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Marketing Strategy of Pamulang Spoon Food Court, South Tangerang During the Mids Covid-19 Pandemic

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Abstract: During the Covid-19 pandemic, which hit all regions around the world, it had a huge impact on the global economy. Almost all businesses in all sectors experienced a decline in income, including the food court business. The definition of a food court is "A Food Court is a type of indoor plaza contiguous with counters of multiple food vendors and providing a common area for self-serve dining, which means that a food court is an area within a plaza with many food vendors adjacent and provides a public area that is used by visitors as a place to eat. Based on its definition, it can be seen that a food court is a place to eat which consists of food and beverage outlets (counters or booths) that offer a variety of varied menus. A food court is a dining area that is open (outdoor) or closed (indoor) and informal, and is usually located in malls, shopping centers, offices, universities or modern schools, or in separate locations. The food court business is one of those affected by the Covid-19 pandemic. The purpose of this study was to find out the right strategy for the Pamulang Spoon Food Court in marketing its products during the Covid-19 pandemic. The method used in this study is a qualitative descriptive method with data collection techniques of observation, interviews, literature studies as well as interpreting and describing the existing data along with the current situation. The results of this study prove that the application of marketing through digital marketing has a positive impact on the Pamulang Spoon Food Court where the use of digital marketing is considered necessary, especially in the midst of the Covid-19 pandemic, so that business activities can continue to run and generate economic value.

Keywords: Marketing Strategy, Food Court, Digital Marketing, pandemic Covid-19

INTRODUCTION

The World Health Organization or WHO (World Health Organization) has officially announced that Covid-19 is a global pandemic, after this outbreak has spread throughout the world. Covid-19 is an infectious disease caused by the acute respiratory syndrome Coronavirus 2 (severe acute respiratory syndrome). As this pandemic spreads globally, Covid-19 has an impact on various business sectors around the world. Indonesia is no exception, which is one of the countries in Southeast Asia that has been affected by the spread of the Covid-19 virus. This pandemic not only has an impact on public health, but

also affects the economic conditions, education, and social life of the community, especially since the implementation of PPKM (Enforce Restrictions on Community Activities).

The government's appeal regarding social distancing launched on March 31, 2020 had a serious impact on the food court business. The chairman of the DKI Jakarta Indonesian Shopping Center Management Association (APPBI), Ellen Hidayat said, the decline in the number of visitors at food sales centers such as food courts was due to restrictions on operating hours in shopping centers, restaurants and food courts which were only until 19:00 pm. . Moreover, if visitors want to dine in, they are only allowed 25% of the existing seats and the maximum dining time limit is only 20 minutes for dine in, plus there are rules from many companies that apply 75% of their office operations to be done by work from home (WFH). This decision from the government has a very broad impact on the food court. From the results of APPBI's monitoring, data is obtained that since January 11, 2020 until today, visitor traffic which was 40% has only reached an average of less than 30% per day. Even some food courts located in malls or shopping centers only reach less than 20%.

Not a few food court businesses in Indonesia have gone out of business due to the impact of the Covid-19 pandemic. Therefore, more attention is needed from the government to the food court sector as one of the drivers of the local economy.

Although the Covid-19 pandemic has had a very heavy impact on various industrial sectors, it does not mean that food court business players have given up and have to stop running their business. Food court entrepreneurs can still run their business by carrying out appropriate and effective marketing strategies, while not violating government regulations related to social distancing.

The Pamulang Spoon Food Court is one of the food court businesses that have been affected by the Covid-19 pandemic. Moreover, the Pamulang Spoon Food Court is relatively new, established in July 2021. However, the Pamulang Spoon Food Court is still operating well, because it carries out various appropriate marketing strategies to sell its products.

