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“The Review and Outlook of The Economy after Covid 19 Pandemic”*

**PEKALONGAN CEKOW SUSHI DIGITAL MARKETING TO
INCREASE SALES IN THE PANDEMIC**

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ABSTRACT

One of the things that develops success to increase sales is to take advantage of current digital marketing. This research was conducted to examine how the Cekow Sushi MSME entrepreneurs use digital marketing as a strategy to increase sales during the pandemic. This study used qualitative research methods. The results of this study are the strategies that Cekow sushi used during the pandemic, including product marketing at Cekow sushi via online/digital marketing through social media and food delivery service applications such as go food or grab food. At first, Cekow Sushi used a pre-order system. After Cekow Sushi had many customers, they ventured to open a shop. Cekow Sushi's challenge in doing marketing, namely product introduction which is quite difficult to do. Because Cekow Sushi is basically a place to eat with Japanese nuances and flavors, so it is still foreign and unusual for the surrounding community. Then product advertising, it is quite difficult to do because of internet constraints. Because Cekow Sushi itself is located in an area that is used as a village, not in an urban area. This makes the internet signal an internal factor for Cekow Sushi. In addition, in terms of food raw materials must also be checked periodically. The owner of Cekow Sushi explained that if the raw material has passed 3-4 days, especially the sauce, then it must be thrown away for fear that the sauce has changed its taste. The implementation of the digital marketing strategy carried out by Cekow Sushi has a big impact on the running of the Cekow Sushi business. Because through digital marketing that has been carried out since the establishment of Cekow Sushi until now, the impact of Cekow Sushi is that it is increasingly known to many people and will greatly impact the turnover obtained by Cekow Sushi..

Keywords: Digital marketing strategy, UMKM, social media.

1. INTRODUCTION

Corona virus is a new virus that infects the respiratory system of those who have contracted the virus. The corona virus has caused a huge disease outbreak in the world. This virus is able to shake the world's living system, ranging from changes in people's lifestyles, a declining world economic system,

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government systems to education systems that have changed due to the corona virus outbreak. Corona virus is a dangerous virus, because it can cause fatal damage to the human respiratory system and can cause death in the sufferer (Wahidah et al., 2020).

Because the corona virus has a long-term effect on sufferers, the government has enough power to control the situation so that it remains conducive during the pandemic, the government issued several rules to suppress the number of covid-19 in Indonesia, one of the policies carried out by the government was the lockdown system. It is this lockdown system that has affected the community so much on the family economy and the country's economy (Ruhana & Burhani, 2020).

Covid-19 has certainly surprised many parties throughout Indonesia since its arrival in early 2020, to be precise in March 2020. As a result of its arrival, all people have to go through the harsh reality until now. The COVID-19 pandemic has changed the way life exists. The pandemic has made some sectors worse. One of the sectors most affected is the economy. Many regulations and policies are issued against economic activity. The stagnation of the economy, the number of layoffs and the fear of leaving the house have reduced the purchasing power of the people. This has resulted in a decrease in the number of buyers for SMEs (Hadi & Zakiah, 2021).

Various policies have been carried out by the government to reduce the number of Covid-19, although there are still many obstacles or challenges from all sides, both in terms of regulations, administration and implementation in the field, the government must continue to pay attention to policies that favor public benefits (Hanifa & Fisabilillah, 2021). The application of restrictions on outdoor activities is a condition that has proven to have a major impact on sales (Ideoworks.id., 2021). Fortunately, the pandemic that emerged in this extraordinary era of technology gave rise to many ideas for people who were affected by their family's economy. Many people began to come up with ideas about using this technology as their income.

MSME actors certainly cannot remain silent lamenting their bad luck and require them to find solutions to revive an economy that is adaptive to the Covid-19 pandemic situation which requires social distancing and hygiene. From there, digital marketing solutions can answer the needs of MSMEs. This is proven by the persistence of several MSME sectors that rely on sales through the marketplace, Facebook and Google ads (Suci Nurmalisa, 2021)

The development of technology today has a very rapid development, marked by advances in the field of information and technology. Various information can be reached easily through today's technology. This rapid technological development has a positive impact on society, this technology is widely used by business people, entrepreneurs to run a business or business. Even today, there are many MSME founders who are good at promoting their products, so there are many competitors or strict entrepreneurial competitors. Many MSME

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actors use technology as a means to show their business so that people can consume these products. Many of the people who started their businesses were affected by the COVID-19 outbreak, they took advantage of the existing technology to open their businesses (P. Lestari & Saifuddin, 2020).

