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**THE ROLE OF DIGITAL MARKETING AND SOCIAL MEDIA
IN POST-PANDEMI TO TRADITIONAL GROCERY STORE
EXISTENCE**

**Anak Agung Elik Astari*¹, I Dewa Nyoman Usadha, Ni Luh Ketut Ayu
Sudha Sucandrawati**

Mahendradatta University,

**Email: elik.adoenku@gmail.com*

ABSTRACT

This study aims to determine the effect of digital marketing and social media on the existence of traditional grocery stores in post the pandemic in Denpasar. The population in this study were people who live in the city of Denpasar and make purchases at traditional and modern minimarkets more than 3 times a week. The purpose of this research is to find the correlation between digital marketing, social media and traditional grocery store existence. This research used quantitative method research, the sample used was 100 respondents. Analysis data of this research using multiple linear regression analysis techniques, F_{test} , and T_{test} . The results of statistic test of this research to found that digital marketing and social media partially have positive and significant impact, in addition this research also show that simultaneous test of two variable have positive and significant impact. The summary of this research is to get significant information how digital marketing and social media is really have effect to the existence of traditional grocery stores in Denpasar city specially in the post-pandemic era.

Keywords: Digital Marketing, Social media, Existence, Post-pandemic

1. INTRODUCTION

The development of modern franchised minimarkets is growing in almost all locations both in urban and rural areas, modern minimarkets can be found easily (Wijayanti and Wiranto, 2011) The emergence of these minimarkets makes it easy for consumers to shop. In addition, its presence can open up new employment opportunities.

However, the presence of minimarkets threatens the existence of traditional grocery stores and minimarkets. People are reluctant to shop at traditional stores because traditional stores have been troubled by limited capital, resources, access to finance, not bound by time and labour that comes from the family environment while modern minimarkets are able to provide cheaper prices compared to the prices obtained by local minimarkets. In addition, they are able to provide a comfortable, clean, cold place, pay attention to product expiration dates, and various other service standards. This is what makes the existence of traditional minimarkets based on the people's economy has decreased (Dewi et.al, 2014).

Moreover, in the last 3 years during the pandemic, traditional grocery stores have been severely affected by sales due to restrictions on community activities (Mujianto et.al, 2021). The results of a survey conducted by Bank Indonesia stated that almost all aspects of small and traditional businesses have been affected by the Covid-19 pandemic. Bank Indonesia (BI) noted that as many as 72 percent of national MSMEs have lost their business, not even a few have had to close. (Marketnews, June 2020). On the other hand,



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modern minimarkets have actually experienced an increase in both the number of store distributions and sales because they are able to utilize marketing and social media to reach their customers during the pandemic (Taiminen and Karjaluo, 2015) This continues even in the post-pandemic period, modern mini markets have actually experienced more rapid development and traditional grocery stores have been increasingly pressed.

In addition to the government's role in this sector, one of the most important things that can be done by traditional minimarket owners is to change the mindset in running their business by using technological transformation for business continuity, including increasing online sales promotions, both through social media and other digital marketing such as e-commerce, personal blogs, endorse services or through other digital marketing, because currently promotion through social media is still an effective and inexpensive promotion platform, by using social media and digital marketing it is hoped that traditional shops can increase customer reach, increase brand awareness, and build more interactions with customers (Prisgunanto, 2012); Tritama and Tarigan, 2016).

2. LIRERATURE REVIEW

Impact of Post Covid-19 Pandemic on Traditional Grocery Stores

Nearly worldwide pandemics can still feel the impact, the post pandemics have not been able to recover the economic sector, even developed countries such as America and China are experiencing the same condition. Research studies conducted by Lu et.al, 2020) inform that the Covid-19 pandemic is considered to have a major impact on traditional businesses in China with decreased income. The pandemic has an impact on reduced market demand. Post-pandemic real sector growth is still slow, there are different challenges and opportunities depending on the type of business (Juergensen et al. 2020). Only businesses that utilize digital technology are able to compete and experience faster recovery in post-pandemic conditions (Leach et al. 2021).

Strategic Existence

The role of the government and the private sector must work hand in hand in supporting post-pandemic recovery, policy support and direct action are needed to accelerate post-pandemic economic recovery (Mujianto et al. 2021). Different policy recommendations are proposed to ease the burden on MSMEs by providing low-interest government loan facilities to help local and traditional businesses (Shafie et al. 2020).

