
UMKM RECOVERY STRATEGY IN MALANG CITY BASED ON DIGITAL MARKETING

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ABSTRACT

This research was conducted to know the digital marketing strategies of UMKM actors in Malang City and to find out the impact of these strategies on the economic recovery of UMKM in Malang City. In this study, qualitative methods were used, which included this research in the type of exploratory qualitative research. The methods used are interviews, field observations, documentation and literature studies the object of research is UMKM in the culinary field in Malang City. The selected objects were taken from three sub-districts representing the entire city of Malang, the objects were Warung Bambu Mbak Yuyun in Lowokwaru District, Kedai Es Dempo 08 and Mie Bakar Celaket in Klojen District and Bubur Ayam Pak Awi in Blimbing District. The results of this study indicate that the perpetrators of UMKM in Malang City, are quite concerned with the development of technology and its use. The types of media used are Go-Food, ShopeeFood, Grab Food, Instagram, Facebook ads and Whatsapp. The use of technology media as a strategy for digital marketing in Malang City has an impact on business culture, socio-culture, the rate of economic growth, Malang City government policies, the legal environment, and Islam.

Keywords: Digital Marketing; Economic Recovery; Strategy; Technology; UMKM

INTRODUCTION

Malang City is one of the cities in Indonesia that targets economic growth to reach 4.5% throughout 2022 (Rahadian, 2022) This was designed even in the rampant new variants of Covid-19. The new variant is Omicron, which recently made Indonesia again have to face several pandemic tests. After previously preparing for the normalcy of society against the pandemic, now it has to retreat for a while to prevent repeated mistakes. The Malang City Government's optimism for economic growth was conveyed by Mr Sutiaji, mayor of Malang in an interview with CNBC Indonesia. Based on his presentation, it is known that Malang City is one of the many cities in Indonesia that have succeeded in reducing the negative impact of the pandemic on the economy (CNBC : Target Pertumbuhan Ekonomi 2022.)

Quoted from CNBC Indonesia, the Mayor of Malang, Mr Sutiaji said that Malang City can anticipate the impact of the Covid-19 pandemic by inviting MSMEs to adopt online media in maintaining their business. Digital marketing is the key to the success of the Malang City government in maintaining stable economic growth. Furthermore, the Malang City government is also not moving alone, they cooperate with several banking institutions in Malang, to be able to realize all these achievements. Based on the presentation above, encourages researchers to explore digital marketing programs and techniques carried out by UMKMs in Malang City.

Considering Malang city which is known as the city of education, which means that the number of people who become nomads and study in Malang City is quite a lot. Based on data from the Central Statistics Agency (BPS) of East Java Province, there are as many as 247,027 students from both public and private universities in Malang City. In addition, the tourism sector is also an advantage of Malang City. (BPS East Java Province) From various leading sectors, both students, immigrants and tourists are the main target consumers for UMKMs. This is also supported by the existence of various tourist attractions in Malang City. Due to the pandemic, various leading sectors have experienced a slump. However, the Malang City government remains optimistic about its economic growth target.

Based on the background that has been conveyed, it encourages researchers' interest in researching economic recovery strategies carried out by UMKMs in Malang City. The purpose and urgency of this study are to find the best strategy that UMKMs can do. The strategy is aimed at reducing the negative impact of the covid-19 pandemic. Thus, the title initiated by the researcher in compiling this research is "UMKM Recovery Strategy in Malang City Based on

Digital Marketing". This topic will clearly state and discuss how the digital marketing strategy of UMKMs in Malang City and how the impact of digital marketing strategies on the economic recovery of UMKMs in Malang City.

LITERATURE REVIEW

The study was conducted by Camila Azhar Ramadhanty, Deninta Raefanty Nadya, Zumrotul Mustaqimah, and Rolisda Yoshinta. This study was conducted in 2021, aiming to determine the influence of the Covid-19 pandemic on the sustainability of SMEs in Indonesia, especially in the Sidorejo, Temanggung, and Central Java regions. Furthermore, this study also aims to find out the technology-based marketing media applied by SMEs in Sidorejo Village in running their business, as well as to find out strategies that can support the success of SMEs.