The use of technology in this business is often referred to as digital marketing. Digital marketing is a term for one of the techniques for MSME actors to promote their products using technology or digital media, so that consumers can reach these products.

Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. MSME actors are gradually starting to leave the conventional/traditional marketing model for modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done any time / real time and can be global or global. With the large number of chat-based social media users and it is increasing day by day, it opens up opportunities for MSMEs to develop their market in the grip of a smartphone. Digital Marketing is a modern form of marketing as well as a new hope and a new breakthrough for MSME business actors (Mahalaxmi & P. Ranjith, 2016).

Digital marketing allows advertisers to communicate directly with potential consumers without being hindered by time and geographical location (Saifuddin, 2021). When doing one of the marketing media with the use of this technology, MSME actors should have several strategies to apply to marketing media through the technology media, because the support of technology today requires MSME actors to be more creative in developing marketing strategies through digital marketing.

Cekow sushi is an MSME that provides food with the taste of Japanese cuisine that is present in Pekalongan Regency, Cekow sushi is one of the MSMEs that have just started their business by bringing new flavors in Japanese cuisine while maintaining an authentic Indonesian taste. Cekow sushi is an MSME that was established from the impact of the covid-19 outbreak, with many employees who became unemployed due to covid-19, Cekow sushi was also established as a solution to connect family welfare. Cekow sushi is an MSME that was established by implementing a digital marketing strategy in introducing their products by utilizing digital media.

Cekow sushi began to focus on online marketing in order to reach consumers who are reluctant to leave their homes or consumers who live far from the location where Cekow sushi is located. Cekow sushi realizes that this pandemic phenomenon requires business actors to provide the innovations that need to be done in order to survive. The use of digital marketing provides new hope for Cekow sushi and other business actors. Product marketing media with the use of this technology can be done by utilizing social media applications such as Instaram, Facebook, WhatsApp, and others, because with social media almost all smartphone holders from various circles have social media applications to

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communicate. Through social media, it can also make it easier for MSME actors to monitor their business, such as Instagram which also has a business account feature that makes it easier for business actors to optimize business activities by utilizing the media.

Therefore, at this time, MSME actors, including Cekow Sushi, must be more observant in taking advantage of existing opportunities and must be able to think outside of the ordinary. These MSME actors must be able to provide convenience for consumers in the current pandemic era to obtain goods or services. Innovation in digital marketing must always be improved and intensively carried out to get more consumers (Olga Rafida Yumna, Murdiansyah Herman², 2021). This is supported by research Rapitasari (2016), Gumilang (2019) dan Hadi & Zakiah (2021) where the research examines how the use of digital marketing is used for the development and sustainability of MSMEs that are trying to survive in the midst of a pandemic.

Based on the explanation above, the researchers are interested in studying how the Cekow Sushi MSME business actors use digital marketing as a strategy to increase sales during the pandemic with the research title "Digital Marketing Cekow Sushi Pekalongan to Increase Sales During the Pandemic".

2. LITERATURE REVIEW

In this study, several previous studies that were very useful as scientific references were used, namely:

Gumilang (2019) in his journal entitled "Implementation of Digital Marketing to Increase Sales of Home Industry Products". The problem discussed in this research is how to implement digital marketing, whether it has an effect on increasing the sales volume of home industry products. The population used in this study is a home industry. This study uses a purposive sampling technique and the type of data taken in this study is primary data. The research method used is descriptive observational research on the cottage industry in Cipacing village, Bandung, using the triangulation method, which combines structured interviews, in-depth interviews and observations of some Cipacing residents and the social media used. The subject of the data analysis technique used is descriptive statistics and qualitative analysis and is presented in the form of a table. The conclusion of Risa Ratna Gumilang's research is that some Cipacing residents use social media as a means to carry out their home industry. The most widely used social media are Facebook (FB), Whatsapp (WA), Instagram (IG), Blackberry Message (BBM). The most perceived benefit is that communication with customers and suppliers is more intensive as well as effective and efficient, because it can communicate directly 24 hours / real time. The transaction process is easier and cheaper because the communication media only costs credit to support communication. The best promotional media because it can display and share images through the media to the community and society. Information updates can be done at any time. And most importantly an average increase in sales volume of 100%. From Risa Ratna Gumilang's research, the researcher

