

ABSTRACT

FOOD AND BEVERAGE MSME MARKETING COMMUNICATION STRATEGY IN THE COVID-19 PANDEMIC (Case Study on Tembem Coffee MSMEs)

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April 8, 2021 is the day the establishment of Kopi Tembem, South Jakarta, at the same time Indonesia is experiencing the Covid-19 pandemic. Kopi Tembem has managed to maintain its business during the Covid-19 pandemic to date thanks to its unique marketing communication strategy. This study uses a qualitative method with data collection techniques through in-depth interviews with the case study method. According to the results of the study, it can be concluded that the marketing communication strategy of IMC UMKM Kopi Tembem uses five of the six mixed marketing model concepts, namely advertising, event and experience, PR and publicity, personal selling, and interactive marketing. The content integration process has been carried out well by Kopi Tembem to all marketing concepts in the various media used. The most reliable marketing platform during the Covid-19 pandemic for marketing is Instagram social media by utilizing features such as Instagram Collaboration, Instagram Stories, Reels, Feeds, and Highlights. Kopi Tembem has used Instagram Ads but it doesn't have much impact on marketing.

Keywords: Tembem Coffee, Integrated Marketing Communication, Marketing Communication Strategy, Marketing Mix Models

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