

ABSTRAK

TRI PUTRI WACHYUNI NPM 1851022, STRATEGI KOMUNIKASI PEMASARAN DALAM MEMPERTAHANKAN MINAT PENGGUNA JASA FAFIO WEDDING ORGANIZER BATURAJA DI MASA PANDEMI COVID-19. Skripsi S1 Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Baturaja. Di bawah bimbingan Dra. Umi Rahmawati, M.Si sebagai pembimbing I dan Puspita Devi, M.Pd sebagai pembimbing II.

Di tahun 2021 pemerintah Indonesia memberikan kebijakan Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) darurat yang lebih ketat. Berbagai pembatasan akibat pandemi menjadikan wedding organizer (WO) mengalami pengurangan hingga pembatalan pesta pernikahan. Skripsi ini membahas tentang bagaimana strategi komunikasi pemasaran dalam mempertahankan minat pengguna jasa fafio wedding organizer Baturaja di masa pandemi covid-19. Dalam penelitian ini menggunakan teori perencanaan dengan konsep yaitu tujuan sosial (*social goals*), meta tujuan (*meta goals*), dan ingatan kerja (*working memory*) menggunakan paradigma konstruktivis. Metode dalam penelitian ini adalah metode wawancara secara mendalam dengan teknik kualitatif. Teknik pengumpulan data penelitian ini yaitu teknik analisis data yang digunakan adalah deskriptif kualitatif. Setelah dilakukan penelitian dan analisis data didapatkan hasil bahwa dalam mempertahankan minat pengguna jasa, fafio wedding organizer mampu memahami situasi di masa pandemi dan hambatan-hambatan yang akan di lalui sehingga fafio membuat rencana-rencana strategi promosi yang dilakukan melalui media dari mulut ke mulut, kemudian media sosial seperti *Instagram, Facebook, Youtube*, dan akun *Google Bisnis* serta melalui media cetak yaitu *Brosur*. Namun ada beberapa media promosi yang secara signifikan membantu sekali dalam mempertahankan dan meningkatkan minat konsumen di masa pandemi yaitu melalui media sosial khususnya *Instagram* dan media dari mulut ke mulut.

Kata Kunci : Strategi Komunikasi Pemasaran, Minat Pengguna, Pandemi

ABSTRACT

TRI PUTRI WACHYUNI NPM 1851022, MARKETING COMMUNICATION STRATEGY IN MAINTAINING THE INTEREST OF USERS OF BATURAJA'S FAFIO WEDDING ORGANIZER DURING THE COVID-19 PANDEMIC. Thesis S1 Communication Studies Program, Faculty of Social and Political Sciences, University of Baturaja. Under the guidance of Dra. Umi Rahmawati, M.Si as supervisor I and Puspita Devi, M.Pd as supervisor II.

In 2021, the Indonesian government will also provide a stricter emergency policy for the Implementation of Community Activity Restrictions (PPKM). Various restrictions due to the pandemic have caused wedding organizers (WO) to experience reductions to the cancellation of wedding parties. This thesis discusses how the marketing communication strategy is to maintain the interest of users of Baturaja's fafio wedding organizer services during the covid-19 pandemic. This study uses planning theory with the concepts of social goals (social goals), meta goals (meta goals), and working memory (working memory). The method in this study is an in-depth interview method with qualitative techniques. The data collection technique in this research is the data analysis technique used is descriptive qualitative. After conducting research and data analysis, it was found that in maintaining the interest of service users, Fafio Wedding Organizer was able to understand the situation during the pandemic and the obstacles that would be passed so that Fafio made plans for promotional strategies carried out through word of mouth, then social media such as Instagram, Facebook, Youtube, and Google Business accounts as well as through print media namely Brochures. However, there are several promotional media that are significantly helpful in maintaining and increasing consumer interest during the pandemic, namely through social media, especially Instagram and word of mouth.

Keywords: Marketing Communication Strategy, User Interest, Pandem

