
DIGITAL MARKETING STRATEGY TO INCREASE SALES TURNOVER DURING THE COVID-19 PANDEMIC

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ABSTRACT

Digital Marketing is a marketing strategy used by sellers by utilizing online media with the aim of being able to reach a wider market and can be accessed anywhere and anytime by sellers and buyers. Provisions during the COVID-19 pandemic, including restrictions on community activities, followed by a stay-at-home policy. Digital marketing is the right strategy to deliver and pick up the ball in making sales transactions. This study aims to analyze the application of digital marketing strategies and analyze the role of digital marketing strategies in increasing sales during the COVID-19 pandemic in MSMEs. The approach used in this study is a descriptive qualitative approach. The results of this study indicate that the digital marketing strategy used in the form of Instagram, Facebook, Youtube and E-Commerce Digital marketing is not only for promotion but also for sales and to increase consumer loyalty. The use of digital marketing has proven to have increased sales turnover during the pandemic.

Keywords: Digital; Marketing and Sales; Strategy

INTRODUCTION

In national development, the economic sector occupies a vital position. This is because, the development of a country will be successful if the economy is good too. This condition becomes different when there is a global outbreak, namely covid 19. Due to this outbreak, the government has implemented many policies to protect public health. These government policies include the implementation of PPKM, whose implementation has an impact on limited community activities, as well as buying and selling transaction activities. As a result, many businesses went bankrupt or at least reduced buyers. Conditions are increasingly sustainable and ultimately have an impact on the company's overall financial problems. In the end, massive layoffs occurred, because the company had no choice, namely not being able to pay their wages.

Marketing strategy is a discipline used in trading activities, where the company's target is to create a customer value to achieve a correlation that adheres to the principle of symbiotic mutualism. In business activities, strategy has an important role in supporting buying and selling transactions. Where the application must always prioritize creativity, innovation and contemporary, in accordance with consumer behavior. In today's era, the role of technology is something that cannot be separated in human life, as well as in economic activities. Today's society is very friendly with communication technology whose benefits are to support all aspects of human life. Because there are so many conveniences. And most importantly people have been comfortable with this phenomenon.

A digital marketing strategy is a strategy that fits with current conditions, where there is a stay-at-home policy, which is suitable for use today. Because of the many changes in avoiding crowds, not being face-to-face and most importantly, life goes on. Also in family and state economic activities. In today's era, the use of digital in transactions has proven to be superior to expedite business activities. Because digital marketing is widely used not only to sell products but also to introduce and promote them. In this activity, many use online media to market their products. Especially in the current pandemic era, the use of online media for business is an effective and efficient way. With the development of technology, indirectly, people usually carry out activities outside the home, but now they are getting used to doing activities at home through online media.

Table 1. Sales Turnover Data 2019-2021

No.	Year	Sales Turnover
1.	2019	Rp 33.210.000,00
2.	2020	Rp 33.280.000,00
3.	2021	Rp 33.950.000,00

(Source: **UMKM Muzada Madu**)

Researchers are interested in researching this MSME because it is based on the data in the following Table 1. Based on the observation data that the researchers conducted on Muzada Madu SMEs, it can be seen from the table that sales turnover increased in 2021. In 2021 there was a fairly high increase even though in that year the spread of stage 2 covid increased. This is what underlies the interest of researchers to research on this object. This MSME business can still survive and survive in the midst of the declining economy of the community.

THEORITICAL REVIEW

Marketing strategy

Marketing is a business activity that includes promotional treatment, determining the right price, planning and distribution of goods or services which aim is to achieve customer satisfaction. And this is a series of activities to achieve business goals. The basic concept of marketing is the existence of human needs for goods. The needs of a person or individual (needs) who feel lacking or need a certain item. Wants are a human need that originates from human habits and behavior (personality). For example, a Japanese person who needs food but wants to buy Ramen instead. A desire comes from oneself but each person expresses it in a different form and in the end it becomes a need. When in humans there is purchasing power that is supported by human desires, it can become a request (Demand).

Digital Marketing

Digital marketing is a web-based transactional activity of goods or services such as blogs, websites, e-mail, awards or social media in order to reach a wider market and can be accessed anywhere. In addition, producers and consumers can interact with each other via the internet. Digital Marketing tools used include: Social media marketing in the form of Facebook, Twitter, Watsapps, Instagram and other media connected to the internet. And also digital media channels, namely Search Engine Marketing (SEM), Online Public Relations, Online Partnership, Interactive Advertising, Opt-In Email Marketing, Social Media Marketing.

Sales Turnover

Sales turnover is the activity of collecting marketing activities for goods and services that have been accumulated as a whole in a certain period of time and carried out continuously. It can be concluded that sales turnover is the total of the marketing results of products and services that have been obtained and collected in a certain period of time, the calculation of which is based on the total of the sales results that have been obtained. The size of sales turnover is strongly influenced by internal and external factors of the company.

Research methods

This research is a qualitative descriptive study. The object of this research is MSME Muzada Madu in Puhsarang Village, Kec. Cement Kab. Kediri, East Java. For data collection using observation, interviews, documentation.