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examined the characteristics of the Home Industry. The subjects in this study were craftsmen who made sculptures from wood and bamboo, with specifications for large and small statues and the length of time they had a home industry business. Use of Social Media in SMEs Some residents of Cipacing in this study, use social media as a medium for information and communication of their business activities. The use of social media for some Cipacing residents is very useful, among others, as a means of direct contact with customers, as a means to promote the work of the home industry, record consumer desires, convey responses to consumers and as a basis for making decisions in transactions.

Hadi & Zakiah (2021) in his journal entitled "Digital Marketing Strategy for MSMEs (Micro, Small and Medium Enterprises) to Compete in the Era of Pandemic". The problem discussed in this research is how the techniques, elements, processes and activities of MSME actors in using digital marketing to compete during the pandemic. The population used in this study is MSMEs. This study uses qualitative methods and the type of data taken in this study is primary data. The research method used is a qualitative analysis method, namely a qualitative approach to understand and describe the meaning of the analytical regulations contained in digital marketing strategies for SMEs. Researchers use this methodology to emphasize an event or the most important thing from a phenomenon in the form of the event or phenomenon being studied. The conclusion that can be drawn from this research is that the COVID-19 pandemic has caused many new problems in various fields and has affected the economy thereby reducing income. MSMEs are one of the parties experiencing the impact of a decline in income. The digital marketing strategy is one of the right solutions in maintaining MSME business operations. Digital marketing can also be an effective strategy to increase sales of MSME actors. This increase in sales can be seen from the amount of marketing through social media and effective market places to attract the attention of consumers. MSME actors need to use digital marketing to earn income as before the covid 19 pandemic. Some things that MSME actors need to master in using digital marketing are the use of social media or market places, content marketing, mobile marketing, digital marketing integration, sustainable marketing and personalization marketing. . Therefore, a digital marketing strategy for MSME actors is one of the right solutions and does not conflict with policies in the pandemic era. In addition, digital marketing strategies are also expected to win the competition in the pandemic era. From the research of Demaz Fauzi Hadi and Kiki Zakiah, researchers show that there are still a few MSMEs that use digital marketing (15.08%) as a strategy to increase sales and require an understanding of digital marketing. Based on research analysis, MSMEs that are already using digital marketing are able to survive and even increase sales without relying on conventional stores.

Rapitasari (2016) in his journal entitled "Application-Based Digital Marketing as a Strategy for Increasing Application Customer Satisfaction". The problem discussed in this research is how to conceptually study based on a literature study of the relationship between application-based digital marketing strategies in increasing customer satisfaction. The population used in this study is

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a literature study. This study uses descriptive research with a qualitative approach and the type of data taken in this study is secondary data. The research method used is descriptive research, which is a research method aimed at describing existing phenomena that are currently taking place. Descriptive research aims to make a systematic, factual and accurate description of the facts and characteristics of a particular research object. The conclusion that can be drawn from this research is, Digital Marketing Strategy is a marketing strategy that utilizes increasingly developing information technology. The implementation of this strategy in a business must take into account various internal and external factors to determine suitability and to determine the most appropriate Digital Marketing strategy. The main purpose of implementing the Digital Marketing strategy is to build communication between producers and customers, more precisely to communicate brands in building trust and brand loyalty to customers. Loyalty is the result of accumulation of repeated satisfaction, so conceptually it can be concluded that there is a connection between the implementation of Digital Marketing strategies to increase customer satisfaction. From this study, researchers show that the integration of application-based digital marketing strategies in a business requires an analysis of internal and external factors to determine the most appropriate digital marketing strategy. This strategy is essentially a form of marketing that emphasizes brand communication to increase customer satisfaction. Theoretically, application-based digital marketing strategies can not only affect brand satisfaction, but can also lead to increased brand trust and brand loyalty.

