
Implementation of Digital Marketing Strategies to Increase Sales during the Covid-19 Pandemic (Study on MSMEs in South Tangerang City)

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ABSTRACT

This study aims to determine the implementation of digital marketing strategies and how effective digital marketing strategies are to increase sales during the Covid-19 pandemic (Studies on SMEs in South Tangerang City). This research method uses qualitative methods by gaining a deep understanding of data collection techniques through observation, documentation, and interviews, using the semi-structured interview method based on predetermined interview guides for several informants to MSME actors in the city of South Tangerang. The analysis results from the interviews show that the most effective and efficient marketing is done digitally / online, primarily through digital/online marketing. According to MSME Players in South Tangerang, they prefer to market their products through Facebook, Instagram, and Online Shop, then WhatsApp, and there are also MSME players marketing them through GoFood and GrabFood. Furthermore, the results of interviews with other informants regarding the determinants of MSMEs increase their sales during the Covid-19 Pandemic, namely promotion factors, with digital/online marketing and competitive price factors.

Keywords: Digital Marketing, Sales, Covid-19 Pandemic, MSMEs

INTRODUCTION

During the current Covid-19 pandemic, all MSMEs (Micro, Small and Medium Enterprises) must continue to formulate their best strategies to maintain and develop their businesses to compete with other business actors. One of the best strategies is how business actors themselves can mobilize all their capabilities, potential, and determination to develop their business, as research conducted by Sunarsi, D., (2020), in the International Journal of Supply Chain Management said that "Humans are an element most important in a company because it has a role as planner, implementer, and controller in achieving company goals. "

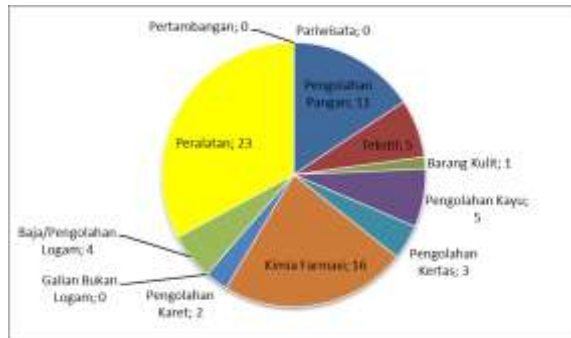
Besides that, it is also strengthened by research by Effendy, AA et al. (2020), which explains that "Setting up a business or UMKM

(Micro, Small and Medium Enterprises) must have the knowledge, skills, and insight into entrepreneurship so that the business being run can run well. and generate optimal profit"

In addition, there are also many other factors in developing a business; as stated by Sunarsi, D., Maddinsyah, Ali., et al., (2020), which states that "In the context of the success of MSMEs it is measured from various aspects such as performance, sales growth, market share, and profitability. "

According to data from BPS Kota Tangerang Selatan, the number of industrial companies is still relatively small. Based on the industrial classification, the city of South Tangerang is dominated by the equipment industry, with 23 companies with 691 people. Then, the pharmaceutical chemical industry has 16

businesses and a food processing industry with 11 businesses/companies.



Picture 1.
 Number of Industrial Companies According to Industry Classification in South Tangerang City

From the data in the diagram above, there is still a limited number of industries scattered in the South Tangerang area; the industry is usually born from a UMKM, so that UMKM is expected to continue to grow into an industry and company because, according to researchers one of the factors is the low number of industrial companies and MSMEs being in South Tangerang is a factor in the lack of MSMEs in marketing their products or services digitally or online.

A survey conducted by the Central Statistics Agency (BPS) in Fadly, HD, & Utama, S. (2020) records "E-commerce users, namely 3,504 heads of families (KK) in 101 regions throughout all provinces in Indonesia. From these data, it can be concluded that only about 15.08% of the total use e-commerce businesses are inversely proportional to those who do not use e-commerce businesses, namely 84.92%."

As the results of research conducted by R. Rahayu & J. Day (2015), "The characteristics of MSMEs in Indonesia are still very few in developing digital marketing that is networked and uses sophisticated technology. MSMEs that still use static sites are 32.5%, interactive sites 25% and have not been digitally involved, have a percentage of 7.2% for MSMEs."

It is reinforced in research by A. Budiyanto, & AA Effendy (2020), among the obstacles to the development of MSMEs: "Limited business

facilities and infrastructure, especially those related to technology tools. Most MSMEs use technology that is still simple so it is difficult to compete in quality and quantity."

By the results of research conducted by Fadly, HD, & Utama, S. (2020), "Whereas the COVID-19 pandemic has had many impacts on economic growth in Indonesia, this will certainly affect the wheels of our economy. Therefore, one of the effective tips to apply during this pandemic is to maximize online marketing and build our branding, given that more and more people are starting WFH (work from home)".

