

MSME Strategy In Marketing Products In The Pandemi Of Covid-19 In The New Normal Era

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Abstract

This study aims to determine the product marketing strategy implemented by Micro, Small and Medium Enterprises (MSMEs) during the COVID-19 pandemic. The object of research is SMEs in East Lombok. The method used is a qualitative research method with a descriptive approach. Based on the results of this study, data was obtained that the business strategy used in marketing its products was through social media, promotions and price discounts. The results of the study illustrate that the marketing strategy used by MSME actors in East Lombok can work well by paying attention to the purchasing power of consumers during the Covid-19 pandemic. By using social media facilities the funds needed by small business actors have an impact on increasing MSME income. The role of the government and banking is very important, related to providing training in the use of information technology so that small business products can survive and sell well amid the COVID-19 pandemic.

Kata Kunci:

Covid-19; Pemasaran Produk; Strategi UMKM,

Abstract

Penelitian ini bertujuan untuk mengetahui strategi pemasaran produk yang diterapkan oleh Usaha Mikro Kecil dan Menengah (UMKM) selama masa pandemi COVID-19. Objek dalam penelitian ialah UKM di Lombok Timur. Metode yang digunakan ialah metode penelitian kualitatif dengan pendekatan deskriptif. Berdasarkan hasil dari penelitian ini diperoleh data bahwa strategi bisnis yang digunakan dalam memasarkan produknya adalah melalui media sosial, promosi, dan pemberian diskon harga. Hasil penelitian digambarkan bahwa strategi pemasaran yang digunakan oleh para pelaku UMKM di Lombok Timur dapat berjalan baik dengan memperhatikan daya beli dari konsumen di masa pandemi covid-19. Dengan menggunakan fasilitas media sosial dana yang dibutuhkan oleh para pelaku usaha kecil berdampak pada peningkatan pendapatan UMKM. Peran pemerintah dan perbankan sangatlah penting, terkait dengan memberikan pelatihan dalam pemanfaatan teknologi informasi supaya produk usaha kecil dapat bertahan dan laris di tengah pandemi COVID-19..

INTRODUCTION

Competition for micro, small, and medium enterprises (MSMEs) is now getting tougher in the era of globalization, which must be addressed by business/business actors by implementing strategic steps for business continuity (Nurbudiyani, Sonedi, Suyati, & Pratama, 2019). In addition to increasingly fierce competition, the resilience of micro, small and medium enterprises (MSMEs) in Indonesia is now being tested again in the face of the economic impact of the spread of COVID-19 (Redjeki & Affandi, 2021; Setyoko & Kurniasih, 2022). In addition to needing support from the government, MSME actors also need to make breakthroughs and strategies to be able to survive in the midst of a sluggish economy. in national economic growth the role of micro, small and medium enterprises (MSMEs) is very large (Ahmed, J. U.-D., & Rashid, 2014; Hastuti, 2021; Rosmadi, 2021).

Since the COVID-19 pandemic has hit all countries, including Indonesia, the impact on people's lives has been very visible, especially in the economic field. First, the reduced financial capacity of families and the wider community. secondly, it has an impact on household consumption or a reduction in people's purchasing power. third, the economic slowdown has halted exports in Indonesia and limited investment. Fourth, the wave of layoffs is unavoidable (Fahrurrozi, 2023). Fifth, Economic workers in the informal sector also experience a deadlock in income due to very limited access and decline in community activities outside the home (Clare, L., Martyr, A., Gamble, L. D., Pentecost, C., Collins, R., Dawson, E., Hunt, A., Parker, S., Allan, L., Burns, A., Hillman, A., Litherland, R., Quinn, C., Matthews, F. E., & Victor, 2021; Manyanga, D., Masvikeni, B., Kuloba, M., Byabamazima, C., & Daniel, 2021).

The impact of the coronavirus (Covid-19) pandemic is being felt in the business and economic world. In a fairly short time, marketing patterns have changed, especially when social distancing and Large-Scale Social Restrictions (PSBB) are implemented. There was a decline in the economic sector, both trade and industry due to the COVID-19 pandemic, so that those who were selling and those who were buying decreased (Mallya, P. D., & D'Silva, 2020; Umar, Z., Gubareva, M., Tran, D. K., & Teplova, 2021), As a result, the community's economy is currently experiencing a very low turnover because many people have lost their jobs. Considering that Indonesia still has many poverty lines in various regions with complete shortages and limitations in the midst of the COVID-19 outbreak, the welfare of the community will indirectly decrease. As a result, there are still many small and underprivileged people who experience various obstacles such as lack of financial needs in buying basic needs and so on, it can be said that they have not lived a decent life. The Indonesian government is

currently trying to overcome this problem by producing several special policies in the economic sector so that the COVID-19 pandemic problem does not cause a sustainable economic recession. Large, medium and small industries that are still able to survive take concrete steps so that their products can always be marketed.

Selling the product of a business or MSME requires future-oriented marketing. This means that MSME actors or entrepreneurs are able to expand product ranges, change strategies, can anticipate the challenges of the circumstances that will be faced, improve all service quality and most importantly the effectiveness of product marketing to be able to improve the company, so that it will not experience bottlenecks or setbacks, thus supporting product sales success. Therefore, overcoming various deficiencies is important, so that it is effective in making products.

