

## MARKETING PRODUCTS DURING THE COVID-19 PANDEMIC UTILIZING THE USE OF E-COMMERCE

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### ABSTRACT

*The Covid-19 outbreak causes a global crisis, causing small and medium-sized businesses to face serious challenges. As a result, small businesses must respond to crises in an efficient manner. Small and medium-sized businesses will benefit from various digital technologies that are currently in development. Using online media to transform a business will provide benefits such as increasing the value of a product from a small to medium-sized business. The digital media that is used includes social media, marketplaces, Google Business, and others. The use of online media should make product marketing more efficient and increase the sale of any given product. The method of analysis that is used is a qualitative method with a descriptive method of study using a questionnaire and some actual and factual data.*

*keywords: product marketing, digital media, the covid-19 pandemic*

### I. INTRODUCTION

The Covid-19 era seems to have made it difficult for all activities in the world, even the Covid-19 pandemic entered Indonesia. This has caused concern among the general public and the government as a result of the ongoing political crisis in Indonesia. Because of this, the government is still working on a plan to end the Covid-19 crisis by implementing lockdowns and PPKM (implementation of restrictions on community activities). Because of this policy, every sector has suffered, including the manufacturing, government, and education sectors, as well as small and medium-sized businesses affected by lockdown and PPKM (imposition of restrictions on community activities).

As a result, small and medium-sized businesses must adapt to the changing nature of their operations in whatever way they can. One solution is to use a technology that is rapidly evolving in this day and age, specifically the internet. According to Ahmadi and Hermawan (2013:68), the internet is a global communication network that connects every computer in the world, regardless of operating system or device.

According to data from the Central Bureau of Statistics (BPS), internet use in Indonesia has increased by more than 20% during work (work from home), school (school from home), and other activities. so it opens up opportunities for small and medium businesses in advancing their business. The most recent step in their business's evolution has been to embrace digital technology, also known as e-commerce. Electronic commerce (e-commerce) is the use of the internet to buy, sell, or exchange information, products, or services (Andina Dwijayanti, 2022).

Online marketing via media is a time-consuming task that business owners must complete (Suswanto & Setiawati, 2020; Gu, Han, & Wang, 2020). There are some benefits to doing business through e-commerce that Efraim and others have highlighted (2015), There are numerous benefits to e-commerce, including operational benefits such as globalization, cost

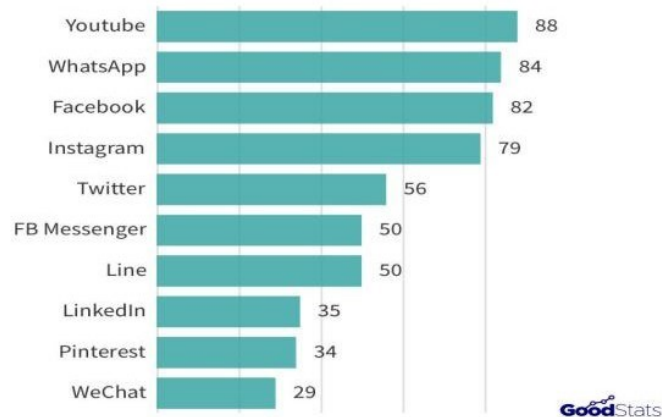
reduction, supply chain optimization, and business growth. E-commerce has numerous benefits for MSMEs, including increased sales, improved communication, and increased company reputation. speed up processes, and increase employee productivity (Rahayu, 2017)

E-commerce media includes web, social media, marketplaces, and other forms of internet media. However, the simplest and most straightforward method is to use social media. Instagram, Facebook, Whatsapp, Twitter, and other popular social media platforms can be used by UKM employees to help their businesses run more smoothly in the aftermath of the Covid-19 pandemic.

Here are some social media platforms that are popular among Indonesians:

**10 Media Sosial Paling Sering Digunakan di Indonesia**  
(dalam persen)

Sumber: We Are Social, Hootsuite 2020



With so many users, business actors, especially micro and medium enterprises, should take advantage of this. Small and medium-sized businesses can use social media to their advantage. However, despite the fact that during the Covid-19 period, business owners are implementing marketing strategies through social media, they must also consider the capabilities of the general public (Budiman. J (2018) and (Suhardi & Herlina, 2010)

## II. LITERATURE REVIEW

### A. Definition of Micro, Small and Medium Enterprises (MSMEs)

According to Law No. 20 of 2008 Concerning Micro, Small and Medium Enterprises, (RI, 2008), the definition of Medium Enterprises is: productive economic enterprises established by individuals or business entities that are not subsidiaries or branches of companies that carried out by individuals or business entities that are not subsidiaries or parts either directly or indirectly with small businesses or large businesses, have more or more net worth. the net is under 50 million Rupiah per year, usually personal finances and capital can still be combined in the calculations. Small business owners typically earn around \$300,000 per year. This business can be made up of informal businesses (mostly manufacturing).

