

DIGITAL MARKETING STRATEGY TO SURVIVE DURING COVID-19 PANDEMIC

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Abstract: *Indonesia is currently experiencing the spread of the Covid-19 virus, which has not subsided. The government's appeal to prevent the spread of this virus requires the public to stay at home. Uncertainty during the COVID-19 pandemic has resulted in business actors, one of which is the Coffee Shop, which has experienced a decline in income. For this reason, coffee shops must have a strategy to survive during the COVID-19 pandemic. Digital marketing strategy is a form of business to promote and introduce a brand and product using digital media. It is the right step to survive during this pandemic. This study aims to find out how to apply digital marketing strategies to BC Street Coffee to be able to survive during the covid-19 pandemic. This study uses a qualitative method by selecting a case study on BC Street Coffee through interviews and documentation to the intended informants. Informants in this study were owners, employees, and customers. Based on the results of the interview, BC Street Coffee implemented a digital marketing strategy to survive during the covid-19 pandemic with several strategies, namely 1) Implementing social media marketing, BC Street Coffee used Instagram and Facebook as marketing media by utilizing photo and video features to disseminate information about BC Street Coffee and promos that apply to the delivery application (GoFood & GrabFood) consumers so they can find out the products offered by BC Street Coffee, 2) Implement content marketing, BC Street Coffee uses marketing content to help introduce products through features-features adopted from social media, using messages that are packaged creatively using attractive photos, captions, hashtags, and videos. And BC Street Coffee uses or collaborates with local influencers in marketing or introducing products.*

Keywords: *Digital Marketing; social media; Content Marketing; Pandemic*

Submitted: 2021-08-28

Revised: 2021-10-21

Publish: 2022-01-21

DOI: [10.29040/ijebar.v6i2.4048](https://doi.org/10.29040/ijebar.v6i2.4048)

1. Introduction

Currently, Indonesia is being hit by the spread of the COVID-19 virus, which has not subsided. Not only Indonesia, but this Covid-19 has also spread almost all over the world. The spread of this virus impacts the global economy, even down to the social side. This economic impact is felt more by the government regulations regarding social distancing, lockdown, and even large-scale social restrictions (PSBB), this of course applies to the tourism and trade sectors,

including micro, small and medium enterprises (MSMEs) in Indonesia, especially Bali. Several types of businesses almost went out of business, both large and small scale companies, began to experience a drastic decline in turnover due to the covid outbreak, especially the food and beverage MSME sector. This is a challenge for MSME actors to increase sales by carrying out various marketing innovations, one of which is digital marketing, considering that we are all digital. Digital marketing is a form of effort to promote and market a brand and product using digital media, such as the internet. Digital marketing is a popular strategy used by marketers around the world. Using digital marketing aims to increase market share, the number of comments on social media, blogs, and the like, income, and reduce marketing costs (Anggraeni, 2020). Uncertainty during the COVID-19 pandemic has resulted in MSMEs experiencing decreased income, but not a few can survive and increase. MSMEs that survive are those who make changes to their business strategies. These changes are related to how they sell and promote their products (Santoso, 2020). With the number of MSMEs in Bali, especially the Denpasar area, several MSMEs have survived the COVID-19 pandemic, one of which is BC Street Coffee.

This coffee shop is an MSME actor who still survives and carries out various new strategies in income recovery by marketing through digital. The coffee shop is one of the favorite places for coffee lovers, millennials, and students. This serious impact is starting to be felt by BC Street Coffee, a coffee shop located at JL. Kecak No.5, Tonja, North Denpasar, was established for 9 years, which Rifka Hamanda pioneered as the owner has never had any complaints of a very drastic decrease in turnover. BC Street Coffee Rifka Hamanda said that this outbreak resulted in a decline in income of up to 85% or almost no consumers came to BC Street Coffee, and the concept of selling online was stable since the Covid-19 pandemic BC Street Coffee has fluctuated or increased and a decrease in sales revenue that occurred in 2020. In 2020 BC experienced a decrease in income of almost 90% from the previous year, which was 88.9% due to the spread of the covid-19 virus, and half of the revenue was the result of sales through online marketing. However, the owner of this coffee shop is not discouraged from fighting during a pandemic by prioritizing consumers' health by marketing products through digital. BC Street Coffee carries out a product marketing strategy to attract consumers through social media, Instagram, Facebook. Social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user generated content (Stockdale et al., 2012). In research (Alfrian & Pitaloka, 2020) entitled "Micro, Small, and Medium Business Strategies to Survive the Covid-19 Pandemic Conditions in Indonesia," stated that there are four survival strategies for MSMEs, namely, 1) marketing with digital marketing, 2) strengthening human resources, 3) carrying out creative and innovative innovations. 4) Improvement of service to consumers. With these strategies, it is hoped that Indonesia's MSMEs can survive the crisis conditions due to the COVID-19 pandemic. This study aims to describe and describe the digital marketing strategy carried out by BC Street Coffee to continue to survive and become more responsive to changes in the business climate, especially during the covid-19 pandemic.

