

Implementation of Marketing Communication on MSME Business Strategies during the Covid-19 Pandemic

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Abstract

This research was conducted to determine the implementation of marketing communications on the implementation of MSME business strategies during the Covid-19 pandemic. The research method used is descriptive qualitative method. The results obtained from this research show that the strategies that can be applied by MSMEs are to change the form of marketing to online or e-commerce, carry out digital sales and create branding to advertise their products, improve product and service quality for convenience and create bonds with residents. Marketing communications and strategies that can be applied by SMEs are changing the form of marketing from conventional to online or e-commerce, implementing digital sales and creating branding to advertise their products.

Keywords

marketing communication;
business strategy; MSME



I. Introduction

The competition of efforts that continue to be fast in the future must be addressed by actors in the field of business or efforts by practicing important steps for the continuity of their business. The onset of the covid-19 endemic that attacked almost all the earth caused the joints of life such as learning and the economy to face paralysis which resulted in schools being closed and many companies reducing creation activities and moreover not a few implemented the termination of ties of activities (layoffs).

The Indonesian ruler tried to overcome the case by producing some of its special wisdom in the economic aspect so that this endemic case of Covid-19 did not cause a sustainable economic recession. Large, medium, and small industries that are being able to survive carry out some concrete stages so that their production can always be promoted. Selling online through tools is the right stage that must be tried by business actors (Gu, J., Han, B., & Wang, 2020; Suswanto, P., & Setiawati, 2020). Therefore, the strategy applied by the actors of this effort must be tried in the maximum way so that the products obtained can be obtained by residents by sharing real explanations and can be believed by customers.

The endemic situation of Covid-19 affects the form of sales methods and causes social distancing even though it has penetrated the latest wisdom is New Reasonable. In the endemic era, many customers entrust e-commerce, which is the existence of a way of shopping for customers without any physical contact, resulting in more power towards shopping online and a change of citizen customs in carrying out shopping methods. Of course, this matter is very urgent, there is a way to accelerate the digital economy, where business actors or industries want not to be obliged to move to the latest strategies and innovations to maintain the industry and explore the progress of citizen consumption patterns that lead to digital direction.

Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020).

Small and medium-sized enterprises (MSMEs) are at the forefront of economic overflow caused by the Covid-19 epidemic. The lockdown phase has halted economic activity by abrupt methods, with depreciation of pleas and disrupting supply relations across nature. In an early survey, more than 50% of MSMEs brought a goal if they could roll carpets in the next few months. From that, bankruptcies have piled up and early rates have begun to collapse. Regarding this, it is indicated by the depreciation of turnover, depreciation of instructions, and depreciation of income as well as other obstacles related to business activities such as methods of invention, marketing, and distribution. MSME actors need an insistence on calculations or business capital, product marketing, and important willpower. They also produced health equipment that could support invention methods during the Indonesian epidemic. To reduce body contact in the aspect of digital efforts is one way out, in fact, by staying in touch with the latest Kerutinan familiarity application.

Strategy is the equipment to achieve industry goals related to distant-time goals, further action programs, and energy base allocations. In increasing customer attention to the bank, a strategy is needed in selling goods and services. Business sector strategy is very meaningful for industry, where business field strategy is a method to achieve industrial goals. In carrying out efforts until special development is needed on business sector strategies. By practicing a business strategy that is right and suitable for the intended market, it must be very helpful in selling products. Many products that are used to share participation in industrial income, as well as to influence the target profit income which continues to grow.

Sales communication strategies in the endemic era of Covid-19 are very meaningful and must be tried. It is very unlikely that a business field or a startup industry stands without the existence of sales data and communication. Continue to be a solid sales communication strategy that is applied, it continues to be that many customers also recognize product or service data from the startup industry. The right sales communication strategy can be a substitute for solving in the face of difficult times. Coupled with the advancement of data technology and communication that is all lightning obtained by the entire population as a result of making the form of digital sales at this time a vital matter. The design of sales communication with a social tool platform is to use a large zone in social tools through mobile features and also the internet such as WhatsApp, Facebook, Instagram, or YouTube. The various tools want to share data about the types of products promoted by a startup or startup industry.

The current endemic atmosphere requires everyone to change their routine patterns. Professional activities, practicing, shopping, let alone trading are also as much as possible to try at home. The advancement of the earth's Data and Electronic Business (ITE) shares great efficacy in this era of plague. The current era is an era where there is no clarity and mandatory tools available in all matters. Providing experience, if the tools he guided throughout this outbreak implemented 3 communication strategies. In the beginning, a tool as a good record bearer by circulating reliable and contextual data. Second, be a good entertainer by providing entertainment and learning programs. And finally, as a social factor that urges everyone to help others.