## **B. Business Strategy**

The company will grow and prosper if the activities it undertakes are based on high-quality efficiency and productivity standards. By implementing this strategy, the company will achieve optimal profit (profit). Setting strategic marketing tactics by paying attention to quality, price, service, etc., and that is a good step in winning competitiveness with competitors.

Based on the findings of research conducted by Bastian (2015), Jermias (2008), and O'Brien (2003), it can be concluded that the use of information technology through social media is a viable strategy for increasing production output while remaining mindful of the company's financial health.

## **C. Interpersonal media**

In the globalization era, business owners can benefit from the advancement of information technology. Social media is no longer a new phenomenon among Indonesians. This is due to the fact that there are a large number of users all over the world, not just in Indonesia. According to Nasrullah (2015), social media is an internet medium that allows users to present themselves as well as interact, collaborate, and communicate with other users in order to strengthen social bonds. According to McGraw Hill Dictionary, social media is a way for people to interact with one another by creating, sharing, and exchanging information and experiences through a network or virtual community.

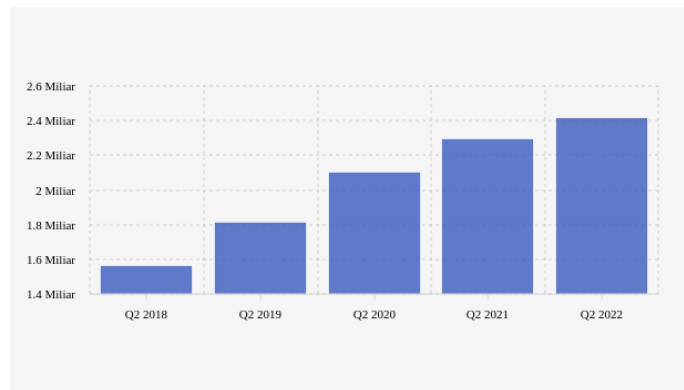
To experts, the presence of social media as a single medium for disseminating product information has provided consumers with information about the products they will be purchasing (Widyaningrum, 2016; Singh, Jackson, & Cullinane, 2008; Mongold & Faulds, 2009).

According to the findings of empirical research conducted by Grandon and Pearson (2004), Orapin (2009), and Kurniawan (2017), e-business or e-commerce is very useful and beneficial to both manufacturers and consumers. With the ability to sell products through social media, the business owner should be able to use the media to maximize the profit/loss from the sale. There are numerous features and functions provided by popular apps, including marketplaces, business apps, and others. This is done in order to meet the needs of social media users.

Here are some social media platforms that can be used to launch product launches, particularly for small and medium-sized businesses:

### **1. WhatsApp**

The term "social media" refers to a type of media that has a large number of users. Indonesian-specific domain. The high number of Whatsapp users will benefit business owners when it comes to marketing their products. Here is the number of whatsapp users around the world:



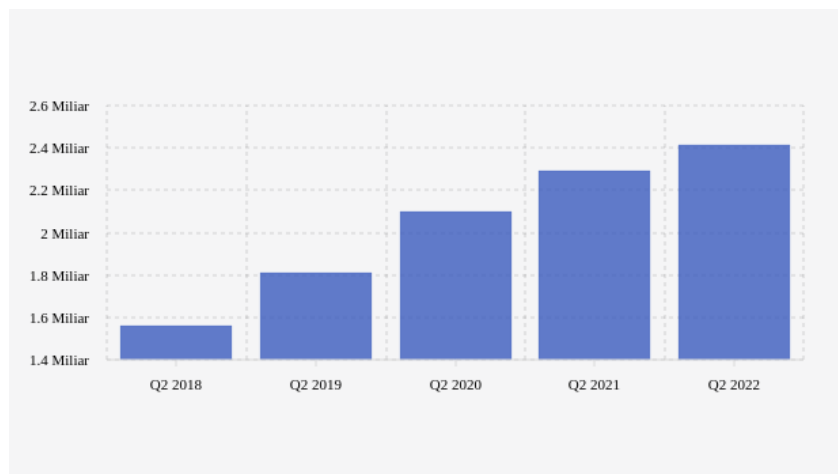
The large number of items just makes it easier for us to package the product. The owner of the business can conduct business via WhatsApp. Whatsapp for business has several special features that can help with communication and business planning.