As well as research conducted by Anugrah, RJ (2020), according to him, "With the tendency of people to prefer to spend their time working on social media, companies will easily achieve the targets they set."

However, it is estimated that MSMEs have to work hard in their efforts to continue to survive and develop amid the Covid-19 pandemic because not a few MSMEs have gone out of business due to this pandemic, as statistical data regarding MSMEs that went bankrupt due to the Covid-19 pandemic were obtained from Head of the Manpower Office, which is attached in the following diagram:

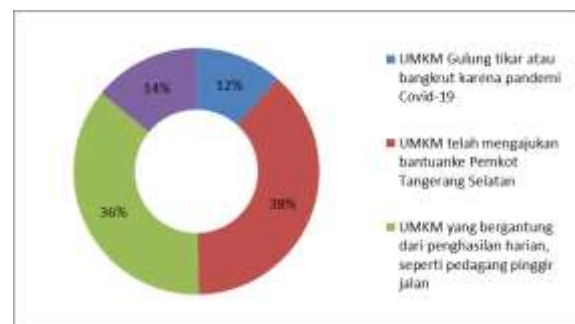


Figure 2.
 MSME data during the Covid-19 Pandemic

The Head of the Manpower Office, Sukanta, said that "In the UMKM industrial sector that went bankrupt or went bankrupt, as many as 246 business entities, according to him, at the beginning of the corona pandemic, 816 MSMEs had submitted assistance to the South Tangerang City Government."

He added, "Business actors are asking for an injection of funds because they can no longer do entrepreneurship, especially for MSMEs who depend on daily income, such as roadside traders." So that according to the data collected from the verification results, there are as many as 774 MSMEs. The amount that received social assistance funds was Rp. 600,000; that is, 301 MSME actors. According to Sukanta too, "That is not for the UMKM but the UMKM actors. We are proposing to the province for the affected MSMEs, which is still in process. The proposal is a type of business, the address of the business is outside the 774" (Agustini, Dewi., 2020)

So to overcome these problems, research is needed on "Implementation of Digital Marketing Strategies to Increase Sales in the Covid-19 Pandemic Period (Studies on MSMEs in South Tangerang City)."

1. Digital Marketing

Chaffey and Smith (2013: 12) identified that "There are five main types of forms of Digital Marketing, among others":

- a. "Transactional e-commerce site. Manufacturing companies, travel services, e-retailers, which make products marketed available online, for example, e-commerce sites, such as shopee.co.id, tokopedia.com and so on"
- b. "A service-oriented relationship building site, which provides information to attract customer interest and build relationships. Ordinary products are not available online; that is, information is provided via the website and e-mail marketing to inform the purchase decision. "
- c. "A brand-building site is providing an experience to support a brand. Products are usually not available online, but sites are commonly used to sell trinkets/merchandise.
- d. "Portal or media site, which aims to provide information and content, such as Online News sites, such as Kompas.com, Detik.com, and so on."
- e. "Social networks or community sites. Sites that allow community interaction between different consumers, popular examples

include Facebook, Instagram, Whatsapp, Twitter, etc."

2. Definition of Sales

The definition of selling is the science and art of influencing a person whom a seller carries out to invite others to buy the goods or services offered; the greater the number of goods or services sold, the greater the likelihood of profits generated by the company. (Effendy, AA, 2018).

As for Sales, according to Swastha, Basu. in Effendy, AA (2019), it is the science and art of personal influence that is carried out by selling to invite other people to buy the goods or services offered.

In a business, increasing sales has an essential meaning in the activities carried out by sales to encourage consumers to buy. The purpose of increasing sales is to estimate how much profit received by selling products to consumers and the costs that have been incurred. Therefore, the ups and downs of the company's sales volume can be seen from the purchasing intensity of consumers and the company area. As for the indicators of sales, according to Kotler in Effendy, AA (2019). namely prices, promotions, distribution channels, products. Based on these indicators, a digital marketing strategy is needed to increase sales.

3. Definition and Criteria for MSMEs (Micro, Small and Medium Enterprises)

According to Aning Kesuma Putri and Dewi Anggraini. (2016: 3-4) in Profit Journal, Volume 3, No.1. stated, "Micro, Small and Medium Enterprises have specific criteria. According to RI Law No.20 of 2008, the criteria for Micro, Small, and Medium Enterprises are ":

- a. Micro Business Criteria:
"Have a net worth of at most Rp. 50,000,000.00 excluding land and building where the business is/has annual sales of not more than Rp. 300,000,000.00. "Thus, a Micro Business is "a productive business owned by an individual or an individual business entity that meets the criteria of a Micro Business."
- b. Small Business Criteria:

“Has a net worth of more than Rp. 50,000,000.00 up to a maximum of Rp. 500,000,000.00 excluding land and buildings for business or having annual sales of more than Rp. 300,000,000.00 up to a maximum of Rp. 2,500,000,000.00. “Thus, a small business can be interpreted as “a productive economic business that stands alone, which is carried out by an individual or a business entity that is not a subsidiary or branch of a company that is owned, controlled, or part of, either directly or indirectly.”

c. Medium Business Criteria:

“Has a net worth of more than Rp. 500,000,000.00 up to a maximum of Rp. 10,000,000,000.00 excluding land and buildings for business premises or having annual sales proceeds of more than Rp. 2,500,000,000.00 up to a maximum of Rp. 50,000,000,000.00. “Therefore, Medium Enterprises are “productive economic enterprises that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of, either directly or indirectly.”

