

ABSTRACT

The phenomenon of the Covid-19 pandemic has resulted in the imposition of restrictions on face-to-face activities that have an impact on various sectors. One of them is in the education sector with its marketing activities. The marketing communication activities of the Telkom University SMB underwent a total change from offline to online. This study aims to describe how the marketing communication activities of the Telkom University SMB team through Instagram live during the Covid-19 pandemic. The research method used is descriptive interpretive method with qualitative data analysis Miles and Huberman. Data collection techniques through interviews and documentation. In the message strategy, there is no change in the information content. The contents of the communication information conveyed are in the form of selection paths, study programs, facilities, achievements, sharing experiences of Telkom University. Packaged in a creative form of a message that combines a rational and emotional approach. In the media strategy, the SMB Telkom University selected media by choosing Instagram live as a medium for marketing communication activities during the pandemic. Determination of time, day and location standards was carried out by the SMB Telkom University as an effort to knowing consumer gap.

Keywords: Marketing Communication, Education, Instagram Live, Covid-19