The results of the study show that the existence of the Covid-19 pandemic in Indonesia has greatly impacted SMEs. So that the research also resulted in the use of digital marketing media is considered successful in supporting the success of SMEs. This is done by utilizing digital media online including Facebook, Twitter, Whatsapp and others. Furthermore, in the research conducted, it was found that marketing was also carried out by SMEs by utilizing e-commerce platforms such as Grab, Gojek, and so on. Thus, strategies that can be carried out by SMEs in maintaining their business, including by utilizing e-commerce in helping to make sales, utilizing digital technology (digital marketing) in marketing products and improving product quality and marketing customer relationships (customer relationship marketing) (Ramadhanty et al., 2021).

Further research was conducted by Evi Maria, Suharyadi and Rini Kartika Hudiono in 2021 to carry out community service by building the Pasar Dusun website and training website administrators to welcome the new normal. The result of the research that has been carried out in the formation of a hamlet market website can help boost the level of public sales. This can be proven by data from August 13, 2020, to September 19, 2020, there have been 9 buying and selling transactions with 165 products from the website. Thus, the implementation of the program shows that the existence of a digital marketing program contributes to increasing the income of villagers after Covid-19 (Maria et al., 2021).

Research conducted by Moh. Musfiq Arifqi and Dedi Junaedi in 2021 aim to apply digital technology in marketing MSME products but based on sharia. The results of the study show that sharia UMKM processing activities by utilizing digital technology are one of the efforts to recover the Indonesian economy during the Covid-19 pandemic. These digitalization activities have opportunities and arrangements, but both will be easier to carry on in terms of production, distribution and consumption. Meanwhile, the challenge that will be faced is the lack of knowledge of human resources in accessing technology. Among the advantages found by researchers are an easier determination of the target market, faster transaction processes, cheaper marketing methods, easy access to information related to products, and results from sales that can be measured easily. The weaknesses found by researchers in the digitization of UMKMs are the development of trust in the community which is relatively difficult, the potential for abuse by certain parties who are at risk of fraud, and human resources who understand the digital world are very minimal (Arifqi & Junaedi, 2021).

Research conducted by Imran Tahalua, Nur Fadny Yuliani Danial and Syafrimansyah in 2021 aim to review government policies for UMKM and develop long-term and short-term strategies to support these government policies. The long-term goal referred to in this study is the preparation of a product sales strategy that utilizes online applications for UMKMs in Makassar City. Furthermore, the results of the research conducted show that UMKM players in Makassar City utilize digital marketing media in easing the sales results of their products.

The form of digital media used by UMKM players in Makassar City is social media Facebook, Instagram, Twitter, Whatsapp, Line, Tiktok, Telegram, and so on. In addition, UMKM players also take advantage of various marketplaces such as Makassar Dagang, Lazada, Shopee, Bukalapak, Tokopedia, JD. In marketing their products, ID, Blibli.com, Grab (food), and Gojek (Go food). By utilizing these various digital media, UMKM products can be better known by the public. In addition, UMKMs can carry out transactions effectively by utilizing digital marketing media during the Covid-19 pandemic (Tahalua & Danial, 2021-a)

Fifth, a study conducted by Febrianur Ibnu Fitroh Sukono Putra, Risanda Alirastra Budiantoro, and Awanis Linati Haziroh in 2021 entitled "Economic Recovery Model for Central Java Micro, Small And Medium Enterprises with Digital Marketing". The study aims to test digital marketing media that is ideal for small micro-enterprises in Central Java. It also aims to restore economic conditions to normal. Adapaun hasil of the study stated that there are two alternatives to supporting economic recovery based on digital marketing. The first is through training and startup development, and the second is through training and scale-up development (Putra et al., 2021).

Further research was conducted by Olga Rafida Yumna, Murdiansyah Herman, and Lailatul Qodariah to determine the response of MSMEs in Purun Village to digital marketing and the use of digital marketing itself. The results of the study show that the perception of UMKM actors in Purun village is still influenced by several factors including knowledge, difficulty and time efficiency. Furthermore, UMKM players in Purun Village also still tend to be not optimal in the online marketing process and rely more on offline sales. This is evidenced by the low level of communication carried out by UMKM actors with regaregardir handicraft products and the existence of groups of craftsmen who have not utilized e-commerce media (Yumna et al., 2021).

