

## THE DIGITAL MARKETING MODEL USES SOCIAL MEDIA TO GET OUT OF THE ECONOMIC CRISIS CAUSED BY COVID 19

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**Abstrak:** *The phenomenon of covid-19 has not been completed because the virus continues to mutate from the alpha, delta, gamma to Omicron variants, this variant is more virulent and quickly spreads than the previous variant. The impact is still being felt today. This study aims to investigate how SMEs can deal with crises and the strategies they have used to maintain their business, to prepare SMEs for future crises. The population in this study are SMEs who are members of the Institute for Modern Creative Industries (LIKIM). The sampling technique used purposive sampling technique with 6 sources. This research is a type of qualitative research with a case study approach. The type of case study used is a collective or multiple case study. This study uses primary data. Data collection techniques used in this study were interviews and observation. The data analysis technique used is the spiral model technique. The results of this study, so that SMEs can survive the strategy used is to increase advertising and promotion through social media. Marketing using social media clearly has a very high effectiveness and contributes to sales volume. The marketing model found shows that the higher the understanding of business actors on the potential of digital marketing using social media, the more precise they will be in choosing a marketing model using social media*

**Keywords:** *COVID-19 Pandemic, Crisis, Marketing Strategy, Digital, Social Media, SMEs*

### MODEL PEMASARAN DIGITAL MENGGUNAKAN MEDIA SOSIAL UNTUK KELUAR DARI KRISIS EKONOMI AKIBAT COVID 19

**Abstrak:** Fenomena covid-19 belum selesai kerana virus terus bermutasi dari varian alpha, delta, gamma hingga Omicron, varaiian ini lebih ganas dan cepat menular dari varian sebelumnya. Dampak itu masi terasa hingga saat ini Penelitian ini bertujuan untuk menyelidiki bagaimana UKM dapat menghadapi krisis dan strategi yang telah mereka gunakan untuk mempertahankan bisnis mereka, untuk mempersiapkan UKM menghadapi krisis di pada masa mendatang. Populasi dalam penelitian ini adalah UKM yang tergabung dalam Lembaga Industri Kreatif Modern (LIKIM). Teknik pengambilan sampel menggunakan teknik purposive sampling dengan 6 sumber. Penelitian ini merupakan jenis penelitian kualitatif dengan pendekatan studi kasus. Jenis studi kasus yang digunakan adalah studi kasus kolektif atau multiple. Penelitian ini menggunakan data primer. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara dan observasi. Teknik analisis data yang digunakan adalah teknik model spiral. Hasil penelitian ini, agar UKM dapat bertahan strategi yang digunakan adalah dengan meningkatkan periklanan dan promosi melalui media sosial. Pemasaran menggunakan media sosial jelas memiliki efektifitas yang sangat tinggi dan memberikan kontribusi volume penjualan. Model pemasaran yang ditemukan menunjukkan bahwa semakin tinggi pemahaman pelaku usaha terhadap potensi pemasaran digital

menggunakan media sosial maka akan semakin tepat dalam memilih model pemasaran menggunakan media social.

**Kata kunci:** *Pandemi COVID-19, Krisis, Sestrategi Pemasaran, Digital Media Sosial, UKM*

## INTRODUCTION

The phenomenon of covid-19 is still not finished because this virus continues to mutate from the alpha, delta, gamma variants to the latest variant found in African countries, namely the Omicron variant which according to various sources, this variant is much more virulent and more rapidly transmitted than the previous variant (Wibowo, 2022). This then triggers a panic that can result in the collapse of the economic sector which will cause new problems. The impact of Covid-19 which began in 2019 is still being felt today, especially for SMEs in the city of Jombang, their income has fallen by almost 50%, forcing them to reduce the number of employees, resulting in a loss of capital (Putra et al., 2021). The losses for SMEs are not only felt by SMEs in Jombang but SMEs in the European continent also suffer losses and even go bankrupt. Results of research conducted (Bartik et al., 2020) in America shows that as many as 43% of small businesses are old, which is almost the same as the crisis of 1930. Many of these micro-enterprises had little cash before the start of the pandemic and declared bankruptcy. While the study conducted by (Shafi et al., 2020) what was done in Pakistan showed that the COVID-19 outbreak and the lockdown had severely impacted MSMEs. As a result, the business experienced financial problems (67.93%), supply chain disruptions (47.83%), decreased demand (44.02%), decreased sales 38% and decreased profits by 41%. In addition, in order to cope with the current situation and cover the cash flow shortage, many companies apply for loans (18%), close

the business completely or partially to reduce costs.

