

ABSTRACT

In the midst of the current Covid-19 pandemic, it has affected many areas, especially in the economy. Business tends to decline due to reduced direct interaction. Under these conditions, competition in the business world is getting tougher, so a different promotion strategy is needed to survive and increase sales. The purpose of this study is that researchers want to find out and analyze how the promotion strategy is used at PT Electronic City Indonesia Tbk during the current pandemic through social media, namely Instagram. In this study using a descriptive qualitative method based on a descriptive study approach with data collection techniques based on the results of interviews which will be processed first using a data triangulation test. This study also uses several theories such as the theory of Promotion Strategy, Promotion Mix, New Media, and Instagram Social Media. The conclusion of this study is to find out what mix was implemented by PT Electronic City Indonesia Tbk during the PPKM period.

Keywords: Covid-19, Promotion Strategy, Marketing Mix, New Media, Instagram