Moch Sulchan, Maya Zulfa Maslihatin and Anik Yulikah conducted a study in 2021 to determine the role of business digitalization in minimizing unemployment in Indonesia. Meanwhile, the results obtained from the study stated that there was a very significant change in business digitalization in the era of society 5.0. Furthermore, researchers also found that digital marketing strategies are more promising than conventional concepts (Sulchan et al., 2021).

Tandung Subali Patma, Ludi Wishnu Wardana and Agus Wibowo conducted research in 2021. The purpose of the research conducted is to determine the factors that influence business actors in adopting digital technology, and the implementation of marketing by utilizing social media that affects the sustainability of SMEs in Indonesia. In addition, the research conducted also aims to determine various factors that affect the development of SMEs.

Thus, in this study, the results were found that the use of social media was explained by the benefits that can be felt by users, convenience, and cost-effectiveness. Furthermore, this research can prove that there is a correlation or relationship between the use of digital technology and the sustainability of the development of SMEs. Researchers also mentioned that the use or use of social media for marketing can not only be used during the Covid-19 pandemic but can also be used in competing at the global level. (Patma et al., 2021).

THEORETICAL STUDIES

Digital Marketing

Digital marketing itself is a marketing method that is considered more effective and efficient in reaching the market share of a business. According to Chaffey in Moh Musfiq and Dedi, 2021 electronic marketing (e-marketing) is one of the marketing processes by utilises electronic communication technology, especially the internet. The use of digital media in marketing and UMKM product is common and technological developments are no longer something unfamiliar to the public. The existence of digital marketing technology helps advance UMKMs in maintaining their business. (Arifqi & Junaedi, 2021)

Media Marketing

Conventional Marketing Media, In conventional marketing media, according to Lindawati et al., (2020) in her book Digital Marketing. 4 kinds of conventional marketing media are popularly used in doing business are radio, television, print and blogs or online publications. Publishing, Many kinds can be done in marketing products with publishing media, according to Lindawati et al., (2020) the types of publications that can be used include are wrote a book, write articles, and newsletter.

Speaking, Media speaking in marketing products is quite difficult for novice business people to do, this method is often done by business people who already have the capability and a good name in the community. But for a novice businessman, can do it with a certain variety of

strategies that he creates. The advantage of this method is that we can interact directly with potential buyers. The opportunity to do this speaking method is usually obtained by conducting or participating in conferences, workshops, and seminars.

Social Media, In the digital marketing book by Lindawati et al., (2020) it is explained that social media is a fairly important part of marketing and branding products, every business is considered to have to include promotional media on social media in each of their overall marketing strategies.

Marketing Strategy

Marketing Strategy is a marketing logic that applies various concepts to achieve its marketing goals. (Chakti, 2014). A marketing strategy consists of marketing costs, marketing mix, and marketing allocation. Market Segmentation, market segmentation aims to make heterogeneous markets into homogeneous units of the market. Market positioning, every business is almost impossible to carry out a monopoly in all business sectors or the entire market, therefore it is necessary to adjust the strong position in the market by choosing the most suitable and profitable segment. (Chakti, 2014). Market entry strategy. This is done to set a strategy for a company to be able to enter a certain market segment. The things that can be done to achieve this strategy are to buy other companies, carry out internal development and cooperation with other companies. (Chakti, 2014). Marketing MIX strategy, Marketing mixing strategy or known as marketing mix strategy is a strategy by mixing several marketing variables, which are oriented toward the desired sales target. The marketing mix strategy consists of 7 strategies known as 7P (Chakti, 2014), which consist of: product, price, place (Distribution Channel), promotion, people (Human Resources), process, packaging. Timing strategy, the selection of the right time to carry out various business strategies needs to be considered. Because marketing that can run optimally is a strategy that is carried out at the right time. Business people are also advised to make various preparations in the field of production, to distribute products to the market at the right time.

METHODS

This scientific paper research is written using an exploratory type of qualitative research with a qualitative approach to explain the entire object to be studied. Qualitative research is used to obtain data based on reasonable research situations without any attempt at manipulation. The method used to collect data is the interview method. By sampling using the non-probability sampling (snowball) method. In writing this scientific paper, the author chose a research object in the form of UMKMs in the culinary field in Malang City.

