

ABSTRACT

The development of tourism is one of the factors that can help increase the country's economy and foreign exchange. However, the Covid-19 pandemic has had a negative impact on many sectors, especially the tourism sector due to the implementation of Large-Scale Social Restrictions as an effort to minimize the spread of the Covid-19 virus. This has an impact on Bandung Zoological which has limitations in carrying out marketing activities because they are asked to follow the rules from the government. Marketing communication is one of the important things to maximize the marketing function of a company that is surviving during the Covid-19 pandemic through marketing communication activities. This study aims to analyze and describe the marketing communication activities implemented by Bandung Zoological Garden during the Covid-19 pandemic. The focus of this research is marketing communication activities that are intensified by Bandung Zoological Garden during the Covid-19 pandemic. The theory used in this research is advertising, personal selling, sales promotion, public relations, direct marketing and internet marketing using the concept of Agus Hermawan's marketing communications mix (2012) in the marketing communications book. The research method used in this study is descriptive qualitative with an interpretive paradigm. Primary data collection techniques are using interviews and observations to five relevant informants. The results of the research obtained are that Bandung Zoological Garden uses a mix of internet marketing and public relations during the Covid-19 pandemic.

Keywords : Marketing Communication, Marketing Communication Activities, Covid-19