

SURVIVE THE BUSINESS IN THE PANDEMIC ERA THROUGH DIGITAL MARKETING

Rima Rahmayanti
R. Achmad Drajat Aji Sujai
Yunata Kandhias Akbar

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Rima Rahmayanti, Widyatama University
Email: rima.rahmayanti@widyatama.ac.id

R. Achmad Drajat Aji Sujai, Widyatama University
Email: achmad.drajat@widyatama.ac.id

Yunata Kandhias Akbar, Widyatama University
Email: yunata.kandhias@widyatama.ac.id

Abstract

This study aims to determine the extent to which respondents are interested in being able to continue to survive or start a new business through a digital platform which is currently one of the solutions to the economic downturn due to the Covid-19 pandemic. The method used is a quantitative descriptive analysis survey using validity and reliability tests to measure the effectiveness of digital marketing workshop activities that are seen based on the extent of the respondents' interest and understanding. The sample in this study were all participants of a workshop related to digital marketing held at Widyatama University. The results of this study indicate that the Q9 questionnaire question item produces the highest rating value of 4.40 which means it is included in the "Strongly Agree" category.

Keywords: *Business, Digital Marketing, Covid-19*

INTRODUCTION

The pandemic that has lasted more than a year has been enough to make the community's economy experience a significant weakening. According to an Economist from the Center of Reform on Economic (CORE) Indonesia, this pandemic has made Indonesia not only trapped in the brink of recession, but also made the Indonesian economy fall to the lowest growth level since the last 20 years, where throughout 2020 yesterday, the Indonesian economy contracted until -2%, which is the lowest growth in at least the last 20 years.

Entrepreneurs have started to make innovations and adaptations, especially Micro, Small and Medium Enterprises (MSMEs), including innovation with marketing through digital marketing. Supported by the development of e-commerce and online motorcycle taxis, this is expected to be one of the strengths of MSMEs to survive in the midst of the Covid-19 pandemic. Meanwhile, the general chairman of the Indonesian MSME

Association (AKUMINDO) stated that MSMEs need to carry out business transformation, do business digitally and transform in terms of business models, namely not only trading goods but also services.

Digital marketing is a marketing activity, including branding, that uses several web-based media, such as email, or blogs. Some of the latest innovations are now being carried out by entrepreneurs for marketing through digital media, ranging from blogs, podcasts, feeds, and content from other social media. These efforts are believed to have a major role in marketing activities. The use of social media is also included in digital marketing media. Of course, when it comes to online marketing, it's not just about the internet. It takes strategy and careful preparation before starting. Such as determining product and content content, posting time, target views and several other digital marketing strategies.

Today's young generation are tech-savvy, hardworking, and prefer a personal and interactive work environment, desperately need schedule autonomy and flexibility that support a balanced work life, and feel anxiety is the biggest barrier to becoming a successful professional. The younger generation is the originator of start-ups, which are expected to survive in the Covid era through digital marketing. Based on these various things, students are also deemed necessary to open their horizons with an open mind to take an important role in supporting the Indonesian people, both directly and indirectly in surviving the covid era through digital marketing. Along with the convenience provided by the internet in the world of marketing, the internet is also a challenge for business people,

Research purposes. To raise public awareness, especially those who take part in this activity, to deepen their digital marketing in order to survive the impact of the pandemic on our current economy, which has hit Indonesia for more than a year and a half.

THEORITICAL REVIEW

Digital Marketing. According to [1], marketing activities, including branding, use several web-based media, such as email, adwords and blogs. According to [2]states that digital marketing is the application of technology that will form online relationships to the market, either through websites, databases, email, and even digital TV[3, 4].

Many factors that are owned by digital marketing are superior to conventional marketing or offline marketing, namely: (1) Spreading Speed. Marketing strategies using digital media can be done very quickly, even in very fast, even in seconds; (2) Ease of Evaluation. By using social media and online media, the results of marketing activities can be immediately known. Information such as how long our products were watched, how many viewers were interested, how many viewers shared our posts, how many came to our site or account from promotions; (3) Wider Reach. Online marketing can reach consumers more broadly than offline. As far as internet access can access the location; (4) It is cheaper and more effective. Online marketing is rated as 40% more efficient according to Gartner's digital marketing spend report compared to traditional marketing; (5) More brand name building. The development of the world of social media helps a brand to develop better and be recognized faster than offline marketing; (6) Closer to Consumers. The internet makes anyone able to communicate with anyone and anywhere, including communication from businessmen to customers. (6) Closer to Consumers. The internet makes anyone able to communicate with anyone and anywhere, including communication from businessmen to customers. (6) Closer to Consumers. The internet makes anyone able to communicate with anyone and anywhere, including communication from businessmen to customers.