The UMKMs are taken from three sub-districts in Malang City to represent the entire Malang City. Among them is Mbak Yuyun bamboo stall in Lowokwaru District, Denpo 08 Ice Shop and Celaket Grilled Noodles in Klojen District and Pak Awi Chicken Porridge in Blimbing District. The four research objects were taken, which represented three sub-districts in Malang city because the four objects were considered as UMKMs that utilize digital media in running their businesses.

The data sources of this study are primary data and secondary data. Primary data is data obtained from informants directly through interviews with the leader or manager of the UMKM. While secondary data is data in the form of documents, books or other literature that can add to the completeness of the information needed in research. The collection methods used are interviews, field observations, documentation, and literature studies.

RESULTS

Research Results

UMKMs that are used as research objects by research consist of UMKMs engaged in the culinary field. Among them are Warung Bambu Mbak Yuyun in Lowokwaru District, Kedai Es Denpo 08 and Mie Bakar Celaket in Klojen District and Bubur Ayam Pak Awi in Blimbing

District. Warung Bambu Mbak Yuyun is a business in the culinary field, especially Indonesian food. This business has been established in 2009. Warung Bambu Mbak Yuyun has two locations, the first is located on Jalan Mertojoyo Blok E No. 1 A and the second location is on Jalan Terusan Candi Mendut No. 1 (Bale 14). The object of the study was the Mbak Yuyun Bamboo Stall which was located in the first location, namely on Jalan Mertojoyo.

The UMKM that is the object of the next research is the Denpo 08 Ice Shop located on Jalan Gede, Klojen District, Malang City. This business has been established for more than ten years and has been run for generations. Currently, Denpo Ice Shop 08 is managed by Mr Irul along with his two other brothers. The next research object is Mie Bakar Celaket which is located in Klojen District. This business is managed by Mr Athok as the owner of the business, where this business has been established for approximately seven years. Initially, this business was run by Mr Athok by opening a small stall that sells Celaket's signature grilled noodles with a standard variant. Currently, the menus and products offered by this business already have many variants.

Furthermore, the UMKMs that are the object of research are Pak Awi's Chicken Porridge business. This business is located in Blimbing District, Malang City, and is managed directly by the business owner, namely Mr Dzawawi. This business has been running since the 2000s it started as a travelling business using a wheelbarrow. Currently, Pak Awi has several branches around Blimbing District developed by his employees. This business not only provides a chicken porridge menu that has many variants but there is also another menu, namely dumplings.

Implementation of Digital Marketing in UMKMs

Digital media is used by UMKMs in marketing products both by utilizing marketplaces and social media as a means of promotion. The use of digital media in marketing UMKM products is also very helpful in reaching a wider range of consumers. Four UMKMs that have become informants consist of UMKMs in the culinary or food fields. The UMKM data that became informants in this study were UMKMs found in three districts in Malang City, including Blimbing District, Lowokwaru District and Klojen District. The UMKM business is as follows:

Overall, these UMKMs use digital media in marketing their products to reach a wider range of consumers. Of the four UMKMs that have been used as informants in the study, it shows that all of them use the marketplace in marketing their products. Furthermore, three UMKMs use social media as a supporting medium in product marketing and promotion. Among the digital media used by UMKMs are as follows:

From the diagram, four UMKMs who became informants took advantage of the marketplace in the form of Gojek (GoFood), Grab (Grab-food), and Shopee (Shopee-food) in marketing and promoting their products. Furthermore, three UMKMs use social media in the form of Instagram in promoting products, as well as to communicate directly with consumers. Among the UMKMs that use social media are Warung Bambu Mbak Yuyun (Lowokwaru), Kedai Es Denpo 08 (Klojen), and Mie Bakar Celaket (Klojen). UMKM Mie Bakar Celaket (Klojen) is the only informant who uses social media other than Instagram in the form of Facebook ads in marketing their products. Furthermore, among UMKMs who became informants, as many as three UMKMs among them used social chat in promotions and received orders directly in larger quantities. The social chat media used by the five UMKMs is Whatsapp.

Based on statements obtained from informants, related to the operation of digital media, not all informants understand operating digital media. One of the UMKMs that do not understand in operating digital media is the Business Of Kedai Es Denpo 08 and Bubur Ayam Pak Awi. The business does not understand the use of digital media in the form of Instagram in marketing or promoting products. The reason for both is a lack of understanding and lack of familiarity with operating them.