The sales communication strategy is one of the early in the chart of introducing products to customers and obtaining a lot of profits from the efforts undertaken. In the usual way, the sales communication mix includes promotions, marketing adverts, special activities and experiences, citizen bonding and news, direct sales and individual marketing. Each sales communication strategy has its own advantages and disadvantages. It's just whether all must be applied or not because it needs to be studied which strategies are very effective and get used to the availability of calculations. As it seems, the internet is a sales strategy that is right to get close to the audience. There are so many ijab marketing products via the internet, both local and global, expensive prices to economical prices. The competition in the business sector that is fast in modern times not only requires business people and entrepreneurs to produce favorite products that are of good quality and economical, but they must be able to sell their products to customers.

Tools as entertainers can carry out 2 communication strategies. Early, meet the pain point. Home life is going to be painful, saturating, lonely, unproductive, without exercise, and the like. Until, tools can create campaign activities that entertain the grief of the initial audience. Second, it produces a current Rutiny. Throughout self-exile, until maybe many audiences want to spend the duration in front of their smartphones. For that, it means for a tool to create a positive outlet in the form of entertainment, learning, or other matters that urge the audience to be connected to it, and the blessing of watching the content can be urgently productive. The illustration is a kind of how to stay in touch for boarding school children and how to exercise that can be tried throughout the house (Diansari, 2021). Sourced from the framework above, the author was tempted to conduct research on the Application of Sales Communication to the Application of Strategy for the MSME business sector during the Covid-19 Endemic.

II. Research Method

The research procedures used in the research of the Communication Application application of business strategy and due to the endemic covid-19. Research methods in responding to the conclusions of problems that have been inaugurated. Qualitative procedures as a research method that creates information in the form of descriptive information in the form of recorded words or words from many people and attitudes that can be observed. For them, this approach is focused on the person and the skeleton in a whole way (Sugiono, 2018). So, researchers are obliged to view people or bodies as part of something unity, unable to put people or bodies in elasticity or presumption. The research procedures used by researchers are qualitative procedures because this research aims to emphasize the view of the description in an in-depth way on something of the problem. This research is a descriptive study research. Summarize the types of research, research instruments, research focus, research arrangement, basis and type of information, determination of respondents, research subjects, methods of collecting information, methods of testing the validity of information and methods of analyzing information obtained in this research.

III. Results and Discussion

3.1 Marketing Communications

Sales communication is a form of combination of 2 words is, communication which is a bridge in a social way that is tried very little by 2 people, where people want to send encouragement to others. Sales is a social way that lies within the people and groups within it to obtain the necessary and willing. So, sales communication is a tool used by entrepreneurs to invite, provide data, and emphasize customers in a direct or indirect way about the product or brand offered and become a clue to how the product is to be used for the needs of the target customer (White, 2015).

Sales communication that is tried in an individual way is inefficient because in the endemic era, colleges and churches are closed as a result of not being able to sell well. Individual selling for Tjiptono is a form of face-to-face communication in a direct way between potential customers and merchants. The goal is so that the product can be published to potential customers in a direct way. As a result, the business activities that are tried continue to be a great opportunity and in a way that is appropriately informed to the target customers (Echsanullah, M., & Wulandari, 2018). Individual selling has the purpose of sharing data with potential customers in a direct way or looking at faces so that the records that are informed can be properly reconciled to the client and the data submitted does not change.

The bond between communication and sales is very familiar. The mixing of sales and communication activities creates a warning that is spoken as a sales communication, as a result of which an interpretation arises from sales communication as an application intended to help the sales activities of an industry. Communication can affect in various aspects, including sales aspects. In sales activities, the delivery of data in a fitting way is very necessary. Almost all agencies or industries in the business sector use sales communication to advertise what they offer and achieve financial and nonfinancial goals of entities and people.

In the usual way, the sales communication mix that can be applied by the industry includes advertising (advertising), marketing advertence (promotion), marketing public relations (public relations), direct sales (direct selling) and individual marketing (individual selling) (Doni Mardiyanto, 2019) . A description of the way of communication must be able to recognize how to put yourself as a communicator, how to use tools, how to arrange planned notes, how to master communicants, how to use the base and how to recognize and move the impact. The core record in a communication is not always accurate, illustrative on advertising- advertising products.

3.2 Business Strategy

Strategy is an action that is tried to achieve goals, not only covering the planned strategy but also covering the stability of the industry in citing provisions (Kurniawan, 2020). Strategy is a meaningful matter for the industry to be able to achieve industrial targets or goals efficiently and efficiently. The industry is required to be able to face any problems or obstacles that arrive from within the industry or from outside the company.