2. Literature Review

2.1 Marketing

Marketing to consumers is an activity to meet consumer needs and satisfaction, both by producing products and then providing prices and increasing sales so that sales occur. Marketing

is an important part of a business. Marketing is an important part of a business. There needs to be good management so that the business can grow and develop better and compete with its competitors (Utama, 2019).

Marketing is a way of identifying and meeting human and social needs. One good and short definition of marketing are meeting needs in a profitable way for producers and consumers. Some of the things marketed include goods, services, events, experiences, places, property (ownership rights), organizations, information, and ideas.

2.2 Digital Marketing

Digital Marketing is one of the marketing media currently in great demand by the public to support various activities carried out. Digital marketing is one of the efforts to market products. The use of technology in every process is a hallmark of digital marketing (Santoso, 2020). According (Lucyantoro & Rachmansyah, 2018) Digital marketing can be interpreted as an effort to promote a brand using digital media to reach consumers in a timely, personal, and relevant manner. With digital marketing, communication and transactions can be done at any time or in real-time and can be global or global with many chat-based social media users and more and more opportunities for SMEs to develop their market in the grip of a smartphone (Pradiani, 2018).

2.3 Strategy Digital Marketing

Companies carry out promotional strategies that have great opportunities to sell their products. For example, through digital marketing, they expect digital marketing as the right solution during the covid'19 pandemic (Lestari & Saifuddin, 2020). Digital marketing strategy is a marketing stage that includes marketing stages by utilizing various internet-based media. Internet media currently popularly used for product marketing include Facebook, YouTube, Instagram, and other social media. Social media as a goal-directed planning process for creating user-generated content, driven by a group of internet applications, to create a unique and valuable competitive position (Effing & Spil, 2016). Social media is also defined as benefits in terms of efficiency and targeting. Regarding the first point, the cost of implementing a social media marketing campaign is more affordable than the more expensive traditional method. Second, to increase market share by reaching customers who were previously inaccessible due to temporal and place constraints (Curzi et al., 2019). The initial goal of a social media strategy is to integrate social media platforms with the strategic marketing goals of business organizations and offer a practical route towards achieving those goals (McCann & Barlow, 2015). Social media services can facilitate the sharing of everyone's interests, creativity, and hobbies (Zhu and Chen, 2015). By modern businesses, social media is considered as a promising platform for promotional activities to communicate effectively with targeted customers (Kohli et al., 2015).

The digital marketing strategy can include elements of convenience in finding the desired product, the availability of certain product promos, the skills to identify buyers and how to make buyers interested in the products offered, complete information about products, ease of recognizing and memorizing trademarks, the existence of means of personal communication, service assistance to consumers, product illustrations in the form of photos, and a guarantee for returning goods (Wiediawati, 2019). The following are digital marketing strategies that business people need to master to help product marketing (Anggraeni, 2020):

1) Content Marketing

Content marketing is becoming a major focus by many brands, given the important role and how it works in social media, multimedia, search, and mobile. However, many business actors still don't understand the importance of trends and how content marketing underlies almost all digital marketing. Content is the foundation of all digital marketing and is essential for creating brand awareness and adding to the crowd.

2) Mobile Marketing

The increasing number of smartphone and tablet users has made marketing messages and content for mobile platforms a must. Many consumers read the content, receive emails, and even buy the product from these small devices.

3) Social Media Marketing

Of the existing online marketing, social media marketing is the easiest and most desirable strategy to implement because almost everyone has social media starting from WhatsApp, Line, Facebook, Twitter, Instagram, and Tiktok.