The Role of Digital Marketing in the Development of UMKMs

The results of the research through field observations and interviews were conducted with informants who are managers or owners of several UMKMs in Malang City. Based on the results of these research activities, shows that the existence of increasingly sophisticated technology with all its facilities helps UMKMs in increasing their income. Various digital media used by UMKMs who informants are, which according to them provide the most benefits are Go-Food, Shopee food and Instagram.

Digital media provides a big advantage to the business because the media is easily accessible and widely owned by the public. In addition, there are attractive promos and various discounts that also make people interested in ordering through these media. Instagram social media also greatly helps UMKMs in attracting customer interest and reaching a wider range of customers. This happens with reviews and various vlog videos that provide real reviews and an overview of the atmosphere of an interesting location.

The influence of the use of digital media in marketing and promoting products is deeply felt by business actors. Where the results of the interview with UMKMs that are the object of research are related to the influence of the use of digital media on the development of UMKM income. The statements related to the development of income in each UMKM are as follows:

Warung Bambu Mbak Yuyun's business after using digital media in marketing and promoting its products received an increase in revenue of 35 per cent to 40 per cent of the previous total revenue. The gross income every month from several applications used by Warung Bambu Mbak Yuyun is approximately 200 million in each application. This is accepted in only one outlet, this statement was conveyed by the owner and manager of the business, namely Mr Yuda. According to him, the media that is very helpful in increasing the number of subscribers and revenue is promotional media in the form of Instagram with reviews and promotions from food bloggers.

The second business that became the object of research was Pak Awi's Chicken Porridge. According to a statement from Mr Dzawawi as a business owner, after using digital media in marketing and promoting products, the income earned by this business has increased and reached a wider range of customers. With the increase in business after using digital media, Mr Dzawawi revealed that previously since the 2000s this business was mobile and now it has been able to open a business at home. By utilizing digital media in the form of Go-food, Grab-food and Shopeee-food revenues obtained have increased by 50% compared to previous income when not using or utilizing digital media. By using digital media, this business was able to obtain an increase in gross income per month of up to 20 million. The media that contributes the highest to revenue is Gojek media (Go-food), while other media are lower because the number of promotions offered is more on Go-food compared to Grab and Shopeee-food.

The third business is Kedai Es Denpo08 which is managed by Pak Irul with his two brothers. Based on the results of interview, it was found that this business had increased in revenue by 50% of its original income before using digital media in marketing

Table 2. Informant Data

No	Business Name	District
1.	Mbak Yuyun Bamboo Stall	Lowokwaru
2.	Pak Awi Chicken Porridge	Blimbing
3.	Denpo Ice Shop 08	Klojen
4.	Celaket Baked Noodles	Klojen

Source: Processed Data (2022)

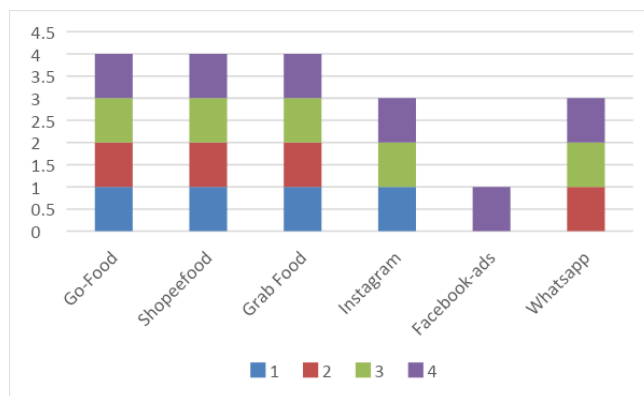


Figure 1: Digital Media Used by Informants

Source: Processed Data (2022)

marketing its products. The increase is based on the average gross revenue every month on each application which reaches approximately 10 million. This business gets the largest contribution from the digital media used from the Gofood application, while the other media, namely Grab and ShopeeFood, are slightly lower than the Gofood application. The Instagram media used by this business is not running effectively because business managers are not familiar with operating social media Instagram in promoting products.

The last business that became the object of research was Mie Bakar Celaket which was founded and managed by Mr Athok. Based on the information conveyed by him, the digital media that contributes the most to increasing business income are Instagram, Facebook and Go-food media. On Instagram and Facebook media, business actors take advantage of the facebook-ads and Instagram-ads features in promoting products.