The right business sector strategy to sell products in the endemic era of Covid19 is through electronic devices where producers and customers do not meet directly in one place but have very large sales achievements (Riyadi, Mahkota, A. P., & Suyadi, 2014; Ulya, 2020). Business entities (industries) can develop and develop if in carrying out their business activities are guided by the design of usability and production power. It is indisputable that the establishment of a business entity is a profit profit income (provit) in a

maximum way. The stage to win the competition is to practice a sales strategy that fits a good target from the fields of quality, price, or competitive energy for the products it produces.

Strategy is a tool for achieving goals, designing strategic things and then facing progress and everyone has a different vision end to the strategy thing. The strategy almost starts with what is to be established and not from what is intertwined. Strategy in the business sector is very necessary in achieving the vision and goals of the industry, and to achieve industrial goals both short and far time (Kurniawan, 2020). Business field programming is a reflection of the business field expedition that you want to try. Therefore, in writing it is necessary to try a global reflection that can be known as a real niche and common sense how to assume from programming to decision collection.

Marketing strategy (Elwisam, & Lestari, 2019) is a meaningful aspect for the success of the business field in the current era. Sales strategy is a programming arrangement to reach market goals and customers are replaced by the consumption of products owned and obtained by the industry by then penetrating as a result of the product being recognized and used by customers forever (Abdullah, R., 2021). In the study (Rosmadi, 2021) reported that the right business sector strategy for selling products in the endemic era of Covid-19 is through electronic devices where manufacturers and customers do not meet directly in one place but have very large sales achievements. That way it can be claimed that practicing a sales strategy with a digital marketing design can share positive participation for the progress of efforts in a way of totality.

3.3 Defining Online Sales and Digital Branding Amid the Endemics of Covid-19

One of the impacts of the bualan era of globalization is the decline in demand for conventional markets or modern markets in the online market. Regarding this, the profit obtained from the online market is greater than that of the conventional market. One of the views that give rise to a conventional market with no interest is in the view of comfort, cost or energy that is not very large, what price with attractive discounts and old skills. Regarding this, it is suitable to be dismissed during this epidemic, remembering that many people have considered security cases or spaciousness in doing business with online methods. The online marketing system here has no restrictions, consumers can sell their products in all directions of nature just by wearing internet equipment. It is not free from about that to maximize the role of online marketing must be accompanied by strengthening digital branding.

The kind that we all know that the Covid-19 pandemic has had a lot of impact on the economic progress in the country. One of them is the large number of workers who have been laid off (termination of activities). Regarding this, in fact, it will affect our commercial chakras. One of them that is effective to be applied during this epidemic is to maximize online marketing and make our branding. Remembering then, there were so many people who opened WFH (work from home). In this way, the opportunity to maximize our branding or marketing becomes easy because internet consumption at a time when the Covid-19 epidemic has increased rapidly. Taken from CNN's legal website, if it is associated with a very meaningful escalation of internet subscribers during this epidemic.

The application of strategies that can be applied to make online pamasaran in the middle or after this pandemic is to implement a 5Ps strategy, namely the position, plan, prespective, project and prepare strategy (Fitriyani, 2020). By applying these 5 strategies until online marketing can run optimally during an epidemic or after an epidemic and can increase consumer cheerfulness.

There are several strategies that can be implemented by MSMEs, namely changing the form of conventional early sales to online or ecommerce, doing digital marketing and creating a branding to introduce their products, escalating the quality of products or services for convenience and creating familiarity with the public or consumers so that the client's religious level increases. If the strategy can be applied with the maximum method until MSMEs can run and not face running out.

3.4 The Indonesian Government's Strategy in Handling the Economic Impact of Covid 19

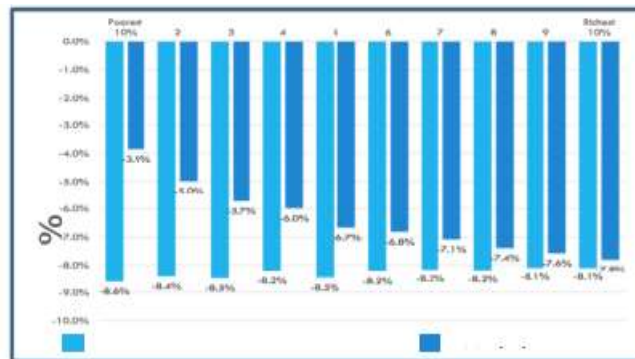
The impact of the covid-19 endemic is intertwined, causing the emergence of cases that have repercussions for the broad or local economy. The rulers of Indonesia, both the central, regional and related stakeholders work together in formulating policies to overcome the economic consequences, including: 1) The ruler through the Ministry of Finance and other national economic agencies has decided some of the wisdom to estimate the economic consequences of Covid-19; 2) The wisdom gained has accommodated the earth of efforts, MSMEs, Middle Class and Poor People; 3) Regional rulers are also encouraged to carry out enforcement of economic consequences by the method of food material logistics and the main desire in the chart of protecting regional food security, providing incentives in the form of reducing or exempting regional taxes, extending the duration of venting the role of taxation, and extending the role of revolving budget payments; 4) Providing encouragement in the form of strengthening business capital for MSME actors who are affected by the economic impact of Covid-19.