In this pandemic period, the internet has become a basic need that must be met. However, in fact, the challenges faced by the industry are also getting bigger. The strategies implemented by micro, small, and medium enterprises (MSMEs) must be carried out optimally so that the products produced can be accepted by the community by providing clear and trustworthy information for consumers (Pahrudin, Liu, Li, Fahrurrozi, & Ali, 2022). Online marketing through the media is the right step that must be taken by business actors (Chinara, M., & Rout, 2017; Gräf, 1999; Janal, 1995; Suswanto, P., & Setiawati, 2020).

METHOD

This research is a qualitative descriptive analytical with a case study approach about marketing strategies amidst the COVID-19 pandemic in micro, small and medium enterprises (MSMEs) in East Lombok. Qualitative research can reveal real events that occur in the field and also emphasize the nature of the events that occur and provide a complete picture of social life, performance or strategy of MSMEs and financial institutions, situations or relationships between the phenomena studied. (Sugiyono, 2019).

The need for an effective marketing system ‘Indonesian Human Resources is due to the lack of mastery of educational technology Literacy and Entrepreneurial Innovation, due to the mental attitude and mastery of Education Technology and Entrepreneurship Innovation Technology’ (Saharuddin, Wijaya, Elihami, & Ibrahim, 2019).

The approach that will be used in this research is a qualitative approach. The qualitative approach was carried out using a survey method to conduct questions and answers to MSME actors and a literature study method to MSMEs in the region in East Lombok.

FINDING AND DISCUSSION

Based on the results of interviews that have been carried out with UMKM players in East Lombok Regency, it was found that the MSME actors were on average run by housewives who had been running UMKM for more than 5 years and were also tried by young people. And some of the main problems experienced by MSME actors in East Lombok Regency during the Covid-19 pandemic, namely experiencing a decline in product sales and demand for goods or services from consumers. To overcome these problems, the actors carry out marketing strategies to increase product sales.

1. Marketing and Promotion Strategy

The marketing process through the internet is a process of how SMEs can market products and influence consumers, so that consumers are interested in buying the products offered and consumers are satisfied so that they will always buy the products offered and SMEs will never lose market share or consumers so that the product continue to sell in the market. Social media has a significant impact on every consumer decision-making process, as well as influencing public opinion and attitudes (Mangold & Faulds, 2009; Singhal et al., 2021).

The strategy used by MSME actors in East Lombok to run and develop their business is by promoting goods or products sold through technology such as social media, newspapers, Facebook, Instagram, YouTube, and taking a religious approach (silaturahmi) all parties are acceptable and in demand by the community, especially in East Lombok. This strategy is carried out based on the results of the analysis of the current situation where many people are more active on social media so that MSME owners and teams take the initiative to promote by utilizing social media. In order to obtain significant results and obtain results that are arguably very satisfying in their business activities while still complying with and implementing health protocols. Social media networking sites influence consumer decisions to make purchases and most companies and consumers use the Internet, using social media as a successful marketing medium (Duffett, 2017; Kaplan & Haenlein, 2009; Yankova & Ozuem, 2014). The biggest buyer today is through the internet so he believes the number of online shopping users will increase (Beugré, 2016; Duhaime, I. M., Hitt, M. A., & Lyles, 2021).

1. Product

In addition to marketing through social media, MSME actors also carry out strategies by improving product quality. Products offered to consumers must be attractive and meet their needs or wants. Consumers view products as complex bundles or benefits that can best satisfy consumer wants and needs (Holl, 2011; Shi, T., Huang, R., & Sarigöllü, 2021). Planning a product also includes the specific activities to be performed with the product, such as identifying the product to differentiate it from other products by giving it a different brand, as well as the characteristics of the product (Wei, 2007a, 2007b). Through the use of communication or special content on social media to introduce a brand can significantly (Barger, Peltier, & Schultz, 2016; Camilla Bond, Carla Ferraro, Sandra Luxton, 2010).

Most MSMEs in East Lombok are very concerned about the quality of the products produced and the products produced are promoted through the internet and social media. Promotion of products reviewed online will have a positive or negative impact on consumer behavior, because online promotional reviews can increase awareness, attitude and consideration of products and services (Camacho, Ramírez-Correa, & Salazar-Concha, 2022; Elhajjar, 2022; Quan, Al-Ansi, & Han, 2022). Therefore, SMEs must try to make the products they produce can attract consumers to buy these products (Biazzo, S., & Filippini, 2021).

2. Price

The price of a product is one of the elements of marketing that the company uses to achieve its marketing goals. Determining the selling price is important in marketing policies to increase sales volume and achieve maximum profit. (Church, n.d.; Oecd, 2019). In advancing, developing MSMEs and selling volume, efforts are made to continue to increase and survive so that MSMEs do not experience a setback. SMEs in East Lombok are trying their best to meet consumer satisfaction by providing good quality products and discounted prices, as well as adjusting to people's purchasing power and seeking the information needed, namely by conducting surveys so that consumers are not disappointed and buy the product again.

CONCLUSION

Based on the results of the research above, it can be described that SMEs in East Lombok optimize business strategies in marketing their products through social media, promotions, and providing price discounts. The marketing strategy used by MSME actors in East Lombok can work as expected by paying attention to consumer purchasing power during the COVID-

19 pandemic. By using social media facilities, the funds needed by small business actors will have an impact on increasing the income of MSME actors as well as increasing the sales of MSME products, and reaching consumers on a large scale. And the role of the government, banking is very important with regard to training in the use of information technology so that small business products can survive during the COVID-19 pandemic.

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