Therefore, by looking at the description above, the author is interested in writing a research journal regarding the Pamulang Spoon Food Court Marketing Strategy in the Covid-19 Pandemic Period. This was done to be able to know for sure, the impact experienced by the Pamulang Spoon Food Court with the spread of this pandemic, how the marketing strategy was chosen and implemented by the Pamulang Spoon Food Court management.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Definition Food Court

Took from Oxford Dictionary, the definition of Food Court is an area, typically in a shopping mall, where fast-food outlets, tables and chairs located. From Wikipedia, a food court (in Asia-Pacific also called food hall or hawker centre) is generally located in indoor plaza or common area within a facility that is contiguous with the counters of multiple food vendors or booth and provides a common area for self-serve dinner. Food courts may be found in shopping malls, airports, and parks. In various regions (such as Asia, the Americas, and Africa), it may be a standalone development. In some places of learning such as high schools and universities, food courts have also come to replace or complement traditional cafeterias.

Of the many forms and varieties of food and beverage industries that exist throughout the world, one form of industrial body that is often found in various places is a food court or another name is food court. The definition of a food court or food court itself according to is "A Food Court is a type of indoor plaza contiguous with counters of multiple food vendors and providing a common area for self-serve dining", which means that the food court is an area inside a plaza, mall. or a specific location with many nearby food vendors and provides a public area that is used by visitors as a place to eat (Underhill, 2004).

Based on the definition, it can be further explained that a food court usually consists of a number of sellers who sell their food at food kiosks or service counters, to eat food, basic tableware such as spoons and forks are usually provided, although certain vendors provide special tableware. like a knife. So it can be concluded that the Foodcourt is a place to eat which consists of food counters that offer a variety of food items varied menu. Foodcourt is an open and informal dining area, and is usually located in a mall, shopping center, office, university or modern school.

Marketing

According to Hutama and Subagio in (Atmoko, 2018) marketing is a series of activities starting from the process of making, communicating, introducing and offering transactions that have value for consumers, clients, partners, and society in general. In other words, marketing can be interpreted as a series of comprehensive processes, which are intended to be able to bridge information on a product to meet customer needs. An understanding of how to market a product also needs to be further understood, so that the marketed product can be well received, and can meet the needs and desires of consumers. (Kristiutami, Brahmanto, & Pirastyo, 2019).

According to W Stanton (2007), marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of buyers and potential buyers. Marketing is currently defined by the American Marketing Association (AMA) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large".

Based on several definitions of marketing according to the experts that have been described, it can be concluded that marketing is a process of business activities to carry out strategic plans directed at meeting consumer needs to be satisfied, making products for sale, determining appropriate prices, determining ways of promotion. and proper distribution.

Marketing Strategy

According to (Indrasari, 2019) there are several factors that influence marketing strategy, namely: 1) market segmentation, 2) marketing and value or satisfaction, 6) relationships and networks, 7) competition, and 8) marketing mix.

Marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a response to the company in the face of an ever-changing competitive environment and conditions (Assauri). , 2013). There are four elements that make up the marketing mix, in which the 4ps of marketing are found to shape the crucial strategies to generate :

1. Product strategies
2. Pricing strategies
3. Distribution strategies
4. Promotion strategies

Digital Marketing

According to Chaffey and Chadwick (2016:11) "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.". This means that Digital Marketing is an application of the internet and is related to digital technology in which it is related to communication traditional way to achieve marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behavior, values, and loyalty levels, then integrate targeted communication and online services according to each individual's needs.

According to Chaffey and Chadwick (2016:11), Dedi Purwana (2017:2) So basically digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, database, mobile/wireless. and digital tv to increase target consumers and to know the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals. From the explanation above, it can be concluded that digital marketing is the marketing of products and services using the internet by utilizing the web, social media, e-mail, databases, mobile/wireless and digital tv to increase marketing and target consumers. The internet is a powerful tool for business. The internet offers opportunities to sell products of daily living needs directly to customers who are in the consumer market or consumers in the industrial market as stated (Pradana, 2015).

There are various accesses that can be used in digital marketing, such as social media. Zhu and Chen divided social media into two groups according to the nature of connection and interaction (Purwana et al., 2017): The Digital Marketing Media Channels include:

1. Paid Media

Paid media is when the business owner spends a certain amount of money on the purchased media, where there is an investment used in its implementation, reach or conversion through search, display ad networks or affiliate marketing.

