



Post-Covid-19 Marketing Management Strategy In Digital Business

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ABSTRACT

This study analyzes business strategies using digital marketing after the Covid-19 pandemic. The research was carried out using a descriptive qualitative approach with the type of literature review research. The primary data sources for this research are digital marketing books and journals related to the marketing business. How to collect data by collecting several relevant research journal articles. This data analysis uses content. The study results show that in the post-covid-19 pandemic, there has been a habit of people who like to shop online. There is a need for a business strategy to deal with this and maintain the existence of a digital marketing business. Business strategies can be implemented for online companies as a digitalization strategy using digital marketing by implementing search engine marketing, digital content marketing, Pay-per-click Ads, and influencer marketing. The recommendations from this study require digital business applications that are easily accessible to all levels of society.

1. INTRODUCTION

Undeniably, the Covid-19 Pandemic has impacted economic activity, especially in Indonesia, where many business actors have suffered huge losses during the Pandemic. In 2020, economic growth in Indonesia was projected to increase by 5.3%; however, with the Covid-19 Pandemic, Indonesia's economic growth has only been realized by 2% with an estimated loss of economic value of IDR 1,356 trillion. In 2022, through the Ministry of Finance, the government targeted the Indonesian economy to increase by around 5.0% -5.5%. Bank Indonesia also projects that it will be similar to the target of the Ministry of Finance, which is 4.7% -5.1% (Teufel et al., 1999). Data obtained from the Global Web Index as a result of a survey of 17.1 thousand respondents from 20 countries regarding "Activities that Respondents Will Do More Often After the Covid-19 Pandemic" (2020) shows as many as 46% and 42% of respondents will shop online more frequently and exercise at home (Rizky & Permana, 2022).

Since the Covid-19 Pandemic hit Indonesia in 2020, the Indonesian economy has been affected and has experienced a drastic decline. As many as 77.95 percent of Indonesia's MSMEs (Micro, Small, and Medium Enterprises) were involved in the Covid-19 Pandemic. This was revealed in a survey conducted by Bank Indonesia. According to the Deputy Governor of BI, the main problems faced by MSMEs during the Pandemic were decreased income and increased operational costs. The decline in MSME income was due to limited social and economic mobility during the Covid-19 Pandemic, so product sales for the business sector that backbone the national economy decreased sharply due to a lack of demand (Noviana et al., 2022).

Based on the APJII survey, Indonesian internet users reached 171.17 million people from 264.16 million people in the country in 2018. That number increased to 196.71 million people from 266.91 million people in 2019. On the other hand, internet users have increased by 8.9 percent, from 64.8 percent in 2018 to 73.7 percent in 2019. Internet users in Indonesia are relatively high, around two-thirds of the population, and are likely to increase in the future with an annual average increase of 9.3 percent from 2017 to 2020, which makes Indonesia one of the countries with the fastest growing internet users in the world. In 2023 the number of internet users in the country is predicted to reach around 212.2 million. In short, this trend

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of increasing penetration of internet users leads to new market opportunities for businesses (Wardhani & Romas, 2022).

Digitization can be used for marketing activities so that the number of consumers owned is getting bigger and broader; digitization can also be used for financial records so that business analysis can be carried out more quickly (Harto et al., 2022). In addition to trading Prabowo (Avriyanti, 2021), e-commerce and MSMEs are also required to communicate products intensively by marketing products using digital marketing and social media to reach consumers directly and reduce promotion costs. Digital marketing is carried out using internet access, social media, and other digital devices. Digital marketing helps companies or business actors promote and market their products and services and can expand new markets previously closed or limited due to time, distance, and how to communicate.

Based on the background of the problems described above, it can be formulated that the issues in this research are strategies that can be carried out by digital businesses to increase marketing after the Covid-19 pandemic. At the same time, this research aims to find and analyze systems that online companies can use to improve the marketing economy after the Covid-19 pandemic.

