

## **ABSTRACT**

### ***SANA Studio Marketing Communication Planning in Marketing Sports Studios during the Covid 19 Pandemic***

Rega Erwanto <sup>1)</sup>, Reni Dyanasari <sup>2)</sup>, Fasya Syifa Mutma <sup>2)</sup>

<sup>1)</sup> Student of Communication Studies Program, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Studies Program, Universitas Pembangunan Jaya

*Business activities in Indonesia are currently experiencing several problems related to the spread of the Covid-19 pandemic, one of which is the sports business. One of the sports studio businesses in Indonesia, especially the South Jakarta area, is SANA Studio. It is very important for SANA Studio to plan the right communication so that the services they sell can survive during the Covid-19 pandemic. Communication planning itself is defined as the process of allocating communication resources to achieve organizational goals. These resources include not only mass media and interpersonal communication, but also any activity designed to change behavior and create certain skills among individuals and groups within the scope of the tasks assigned to the organization. The results of the study show that SANA Studio has implemented several marketing communication plans in response to the spread of the Covid-19 pandemic. Some of the programs carried out include the implementation of online sports classes that can be accessed through the Zoom application, the implementation of programs that collaborate with sports brands, as well as the implementation of core programs such as the 8 week challenge and Women's 10K. In addition, there are media used in the marketing process, namely using Instagram media. The reason for using Instagram media is because currently Instagram is a social media that is often used by business people to market their products with the availability of features that are quite complete, making it easier for business people to create marketing content that they want to create.*

**Keywords** : Covid 19 Pandemic, Marketing Communication, Instagram

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