The digital revolution with the advent of the internet has placed new capabilities in the hands of consumers and businesses, namely: (1) A large increase in purchasing power. Shoppers today are just a click away from competitors' product attributes and prices. They can get answers from the internet in seconds. They don't have to drive to shops, parks, wait in queues, and discuss with salespeople. Consumers can even state the price they are willing to pay for a hotel room, airline ticket or mortgage, and see if any suppliers offer one. Business buyers can hold an auction, in contrast where sellers compete for the buyer's business. Shoppers can team up with other shoppers to pool their purchases for greater volume discounts; (2) More variety of goods and services available. Nowadays people can almost order anything over the internet. Amazon.com advertises itself as the largest bookstore in the world, holding 3 million books: no physical bookstore can match it. After all, shoppers can order these items from anywhere in the world. This convenience makes it easier for people who live in countries with very limited local offerings to get big savings, it also means that buyers in countries where books are expensive can reduce their costs by ordering in countries where books are cheaper. ; (3) Practically, lots of information and easy to find information. Buyers can read any newspaper in any language in the world. They can access online, encyclopedias, dictionaries, medical information, film ratings, consumer reports, and much other information; (4) Ease of interacting, placing orders and getting orders. Buyers can place orders from home, office, or mobile phone 24 hours a day, 7 days a week and orders can be delivered to their homes or offices as soon as possible; (5) Ability to compare notes on products and services. Shoppers can enter a virtual space of conversation centered on several areas of common interest to exchange information and opinions. medical information, film ratings, consumer reports, and many other information; (4) Ease of interacting, placing orders and getting orders. Buyers can place orders from home, office, or mobile phone 24 hours a day, 7 days a week and orders can be delivered to their homes or offices as soon as possible; (5) Ability to compare notes on products and services. Shoppers can enter a virtual space of conversation centered on several areas of common interest to exchange information and opinions. medical information, film ratings, consumer reports, and many other information; (4) Ease of interacting, placing orders and getting orders. Buyers can place orders from home, office, or mobile phone 24 hours a day, 7 days a week and orders can be delivered to their homes or offices as soon as possible; (5) Ability to compare notes on products and services. Shoppers can enter a virtual space of conversation centered on several areas of common interest to exchange information and opinions. 7 days a week and orders can be delivered to your home or office as soon as possible; (5) Ability to compare notes on products and services. Shoppers can enter a virtual space of conversation centered on several areas of common interest to exchange information and opinions. 7 days a week and orders can be delivered to your home or office as soon as possible; (5) Ability to compare notes on products and services. Shoppers can enter a virtual space of conversation centered on several areas of common interest to exchange information and opinions.

All of these are conveniences provided by information technology called the internet, which is revolutionizing marketing patterns in the second century and one that can be used to survive in the midst of the covid outbreak that attacks all lines of business. Digital marketing is not meant to replace traditional marketing, instead the two parts must co-exist with interchangeable roles along the customer line. In the early stages of interaction between companies and customers, traditional marketing plays a major role in building awareness and interest. The important role of digital marketing is to drive action and advocacy, then focus on achieving results, and traditional marketing is to nurture interaction with customers. Be a complementary combination.

Micro, Small and Medium Enterprises (MSMEs).

In Indonesia, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. Article 1 of the law states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that have the criteria for micro-enterprises as stipulated in the law. Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries[5]

company or non-subsiary that is owned, controlled or become a part, either directly or indirectly, of a medium or large business that meets the criteria of a small business as referred to in the law.