3. Research Method

This study uses a qualitative method by choosing a case study as a research approach, namely to understand what is happening in the field when the researcher makes observations such as behavior, perceptions, actions, and so on, thoroughly and complexly, then applies it through words that are easy to understand to a natural thing. This qualitative research aims to understand a particular problem or case experienced by the research subject. In this study, we look at the behavior of individuals/groups/events with important problems to get answers about applying digital marketing strategies to survive a pandemic. The determination of informants in this study is by the purposive sampling technique. According to (Sugiyono, 2017), the purposive sampling technique collects samples of data sources with certain considerations. In this study, 6 informants were used, namely Owners, Employees, and Customers of BC Street Coffee. After presenting the data, data validation is carried out. To validate the data that has been obtained from the results of interviews in the field, a triangulation technique with informant sources is used, which means comparing and testing the credibility of the information carried out through interviews with the author while in the field in qualitative research. The analysis process in this research is to collect data, perform data reduction, present data, verify data, and finally draw conclusions.

4. Results and Discussion

The marketing activities through internet media are better known as Digital Marketing, and this is an important thing and need that must be owned by business actors today. In doing digital marketing, MSME actors are required to always learn and think openly towards developing technology, of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected market segment or share, so that marketing will be more effective. Effective and not misdirected (Hardilawati, 2020). Currently, digital marketing is the main choice for MSMEs, one of which is a coffee shop or coffee shop. It has several advantages: wide coverage, economical, interactive, easy and useful in the buying process and attracting new customers. (Hendrawan et al., 2019) shows that digital marketing has a positive and significant effect on increasing MSME sales performance. Digital marketing that

is user-friendly and can reach consumers widely will be the main platform in marketing, and offline stores will be complementary. Before the COVID-19 pandemic, BC Street Coffee's business was well known by the surrounding community, especially the local youth. This coffee brand is good enough to attract people to buy products at BC Street Coffee. BC Street Coffee initially relied on offline store revenue for sales, but with this pandemic, people must start doing activities online, including marketing and promoting products.

BC Street Coffee is one of the surviving coffee shops changing their business strategy. These changes are related to the way they sell and market their products. One effective way is to use a digital marketing strategy. BC Street Coffee maximizes the use of digital marketing to increase sales. BC Street Coffee utilizes social media such as Instagram, Facebook, and marketplaces such as GrabFood and GoFood as their product marketing media to survive during this pandemic. The interview results regarding implementing the digital marketing strategy carried out by BC Street Coffee to survive during the covid-19 pandemic are divided into 2, namely Social Media Marketing and Content Marketing.

4.1. Sosial Media Marketing

BC Street Coffee makes more use of Instagram, Facebook. The reason for choosing digital platforms such as Instagram and Facebook to promote their products is that they have a wider reach. In addition, customers and potential consumers can find out information about products and promos that apply. BC Street Coffee uses social media as an interaction tool such as customer involvement in product selection (types of coffee and food) and services provided by BC Street Coffee, conducting intensive and effective education and introduction to product quality (Coffee) through social media. In addition, BC also uses the hashtag (#KopiEnakGakHarusMahal) to make it easier for consumers to find products and help create brand awareness.

4.2. Content Marketing

Content marketing is the main focus of BC Street Coffee, considering the importance of content in social media, marketplaces, and search engines because it is part of digital marketing. The marketing content applied to BC Street Coffee during the covid-19 pandemic, namely 1) BC implemented this strategy to attract customers by creating creative messages in the form of content such as captions, interesting photos and posted on social media such as Instagram and Facebook, content it is in the form of a product video which is then broadcast through social media so that it can be seen by customers who follow BC Street Coffee's social media. 2) BC Street Coffee uses influencers to promote its new products and branches in the form of videos posted on social media.

5. Conclusion

The COVID-19 pandemic has created new problems in various fields and has affected the economy and decreased income for business actors. The food and beverage sector is one of the parties experiencing the impact of a decline in income, so business actors must find strategies to survive. Based on the description in the discussion above, BC Street Coffee applies a digital marketing strategy to survive during the covid-19 pandemic with several strategies, namely 1) Implementing social media marketing and doing social media marketing a tool for evaluating a

product or service, 2) Implementing marketing content, by introducing products through features adopted from social media, using messages that are packaged creatively using attractive photos, captions, hashtags, and videos. In addition, it is hoped that BC Street Coffee will implement and develop mobile marketing, where this strategy helps a more effective marketing process by sending information about promotions in the form of automated customer messages via WhatsApp, SMS, or other mobile marketing.

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