

**STRATEGI KOMUNIKASI PEMASARAN YANG DILAKUKAN OLEH
PEDAGANG SAYURAN DI PASAR MAYESTIK PADA MASA PANDEMI
VIRUS COVID-19**

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ABSTRAK

Pandemi virus Covid-19 memberikan banyak dampak negatif kepada masyarakat luas, terutama dalam hal ekonomi. Dampak ekonomi dirasakan oleh para pedagang sayuran di pasar mayestik yaitu berkurangnya pendapatan yang mereka dapatkan, sehingga mereka harus membuat strategi komunikasi pemasaran yang sesuai dengan kondisi pada masa Covid-19. Penelitian ini dilakukan bertujuan untuk mengetahui strategi komunikasi pemasaran yang dilakukan pedagang sayuran di pasar mayestik pada masa pandemi virus Covid-19. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif dengan pendekatan studi kasus. Hasil penelitian yang didapatkan dalam penelitian ini adalah para pedagang sayuran di pasar mayestik melakukan strategi komunikasi pemasaran dengan menyampaikan secara langsung kepada pelanggannya bahwa mereka dapat dipesan melalui online, dan juga dengan memanfaatkan media sosial seperti *whatsapp*, Instagram, ataupun *e-commerce* seperti grab. Pihak pasar mayestik juga ikut membantu dengan menggunakan media sosial Instagram. Pedagang sayuran dan juga pihak pasar mayestik juga senantiasa menjaga kebersihan di lingkungan pasar mayestik dan menerapkan protokol kesehatan di pasar mayestik.

Kata Kunci: Strategi Komunikasi Pemasaran, Covid-19, Pedagang Sayuran di Pasar Mayestik, Pihak Pasar Mayestik, Media Sosial.

**MARKETING COMMUNICATION STRATEGIES DONE BY VEGETABLE
TRADERS IN MAJESTIC MARKETS DURING THE COVID-19 VIRUS
PANDEMIC**

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ABSTRACT

The Covid-19 virus pandemic has had many negative impacts on the wider community, especially in terms of the economy. The economic impact is felt by vegetable traders in the Mayestik market, namely the reduced income they get, so they have to make marketing communication strategies that are in accordance with the conditions during the Covid-19 period. This study was conducted with the aim of knowing the marketing communication strategies carried out by vegetable traders at the Mayestik market during the Covid-19 virus pandemic. The method used in this research is a qualitative research method with a case study approach. The results obtained in this study are that vegetable traders in the Mayestik market carry out marketing communication strategies by conveying directly to their customers that they can be ordered online, and also by utilizing social media such as whatsapp, Instagram, or e-commerce such as grab. The local market also helps by using social media Instagram. Vegetable traders and also the local market also always maintain cleanliness in the local market environment and implement health protocols in the local market.

Keywords: *Marketing Communication Strategy, Covid-19, Vegetable Traders in Mayestik Market, Part of Mayestik Market, Social Media.*