Wardhana (2015) in his journal entitled "Digital Marketing Strategy and Its Implications on Competitive Advantage of SMEs in Indonesia". The problem discussed in this study is how to determine the use of digital marketing strategies in SMEs that have gone online and the implications for the competitive advantage of these SMEs based on consumer perceptions. Digital marketing strategies in the form of using social media and websites for Small and Medium Enterprises (SMEs) are very important, because they can provide knowledge to SMEs about the ways and stages in expanding consumer networks through the use of social media and websites in marketing their products so as to increase their superiority. compete for SMEs themselves. The population used in this study were 21,892,127 consumers from the 21 SMEs with a non-probability sampling technique using incidental sampling with a total sample of 2,100 respondents. This study uses causality analysis and the type of data taken in this study is primary data. The research method used is quantitative method with causality analysis. The conclusion that can be drawn from this research is that some Cipacing residents use social media as a means to carry out their home industry. The most widely used social media are Facebook (FB), Whatsapp (WA), Instagram (IG), Blackberry Message (BBM). The most perceived benefit is that communication with customers and suppliers is more intensive as well as effective and efficient, because it can communicate directly 24 hours / real time. The transaction process is easier and cheaper because the communication media only costs credit to support communication. The best promotional media because it can display and

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share images through the media to the community and society. Information updates can be done at any time. And most importantly the increase in volume Digital marketing strategies affect competitive advantage in order starting from the most dominant, namely: ease of product search, availability of special offers, ability to identify and attract new customers, availability of product information or articles that support and provide product guidance. for consumers, the ability to create brand visibility and awareness, the ability to strengthen the brand image received by consumers, the availability of testimonial displays, the availability of the latest information offerings via sms-blog, the availability of service assistance to consumers, the availability of online communication with entrepreneurs, the availability of online opinion support, the availability of required supporting images such as photos or product illustrations, availability of video displays capable of visualizing products or supporting presentations, availability of transaction tools and variations of payment media, availability of other attachment of documents containing information in pdf, doc, xls, ppt, or other formats, and the availability of visitor records. Digital marketing strategy affects competitive advantage by 78% while the remaining 22% is explained by other variables not examined in this study. such as capital, supply of resources, and managerial professionalism. Optimization of the use of social media and websites needs to be done considering that there are still shortcomings on the website and social media used by SMEs such as less informative, less interactive, and less updated. From Aditya Wardhana's research (2015), researchers can conclude that digital marketing strategies have implications for competitive advantage SMEs in marketing their products by 78% and the remaining 22% due to other factors not examined in this study such as capital capabilities, supply of resources, and managerial professionalism.

Supiyandi dkk (2021) in thier book entitled "Marketing in the Digital Age: Challenges and Solutions". Discussing how the challenges and solutions will be faced by marketing in the current digital era, so that it is hoped that they will be able to understand and participate in enlivening digital marketing today.

3. RESEARCH METHODS

In this study the authors used qualitative methods. Qualitative research method is a research process that produces descriptive data in the form of words or words by observing people and behavior. Researchers do not use numbers or statistical formulas when collecting data and providing results for research. In this research, the researcher tries to describe various situations, conditions, or phenomena that exist. The qualitative description format is considered suitable for research on issues that require in-depth research, such as research on consumer behavior, media influence, and policy implementation. In the research studied by the researcher this time, the researcher matches the empirical reality with popular theories that have been applied. Qualitative research means a special tradition in social science knowledge, which basically relies on observations, people, their fields, and knowledge related to the language and terminology of these people. The type of research studied by the author is descriptive.

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This research was conducted at Cekow Sushi (@cekow_sushi) which is located at Mayangan Village, Wiradesa District, Pekalongan Regency, on Sunday, December 5, 2021. The research results are contextual and academic in nature, can be applied at certain times and places where the research is conducted. The subject of this research is "Digital Marketing Cekow Sushi Pekalongan to Increase Sales During the Pandemic (@cekow_sushi)" while the object is digital marketing. For data collection techniques, researchers will conduct source interviews or source interviews then direct observations at the place of research and collect supporting documents to collect data during the study. As for the qualitative research instrument, the researcher is the most important research instrument for conducting research.

