

ABSTRACT

At the beginning of 2020, almost all regions in the world are facing a force majeure phenomenon called Corona Virus Disease or COVID-19. This virus first spread in China's Wuhan City at the end of December 2019. . Almost all business sectors experienced huge losses. Several theories and concepts that support this research include marketing strategy, marketing communication strategy, digital marketing communication strategy, and the concept of social media. This study uses an interpretive descriptive qualitative approach to describe an event as it is. Researchers used the method of observation, documentation and in-depth interviews. Informants from the marketing department of Dua Coffee, Dua Coffee customers and marketing communications practitioners. Before determining the content and form of the message, it is necessary to pay attention to the segmentation to be addressed. Information that is the basic need of the target market must be formed into the content of communication information. Dua Coffee Bandung has not been able to maximize the use of its Instagram social media so that the information disseminated by Dua Coffee Bandung still does not really meet the needs expected by customers from Dua Coffee Bandung. The selection of media used by Dua Coffee Bandung includes direct media channels by utilizing conventional media in the form of coffeeshops and also indirect media channels, namely Instagram social media. Utilization of the use of social media used by Dua Coffee Bandung is still focused on Instagram social media, but it is not maximized because the content production that is built is still more active on Instagram Story. not specific.

Keywords: Strategy, Communication, Marketing, Social Media, Instagram