

## **ABSTRACT**

*The emergence of covid-19 in Indonesia indirectly has an influence on the movement of people in various fields. Individual activities are also limited, to activities that have a large scale. During the pandemic the number of internet users is increasing. Not only internet users are increasing, social media users are also experiencing an increase. People nowadays use social media a lot. One of the social media that is often used is Facebook. Besides being able to be used to exchange information, Facebook can also be used for business. This is what sellers do by online MSI Adonara using Facebook as a medium to promote their products.*

*The purpose of this study is to find out the use of the social network Facebook as a promotional medium in the midst of the covid-19 pandemic and how the promotional activities carried out by sellers in online MSI Adonara order to be known by many people. From the results of research that has been done by researchers, it was found that sellers online MSI Adonara have taken advantage of the features on Facebook to promote their products. This feature will also help sellers and buyers to interact. Seller online MSI Adonara also posts product photos with captions interesting and captions to make it easier for customers to find out about their products.*

*Keywords: Covid-19, Utilization of social media Facebook, promotion*