Researchers will study, research, and analyze data in detail and in depth about "Digital Marketing Cekow Sushi Pekalongan to Increase Sales During the Pandemic (@Cekow_Sushi)". Then field notes, field notes are writing tools used by researchers to record important moments and summaries during research documentation. This guide is used to record and study various relevant information from the literature such as books, archives, journals, and documents at the research scene. These documents will help researchers to find the research data needed.

4. DISCUSSION RESULT

The outbreak of the COVID-19 virus, which has taken the world by storm, has had a major impact on the economies of the affected countries, including Indonesia. Many people have been affected by the COVID-19 outbreak, such as many employees who have been laid off from their permanent jobs, and the number of MSMEs that have lost due to this pandemic. Communities are demanded to be more creative in order to continue their survival, with the support of this developed digital era, making it easier for people to find creative ideas about running a business with the support of sophisticated digital technology. Cekow sushi is an MSME that was established by implementing a strategy that utilizes digital to introduce their products and ended up with increased sales during the pandemic.

Cekow Sushi's Digital Marketing Strategy

Digital Marketing Strategy highlights how digital technology makes marketing more effective as it allows for individual attention, better campaign management, better product, marketing design and execution (Mandal, 2017). Marketing managers who fail to capitalize on the importance of the Internet in their business marketing strategies will be at a disadvantage as the Internet changes branding, pricing, distribution, and promotion strategies (Bala & Deepak Verma, 2018).

Cekow sushi is an MSME that provides food with a taste of Japanese cuisine that is present in Pekalongan Regency. Although not the first Japanese-themed restaurant, Cekow Sushi started its business by bringing new flavors to

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Japanese cuisine while maintaining an authentic Indonesian taste. Cekow Sushi was founded in October 2020.

The strategies taken by Cekow sushi during the pandemic include product marketing at Cekow sushi via online/digital marketing through social media and food delivery service applications such as go food, grab food and shopee food. Cekow Sushi sells it online first, because it doesn't deny that almost everyone in Pekalongan Regency has a smartphone. In addition, selling through online is much faster and easier for people to recognize so that people can reach them easily.

Initially, Cekow Sushi used a pre-order system, where the seller advertised and collected the number of products in advance within a few days, then sent them after the product ordered was finished in production. This method is used so that people are familiar with their products in advance. After Cekow Sushi had many consumers who were interested in its products, they ventured to open a shop. Because Cekow Sushi was founded during a pandemic, they made use of existing digital marketing.

The digital marketing strategy should be aligned with the organization's strategy. Organizations can learn about listening by providing space for customers or communities to comment on websites, blogs, and even social networks such as Facebook or Instagram that are intentionally created.

Marketers are faced with new challenges and opportunities in this digital age. Digital marketing is the use of electronic media by marketers to promote products or services to the market. The main goal of digital marketing is to attract customers and enable them to interact with brands through digital media (Yasmin et al., 2015).

One of the biggest changes in human interaction is the recent development of online social networks. The rapid growth of web-based platforms that facilitate online social behavior has significantly changed the nature of human activities, habitats and interactions. Real-world social relationships have migrated to cyberspace, generating online communities that bring people from all over the world together. This movement into the digital dimension allows individuals to share knowledge, entertain one another, and promote dialogue between different cultures (Tiago & Veríssimo, 2014).

Now, instead of conventional marketing subtypes, digital marketing has become a new phenomenon that brings together customization and mass distribution to achieve marketing goals. The convergence of technology and the multiplication of devices has opened up the way we think about marketing on the Internet and has pushed the boundaries towards a new concept of user-centric, more scalable, ubiquitous and interactive digital marketing (Savira & Suharsono, 2013).

Today, social media channels such as Facebook, Twitter, Google and other social media companies have succeeded in changing consumer attitudes and perceptions and ultimately helped revolutionize many businesses. This is done

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through an extensive and scalable customer network with reliable data in real-time customer experience feedback (Cirnu, 2014).