2. METHODS

This writing research method uses library research, namely in the data collection process it does not go directly into the field but takes various reference sources that support this research. This research is a qualitative research type. The data collection technique is listening and recording important information in conducting data analysis by means of data reduction, data display and a summary description so as to get a conclusive picture regarding the online sales strategy.

RESULTS AND DISCUSSIONS

Results

Post-Covid-19 Digital Business Marketing Strategy Approach

Digital Marketing Strategy Approach (Digital Marketing) Digital marketing is a form of application of digital technology that forms an online channel to the market (in the form of a website, e-mail, and other social media) that contributes to marketing activities so that it aims to gain profits and retain consumers. Seven digital marketing strategies are often used: a. Website, which shows the company's professionalism and helps consumers know the business of the company concerned. b. Search Engine Marketing (SEM) Search engine marketing is a form of internet marketing that promotes websites by increasing their visibility on search engine results in pages mainly through paid advertisements such as Google. c. Social Media Marketing (SMM) is a form of marketing through social media and network websites to promote products paid or free. d. Online advertising: This marketing uses the internet to deliver product advertisements through paid promotions. e. E-mail marketing is a promotional channel that uses digital media and electronic mail (e-mail) to promote business products or services. f. Video Marketing. This technique allows companies to display, inform, and practice product testimonials directly to the audience. g. Affiliate marketing means companies build networks with other parties to market their products to reach a broader target market (Azhar Sholihin & Annissa Oktapiani, 2021).

The results of empirical research conducted by Bastian, Jeremias, and O'Brien (Rosmadi, 2021) can be concluded that using information technology through social media is the right strategy for marketing total production while still paying attention to the company's balance sheet. Digital marketing is a form of promotion and market search process facilitated by online digital media utilizing various digitalization tools, such as social media. According to Purwana (Sumadi et al., 2022), social media is now able to connect people with devices, and social media can connect people with other people worldwide. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries, and consumers. Digital marketing makes it easier for business people to research markets. It provides various needs and wants of consumers, and vice versa with consumers who can search for and obtain product information with the facilities provided by features in digitization, significantly facilitating the process of finding the information needed. Consumers can now make the necessary decisions independently based on search results. Digital marketing can reach all levels of society, wherever they are, without being limited by geography or time.

Online marketing and digital branding open more opportunities to increase the effectiveness in introducing products to the public in the industrial era 4.0. Digital marketing has a broad reach and does not require expensive marketing strategies. Sales through e-commerce and digital marketing, as well as improving product quality by strengthening customer relationship marketing to increase customer trust and loyalty (Narto, 2021).

Borden is a development of the marketing mix idea sparked by Culliton. Many company owners in Indonesia also apply this concept in their companies and have proven successful. 4P combines Product, Price, Place, and Promotion (Aini et al., 2021).

Product

Strategies for products include:

- a. If you want to open a business, choose products or services that are sought after by various groups of people to meet their needs during a pandemic. Example: Health products for children and family, Snacks, Skin Care, Jastip popular products currently on sale, Starter Pack Content Creators such as Tripod, Ringlight, etc.
- b. To avoid spending a lot of capital, you can use the open Pre Order system with Down Payment, drop-ship, or limited ready stock.
- c. If you choose to become a producer, maximize all the equipment in your house so you don't over budget in capital expenditures.
- d. Adding new product variants according to the line of business, for example, adding new product variants in the form of certain types of coffee that are rarely owned by other roasteries and new coffee blend recipes and their follow-up products.

Price

There are several strategies for determining the price, namely:

- a. Maximum retail price (MRP) where a product is sold at the total price without any discount.
- b. Promotional prices are reductions made under certain conditions, such as certain seasons, defective goods, or other requirements and purposes.
- c. Odd price, namely the price with an odd final nominal such as the number 990 and others.
- d. Bundling is a discount on products bundled or packaged to be purchased together.
- e. Everyday Low Pricing (EDLP) is a daily strategy to sell products at lower prices.
- f. Retail stores attract consumers to their stores compared to competitors in this way, namely by offering goods at guaranteed lower prices.