In the research results of Juergensen et al. 2020 revealed that policy interventions from the Government also need to be sensitive to the various types of SMEs that exist. The policy mix needs to shift from its initial focus on the survival of European SMEs in the short term, to a more structural and longer-term approach.

Media Sosial

Social media is a collection of applications that are web 2.0 based and allow users to populate the content. Social media will stop if there are no users who fill the content. The characteristic of social media is that the message conveyed is not only for one person, but for many people. Messages delivered tend to be faster than other media because interaction with many users makes this media come alive. Social media can be in the form of forums, microblogging, social networks, social bookmarking, and wikis (Tritama and Tarigan, 2016).



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Digital Marketing

Digital marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mail, ad words, and various social media networks. According to the Organization for Economic Cooperation and Development (OECD), digital innovation can bring many countries closer to sustainable prosperity. McKinsey lists the top innovations with the most significant economic impact, including the mobile internet, automation of knowledge work, the internet of things, cloud technology, advanced robotics, and 3-D printing. These digital technologies have been around for several years, but their impact has reached a high point only recently, sparked by the convergence of several technologies. These technologies are helping to develop several sectors in the economy, such as retail (e-commerce), transportation (automated vehicles), education (massive open online courses), healthcare (electronic records and personalized medicine), and social interaction (social networks). However, many of the same technologies that drive the digital economy are also disrupting key industries and disrupting large existing industries.

Digital Marketing Trends Institutions are incorporating a wide range of digital channels so as to connect consumers in an addition to customized way. Digital Marketing trends that organizations are rapidly taking up include:

Mobility - Business Insider's latest report indicates that worldwide, one in every five individuals owns a smart cell phone, three and one in every seventeen owns a tablet. That's a boost of nearly 1.3 billion smart phones in the last four years. Hence an increased user support accessing the internet using smart phones has driven many businesses to optimize their online substance for mobile devices.

3. DATA AND RESEARCH TECHNIQUE ANALISYS

This study used a sample of 100 people who shopped daily at modern and traditional grocery stores and mini markets spread across 4 sub-districts in Denpasar City where sampling used purposive sampling technique, using a questionnaire The measurement scale in this study is based on respondents on a Likert scale. In order for the data obtained to be correct using a questionnaire research instrument using a Likert scale of 1 to 5. To give value to the answers in the questionnaire, it is divided into five alternative levels of answers which are arranged in stages with weighted values (scores) as follows: Strongly Disagree (STS)= 1, Disagree (TS) = 2, Neutral (N) = 3, Agree (S)= 4, Strongly Agree (SS)= 5. This method is used so that researchers can find out and have data regarding the assessment given by each consumer to then draw conclusions. The results of the study were analysed using a qualitative descriptive spatial approach.



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4. RESULT AND DISCUSSION

Table 1: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,733	1,255		2,178	0,034
	Digital Marketing	0,253	0,093	0,314	3,144	0,009
	Social Media	0,520	0,099	0,604	4,142	0,000

a. *Dependent Variable: Existence (Y)*

Digital Marketing t_{test}

The t test was conducted using SPSS to determine the effect of Digital Marketing and social media on the existence of traditional grocery stores after the pandemic in Denpasar. The t test is done by comparing the t-count value and the t-table value with a significant level (α) in this study is 5%. The results of the t test are as follows: The t-test value of the digital marketing variable is $3.144 >$ t-table of 1.661, so H_0 is rejected and H_a is accepted.

The effect of Digital marketing on the existence of traditional grocery stores

The t-test results show that Digital Marketing has a positive effect on the existence of traditional grocery stores after the pandemic in Denpasar. This means that with an error rate of 5%, it is found that the better the use of Digital Marketing by traditional grocery stores, the existence can be sustainable and widely recognized. On the other hand, if traditional grocery stores do not use Digital Marketing in promoting their sales activities, the existence of traditional grocery stores will be increasingly abandoned by consumers, of course this will threaten their existence (Dewi et al. 2014; Heini, 2014; Taiminen and Karjaluo, 2015; Kamal, 2016; Fauza, 2017; Mujianto et al. 2021; Leach et al. 2021).

Social Media t_{test}

T test on social media variables where the t-count value of the Social Media variable is $4.142 >$ t-table of 1.661 then H_0 is rejected and H_a is accepted. This shows that Social media has a positive and significant effect on the existence of traditional grocery stores after the pandemic in Denpasar.

