

ABSTRACT

To control the growth of the Covid-19 virus, the government announced a Large-Scale Social distancing (PSBB) policy in 2020, which resulted in many layoffs and had a severe impact on economic circumstances in Indonesia, so people must think clever. to improve household economic situations. Mamaca MSMEs are among the new MSMEs that have sprouted up to help stabilize the household economy. However, the digital media communication technique to the target demographic has not been optimized. Furthermore, the images on social media do not demonstrate the excellence of Mamaca's products, resulting in underdeveloped sales. As a result, the goal of this study is to devise the best promotional plan for increasing brand awareness of the intended audience This design employs qualitative data collecting approaches such as AOI (Activity, Opinion, Interest), SWOT (Strength, Weakness, Opportunity, Threat), and AISAS (Activity, Opinion, Interest) (Attention, Interest, Search, Action, Share). It is believed that with the right promotional approach, Mamaca would be able to grow its turnover as planned.

Keywords: MSME ,
Pandemic, Promotion, Brand awareness