2. Earned Media

Earned Media is media that is earned has become the name given to publicity generated through public relations and invested in targeting in influencing to increase awareness about the brand. Earned Media also includes word-of-mouth that can be stimulated through viral and social media marketing, and conversations on social networks, blogs, and other communities.

3. Owned Media

Owned Media is media that is owned by the company. Online media include the company's own websites or websites, company blogs, e-mail lists, company-owned mobile applications or their social media presence on Facebook, LinkedIn or Twitter. While offline media such as brochures or retail stores.

Social media

Given that one way to implement the Pamulang Spoon Food Court marketing strategy is through social media, it is also necessary to discuss the meaning of social media. The definition of social media according to Kotler and Keller is a medium used by consumers to share text, images, sound, and video information both with other people and companies. Another definition of social media according to Kaplan and Henlein,

Social media as a group of media in the internet based on applications that build the ideological and technological foundations of Web 2.0 that allows two-way conversations between producers and consumers interactively. So in the use of social media as a means of exchanging information between individuals and can also be used as a means of company promotion in an easy and effective way.

Pandemic Covid-19

WHO (World Health Organization or World Health Organization) has officially declared the corona virus (Covid-19) as a pandemic since March 9, 2020. This means that the corona virus has spread widely in the world. The term pandemic seems scary but actually it has nothing to do with the malignancy of the disease but rather its widespread spread. Remember, in general, the corona virus causes mild or moderate symptoms, such as fever and cough, and most can recover within a few weeks.

To break the chain of spread of COVID-19, WHO and the government recommend prevention, namely by limiting meetings or social interactions (Social Distancing), carrying out all activities at home (stay at home), recommendations for maintaining environmental and personal hygiene by washing hands as often as possible. with soap or hand sanitizer

and spraying disinfectant in places where there is a high risk of transmission until implementing PSBB (Large-Scale Social Restrictions). Social distancing is believed by some to be a powerful way to reduce the spread of infectious disease outbreaks. Although there has been no measurement of COVID-19, social distancing is now a strategy used to slow down the spread of this virus (Masrul et al., 2020).

From the economic side, the result of government policies related to PSBB which in the end has an impact on the implementation of office operations carried out at home (work from home), studying from home (studying from home) and various restrictions on activities in public places. As a result, entrepreneurs suffer losses due to a decrease in the number of visitors, lack of buyers plus government policies that enforce social distancing and the imposition of curfews in several areas.

In this study, the author looks for facts about how the marketing strategy implemented by the owner and management of the Pamulang Spoon Food Court so that the food court can continue to operate in the midst of the Covid-19 pandemic with the right interpretation, and examines the problems that occur, including the strategy applied marketing, and the impact of the Covid-19 pandemic felt by the Pamulang Spoon Food court. With this, the author wants to prove whether or not the marketing strategy implemented by the Pamulang Spoon Food Court in the midst of the Covid-19 pandemic, by making a research journal entitled: "Marketing Strategy for the Pamulang Spoon Food Court, South Tangerang in the Midst of the Covid-19 Pandemic".

Results of Previous Research Related to the Problem Under Study

There are several relevant research results and can be used as a reference for research to be carried out. In this case, there are several studies conducted, including by (Sandy Adithia, 2021) who raised research on digital marketing strategies for coffee drink products during the pandemic. Indonesia is one of the largest coffee producing and consuming countries in the world.

This happens because for Indonesian people drinking coffee is a tradition to celebrate the value of togetherness and strengthen brotherhood. Coffee drinkers in Indonesia are increasing and the presence of modern coffee shops in Indonesia is also growing along with this trend. However, the Covid-19 pandemic and government policies in dealing with the spread of the pandemic (implementation of PSBB) have been a major blow to the coffee industry, especially the coffee shop industry. However, the emergence of a new type of coffee shop that utilizes digital marketing strategies has the potential as a way out in answering the existing problems. This research method uses a qualitative approach with an interpretive paradigm and uses 7 marketing mixes and SWOT. The results show that although Morfee Coffee has not yet fully implemented effective digital marketing, if Morfee Coffee optimizes its digital marketing strategy, Morfee Coffee can have a sustainable business model in the midst of a pandemic. Therefore, this study identifies a number of managerial implications in the management practices of companies or organizations in carrying out marketing strategies in the midst of the Covid-19 pandemic.