Place

Being in the digital era positively impacts business actors, one of which is opening a business without renting a prominent business location. Suppose the necessary stock of goods and production is carried out from a small space at home. Instead, take advantage of all existing digital platforms, from social networks, Whatsapp, and Telegram groups to dance applications, steps that can be implemented include:

- a. Create Whatsapp, Email, Line, Instagram, Facebook, Twitter, Telegram, and Tiktok numbers specifically for the business/product being marketed.
- b. Join many communities because, in general, some communities have a market day program.
- c. Join E-Commerce applications such as GoFood, GrabFood, Shoppe, Tokopedia, Bukalapak.
- d. MSMEs need changes in the design of places that support services with health protocols so that customers feel safe and comfortable in that environment, such as changing seats to comply with physical distancing and a place to wash hands before making transactions

Promotions

Promotion is one of the spearheads of running a business/enterprise. Still, we must adjust promotion costs to the budget and capital capabilities to continue even during this pandemic. The following are low-budget promotional tips via digital.

Discussions

According to Tjiptono (Maliki, 2020), there are five interrelated steps in the marketing strategy, namely:

- a. Market selection, starting with market segmentation and then selecting the target market that the company will most likely serve.
- b. Product planning, including the product itself, product brand name, product availability, warranties or guarantees, repair services, and assistance
- c. technical services provided by the seller, as well as the personal relationship that may be formed between the buyer and the seller

- d. Pricing, namely determining prices that can reflect the quantitative value of the product to customers.
- e. The distribution system, namely the wholesale and retail trade channels through which the product reaches the final consumer who buys and uses it.
- f. Marketing communication (promotion) includes advertising, personal selling, sales promotion, direct marketing, and public relations.

According to Goerzig & Bauernhansl (Berliandaldo et al., 2021), digital transformation changes business strategies carried out by business actors, such as MSMEs. In change management, the term transformation describes the extent of strategic change. Whereas in realignment, there is only a slight change in the way a company operates, it changes its paradigm of doing things in the transformation. According to Kotler and Keller (Theodora, 2022), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers by creating delivery and communicating superior customer value. According to Sofyan Assauri (2018), the critical formulation of the marketing management process is creative understanding or knowledge from marketing strategies and plans, which guide marketing activities. Marketing activities are carried out to achieve goals within a certain period; one element of the marketing strategy is the marketing mix.

In research that has been conducted by Grandon & Pearson (2004) and also driven by Orapin (2009) & Kurniawan (Juniansyah, 2022), it can be concluded that e-business is very useful and also beneficial for both producers who have products and consumers who also need products. Quickly, precisely and also by expectations. Marketing is the management and process that enables individuals or groups to achieve what they want and need through every activity related to creating, providing, and exchanging product value with others or from producers to provide products or services to consumers. This marketing aims to attract new customers by promising superior value, setting attractive prices, efficiently deploying products or services, and effectively promoting and retaining existing customers while maintaining customer satisfaction (Abidin & Sofyan, 2022).

For marketers, the factors that influence consumer purchasing decisions are pictured below: (a) situational factors, related to the level of consumer involvement in the buying task and available market offers, (b) Personal factors, which are individual characteristics and traits such as age, life stage, economic situation, and personality, (c) Psychological factors, related to motivation, learning, socialization, attitudes, and consumer beliefs, (d) Social factors, related to cultural influences, social class, family, and reference groups (Wardana & Nurita, 2022).

3. CONCLUSION

From all the results of the discussion that has been presented, the researcher concludes that the implementation of post-covid-19 marketing management strategies in digital business includes the 4P strategy, including products must be right on target according to consumer needs, prices provide price discounts within certain period, places require changes in the design of more exciting places, promotion must be towards digital marketing technology. Thus, implementing this strategy can maintain business continuity and expand the marketing network, which positively impacts business growth and development in the future.

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