

ABSTRACT

The Covid-19 outbreak has certainly resulted in a decrease in income in the culinary business. Semarang City is one of the recommendations for culinary tourism according to the Ministry of Tourism of the Republic of Indonesia 2018 (Kemenpar). One of the culinary delights that must be visited is the Virgin Bakery. During the pandemic, this bakery was still busy with customers. This research focuses on how the marketing communication strategy carried out by the Virgin Semarang Bakery during the Covid-19 pandemic. This research focuses on the implementation of Machfoedz's marketing communication strategy which consists of message strategy and media strategy. This study uses a descriptive qualitative method that aims to describe the marketing communication strategy of Virgin Bakery during the Covid-19 pandemic. The results of this study indicate the communication content message strategy in the form of detailed product information, in the creative form of Virgin's message packaging in the form of a simple attractive poster and displaying a combination of emotional and rational messages. Then in the media strategy, namely media selection, Virgin Bakery using Whatsapp determines several locations for the best time to share and offer its products to consumers.

Keywords: marketing communication, marketing communication strategy.