As a result of Covid-19 which made people's movements limited for fear of contracting the Covid-19 virus, this phenomenon has made a shift in consumer buying behavior from over the counter to buying using the online (Digital) method so that business actors, especially SMEs who initially sell offline, are now selling online. shift. participate in promoting and selling online (Digital) because digital marketing in addition to having a high level of effectiveness online sales are also able to increase efficiency in the field of event promotion. This is supported by research (Putra et al., 2021) which states that online sales are very helpful for consumers because consumers can easily compare prices and get the best price. Selling online is not enough if you don't use the right marketing strategy, therefore the focus is on marketing model strategies with online (Digital) media in times of crisis due to the pandemic.

### *Entrepreneurship*

Entrepreneur is about someone who takes responsibility for making business decisions in choosing a location, use of goods, resources, or institutions (Hdbert & Link, 1989). Meanwhile, according to (Kobia, 2010) Entrepreneurship is someone who understands what to do, then understands how entrepreneurs identify opportunities and what entrepreneurial environment supports business creation. While according to (Journal et al., 2017) Identifying entrepreneurship is someone who has just set

up a business, it can be a start-up or a small and medium business.

### ***Small and Medium Enterprises (SMEs)***

(Kamal & Flanagan, 2012) SMEs are businesses that are carried out by individuals. Meanwhile, according to (Wei et al., 2020) to distinguish the scale of business between micro, small, and medium, it can be seen from the number of employees and business turnover, while according to (Bps.go.id, 2020) micro-enterprises with 4 employees, small business from 5 to 20 employees and medium from 20 to 99 people

### ***Social media marketing***

Social media marketing is the practice of promoting brands and content through social media channels to increase brand awareness, traffic and leads for businesses. According to (Santoso, 2020) social media marketing is a marketing method that uses social web platforms such as blogging, microblogging, social networking to build awareness, recognition, memory, or even engagement for brands, products, businesses, individuals or organizations, either directly or indirectly. or indirectly. This study examines Facebook, YouTube, Twitter, Instagram, and Tik-Tok as social media platforms. According to (Aladwani, 2017). Social media marketing indicators consist of (1) Reflective Quality, namely a person's beliefs about how well social media content meets their needs. (2) Stimulated Quality, which is a person's feelings about how well social media content meets the needs of his obligations. (3) Quality practice refers to the use of high-quality social media content that suits one's needs. (4) Continuing Quality, which refers to a person's strong support for great social media content that meets his or her needs.

### ***Social media***

In the context of marketing, social media is considered as a platform where people build networks and share information and/or sentiments (Kaplan & Haenlein, 2010) With their characteristics social media has resulted in three fundamental changes in the market. First, social media enables companies and customers to connect in a way that was not possible in the past. Such connectedness is empowered by various platforms, such as social networking sites (e.g., Facebook), microblogging sites (e.g., Twitter), and content communities (e.g., YouTube), which allow social networks to be built from shared interests and values (Kaplan and Haenlein). 2010). In this sense, "social connectedness" has also been referred to as "social ties" (e.g., Muller and Peres 2019; Quinton and Wilson 2016), as well as strengths and spans. these bonds determine whether they are strong or weak (Granovetter, M. S. (1973). The strength of weak ties. American Journal of Sociology, 78(6), n.d.)

Previous studies have shown that bond strength is an important determinant of customer referral behavior (Verlegh et al., 2013). Second, social media has changed the way companies and customers interact and influence each other.

## **RESEARCH METHODOLOGY**

The approach in this study is a qualitative approach (Moleong, 2011) Qualitative research is a research model that produces data in the form of verbal and written descriptive of the object of research from observed phenomena and behavior, while according to another view, namely (Moen & Middelthon, 2015) Qualitative research is to explore experiences, as well as phenomena in the socio-cultural world.