The effect of Social Media on the existence of traditional grocery stores

This means that with an error rate of 5%, it is found that the better the use of social media by traditional grocery stores, the closer they will be to their consumers, so that their existence can be sustainable and widely known, but on the other hand, if traditional grocery stores do not use social media in promoting their sales activities, it is difficult for



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traditional grocery stores to compete with modern stores and this will certainly be quickly abandoned by consumers and traditional grocery stores will find it difficult to survive and quickly lose their existence (Prisgunanto, 2012; Nastain, 2017; Muna and Miartana, 2018; Tritama and Tarigan, 2016; Mujianto et al. 2021; Leach et al. 2021).

Table 2: F_{Test} Result

ANOVA^a

<i>Model</i>		<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	155,666	23	73,833	73,485	,000 ^b
	<i>Residual</i>	48,334	73	1,028		
	<i>Total</i>	204,000	200			

a. Dependent Variable: Existence

b. Predictors: (Constant), Digital Marketing , Social Media

The results in the F test results table above, show a significance value of F of 0.000 which is smaller than the real level of 0.05. This value means that the Digital Marketing and Social Media variables simultaneously affect existence and have been able to predict or explain the existence of traditional grocery stores after the pandemic, and the regression model used is considered worthy of testing. (Dewi et al. 2014; Nastain, 2017; Leach et al. 2021; Mujianto et al. 2021)

Coefficient of Determination Test Results

Based on the table below, it can be seen that the determination coefficient (R Square) is 0.768. The R2 value of 0.741 means that 76.3% of the existence variable can be explained by digital marketing variables and social media, the remaining 23.7% is explained by other variables outside the model.

Table 3: Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,863 ^a	0,768	0,741	1,014

a. Predictors: (Constant), Digital Marketing , Social media

b. Dependent Variable: existence

The impact of the existence of modern Minimarkets on the existence of traditional stores is a decrease in working capital, reduced store opening hours, decreased sales of goods, decreased number of buyers and decreased income of traditional store traders. This is due to the distance between traditional stores and Minimarkets that are relatively close and the advantages of Minimarkets that are not owned by traditional grocery stores, namely opening hours of up to 24 hours / day, the use of labour, using promotional media,



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Minimarket rooms using air conditioning, providing vehicle parking, providing price discounts and guaranteeing the quality of goods sold.

5. CONCLUSIONS

This result of this study reveal that digital marketing has a positive effect on the existence of post-pandemic grocery stores in Denpasar. The purpose of digital marketing is to increase sales and attract customers. In a competitive business, companies must carry out promotions to be recognized and always remembered. Marketing in the 4.0 era helps marketers switch to the digital economy by maximizing the concept of marketing content in order to achieve emotions (attraction) which leads to an increased desire to shop from consumers, this identifies that the role of digital marketing in the post-pandemic era is an absolute thing that must be done by traditional grocery stores to reach a wider range of buyers, because some people are still reluctant to travel and are still comfortable using digital media, especially e-commerce, in carrying out their daily activities, this supports research from Taiminen and Karjaluoto, 2015. Likewise, social media partially affects the existence of traditional grocery stores, this is in line with research from Prisgunanto, 2012; Elvina, 2015; Tritama and Tarigan, 2016; Mina and Miartana, 2018 where the results of the hypothesis test say that today's social media is like the lifeblood of business activities, if a business does not use social media, it is difficult to maintain its existence in competition with modern franchise-based stores. In the simultaneous test, it can be concluded that the Digital Marketing and Social Media variables partially or simultaneously have a positive and significant effect on the Existence of traditional grocery stores after the pandemic, the results of this study support the research of Taiminen and Karjaluoto, 2015, which reveals that the role of digital marketing and social media cannot be separated because if used together, sales activities can increase because they can reach a wider range of consumers and can reduce promotional costs.

The research of limitations/implications that data of this research only used respondent who comes from one region and thus the research context limits the generalizability of the results. Practical and social implication of this research is, the traditional grocery store need be keeping pace with digital developments, mostly due to the lack of knowledge of digital marketing. Most of the traditional grocery store do not apply the full potential of the new digital tools like social media and digital marketing and hence are not benefitting fully from them. This requires the role of the government to provide support and training to traditional grocery store so they can maximize the use of digital marketing to face competition and maintain their existence in the digital era especially in post pandemic era.

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