

## **ABSTRACT**

*The phenomenon of the prohibition of mass gatherings in large numbers to break the ropes of the spread of Covid-19 makes many weddings difficult. This makes wedding organizers have to change their marketing communication strategy in order to survive and get clients. The purpose of this study was to analyze Megrashy's marketing communication strategy in increasing sales in the Covid-19 pandemic era through TikTok. The method in this study uses descriptive qualitative data collection techniques through interviews, documentation and literature studies involving key informants and expert informants to obtain concrete information. The results showed that Megrashy's marketing communication strategy in increasing sales was carried out through TikTok as the main media in marketing communications in the pandemic era with three types of content; education, entertainment, promotion, which are packaged in the form of creative messages with informational and emotional approaches. The use of prime time TikTok is an effort in choosing consumer gaps.*

**Keywords: Marketing Communication Strategy, TikTok, Wedding Planner**