First, what is the right marketing strategy for the Pamulang Spoon Food Court during the Covid-19 pandemic? Second, if digital marketing is used as one of the main marketing strategies in maintaining business continuity during the pandemic, can this strategy also be continued in normal times to maximize or increase the number of food court visitors.

While the research journal written by (Taat Kurpriyono, 2021) describes the Depok self-service marketing strategy which writes about the conditions of competitive business competition during the Covid-19 pandemic which then requires companies to implement accurate marketing strategies in increasing consumer interest in buying product. Promotional strategies in a product business are needed in an effort to introduce new products and create increased sales. This is done so that the products offered with certain promotional tactics can seduce potential consumers so that they are motivated to make

product purchases. Depok Supermarket is one of the marketplace applications in Depok City which was present during the Covid-19 pandemic in 2020 and was present to encourage the sale of MSME products in Depok City. This application is a marketplace for local products for the MSME community in Depok. The purpose of this study was to find out how the promotion strategy was carried out by Swadep (Depok Swalayan). The type of research used is descriptive qualitative by analyzing marketing promotion strategies to increase sales of MSME products in Depok City. The results of this study indicate that the application of marketing strategies by utilizing marketplace and digital marketing applications is quite effective in increasing the number of sales during the Covid-19 pandemic.

The research conducted by Maskarto Lucky Nara Rosmadi (March 2021) discussed research on business strategies implemented by Micro, Small and Medium Enterprises (MSMEs) in dealing with the Covid-19 pandemic. The object of research is the snack food industry with the trademark Waroenk Ngemil which is located at Jalan.

METHODS

The research was conducted at the Pamulang Spoon Food Court, which is located at Jl. Witana Harja Raya No. 18-20, Pamulang, South Tangerang. This consideration is based on various factors that will facilitate data collection in research, such as the process of data collection, the use of funds that are not too large and the savings of time and energy used.

In completing this research, the author uses a qualitative method with a descriptive approach. The purpose of using a qualitative method is so that the author can describe the empirical reality behind the phenomena that occur related to the economic decline due to the Covid-19 pandemic where the Pamulang Spoon Food Court must develop an accurate and appropriate marketing strategy so that their business continues to operate in the midst of a pandemic. deep, detailed and thorough. Data collection techniques are combined, data analysis is deductive, and qualitative writing results emphasize meaning rather than generalization. The type of writing used is descriptive writing. Description is a clear description of the field phenomenon. In this study, the authors look for facts about how the strategy implemented at the Pamulang Spoon Food Court so that the hotel can continue to operate in the midst of the Covid-19 pandemic with the right interpretation, and will study the problems that occur in the field, including marketing strategies, and the impacts the impact of the pandemic felt by the Pamulang Spoon Food Court.

RESULT AND DISCUSSION

The Impact of COVID-19 on the Pamulang Spoon Food Court

Indonesia confirmed the first case of infection with the corona virus that causes COVID-19 in early March 2020. Since then, the government has taken various countermeasures to reduce the impact of the Covid-19 pandemic in various sectors. Almost all sectors are affected, not only health. The economic sector has also been seriously affected by the coronavirus pandemic. Restrictions on community activities affect business activities which then have an impact on the economy (Rizal, 2020).

The impact of the Covid-19 pandemic has made many hawker center industries such as Food Courts deserted and slumped. Even some of the Food Court locations in major malls were forced to close operational activities and lay off a number of employees. In addition, there are several Food Courts which have been converted to other places, no longer as Food Courts. Meanwhile, for the Food Court business which is still open, generally they are very aggressive in making various efforts to still get income and implementing shift work to prevent the spread of the Covid-19 virus.

