

ABSTRACT

The Covid-19 pandemic creates new challenges for business actors to be able to get loyal consumers. Businessmen must also be able to innovate and be creative to increase sales so that they can survive in difficult situations such as the Covid-19 pandemic. Kopi Sabin Banjarnegara is a coffee shop that was founded in 2017 and strives to maintain consumer loyalty in one way that is done is through planning an effective marketing communication strategy, especially during the pandemic. The purpose of this study is to find out how effective marketing communications are carried out by the Sabin Banjarnegara Coffee Brand in an effort to maintain consumer loyalty during the pandemic. In conducting the research, the researcher used descriptive qualitative research methods. Based on the research, it can be concluded that Kopi Sabin Banjarnegara in promoting its products has used two effective strategies, namely message strategies and media strategies that are run based on the marketing communication mix model (advertising, sales promotion, event and experience, direct marketing, interactive marketing, word of mouth marketing). and personal selling) and has achieved consumer loyalty.

Keywords: Effective Marketing Communication Strategy, Marketing Communication Mix, Consumer Loyalty, Coffee shop, Pandemic.