In the law, the criteria used to define MSMEs as stated in Article 6 are net worth or asset value excluding land and buildings for business premises, or annual sales proceeds. With the following criteria: (a) Micro-enterprises are business units that have assets of at most Rp. 50 million excluding land and buildings for business premises with annual sales of at most Rp. 300 million; (b) Small business with asset value of more than Rp. 50 million up to a maximum of Rp.500 million excluding land and buildings where the business has annual sales of more than Rp.300 million up to a maximum of Rp.2,500,000; (c) Medium-sized business is a company with a net worth of more than Rp. 500 million up to a maximum of Rp. 100 billion with annual sales of above Rp. 2,

MSMEs are productive business units that stand alone, which are carried out by individuals or business entities in all economic sectors. In principle, the distinction between Micro Enterprises (UMI), Small Enterprises (UK), Medium Enterprises (UM), and Large Enterprises (UB) is generally based on the initial asset value (excluding land and buildings), average annual turnover, or number of permanent employees. However, the definition of MSMEs based on these three measuring tools differs by country. Therefore, it is difficult to compare the importance or role of MSMEs between countries ((Jakarta: LP3ES, 2012:11).

Research Stages. The specific stages of this research can be seen in the image below:

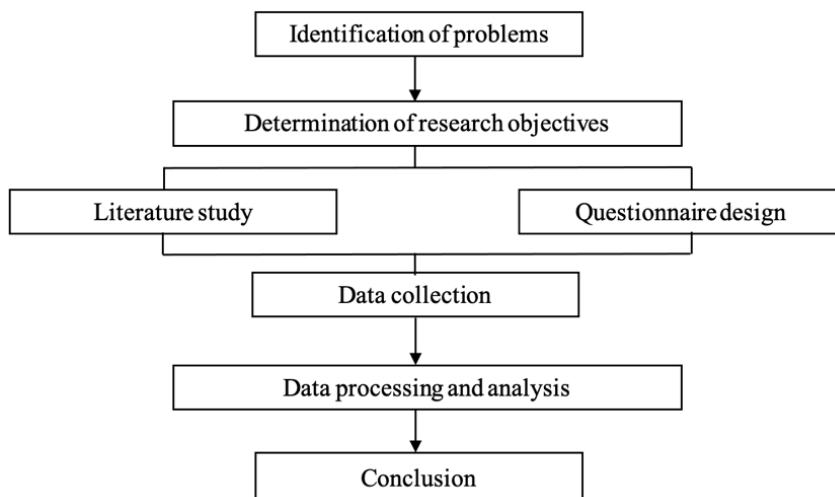


Figure 1. Research Stages

Hypothesis. In this research, the hypothesis formulated is: All participants are able to understand the importance of Digital Marketing in the era of the Covid-19 pandemic.

RESEARCH METHODS

Types of research.The descriptive survey method is a research method that takes a sample from a population and uses a questionnaire as a data collection tool (Sugiyono 2016:7). In this study, data and information were collected from respondents using a questionnaire. After the data is obtained then the results will be presented descriptively and at the end of the research will be analyzed description of the facts, nature and relationship between symptoms with explanatory research.

Population and Sample. The sample in this study were all participants of the workshop held at Widyatama University with the title "Survive Business in the Era of the Covid-19 Pandemic through Digital Marketing" a total of 75 people.

Data collection technique. (1) The data collection technique uses a questionnaire. This questionnaire can reveal data from variables and obtain information from respondents, then the data becomes a report on the opinions of things that you want to know. (2) Literature Research, research through literature searches and studying the literature on the problems studied in this study.

Data Analysis. The data obtained through a questionnaire using a Likert scale with a scale of 1-5, which was then processed using a validity and reliability test instrument. Furthermore, the data presentation and analysis techniques in this study are presented to measure the extent to which the level of understanding related to the identification of problems is obtained and used as research hypotheses. The measurement of the survey results from the data processing is categorized into a Likert scale rating table which has a rating value to be used as the basis for conclusions in the study, the ranking table is presented as follows:

Table 1

Rating Value Measurement

Range			Assessment criteria
1	-	1.7	Strongly Disagree
1.8	-	2.5	Do not agree
2.6	-	3.3	Doubtful
3.4	-	4.1	Agree
4.2	-	5	Strongly agree