METHOD

In this study, the research approach used is to use qualitative methods. According to Effendy, AA (2018), “Qualitative research aims to gain a deep understanding of the situation at hand.”

Method of collecting data

According to Sugiyono (2012), “In data collection techniques is the most important step in research, because the main purpose of research is to get data, without knowing data collection techniques, researchers will not get data that meets the data standards set.” The data collection techniques include First Observation, namely “As a data collection technique it has specific characteristics compared to other techniques, namely interviews and questionnaires.” (Sugiyono, 2012).

The second is documentation; according to Arikunto (2010), “Documentation is finding and collecting data about things or variables in the

form of notes, transcripts, books, magazines, agendas, meeting minutes, and so on.” The third is the interview, which is used “As a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, and also if the researcher wants to know the things of the respondent more deeply and the number of respondents is small or small.” (Sugiyono, 2012).

Data analysis method

The data analysis technique is “Describing what analysis techniques the researcher uses to analyze the data that has been collected.” (Sanusi Anwar, 2011): namely data collection, data reduction, data presentation, and conclusion drawing. As for data collection, according to Effendy, AA (2019), namely “Collecting data at the research location by conducting observations, interviews, and documentation by determining data collection strategies that are deemed appropriate and to determine focus and data deepening in the next data collection process.”

RESULT and DISCUSSION

Based on the results of interviews from several MSME Entrepreneur Informants in the South Tangerang area, among them are businesses engaged in the frozen food business sector with products such as Meatballs, Culinary / Yummy Sticks, Food and Beverages / Nima foody, Herbal/ Herbalcovid Trade, Culinary/ Kedai Uti, Palembang Celor Culinary / Noodles, Food and Beverage/ Lombok Ijo Fried Rice, Making Tempe / Tempe, Frozen Food / Piscok Blepotan and Grilled Food / Sausage, were obtained from 10 informants who are MSMEs who have marketed their business through digital or online marketing aimed at to increase its sales.

In his interview, he expressed his perception of “The Implementation of Digital Marketing Strategies to Increase Sales during the Covid-19 Pandemic”. Among the several questions in the interview that the author asked, including: Which do you think is more effective? 1). marketing through Transactional E-commerce Sites, 2) marketing through websites/blogs, 3) marketing

through portals (media sites) with marketing through social media in marketing products/services during the Covid-19 pandemic? Please explain the reason.

From the questions above, the authors make a summary of the transcript of the interview results as in the table below:

Table 1. Transcript of Interview Results regarding Comparison of Social Media with other Promotional Media by Informants

Type of Business / Business Name	Transactional E-commerce Sites with Social Media ..?	Website / Blog with Social Media ..?	Portal (media site) with Social Media ..?
Frozen food/ meatballs	Transactional e-commerce, more secure in transactions	Social media. More accessible to many people	Social media. Wider reach of users
Culinary/ Yummy Stick	Both are important; several social media directly deliver themselves, if e-commerce can reach a wide range	Social media is more effective because when they see posts, they buy right away	Social media is more effective because it is easier to access
Food and drink / Nima foody	E-commerce	Social media is accessible for people to access	Social media
Herbal/ Herbalcovid Trading	E-commerce is more effective because there are free postage and cashback promos	Social media is more effective because it attracts buyers more with various histories & photos	Social media is more effective because it is opened most often is social media
Culinary/ Store	Social media is more effective because e-commerce is usually only used when looking for specific items	Social media because you can while getting other information	Social media because more can be done in 1 application
Culinary/ Noodle Celor Palembang	E-commerce because it goes directly to the user	Social media	Social media
Food and Beverage/ Lombok Ijo Fried Rice	It is necessary to research what media are suitable for these products.	Social media, because anyone uses much information from social media	Social media is more effective because there are more social media users
Tempe/ Tempe Making	WhatsApp (COD system)	Social media (whatsAps)	Social media
Frozen Food/ Piscok Blepotan	Social Media, because the price war is more challenging.	Social media.	Social media
Food / grilled sausages	Effective social media, because customers are the ones who communicate frequently	Social media	Social media

From the interview transcript above, it can be concluded that social media is the media most often used by South Tangerang UMKM players to market their products to increase their sales.