This type of research uses a case study approach, a case study is a type of qualitative approach that examines a case that occurs in

real life, the researcher chooses the Collective case study type or multiple case studies. Types of case studies Collective or multiple case studies are focused on one issue but researchers examine various types of cases to illustrate the issue or problem (John W. Creswell, n.d.).

In this study using primary data types, data collection procedures using semi-structured interview techniques. The population used in this study is SMEs in the city of Jombang which are collected in the Modern Creative Industry (IKM), totaling 40 SMEs. The sampling technique used a purposive sampling technique, with the criteria of SMEs having a resilience strategy in maintaining business during the crisis due to COVID-19. The sample in this study consisted of 6 sources. The data obtained were then processed using the Spiral Model analysis technique popularized by John Creswell.

## **RESULTS AND DISCUSSION**

The year 2019 was a very tough year for people all over the world, including in Indonesia where the COVID-19 pandemic started in Wuhan, China and then spread very quickly throughout the world, various efforts have been made to prevent transmission such as the lock down so that it has an impact on the sector. The economy has become a crisis and even a recession, this has a huge impact on SMEs in Indonesia, including SMEs in Jombang City. The decrease in sales turnover, the reduction in business operating hours, the reduction of employees and the loss of capital have been felt by SMEs in Jombang, to get a survival strategy, SMEs must do marketing through digital, due to changing consumer behavior, which initially bought offline, has now turned online. This phenomenon then encourages SMEs to make sales innovations, namely doing marketing using social media, social media was chosen

because of its fairly simple use, flexible time, elements of effectiveness and the most important thing is economical.

In the context of marketing, social media is considered as a platform where people build networks and share information. Social media allows companies and customers to connect in ways that are not possible offline. Such connectedness is empowered by various platforms, such as social networking sites (e.g., Facebook), microblogging sites (e.g., Twitter), and content communities (e.g., YouTube). In this case, "social connectedness" has also been referred to as "social ties"(Godey et al., 2016).

SMEs prefer to focus on marketing using social media with the Facebook platform and in combination with WhatsApp, this phenomenon is supported by research results (Jakaza, 2020) which show the results that social media with the most users today are WhatsApp and Facebook.

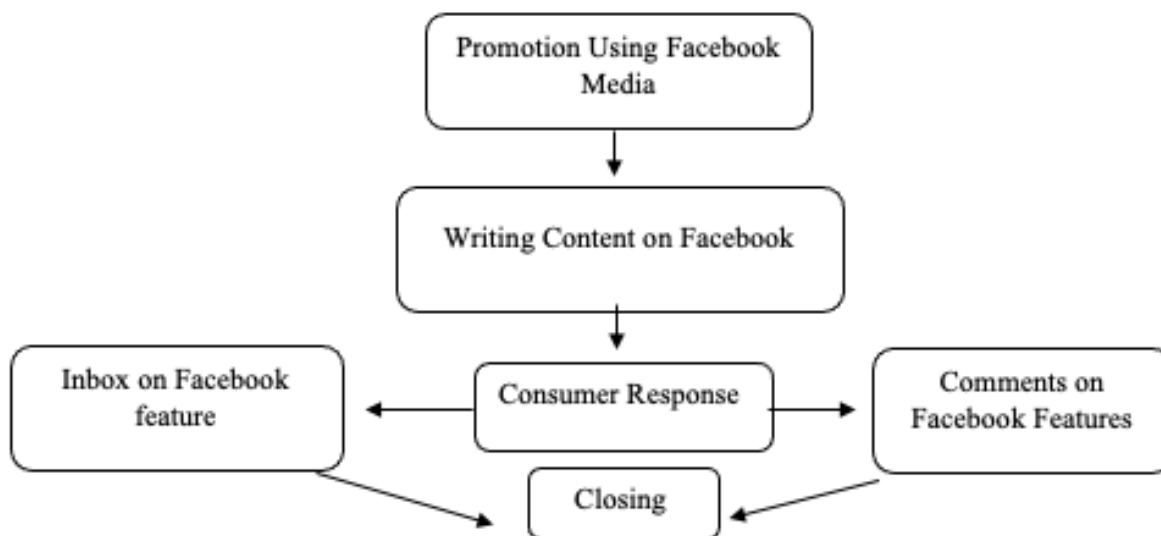
In marketing, the most important thing to know is traffic, that is, knowing where the consumer came from is how the buyer came, the second is how these visitors will definitely buy, the third is the reaction to create emotional bonds, the marketing model using social media is very broad access and can choose segments. which is intended, besides that its flexible use provides convenience for users plus very affordable fees and can even be free to facilitate transactions, business actors can apply the Cash On Delivery (COD) method.

