

ABSTRACT

Coming into 2020, the world was shaken through the outbreak of COVID-19. It has affected big impact to the tourism and hospitality industry. The objective of the study is to explain the marketing communication strategy implemented by Pulang ke Utara Yogyakarta in responding to the outbreak of COVID-19. Therefore, Marketing Communication strategy through Integrated Marketing Communication (IMC) that analyzed using 4 stages of IMC Framework was conducted at Pulang ke Utara Yogyakarta. Theories used in this qualitative research is 4 Stages in Developing Integrating Marketing Communication (IMC) Framework. This research explores the process of delivering 'new normal' messages from company to the customer through IMC Strategy. IMC Strategy aimed to keep the messages understandable and deliver the same message consistently through various channels of IMC. The research instrument of this research are interview and feedback survey as market research. Moreover, the validation and reliability of this research was conducted through triangulation method, specifically sources triangulation. The reliability of the research was tested using replication method. The writer compared the interview data from one informant to another to confirm the data. The interview used semi-structured method and open-ended questions as the interview method. Meanwhile, the feedback survey was analyzed by using ordinal categorization method. The findings of this research shows that Pulang ke Utara already used IMC Strategy, by delivering the same messages in all channels. The message is clearly defined that Pulang ke Utara is preparing to welcome the 'new normal' and they are ready to face it. Furthermore, Pulang ke Utara conducted IMC through 4 stages that consist of building tactical coordination of IMC, keeping the commitment to support IMC by having market research, applying information and technology in supporting IMC, and integrating the strategy in empowering IMC. Based on the research, it is necessary to report and evaluate all of the process that was implemented in order to empowering IMC, as stages 4. The first, second, and third stages were conducted properly with the equivalent objectives, consistent to deliver the same messages through all channels of IMC. However, the report and evaluation in the stages 4 need to be optimized to improve the strategy. Besides, expanding more channels in delivering message can develop the IMC Strategy and strengthen the customer's perspective to the brand.

Keywords: COVID-19, Integrated Marketing Communication, Marketing Communication, New Normal