Furthermore, the use of the go-food application by this business is in marketing and promoting products through this application. The development of this business after using digital media is measured by the number of sales per day which was previously only able to sell at most 20 portions. After using digital media, the Mie Bakar Celaket business can sell its products in more than 500 servings every day.

DISCUSSION

According to data from the Central Statistics Agency of East Java in 2019, the total of UMKMs in Malang City is 13,111 businesses/companies. Malang City was also named the city with the 29th IMK urutan business/company in East Java in 2019 (BPS-Survey IMK 2019 East Java). Due to technological advances, UMKMs have carried out new strategies in marketing their products. On Monday, May 30, 2022. The author interviewed one of the UMKM owners in Malang City. By interviewing Mr Awi, the owner of Pak Awi's Chicken Porridge Business, the researcher asked questions about significant developments from the beginning of the establishment of the business to get to know and apply digital technology.

"I used to use a mobile cart, then I moved house and asked my son to register this Chicken Porridge at GoJek. So since then, there is no need to bring a mobile cart anymore," said the source, Mr Awi, the owner of Pak Awi's Chicken Porridge.

Aspects of Business Culture

With the development of this technology, it has made a significant change in business culture. In addition to helping the community because they can sell without having to have a large land, and can still reach the wider community, the digital marketing strategy of registering a business on this online platform, makes several distribution chains cut off to shorten distribution channels. As a result, there have been many changes in UMKMs in terms of sales system, productivity and profitability. The change is due to the use of digital marketing in the form of technological media such as Facebook, Instagram, Twitter, Whatsapp and more. Which makes it easier to give and get information. And this proves that social media is very useful in disseminating information to the public and is well used in business development (Fitriani, 2017)

The findings on the expediency of technology in business and information development are also in line with research conducted by Tahalua & Danial (2021)) which was carried out in Makassar City, this research states that digital marketing media is used by UMKM players in Makassar City and has succeeded in increasing their sales. The utilization carried out by UMKM actors in Makassar City is to use social media and e-commerce. The use of technology is considered very appropriate to be used in economic recovery for UMKM players amid the Covid-19 pandemic.

Social and cultural aspects.

Based on data from the 2019 IMK survey by the Central Statistics Agency of Malang City, there are a total of 38% of IMK in Malang city use internet media for their business. (2019 IMK Survey). Based on the same survey, in 2019. The use of technology by IMK in Malang City is used for various purposes, some of which are for marketing, product sales, purchasing raw materials, fintech loans and information. (2019 IMK Survey). This proves that UMKM owners in

Malang City showed their concern for technological developments and began to enter this realm. Not only UMKM owners but the general public or consumers are also starting to follow the times and utilize technology to meet their needs.

In terms of statistics, based on the power of the 2019 IMK survey conducted by the Central Statistics Agency at the BPS-Survey IMK (2019) East Java, the percentage rate of IMK in Malang City using digital marketing only reached 38%. Although it will continue to increase, based on data, 62% of IMK in Malang City, has not been optimal in the application of digital marketing. This is also to previous research conducted by Yumna et al. this research was conducted in Purun Village, Banjarbaru City, Kalimantan Selatan, in this study it was explained that the use of digital that is not optimal can be caused by factors of knowledge, level of difficulty and time efficiency. This factor causes many UMKMs in Indonesia to still prefer to rely on offline sales. Meanwhile, based on the results of a survey by BPS-Survey IMK 2019 East Java, the low use of technology media by UMKM actors in Malang City is caused by factors of entrepreneur education, the type of business carried out and other factors.

In terms of Economic Growth Rate

According to data taken from the Central Statistics Agency of Malang City The rate of economic growth in Malang city increased rapidly from 2020 to 2021, although it experienced an alarming decline in 2020 when the beginning to the peak of the spread of the COVID-19 virus occurred.