### ***Marketing Model Through Passive Social Media.***

This marketing model through social media is carried out by utilizing Facebook as a means of promotion, which starts with writing content and then posting the content, then consumers will respond through the comment field feature or directly send

messages through the inbox feature on the Facebook application and the last is the

closing, which is reflected in the following image:

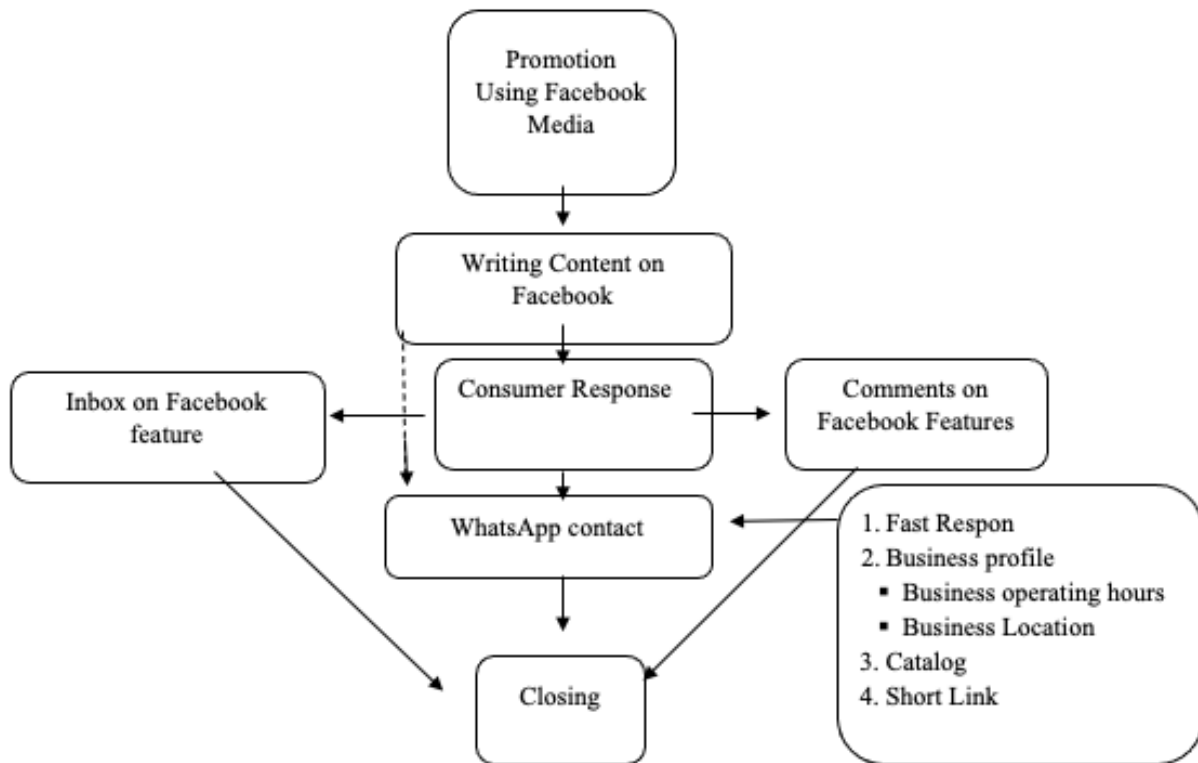


**Figure 1.** Digital Marketing Model Through Passive Social Media.

### ***Simple Social Media Marketing Model***

This simple social media marketing model is carried out by utilizing Facebook and collaborating with other social media, namely WhasApp as a means of promotion which in the WhasApp application itself provides features that can help business actors such as business locations, hours of operation, catalogs, short links and others.

