

ABSTRACT

The Covid-19 pandemic has had an impact on various sectors, one of which is the economic sector. The economy has experienced a decline, one of which is fashion businesses such as UMKM Puriutami Bandung. UMKM Puriutami Bandung is an UMKM that sells batik mukena products, batik robes, batik tunics, and outer batik. As a result of the impact of the Covid-19 pandemic, UMKM Puriutami experienced a decline in income by 80%. Unwittingly, the pandemic has made Indonesians more distant and away from crowds, therefore Indonesians prefer to shop online rather than offline. Therefore, it is necessary to carry out marketing communication activities that can increase purchases.

The purpose of this study is to analysis and describe the marketing activities carried out by UMKM Puriutami Bandung through social media Instagram. The research method used in this research is descriptive qualitative. Data collection techniques used are interviews, documentation, observation and triangulation. The theory used in this research is the marketing communication mix and Instagram social media features according.

The results of this study are UMKM Puriutami have carried out marketing communication activities in the dimensions of the marketing communication mix, namely advertising but not yet paid on social media, direct marketing, sales promotion, personal selling, electronic marketing and public relations. Apart from that, from the features provided by social media, Instagram followers of UMKM Puriutami prefer content in the form of reels which are considered interesting and clearer, concise, and denser. The author hopes that UMKM Puriutami can consistently carry out marketing communication activities through the use of Instagram social media, and understand the desires of followers on social media by posting more reels.

Keywords: *marketing communication, marketing communication mix, social media instagram*