The use of social media as the starting point for digital marketing in marketing products must pay attention to the provisions in marketing so that the results are maximum in attracting consumers and making transactions. The step to win the competition is to implement a marketing strategy that is right on target both in terms of quality, price and competitiveness of the products produced (Rosmadi, 2021). The following strategies are implemented by Cekow Sushi in utilizing social media:

1) Build relationships on social media

Relationship is a bridge or a channel whose formation is based on the degree of security with certain people towards a wider range of experiences. (Wibowo, 2009). Relationship is a pattern of relationships formed between individuals that lasts for a relatively long period of time. In this advanced era, the majority of people are digitally literate and capable of mastering social media, basically social media is a place to interact, relate between individuals so that this pattern of relationships through digital can grow a relationship on social media.

The social media relationship that Cekow Sushi uses is by utilizing communication through social media such as adding friendships on Facebook, following people's Instagram accounts, and uploading product content on the marketplace. Another strategy that is applied to build this relationship is to create the hashtag #CekowSushi to make it easier for the public to search for the products that Cekow Sushi offers.

2) Share interesting content

Content is the content of information available through digital media, content usually contains the delivery of a message to digital media audiences. Content strategy is used as a map to direct content to achieve and meet the goals of the website and consumers. Submission of information through content must be clearly conveyed and meet the needs of visitors regarding the information sought while at the same time having an impact. So that the content can be said to be useful and of good quality for the purpose and for the community berguna (Ricko & Junaidi, 2019).

The content applied by Cekow sushi is to always create a sushi display that is different from the others and then upload it via social media platforms such as Instagram and Facebook. Through these uploaded photos and videos, it can then attract the interest of customers. Interesting content is a very important strategy to consider because some say that “content is king” so it is very important to create the best content. Cekow Sushi, which incidentally is a new outlet, in creating

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content on Instagram still uses a smartphone camera to take product photos with interesting angles.

Another strategy that Cekow Sushi has implemented is to hold a giveaway, because it is suspected that the content of the giveaway will attract a lot of customers who like sushi.

3) Pay attention to the uploaded content

Every businessperson may have different goals regarding the production and use of their content. Cekow Sushi has ensured that every digital marketing used is able to reach consumers in an integrated manner so that product marketing content is spread optimally. Content that has been distributed on social media has a relationship with each other, especially on Instagram and Facebook posts and WhatsApp. This is expected to have a positive impact on customer views on how consistency is applied by Cekow Sushi. If the content that has been uploaded on the Instagram and Facebook platforms is different, it will reduce customer buying interest.



Figure 1: Cekow Sushi Shop, Wiradesa Pekalongan Regency

Cekow Sushi's Challenges When Implementing Digital Marketing

Digital transformation which is getting more advanced and sophisticated every day has many benefits for the development of today's business world. Technology can save time, effort, and cost with maximum results. However, this transformation can become a significant challenge if the business being run cannot keep up. Moreover, the fear of changing old ways will cause concern if the transformation carried out is not as expected or even fails. This needs to be addressed with a high sense of optimism and never give up. A business must be able to adapt to technology that continues to evolve. Business owners will be required to keep learning and learning (Supiyandi, Muhammad Zen, Chairul Rizal, Hendry, 2021).

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The food industry currently being marketed through online offers various advantages (Widyaningrum et al., 2021). The application of digital marketing at Cekow Sushi requires certain supports so that it does not hinder efforts to achieve the goals of digital marketing strategies in the current era. However, Cekow Sushi's digital marketing strategy is inseparable from the inhibiting factors or challenges that Cekow Sushi faces in implementing digital marketing to increase sales. Although the type of business taken by Cekow Sushi has not had many business competitors. However, this is not enough to attract the attention of the local community.

The challenge faced by Cekow Sushi in the implementation of digital sales in its implementation is that the introduction of the product is quite difficult to do. Because Cekow Sushi is basically a place to eat with a Japanese taste and nuance, it is still foreign and unusual for the local community. So that makes Cekow Sushi inevitably have to increase its promotion from before.

During product advertising and promotion, sometimes it is quite difficult to do because of the internet signal constraints. Because Cekow Sushi itself is located in a rural residential area, not in an urban area. This makes the internet signal an internal factor for Cekow Sushi. Not only that, in some cases when online promotions occur and the internet connection slows down, visitors will find it difficult to access the uploaded content (Andy prasetyo wati, Jefry aulia martha, 2020).