From the data obtained by the author, the Pamulang Spoon Food Court which was

founded in July 2021 by Mrs. Lily (the owner of the Pamulang Spoon Food Court), the following information is obtained:

Initial investment capital : Rp.200,000,000;

Target : Break Even Point (BEP) 1 year

Number of Booth partners : 6 Booth Partners (small size) 1 Booth Partner (large size)

Since its establishment in mid-July 2021, Food Court Pamulang Spoon until now has partnered with 7 food booths and 7 culinary partners who are hype, including Seoppa, Kopi Hersie, Chill Out!, Japanese Food, Bakmi Nagih, Siomay Oyen, and Shabukita. All You Can Eat. Of the 7 booths, 6 are small booths and 1 is a large booth (Kopi Hersie).

Table 1. Varian Booth

Varian Booth	Harga sewa /1 tahun	Harga sewa / 6 bulan
Small Booth	Rp.36 million / 1 year	Rp. 18 million / 6 months
Big Booth	Rp. 45 million / 1 year	Rp. 22,5 million / 6 months

Pamulang Spoon Food Court operations are every day (Monday to Sunday) from 10:00 WIB to 22:00 WIB, but during the PPKM period, operating hours are shortened to only 20:00 WIB.

Food Court Pamulang Spoon which is located at Jl. Witana Harja Raya Blok Y No. 21, South Tangerang, Banten is equipped with various facilities:

1. clean toilets
2. sink
3. free WiFi (provided by Host Coffee Hersie)
4. 7 Culinary Booths (1 large booth and 6 small booths)
5. sound system
6. decorative lights and outdoor concept
7. to improve health protocols. This can be seen from the availability of prokes (health protocol) awareness boards placed in front of the entrance to the food court area. Hand sanitizer is available in bottles at each booth, there are 3 locations for hand washing with antiseptic liquid soap, recommendations for the use of masks and social distancing.

Segment: Family, youth, community

Strategies implemented by business owners at the Pamulang Spoon Food Court so that they are strong in the midst of the Covid-19 pandemic:

1. Promotion. All businesses, if they want to thrive, need promotion. Not only aims to accelerate the best-selling products in the market, but promotion is needed for branding or building a brand image of a product in the eyes of the public. If the branding of a product is strong, then this will affect the public in deciding to buy a product. This is in line with the opinion of Kotler & Armstrong (2014) which states that purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from many choices. And before buyers decide to make their choice, this is where businesses must actively market their products, and embed the image of their products in the minds of consumers. Aunt Lily did personal branding by approaching various groups, promoting through social media (Instagram, Facebook), flyers, banners, brochures, and local media in South Tangerang.
2. Word of Mouth. According to Kotler and Keller (2009:512), Word of Mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through

internet-connected electronic communication tools based on experience with products or services. Long before people knew creative advertising and digital marketing, marketing efforts carried out by humans in ancient times relied on word of mouth or "Word of Mouth". Have you ever realized, not a few places of business that rely on Word of Mouth until now. There are so many legendary places to eat that have been passed down from generation to generation, success is not due to advertising in the mass media. But only with word of mouth. An example is Bakso Kikil Mang Jaka on Jl. Surya Kencana Bogor, Martabak Encek at Gang Aut Bogor, Empal Gentong Mang Dul Cirebon, and many more. Aunt Lily as the owner of the Pamulang Spoon Food Court also applies the power of Word of Mouth. He said that he often gave food samples from the Pamulang Spoon Food Court to local residents. So that residents can know the quality of taste, and various products sold in the food court. Once upon a time, Aunt Lily used to treat her regular motorcycle taxi driver and his family to enjoy various foods at the Pamulang Spoon Food Court. It was from the mouth of the ojek driver that when he delivered passengers, he would tell each passenger about the delicious food at Pamulang Spoon. So that each passenger of the motorcycle taxi driver will also bring the story, then pass it on to his friends and the surrounding environment. That is the power of the Word of Mouth.

3. Attractive Promotion. To attract customers and increase sales during this Covid-19 pandemic, the Pamulang Spoon Food Court applies Buy 1 Get 1 at certain booths, with a certain minimum purchase amount.
4. Online Delivery Order. During the pandemic and restrictions on socializing in public places, culinary entrepreneurs such as Aunt Lily have to "rack their brains" and launch strategies to stay afloat in the pandemic storm. One of them is by accepting orders or purchases through online delivery services such as GrabFood and GoFood. This really helps Pamulang Spoon's Food Court partners. Because even though people are hesitant to dine-in, they can now easily order food through online delivery. This is one of the surefire strategies to stay afloat during the pandemic.
5. Utilization of Digital Marketing. The rate of visits to the Pamulang Spoon Food Court since its inception, namely July 2021 until now (September 2021) has ranged from 30-60% every month. As for the Pamulang Spoon Food Court event, you can hold events from 10-20 events every month. However, when the Covid-19 pandemic occurred, the Pamulang Spoon Food Court experienced a drastic decline in visitors and events.

