

ABSTRACT

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AGANO COFFEE MARKETING COMMUNICATION STRATEGY DURING THE COVID 19 PANDEMIC IN TANGERANG CITY

Keywords: Communication Strategy, Marketing Communication, Agano Kopi

(x + 116 + Appendices)

The main focus of Agano Kopi is oriented towards increasing marketing during the COVID-19 pandemic in Tangerang City itself. this is about the various mixes used by Agano Kopi about Marketing Communication strategies What are the strategies used by Agano Kopi in dealing with the competition of coffee shops which are close to culinary centers in Tangerang City. This is because many MSMEs have been affected by this pandemic itself. The purpose of this research itself is to find out what marketing communication strategies are used during this pandemic itself. This research itself uses qualitative methods with data collection techniques carried out by interviews, observation, and documentation. These results show that Agano Kopi's communication strategy planning itself during the covid 19 pandemic was carried out well by providing various facilities provided by Agano Kopi and also not forgetting to hold various promos during this covid 19 pandemic so that customers can feel Agano coffee with affordable prices. This is done in order to give a positive image to Agano Kopi during the current covid pandemic.

Bibliography (2015-2020)