**Young Coconut Marketing Strategy During The Pandemic**

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**ABSTRACT**

The prestige of coconut water is now increasing along with many people who believe that coconut water can prevent the spread of Covid-19. Various ways are done to increase the body's resistance so that it is not easily infected with Covid-19. The purpose of this study was to determine and analyze the marketing strategy of young coconuts during the covid 19 pandemic, the method used in this study was a qualitative approach with data collection techniques by means of observation and interviews. The total population and sample in this study were 73 young coconut traders spread across Tegal City, Tegal Regency and Brebes Labuan. This research was conducted using a descriptive method with a qualitative approach. The results showed that Young Coconut Traders had carried out all stages of the process in marketing activities. Merchants have done online advertising, direct marketing, and personal selling well. These results can implicitly direct and make the right decisions about the means that can be used by merchants as the main source of marketing tools.

*Keywords: Out Online Advertising; Direct Marketing; And Personal Selling*