains eight marketing communication mixes, namely: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth, and personal selling. Of these eight concepts, the researchers used to find out how to apply the marketing communication mix in selling the flagship program, namely the 'Pulang Sore' program to get advertisers during the covid-19 pandemic. This study uses a qualitative research method with a case study approach. The results of this study indicate that radio players do not use advertising elements in their marketing activities. The following are the results of the implementation of the Play99ers radio marketing communication mix, including (1) Sales Promotion: Play99ers radio provides bonuses and discounts. (2) Events and Experiences: Play99ers radio makes music acoustic events. (3) Public Relations and Publicity: Play99ers radio establishes a relationship with DISBUDPAR. (4) Direct Marketing: Play99ers radio uses Instagram and Whatsapp. (5) Interactive Marketing Play99ers radio utilizes the Instastory question box. (6) Word of Mouth: Play99ers radio gets recommendations from advertiser to advertiser. (7) personal selling: Play99ers radio present directly about 'Pulang Sore' program. Therefore, this research is in accordance with the theory of Kotler and Keller (2012: 478) in getting advertisers by selling the concept of the pulang sore program during the covid-19 pandemic.*

**Keywords** : Radio station play99ers, Pulang Sore Program, Marketing Communication Mix.