In addition, in terms of food raw materials must also be checked periodically. The owner of Cekow Sushi explained that if the raw material has passed 3-4 days, especially the sauce, then it must be discarded because it is feared that the sauce has changed its taste which could endanger the buyers. According to (T. R. P. Lestari, 2015), unsafe food can indeed be detected by the presence of signs such as a bad smell, rancidity, or the presence of feces. But there are also invisible risks that endanger health such as the presence of bacteria and viruses.

If the owner of Cekow Sushi is negligent or forgets to periodically check the raw materials, it will reduce the quality of the food and will also reduce the buyer's confidence. In this regard, quality is an important factor that business actors need to understand in influencing customer behavior and maintaining long-term relationships with customers. So if business actors can provide food quality that is as promised, then consumer confidence can increase (Zakia et al., 2020).

Cekow Sushi's Impact From the Implementation of Digital Marketing Strategy

The presence of sophisticated technology, and innovation about marketing through technology commonly referred to as digital marketing, has a very positive impact on the business world. With easy access to technology and creativity developed through available application platforms or social media, online

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businesses using marketing strategies through digital content creation can attract many potential consumers (Cyptaning Ajie Nusantara, 2021).

The main purpose of implementing a digital marketing strategy is to build communication between producers and customers, more precisely to communicate brands in building trust and brand loyalty to customers. Media from digital marketing that provides convenience for customers to use. When a customer feels that the media used is comfortable, then the customer will be able to use it more effectively and efficiently. This will make customers feel the speed of access in finding the desired needs and tend to be faster (Rapitasari, 2016).

The role of product marketing through technology has been proven to have a major impact on a company's sales volume, besides that digital marketing can also affect consumer satisfaction and affect a person's purchase intention for a product. It is the functions of digital marketing that can have an impact on the marketing of the technology, the function of digital marketing is as a sales tool, as a customer service, a communication tool, as a cost efficiency, and as a brand development tool (Tety Elida, 2019).

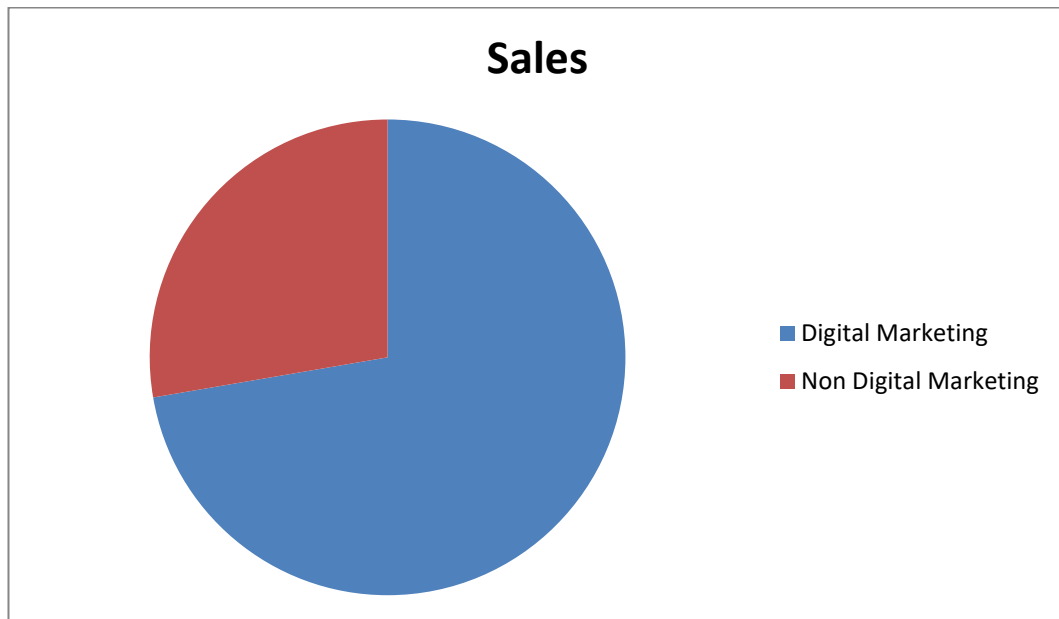
Marketing through digital marketing that focuses on the use of the internet has a considerable impact on the perpetrators, because with the use of the internet, which almost everyone can access easily, there will be an impact on the digital marketing marketing. One example of the perceived impact of marketing through digital marketing is that there is more and more public interest in products marketed through digital marketing and will end up purchasing these products, marketing through digital marketing can also increase a company's turnover.