To protect economic and social stability in Indonesia, the ruler also promoted the Social Safety Net program, including by distributing electricity assistance to unable families, pre-employment cards for workers affected by layoffs, basic food cards, Dream Family Programs, Cash Social Encouragement, Basic Food Social Encouragement, Direct Cash Push for hamlet budgets, and others. Regional Rulers are also encouraged to provide a social safety net through the provision of donations or social assistance in the form of money and or or objects, this social safety net is to be handed over to people or residents affected by Covid-19 or have social effects (such as poor families and informal workers), health facilities belonging to residents or the private sector that participate in tackling Covid-19 and straight institutions that participate and support the enforcement of Covid-19 (Tjenreng, 2020).

Rulers need to open up opportunities to make the latest wisdom innovations. For tax policy, the alternative of widening the deficiencies beyond the limits inaugurated by the State Financial Law is needed amid the continued desire to spend the country to distribute incentives to the economy. For monetary policy, it takes a mirror on the monetary part of the country that is actively descending on incentives, especially when the wisdom of the interest-bearing and the various conventional wisdoms are not served in such a maximum way at this time. The Fed itself, for example, has the wisdom of Quantitative Easing to inject liquidity into citizens.

The consequences that have emerged from the covid-19 endemic include: Professional Aspects, COVID-19 requires residents to protect comfortable distancing with large social separation, work from home to semi-lockdown systems. This has caused many residents to reduce the level of consumption as a result of caution in playing a role in the endemic era, resulting in the number of people off duty, some 55% men and 57% women in all zones and a variety of learning frameworks.

The information below proves that the existence of a program of encouragement from the ruler makes the minus value decrease, this shows that there is a change in the consumption of citizens after there is a push from the ruler.



Source: Worldbank.org

Figure 1. The Rate of Change in Public Consumption Since the Covid-19 Pandemic

The Ruling Social Program, the ruling social program is held by the ruler as a stage to share encouragement for the affected residents, including the poor who have run out of bases, some 20% of men and 16% of women welcome BPNT or Sembako or PKH, after which 27% of men and 21% of women use access to the ruler's health insurance.

Health Insights and Attitudes, the time of the factory revolution 4. 0 which causes the rapid flow of data obtained by residents to share data and insights related to the endemic covid-19 ranging from insights into the virus to its prevention, and the conclusion is to influence sanitation attitudes that increase in a fast way.

The increase in the number of crimes, the increase in the level of crime that has been intertwined is due in part to, among other things, the impact of the discretion of the authorities on the decrease in the number of detention center inmates in the effort to implement social distancing, as well as the encouragement of residents' desires the impact of depreciation of financial expertise possessed by residents which has an impact on unlawful actions, in the information in April proving an increase in the value of crimes by 19, 72%.

IV. Conclusion

Marketing communication with MSME business strategies in the endemic era of Covid-19 is very meaningful and must be tried. It is very unlikely that a business field or a startup industry stands without the existence of sales data and communication. Continue to be a solid sales communication strategy that is applied, it continues to be that many customers also recognize product or service data from the startup industry. The right sales communication strategy can be a substitute for solving in the face of difficult times. Coupled with the advancement of data technology and communication that is all lightning obtained by the entire population as a result of making the form of digital sales at this time a vital matter.

Strategies that can be implemented by MSMEs in Kedinding are changing the form of conventional early sales to online or ecommerce, conducting digital marketing and making a branding to introduce their products, escalating the quality of products or services for convenience and creating familiarity with the community or consumers so that the client's religious level increases. Convincing strategies that can be applied by MSMEs

are changing the form of sales to online or e-commerce, doing digital marketing and creating branding to notify their products, improving products and service quality for convenience and creating a relationship with the community. Sales communication and strategies that can be applied by SMEs are to change the form of sales from conventional to online or e-commerce, do digital marketing and create branding to notify their products.

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