This delivery marketing model starts with writing content on Facebook and then posting the content, then consumers will respond via the comment column feature or directly send a message via the inbox feature on the Facebook application and business actors provide a WhatApp contact number and finally the closing is reflected in the following image

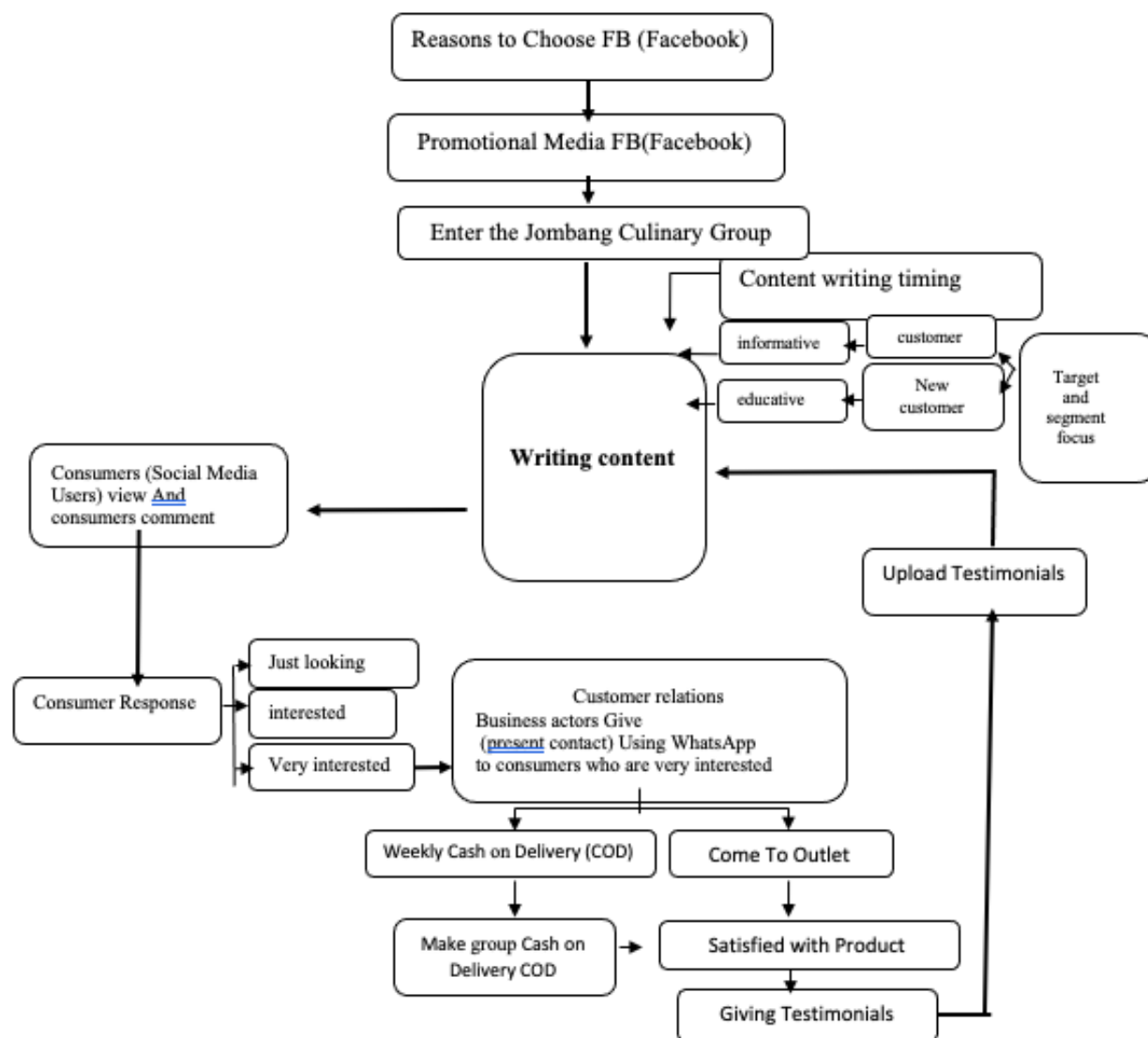


**Figure 2.** Innovative Social Media Digital Marketing Model

### ***Marketing Model Through Innovative Social Media***

The last marketing model is a marketing model using innovative social media, namely by combining several social media such as Facebook WhatsApp and then combined using certain techniques, the first rare is the reason for choosing social media, then choosing a group and entering it to find a more targeted segment, then make posts or write content, what must be considered in writing content is the right time, focus on segments that include new customers or consumers, if the content is tailored to customers then it is informative, but when the

content is intended for new consumers it is educative. published, consumers (social media users) will see and then respond, some only see, some are interested and some are very interested, then prospective consumers who are very interested will be given a present contact so they can come or visit the outlet while consumers who can't date, then COD is also provided specifically for consumers who can't date but are interested in the product, after being satisfied with the products offered, consumers will give testimonials, and the results from these testimonials will be used to create content again which is attached to the following image



**Picture 3.** A Simple Social Media Digital Marketing Model

From the three marketing model findings, the researchers found interesting findings, including the three types of marketing models using social media which were found to have contributed to increasing sales volume during the crisis due to Covid 19. The second finding is that when compared between marketing models, passive models simple marketing and innovative marketing models, it is clearly proven that innovative social media marketing models have very

high effectiveness and contribute to higher sales volumes when compared to passive and simple social media marketing models (because of group, cod, content segments, timing)

With the existence of social media, it is scientifically proven that when used maximally it will be able to increase sales of a product. This event is supported by research conducted by (Indika & Jovita, 2017) which proves that with Instagram