The implementation of the digital marketing strategy carried out by Cekow Sushi has a big impact on the running of the Cekow Sushi business. Because through digital marketing that has been carried out since the establishment of Cekow Sushi until now, it has had an impact, namely that Cekow Sushi is increasingly known to many people and has a huge impact on the turnover obtained by Cekow Sushi. With the incessant promotion and advertising carried out by using the internet, people are interested in trying the food products in Cekow Sushi. To continue to feel the impact of the digital marketing strategy implemented at Cekow Sushi, Cekow Sushi also maintains their taste, so that consumers are never disappointed by changes in the taste of food products at Cekow Sushi.

The marketing method, whether using digital marketing or not using digital marketing, is very visible. As in the introduction of products that people know through social media between people who know them directly, there are very significant differences that affect the turnover obtained. The following is the difference in turnover data obtained by Cekow Sushi through digital marketing strategies or not.

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From the percentage data above, it can be seen that the majority of Cekow Sushi's customers are familiar with Cekow Sushi through digital or social media. Through social media relations built by Cekow Sushi, it is able to increase the introduction of food products to the wider community. As many as 72.3% of Cekow Sushi's customers know about Cekow Sushi through digital media such as Instagram, Facebook, WhatsApp, and food delivery services. Meanwhile, 27.7% of customers know Cekow Sushi directly without digital marketing intermediaries. The data comes from direct interviews with the owners of Cekow Sushi.



Figure 2: When Conducting Interviews With Resource Persons

5. CONCLUSION

Based on the results above, it can be concluded that the strategies that Cekow sushi used during the pandemic included product marketing at Cekow

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sushi via online/digital marketing through social media and food delivery service applications such as go food or grab food. At first, Cekow Sushi used a pre-order system. After Cekow Sushi had many customers, they ventured to open a shop. Cekow Sushi's challenge in marketing, namely the introduction of its products is quite difficult to do. Because Cekow Sushi is basically a place to eat with Japanese nuances and flavors, so it is still foreign and unusual for the surrounding community. Then during product advertising, sometimes it is quite difficult to do because it is constrained by internet signals. Because Cekow Sushi itself is located in a rural residential area, not in an urban area. This makes the internet signal an internal factor for Cekow Sushi. In addition, in terms of food raw materials must also be checked periodically. The owner of Cekow Sushi explained that if the raw product has passed 3-4 days like sauce, then it must be thrown away because it is feared that the sauce has changed its taste. The implementation of the digital marketing strategy carried out by Cekow Sushi has a big impact on the running of the Cekow Sushi business. Because through digital marketing that has been carried out since the establishment of Cekow Sushi until now, it has had an impact, namely that Cekow Sushi is increasingly known to many people and has a huge impact on the turnover obtained by Cekow Sushi.

Suggestion

In the explanation above, the author has several suggestions for strategies to increase sales of Cekow Sushi. First, for Cekow Sushi, it is hoped that the digital marketing strategy applied can be informed to the wider party about the benefits and uses of digital marketing, so that MSMEs are motivated by the use of applied digital marketing. on his efforts.

The second is for Cekow Sushi, hoping for further development of its business, to continue to innovate further about marketing strategies through digital marketing and in addition to utilizing marketing through digital marketing, it is also necessary to increase marketing to the surrounding community by placing offline stores that are more strategic than now and pay more attention to offline sales place so that it can make people who are familiar with Cekow Sushi more comfortable through digital marketing if they want to dine in.

And lastly, the next suggestion is that it is hoped that Cekow Sushi can maintain the distinctive taste of Cekow Sushi and can present the latest menus and be more aggressive in marketing through social media and can develop creativity in marketing through digital marketing, so that it can attract more consumers and consumers. more widely known by the public.

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