Utilization of Digital Marketing at the Pamulang Spoon Food Court during the Pandemic

The current Covid-19 pandemic has changed everything, including the culture of society. People currently prefer to interact through social media because of an appeal from the government which prohibits direct interaction to avoid direct contact and minimize the spread of the Covid-19 virus.

Therefore, it is necessary to have interactions via the internet and social media which are considered safer, more effective and minimize the risk of spreading the Covid-19 virus. Food Court Pamulang Spoon takes advantage of this trend by promoting using digital marketing, one of which is through social media. Apart from hampering marketing activities in doing marketing, nowadays people pay more attention to their smartphones. This can indirectly support the marketing strategy carried out by the Pamulang Spoon Food Court management. This is also reinforced by a statement from the owner of the Pamulang Spoon Food Court, Mrs. Lily who stated that at this time, promotional activities that can be optimized are in the form of promotions through social media.

Efforts to implement social media-based promotions were also strengthened by collaborating with Customer Relations and Marketing which was directly handled by Mrs. Lily. Where this department is the spearhead of marketing and communicates directly with

consumers (visitors) who actively provide services to guests throughout the operational hours of the Pamulang Spoon Food Court (starting from 10:00 am to 20:00 pm).

Marketing through social media is done by optimizing the management of the @pamulangspoon Instagram account through managing the content and narratives displayed on the account, related to various food and beverage promotions sold at the Pamulang Spoon Food Court and informing various information, news and events, and promotions carried out by Food Court Pamulang Spoon. In addition, the content displayed on the social media account also reposts the content of customers who are satisfied with the services provided by the Pamulang Spoon Food Court. In addition, Pamulang Spoon also has a Facebook Group account, and a TikTok account.

The implementation of digital marketing-based promotions that focuses on reviews of customer satisfaction and visitors who buy and order food and drinks at the Pamulang Spoon Food Court get positive responses and feedback. Because promotion through digital marketing provides convenience and effectiveness not only for entrepreneurs in marketing their products, but also convenience for all customers. Especially for new potential customers who need positive reviews to convince themselves that the quality and safety of the service and food and beverage products sold at the Pamulang Spoon Food Court are guaranteed. The application of marketing through digital marketing can lead to an increase in the purchase of food and beverages at the Pamulang Spoon Food Court, The following is a graph of occupancy and events in the last 3 months:

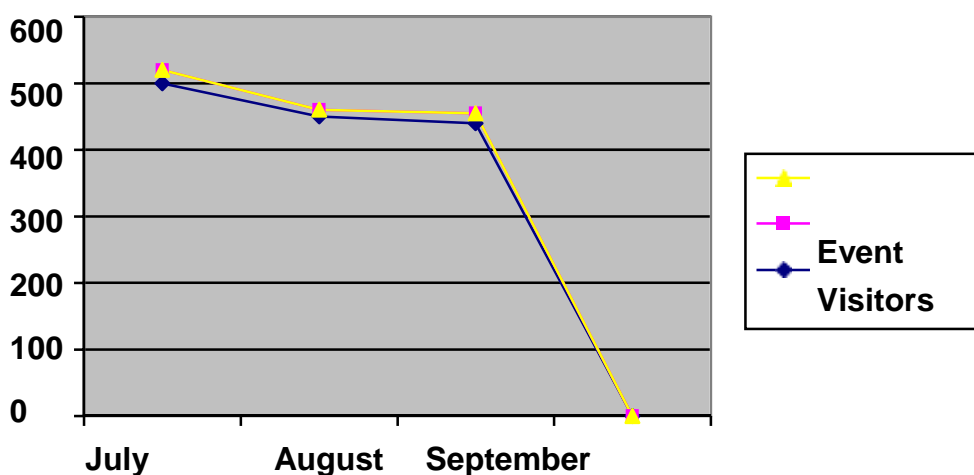


Figure 1. Graph of Number of Visitors and Number of Events at Pamulang Spoon since its inception, namely July 2021 to September 2021