RESULTS AND DISCUSSION

Table 2

Characteristics of Research Respondents

Gender	Frequency	Percentage (%)
Man	17	23
Woman	58	77
Total	75	
Scientific Background	Frequency	Percentage (%)
Economics and Business	72	96
Non-Economy and Business	3	4
Total	75	100
Work experience	Frequency	Percentage
Employees in the private sector	13	17
Public sector employees	1	2
Never	61	81
Total	75	100
Business Ownership	Frequency	Percentage
Yes	31	41
No	44	59
Total	75	100

Validity test. The results of the validity test in this study are measured with the condition that the coefficient between items with a total item equal to or above 0.3 then the item is declared valid, but if the correlation value is below 0.3 then the item is declared invalid. The following results are presented in the table below:

Table 3

Validity Test Results

No	Question	Validity		
		Validity of r-count	Critical Value	Information
1	I have the leadership skills needed to become an entrepreneur	0.79	0.3	Valid
2	I have sufficient maturity to start as an entrepreneur	0.681	0.3	Valid
3	I have access to capital if I want to be an entrepreneur	0.627	0.3	Valid
4	I have a good social network and can be used when I decide to become an entrepreneur	0.757	0.3	Valid

5	I have access to a variety of information to get started as an entrepreneur	0.745	0.3	Valid
6	I will choose a career as an entrepreneur	0.599	0.3	Valid
7	I will choose a career as an employee in a company/organization	0.514	0.3	Valid
8	I choose to be an entrepreneur rather than an employee in a company/organization	0.501	0.3	Valid
9	I understand the concept of Digital Marketing and its implementation through this workshop	0.327	0.3	Valid

Reliability Test. The results of the reliability test in this study are presented in the following table:

Table 4

Reliability Test Results

Cronbach's Alpha	N of Items
,804	9

Source: Data processed by SPSS

It can be said to be good if Cronbach's Alpha value is > 0.600. The SPSS output shows the Reliability Coefficients Table which can be seen as Cronbach's Alpha 0.804 > 0.600. It can be concluded that the question construct is reliable.

Analysis of Research Results. Based on the questionnaire items (Q1-Q9) that have been tested through validity and reliability tests, then the results are analyzed using a rating scale to see how effective the workshop activities that have been held related to Digital Marketing are. Following are the results of the questionnaire data analysis:

Table 5

Descriptive Analysis of Questionnaire Data

Items	Total	Average	Category
Q1	284	3.79	Agree
Q2	290	3.87	Agree
Q3	262	3.49	Agree
Q4	291	3.88	Agree
Q5	284	3.79	Agree
Q6	297	3.96	Agree
Q7	279	3.72	Agree
Q8	284	3.79	Agree
Q9	330	4.40	Strongly agree
Average Score		3.85	Agree

Based on the table above, it shows that all 75 respondents each have answered a total of 9 questionnaire items that have been distributed. (1) The results of the questionnaire data processing are presented using an assessment category for each questionnaire item, the average answer of all respondents for all questions distributed shows a value of 3.85 when referring to the rating value measurement table, the value is included in the "Agree" category. (2) While the results of the questionnaire data processing on each item, it can be seen that the highest average value is in item Q9, namely "I understand the concept of Digital Marketing and its implementation through this workshop" which has a value of 4.40 and is included in the "Very Satisfied" category. Based on these results, it can be interpreted that all respondents from the results of the workshop on digital marketing that were held felt that their insight was open regarding digital marketing as a tool to start a business as well as for participants who already have a business. These results have proven that the hypothesis in this study is in accordance with the results of the data processing above regarding the understanding of all workshop participants on the importance of digital marketing for business in the Covid-19 pandemic era.

CONCLUSION

Conclusion. The hypothesis in this study is all participants were able to understand the importance of Digital Marketing in the era of the Covid-19 pandemic. Based on this hypothesis and the secondary data analysis process obtained through 9 questionnaire items, it was found that the Q9 item which contains questions about understanding digital marketing in businesses in the Covid-19 Pandemic era has the highest average value of 4.40. This value reflects that all respondents have understood the importance of digital marketing to start or perfect their business.

Suggestion. The implementation of education and sharing of knowledge about digital marketing, both the ease and the obstacles, can now be done in a more attractive form, especially in support of Merdeka Learning and Merdeka Campus. To realize this, steps are taken to implement the pattern of education and strategic stages in starting and running a business that is progressing and developing by training and implementing theory accompanied by practical implementation.

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