ABSTRACT

The covid-19 pandemic situation had a fairly burdensome impact on all parties, from the economy, education, to tourism. Floating Market Lembang, which previously had an average of 3000-4000 visitors, decreased to 100-300 visitors. The decline in visitors became the background for how Floating Market Lembang had to adjust its marketing communication activities during the covid-19 pandemic. This research was conducted to find out how expert and key informants responded to marketing communication activities carried out by Floating Market Lembang. Visitors to the Lembang Floating Market were also involved in this study in providing their views in responding to marketing communication activities that took place in 2019-2022. This study uses Morrisan's marketing communication mix theory, which contains elements of advertising, direct marketing, interactive marketing, sales promotion, public relations, personal selling. This research is a qualitative research that uses a descriptive approach that conducts in-depth interviews. With the subject of Floating Market Lembang employees and the object of marketing communications carried out by Floating Market Lembang. The results of the application of marketing communications carried out by Floating Market Lembang include, (1) Advertising: maximizing Instagram ads. (2) Interactive Marketing: using websites and social media as promotional tools. (3) Sales Promotion: using discounts and price adjustments. (4) Public Relations: Make a mass vaccination event.

Keywords: Covid-19, Marketing Communication, Floating Market Lembang.