Table 2. Transcript of Interview Results regarding the Importance of Social Media and Determinants in Increasing Sales during the Covid-19 Pandemic

Type of Business / Business Name	Importance of using Social Media for (online) Digital Marketing	The determining factor in increasing Sales
Frozen food / meatballs	It is important to expand the network	Service, product quality, economical prices, ease of transactions
Culinary / Yummy Stick	It is very important, because offline marketing must comply with health protocols and many stay home, so that sales are reduced	Need factor Price factor Marketing / social media facilities
Food and drink / Nima foody	Very important. Because it reduces direct selling	Media promotion, quality of goods, ease of payment and acceleration of delivery
Herbal / Herbalcovid Trading	It is very important because the PSBB regulations require us to always carry out prokes	Prices, services, product variations, business locations, advertising media.
Culinary / Store uti	It is very important, because it can be promoted without paying and reach a wide audience.	Promotion. Convenience. Service
Culinary / Noodle Celor Palembang	Very important, because it is more effective and efficient	Promotion online
Food and Beverage / Lombok Ijo Fried Rice	With an outbreak like this, it will encourage someone to do more activities in the house. It is hoped that this can be a solution to the limited activity of what previously was done offline, now it is done online.	1. Hygiene in the process 2. Hygiene in packing 3. Ease of delivery. 4. Prices are quite competitive 5. Ease of service 6. Availability of traded products
Tempe / Tempe Making	Not so important, because the marketing is face to face	Clean tempeh (no soybean peel)
Frozen Food / Piscok Blepotan	Very important. Because through social media, we can introduce the products we sell.	The type of product being sold, the price that enters the market. Display of products advertised through online media. A good way to sell online.
Food / grilled sausages	It is very important, because of effective marketing, because of the limited access of the community to shops or markets, so that it has an impact on sellers who have kiosks	Online marketing and types of daily consumption, or culinary merchandise

From the interview transcript above, it can be concluded that with the current pandemic, because many people prefer to do activities indoors. So currently, the most effective and efficient marketing is done digitally / via online and the determining factors in increasing sales according to MSME players in the South Tangerang area are promotional factors, primarily through digital/online marketing and competitive price factors.

As for other questions in the interview of MSME actors in South Tangerang regarding what types of online promotional media (digital marketing) were used during the Covid-19 pandemic, are presented in the form of a diagram below:

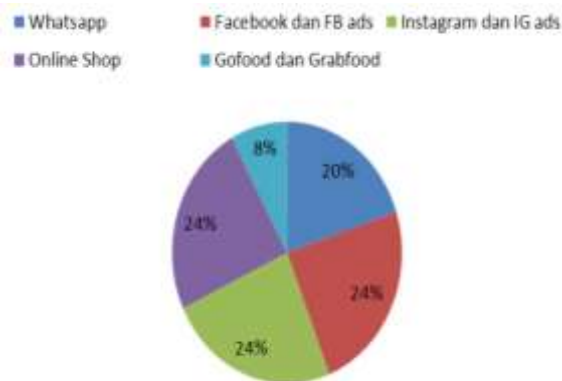


Figure 3.
Digital Marketing Used During the Covid-19
Pandemic

Based on the diagram above, it can be concluded that Online Promotion is more effective in marketing according to MSME players in the South Tangerang area, namely through Facebook, Instagram, and Online Shop (Shopee, Bukalapak, OLX, Tokopedia, and more) with a percentage of 24%, and WhatsApp as much 20%, and through GoFood, GrabFood only 8%.

So that according to the views of SMEs in South Tangerang as informants, marketing is very effective in digital/online, primarily through social media, compared to promotion through conventional media.

This research is also strengthened by previous research conducted by Effendy, AA, & Sunarsi, D. (2020). that social media is the most effective in marketing, with the results of his research, "Online Promotion is more effective in

marketing through Social Media, namely Whatsapp with the highest percentage of 34%, Instagram with a percentage of 31%, Facebook with a percentage of 19% and other than that, informants also use social media in the form of Twitter by 4%, website by 4% and online shop: shopee at 8%, so that promotion is very effective through online media, especially the promotion is more effective through social media than promotion via electronic media and print media. "

CONCLUSION

According to SMEs in South Tangerang, the first conclusion is that the most effective and efficient marketing is done digitally / online, primarily through digital/online marketing. With the most effective presentation, most players prefer to market their products through Facebook, Instagram, and Online Shop, then WhatsApp, and there are also MSME players who market them through GoFood and GrabFood.

The second conclusion is based on interviews with informants regarding the determining factors for MSMEs in increasing their sales during the Covid-19 Pandemic, namely promotion factors, with digital/online marketing being the most widely used and price factors that are more affordable than other business competitors.

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