Based on the data table, it can be seen that there is a growth in the economic rate after the Covid-19 outbreak. Previously in 2019, when covid-19 had not yet hit Indonesia, Malang city had an economic growth rate of 5.73% which then decreased drastically to -2.26%. However, this was reciprocated by increasing the economic growth rate in Malang City in 2021 to 4.21%. This proves that the use of technology can be one way to increase the pace of the economy in Indonesia, or if it is related to the covid-19 pandemic. The use of social media, e-commerce and other technological media can be one of the efforts to restore the economy. This is also supported by research conducted by Arifqi & Junaedi (2021) who researched sharia-based UMKMs, this research explains that digital technology can be used as one of the efforts in economic recovery in Indonesia, especially during the Covid-19 period.

In line with previous research. Tahalua & Danial (2021) also researched UMKM players in Makassar City and found that UMKM players in Makassar City utilize technological media such as Facebook, Instagram, Twitter, Whatsapp, Line, Tiktok, Telegram and other social media applications. They also utilize digital market technology such as Lazada, Shopee, Bukalapak, Tokopedia, JD.ID, Blibli.com, Grab, Gojek and others as a means to increase sales.

Policy Aspects of Malang city government.

As a result of the effects of the Covid-19 pandemic, the government has begun to pay attention to economic growth, especially by encouraging the Micro, Small and Medium Enterprises (UMKMs) sector which needs support to survive amid the Covid-19 crisis and post-Covid-19. In planning the economic recovery program, the Malang City government aligns the strategy with the central government. There are three strategies carried out by the Malang City government through the Malang City Cooperatives, Industry and Trade Office. The three strategies are increasing domestic consumption, increasing business activity and stabilizing the economy and monetary expansion (Discopindag Malang City, 2022).

The government provides support with digital facilities that adapt to the times such as the Micro Business Clinic for UMKMs and the podcast branding for the industry, which is then also assisted by the existence of BPUM (Micro Business Productive Assistance) facilities. In addition, there are also community business credit facilities and optimization of business strengthening by encouraging stakeholder collaboration for the development of UMKMs (Discopindag Kota Malang). Based on research conducted by Putra et al., (2021) stated that technology improvement by UMKM actors can be improved by conducting training and development of startups and training and developing business scaleups for UMKM players.

Environment Law Aspect

Nationally, Indonesia has formed the Indonesia Security Incident Response Team on Internet and Infrastructure (ID-SIRTII) to counteract the negative effects of the rampant

development of Indonesia's internet network. (Sianturi). In following up on technological developments and technological needs by people around the world, especially in Indonesia. Then a legal status is needed that regulates this issue, the government in this case establishes and issues the Electronic Information and Transactions Law (ITE Law). This regulation will provide for punitive sanctions for perpetrators or users of technology who abuse the dissemination of information with electronic media. This is also in line with research conducted by Fitriani (2017) which states that disseminating information on social media, it must be done wisely and carefully by paying attention to the ITE Law.

Islamic State

In a study conducted by Junidar (2020) Islamic business institutions and Islamic philanthropy, it is very hard to carry out various marketing methods with good Islamic ethics, marketing is important and must still be done by adjusting ethical ethics to Islamic concepts. In Q.S al-Nahl [16]: 125 which reads: Pray to your Lord for the sake of wisdom and good preaching and argue with them about the best that your Lord knows who has lost his way and he knows the converts

Call upon the way of your Lord with wisdom and good advice, and argue with them in a good manner. Indeed, your Lord knows best who strays from His way, and He knows best those who are guided.

According to research conducted by Toriquuddin (2016) the results of interpretation by relating it to business isolation, this paragraph explains the friendly and tolerant attitude in doing business. By linking the friendly and tolerant ethics upheld in Islam, it must be aligned with the development of digital marketing techniques such as content marketing, mobile marketing, continuous marketing, integrated digital marketing, and personal and visual marketing. (Junidar, 2020).

CONCLUSION

Based on this research, of the 4 UMKMs studied, all of them used digital marketing strategies to increase sales and expand their reach. The digital media they use include Go-Food, ShopeeFood, Grab Food, Instagram, Facebook ads and Whatsapp. Digital marketing carried out in Malang City has an impact on several aspects discussed in the discussion of this study. These aspects are aspects of business culture, social and cultural aspects, aspects of the pace of economic growth, aspects of the policy aspects of the Malang City government, aspects of the legal environment, and discussion aspects of Islam.

For further research, it would be better if this research was carried out on an ongoing basis and continued with innovations to see the development of data and results in the following years. The selection of focus objects can also be expanded by discussing the side of government and the general public as consumers.

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