

ABSTRACT

The Covid-19 pandemic that has spread throughout Indonesia and throughout the world, has had many negative impacts. One of them has an impact on business people in the field of Food and Beverage, namely the coffee shop, the sales of products from the coffee shop business are gradually becoming empty of customers, and sales turnover has decreased by up to 90%. The purpose of this study was to determine the promotional strategies carried out by Stuja Coffee Jakarta during the Covid-19 pandemic, the differences in sales of Stuja Coffee Jakarta before the Covid-19 pandemic and after the Covid-19 pandemic and to find out the promotional strategies carried out by Stuja Coffee Jakarta during the pandemic period. Covid-19 before using social media and after using social media. The research method used is a qualitative method, by obtaining data through observation, interviews, and documentation, while the informant in this study is the Co-Founder of Stuja Coffee Jakarta. The results of this study indicate that the decline in sales during the Covid-19 pandemic at Stuja Coffee Jakarta was caused by an appeal from the Government, namely Large-Scale Social Restrictions (PSBB) and an appeal for shops to temporarily close which made people choose to stay at home. Promotion strategies carried out by Stuja Coffee Jakarta are advertising, sales promotion, public relations and publicity, and direct marketing strategies. And the difference in the promotional strategy carried out by Stuja Coffee Jakarta during the Covid-19 pandemic after using social media is the formation of e-commerce social media, namely Shopee.

Keywords: Promotion Strategy, Stuja Coffee Jakarta, Covid-19, Social Media