

ABSTRACT

The COVID-19 pandemic, which has spread to various parts of the world, has not only brought disease but also has impacts on sectors of life, one of which is the economic sector. Economy is one of the important factors in human life. Coffee shops are one of the business sectors that have also experienced an impact due to government policies in dealing with and preventing the spread of the COVID-19 virus, namely Large-Scale Social Restrictions (PSBB) which urges people to quarantine in an area and stay at home. During Large-Scale Social Restrictions (PSBB), the community is encouraged to do activities at home such as school, work, and also worship. This research discusses promotional strategies in cafes affected by the COVID-19 pandemic, which aims to determine the promotional strategies carried out by Masalalu Cafe in the period before and during the COVID-19 pandemic. This research is a qualitative research. The data collection methods used by the author are interviews, observation and documentation. The data collection process was carried out by the author through interviews with the owners and employees of Masalalu Cafe and direct observation to find out the results and correctness of the data. Support for the completeness of the data is obtained from the results of documentation and literature study. The results of this study show that Masalalu Cafe uses several dimensions of the promotional mix as a promotional strategy before the COVID-19 pandemic. Meanwhile, during the COVID-19 pandemic Masalalu Cafe did not experience many changes in its promotion strategy. There are only a few dimensions of the promotional mix that have not been used due to the COVID-19 pandemic. During the COVID-19 pandemic Masalalu Cafe used more promotions that could be done through social media and put more emphasis on online sales. So that Masalalu Cafe can survive during the COVID-19 pandemic and can compete with other cafes.

Keywords: Promotional Strategy, Coffee Shop, Covid-19