social media, the results show that photo communication is packaged creatively. become one of the most important factors in attracting the attention of consumers or tourist destinations. The Instagram social media application that features photo or image sharing has been shown to have a strong correlation in influencing consumer buying interest. Still in marketing, using online media (Indriani, 2013) Indriani's research results show that the application of the use of marketing models with social media is maximal enough so that it has a maximum impact on significant sales and other positive effects. But apart from that, there are also negative impacts, including limited information for them or consumers who are not social media users. While the results of research conducted by (Pham & Gammoh, 2015) were produced, by opening online sales companies can strengthen their brand resonance with the surrounding community and the right choice of social media can have a better chance of achieving goals such as improving brand performance.

While the results of the study (Orzan, 2016) concluded that social media has the capacity to influence brand trust and brands affect loyalty, and are supported by research results (Kim & Ko, 2012) who concludes that by doing marketing using social media can increase customer equity, to categorize and facilitate the marketing model using social media is classified into three types, the first is a passive social media marketing model, then the second is a simple social media marketing model, and the last is a simple social media marketing model. marketing model using innovative social media. In terms of benefits, the three marketing models using social media can both increase sales volume, but when compared between one marketing model and another, the marketing model using innovative social media has proven to be superior when compared to

other models, this is proven by using In this innovative marketing model, business actors can expand their business or open new branches during the Covid-19 pandemic.

## CONCLUSION

The marketing model, the simple marketing model and the innovative marketing model, it is clearly proven that the innovative social media marketing model has a very high effectiveness and contributes higher sales volume when compared to the passive and simple social media marketing model. The model shows that the higher the understanding of business actors about the potential of digital marketing using social media, the more appropriate they will be in choosing a marketing model using social media.

## RECOMMENDATIONS

An entrepreneur must increase knowledge related to marketing using social media, to improve the ability of an entrepreneur to learn through good training held by the government, he can also learn through books and also the internet, in order to be able to take advantage of the features available on social media to increase sales.

## SUGGESTIONS FOR FURTHER RESEARCH

The results of this study should be retested or carried out in all other states, to strengthen generalizations in all countries in the world related to the discovery of new models of marketing using social media, then can also use other social media such as TIK TOK, Instagram and others.

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