RESEARCH RESULTS AND DISCUSSION

The Digital Marketing Strategy Used by MSMEs Muzada Madu.

In doing digital marketing in a business, the right strategy is needed. The strategy used by Muzada Madu SMEs in digital marketing. That is using the STP (Segmentation, Targeting, Position) strategy. For segmentation, Muzada Madu uses demographic segmentation, namely grouping based on age segmentation in digital marketing activities with adjustments and consumer needs. In addition, Muzada Madu also uses income segmentation with the target middle and upper. This segmentation was chosen because Muzada Madu identifies from the economic capacity in using digital media. Apart from that, another reason from Muzada Madu is that the price of the products it sells has a slightly different price from other products because it has an upper middle target. This is used to reduce the cost of expensive honey production and the long harvest period.

For targeting, Muzada Madu's target from digital marketing is 17-40 years old. At this age target, have a pretty good appeal in the use of social media. So at this age it is very easy to be influenced by lifestyle. As is trending on social media, the average social media user is vying for a healthy lifestyle during this pandemic. In addition, Muzada Madu also uses an income target with a middle to upper target. According to Kotler (2000), one factor in the emergence of consumptive actions is when someone who has sufficient income will be happy to spend his money, while those with low incomes tend to be frugal. This segmentation was chosen because Muzada Madu identifies from the economic capacity in using digital media. Apart from that, another reason from Muzada Madu is that the price of the products it sells has a slightly different price from other products because it has an upper middle target.

For Position (position), Muzada Madu uses a slogan in creating its own brand image. The slogan used may be a little strange. But this is what characterizes the honey muzada, namely "My Honey, My Spirit". This slogan means that honey can be a good source of energy for the body. In addition, the brand owned by Muzada Madu can differentiate this product from competitors' products

MSME Muzada Madu uses social media Instagram, Facebook, Whatsapp as product promotion media. Because social media has a very wide reach and its use is very effective and efficient. In addition, social media can be used anywhere and anytime.

The Role of Digital Marketing on Muzada Madu's MSME Sales Turnover.

The social media used by Muzada Madu in digital marketing activities include: Instagram media is very effective for introducing products to the wider community because there is a lot of reach that can be reached from Instagram. Muzada Madu uses Instagram as a platform to introduce honey products for sale. On social media, Muzada Madu's Instagram displays the company profile, contact person, insta message, company address. On Instagram, Muzada Madu always provides the latest information about the various types of honey products they have. In addition, Muzada Madu also provides information about the benefits of honey for health and also the procedures for consuming honey that are good and right. Advertisements displayed on Instagram media tend to lead to informative messages.

Apart from that, I also use Facebook. The Facebook site displays contact persons, company addresses, product photos. On social media, Facebook is equipped with a messenger feature, which can be used for communication between sellers and buyers. Then use instant messenger (Whatsapp) social media. On WhatsApp social media, there is also a status feature which is usually used to upload videos and product photos with the aim that consumers can see the products being sold and are interested in buying. The influence of consumer purchases is mostly through WhatsApp because this media is the most used medium in communication.

On Youtube social media, this YouTube social media is used as an informative and educational medium by Muzada Madu as a medium for introducing beekeeping and how to harvest it. The name used on YouTube's social media is MUZADA PRODUCTION. Who has 1.25 thousand subscribers. The purpose of using YouTube's social media is to attract buyers in terms of education and entertainment.

In addition to using social media, Muzada Madu also uses the shopee marketplace to expand the reach of its buyers. In contrast to social media Instagram and Facebook which are documentary. This shopee market place feature is specifically used for the commercial sector.

So that every activity carried out on the market place can increase the product profile. In this market place application there is a product comment feature and star rating that can support product sales on the shopee market place. In this shopee marketplace media, you can also connect with various social media such as Instagram, Facebook, WhatsApp which can make marketing easier. In addition, consumers will also be facilitated by connecting these various applications to each other.

By using digital marketing during the pandemic, Muzda Madu has proven to still exist in its business activities. In fact, it has increased from 2019-2021. We all know that during those 3 years, the spread of the pandemic was very great. And it has an impact on the decline in the economy of our country, but in fact, Muzda Madu's sales turnover has increased because its business activities utilize digital marketing.

CONCLUSION

The strategy used by Muzada Madu SMEs is Segmentation, Targeting, Position (STP). This strategy is used by MSME Muzada Madu to identify the intended target consumers so that they are right on target. In addition, Muzada Madu SMEs also use the Marketing Mix (4P) Product, Price, Place, Promotion strategy. This marketing mix is used by Muzada Madu in order to compete in the market. The digital marketing strategy is used by Muzada Madu SMEs to facilitate product promotion and get a wider reach of consumers.

The role of digital marketing in Muzada Madu SMEs to make it easier for consumers to buy products. Digital marketing can also increase consumer attractiveness through advertisements and promotions in digital media including Instagram, Facebook, Whatsapp, Youtube, Sophee. Some of these social media have their respective roles in marketing this honey product. Instagram, Facebook function as media for product introduction or product promotion. These two social media are usually used for product posting. By using digital marketing during the pandemic, it has been proven to have increased sales turnover for three years, starting in 2019-2021

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