The graph above shows that from July 2021 to September 2021 there was a significant decline, both in the number of visitors and in organizing events at the Pamulang Spoon Food Court. The decrease in the number of visitors to the Food Court and the decline in this event was greatly felt by the Pamulang Spoon Food Court business manager considering that operational needs must continue. The Covid-19 pandemic has caused panic where the level of customer trust has decreased. In addition, the efforts made by the government in issuing an appeal to the public to carry out social distancing, WFH (Work From Home) resulted in the Pamulang Spoon Food Court business unable to carry out activities as usual.

The impact of the Covid-19 pandemic has forced the Pamulang Spoon Food Court business to continue to seek efforts so that their business can continue to operate and survive. Various efforts have been made, ranging from suppressing operational budgets, reducing employees, to changing marketing strategies by maximizing digital marketing.

Based on the results of an interview with the owner of Pamulang Spoon, it was found that Covid-19 had a real impact, especially the position of the Pamulang Spoon Food Court which is located on the outskirts of South Tangerang city and is in the middle of the Witana Harja Pamulang settlement, resulting in the closure of the area, implementation of work policies. from home (WFH) and restrictions on social interaction also contributed to the decline in the achievement of income targets set by the Pamulang Spoon Food Court management.

The results of research conducted on small businesses are known that for the sustainability of their business the Pamulang Spoon Food Court seeks to market its food products optimally. The marketing strategy used in the midst of the Covid-19 pandemic is by using social media, including Facebook, Instagram, Whatsapp, telegram, and joining other online businesses such as Shopee, Go-food, and Grabfood. This method is considered very appropriate in the midst of the Covid-19 pandemic which requires everything to be done without direct contact. From the results of interviews with the Pamulang Spoon Food Court business owners, it is known that the use of the internet and social media to market various foods and beverages sold at the Food Court is very appropriate and useful and can reach many wider areas without being limited by space and time.

This certainly strengthens the opinion of Suswanto & Setiawati (2020), Gu, Han, & Wang (2020) which states that online product marketing is very appropriate in an effort to support traditional marketing. The opinions of these experts are reinforced by previous research conducted by Bastian (2015), Jermias (2008), and O'Brien (2003), that product marketing by utilizing information technology through the internet and social media is the right strategy to market the products without limit by taking into account the company's balance sheet. Thus the author can conclude that the application of the right strategy in addition to maintaining the continuity of small businesses can also expand the marketing network which has a positive impact on the growth and development of small businesses in the future.

CONCLUSIONS

Based on the discussion above and from the results of research conducted by the author, it can be concluded that the current impact of the spread of the corona virus or Covid-19 is felt by the wider community, including business actors in Indonesia. The efforts of the WHO and the government in implementing social distancing have changed the culture of today's society and also have a negative impact on the business continuity of each company, especially the Pamulang Spoon Food Court. And there are several efforts that can be made to support business continuity, one of which is to create an effective marketing strategy during this pandemic, namely by utilizing digital marketing or digital marketing. The implementation of marketing strategies at the Pamulang Spoon Food Court during the Covid-19 pandemic has been carried out well based on scheduled planning. The implementation of digital marketing utilization activities at the Pamulang Spoon Food Court is carried out with the help of digital marketing such as Facebook, TikTok, Instagram, Youtube and WhatsApp. In addition to digital marketing, this Food Court uses a special approach and through word of mouth (Word of Mouth), attractive promotions and accepts food and beverage orders through Online Delivery Orders (Gojek and GrabFood). The suggestion in this research is that it is hoped that the promotional strategy carried out by the Pamulang Spoon Food Court can be maintained or even improved so that the Pamulang Spoon Food Court business can still exist and be able to compete with other businesses even during the Covid-19 pandemic.

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