## 2. Facebook

The popularity of Facebook in Indonesia is widely used by business owners to promote and sell their products. One way to market products using social media is to create a business-specific website with content about the company.

According to Carter (2014), UMKM's use of Facebook has three primary characteristics:

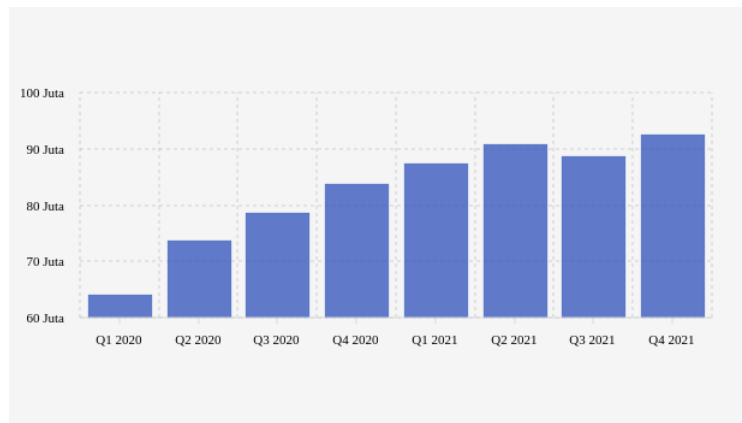
- a) First, when dealing with a client or another business, the terms of the transaction differ.
- b) Facebook is not suitable for business-to-business communication, but is more suitable for business-to-consumer communication;
- c) Facebook has more benefits from business-to-consumer interactions; and
- d) Facebook provides more opportunities for new business owners.



### 3. Instagram

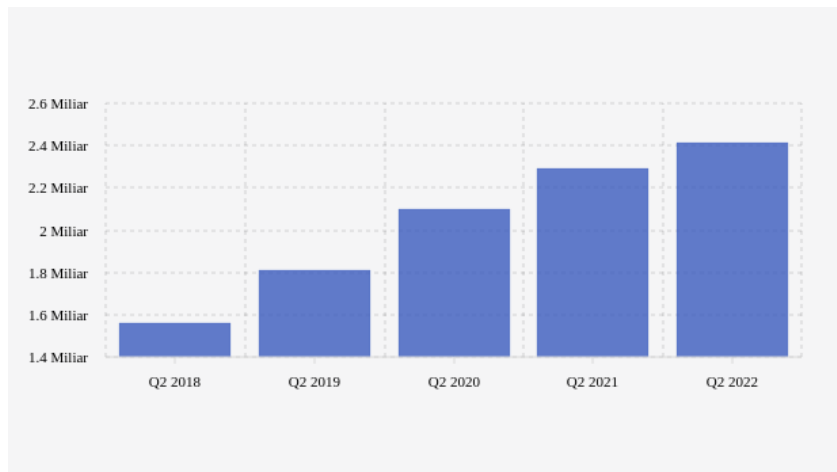
Facebook and Instagram are becoming increasingly popular across the globe, particularly in Indonesia. The following is the number of Instagram users in Indonesia:

Because of the large number of Instagram users, the business can be promoted through the social media platform. Instagram can also be used for business purposes. By creating content, users can benefit from a variety of services, including feeds, stories, and IG TV.



### 4. TikTok

This application is also quite popular throughout the world, including Indonesia. This application has been widely adopted by the general public, including you. The growing number of users on the platform allows business owners to better manage their time and resources by utilizing the platform. The creator of the video can make it viral and fyp. Other methods include live streaming while delivering products.



### **III. RESEARCH AND METHODOLOGY**

#### **A. forms of research**

The method of analysis that is used is a qualitative method with a descriptive method of study using a questionnaire and some actual and factual data. The author tries to make a description, description, explanation systematically, in accordance with the facts, with this descriptive method. According to Sugiyono (2005), a descriptive method is one that is used to summarize or analyze a research study's findings but is not used to generate conclusions bigger.

The technique used to collect data is triangulation, which is an inductive data analysis. And the results of the kualitatif study are more specific than generalization. Sugyono (2017). Data analysis techniques employ a quantitative model in the form of data collection, data reduction, data display, and data analysis.

#### **B. data collection**

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

#### **C. data analysis technique**

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomi analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. (Sugiyono, 2008:294).

### **VI. CONCLUSION**

Marketing via the internet and social media platforms is a very appropriate strategy for small and medium businesses to run their businesses which have been hindered by the Covid-19 pandemic. However, using this platform requires a large number of people who are well versed in information technology.

Small and medium-sized business owners can learn about platform-specific information technology. The business owner can make more than one type of media in order to make the process more efficient. The business owner must be creative when it comes to social media and creating interesting content.

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