

ABSTRACT

When the Covid-19 pandemic was still happening in Indonesia. One of the sectors affected by the pandemic is car rental, especially during the homecoming season and Eid. Approaching Eid, when conditions were normal before the pandemic, ordering cars for going home was usually crowded. Meanwhile, since last year, car orders for going home are still small. Several Indonesian car rental owners have a strategy to offer their services to corporates. With a focus on long-term contracts it will be more profitable than for individuals at that time. According to them, most private users use car rental services during national holidays or holidays every week. Especially, at the beginning of the month or the end of the month, service users will rent for a duration of 2 to 3 days for tourist purposes. PT. Partner Alya Rizky with his brand Partner Rent Car conducts Marketing Communication by building online engagement between services and their audience through marketing content created by him in order to get customers to use his services. The importance of this feedback was also expressed by an online marketing practitioner and author of several books on social media, Jason Falls, in an article about engagement on social media.

This research aims to increase sales of Mitra Rent Car rental services. The background of this writing is because we want to add a marketing area other than South Jakarta. This is because there is still a lack of people knowing from small business owners of Rent Car Partners the importance of product branding, as well as the absence of supporting facilities and infrastructure to assist in increasing consumers of Rent Car Partners.

This study used a qualitative descriptive research method with data collection techniques using interviews, observation, documentation and training. The data that has been obtained is analyzed for its validity by combining answers and drawing conclusions from the results of interviews with informants.

The results of the research found that personal selling activities carried out by PT. Mitra Rent Car has been running well because it is able to get engagement and awareness of the products offered to consumers in accordance with those targeted by the company. However, innovation and creativity are still needed for a salesperson to carry out their duties, because competition is getting tougher with every sale made. Apart from that, when there is a social media admin, he must also take part in training that has a positive impact on a social media handler to increase his capacity as an admin so that he is able to produce good content every month.,

Kata Kunci: *Engagement, Mitra Rent Car*