



Special Issue :

## ICOMS2022

The 3rd International Conference on Management and Science

Website.

<http://www.openjournal.unpam.ac.id/index.php/SNH>

## Analysis of Strengthening the "Digital Marketing" Strategy in Order to Maintain MSMEs Post Covid-19 Pandemic

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**Abstract:** *The Covid-19 pandemic has greatly affected the economy in the global environment, especially in developing countries due to the limited use of digital technology. The main victims of the Covid-19 pandemic are Micro, Small and Medium Enterprises (MSMEs). Digital marketing is a solution that can be taken by MSME to increase sales and also not to violate health protocols. The research method uses qualitative methods with a descriptive analytical approach. Descriptive research involves collecting data based on factors that support the research object, while qualitative research relates to ideas, perceptions, opinions, beliefs of the object of research and everything that cannot be measured with numbers. The conclusion obtained is that MSMEs must recognize changes in consumer behavior, transform proactively, and strengthen digital marketing strategies to stay connected with consumers. Public understanding regarding the use of digital marketing still needs to be improved so that marketing is carried out effectively and efficiently.*

**Keywords:** *Digital marketing, MSMEs, Pandemic*

### INTRODUCTION

The coronavirus (COVID-19) pandemic has had a significant impact on the global economy (Fernandes, 2020). Governments around the world have taken a stance in responding to the pandemic by limiting contact with other people, which is often known as physical distancing. This resulted in all countries being forced to restrict movement both nationally and internationally which brought the economy to a complete halt (Carracedo et al., 2020). Therefore, there are several new habits to avoid direct contact to prevent transmission of the virus. This has affected capital and supply chains which have an impact on product distribution and availability. During COVID-19 restrictions are stricter on micro, small and medium enterprises (MSMEs) compared to large and global companies (Shafi et al., 2020). This situation poses a serious threat to the economy considering that the role of MSMEs is very influential in the nation's economy. The COVID-19 pandemic has caused extraordinary shocks to the economic sector, including MSMEs. The existence of large-scale social restriction policies or PSBB has restricted the movement of people, which has also caused stagnation in the community's economic cycle. People will refrain from spending their money because they are at home more. This will of course have a big impact on the MSME sector which is very dependent on daily economic turnover. Therefore, the

government and other stakeholders are making breakthroughs or innovations to overcome this. One of the actions is to introduce the concept of digital marketing by utilizing advances in information technology such as the internet to players in the MSME sector.

MSMEs are the main driving force for sustainable and social development in developing countries (Oppong et al., 2014). MSMEs play an important role in stabilizing employment and income levels for many informal, vulnerable and disadvantaged groups (Blankson and Nukpezah, 2019). This phenomenon is of particular concern for MSMEs because during the pandemic they have challenges that are different from the economic conditions before the pandemic occurred. There is an urgency to create new strategies used in business development, such as online ordering to keep the business running while complying with government regulations, gaining customer trust with health protocol education, and using digital wallets as a payment method. Micro, small and medium enterprises (MSMEs) are the backbone of the Indonesian economy. Up until 2018, MSMEs absorbed 93.88 percent of the total workforce and contributed 47.37 percent to gross domestic product. This implies that MSMEs are important business actors with a high number of business units and workforce.

Through the development of information and communication technology (ICT), several companies have utilized ICT and developed rapidly in the business world. However, there are several companies that have been around for hundreds of years that have had to close because they have difficulty keeping up with ICT developments. In other words, ICT has become an important technology in the business world. In terms of ICT development in Indonesia, especially for the internet, internet users are increasing from time to time. Business actors, including MSMEs, must consider ICT advances and try to get involved in them; otherwise, they cannot compete in this digital era. Thus, the government and other institutions also support MSMEs to get involved in digital marketing. Digital marketing is a marketing system using the internet and information technology with the aim of expanding and improving traditional marketing functions. Digital marketing can be done through owned media, paid media and earned media. In addition, due to the outbreak of Covid-19 which made the government restrict movement, recent studies note that consumer behavior has changed rapidly since then. Digital marketing is generally used by start-ups and MSMEs and is considered more cost-effective compared to conventional marketing promotions. Wardhana (2015) stated that digital marketing strategies have implications for the competitive advantage of MSMEs in marketing their products.

Digitalization technology has become increasingly critical during the Covid-19 pandemic. The government encourages business actors to market their products via digital platforms to overcome restrictions and limitations during the Covid-19 pandemic. Advances in information technology must be utilized to provide great opportunities for small, micro and medium businesses in the livestock sector to develop marketing access and networks that are more efficient and can be accessed by anyone digitally. Digital marketing is needed to ensure that MSMEs can be found by consumers online. The COVID-19 pandemic has bought into the digital era where online traffic is more significant than foot traffic for businesses to survive. In times like today, where almost everyone has a smartphone or other digital gadget to access online information, companies have the opportunity to utilize digital marketing platforms to target new customers effectively. According to a recent study by Forbes, internet hits have surged 50-70% as the coronavirus pandemic puts a quarter of the world's population under lockdown. People are spending more time on digital and social media platforms now more than ever.

Based on data from the Ministry of Communication and Information (Kemkominfo) in 2019, e-commerce growth in Indonesia was quite high, reaching 59% and was included in the 10 countries with high growth in the world. In addition, internet usage in Indonesia has also reached 82 million people, and is ranked 8th in the world. In detail, 80% of them are aged 15-19 years or the millennial generation. According to Bank Indonesia, e-commerce transactions were recorded at Rp. 11 to Rp. 13 trillion in 2019. During the Covid-19 pandemic, it was also reported that online shopping increased 3 times, especially for food needs, including livestock products in the form of meat, eggs, milk and processed products. Considering the importance of digital marketing, this paper aims to analyze the digital

marketing used by MSEs during the Covid19 pandemic. Specifically, the objectives are (1) to identify digital marketing used by MSMEs before and during the Covid-19 pandemic, and (2) to analyze the barriers and challenges in utilizing digital marketing by MSMEs

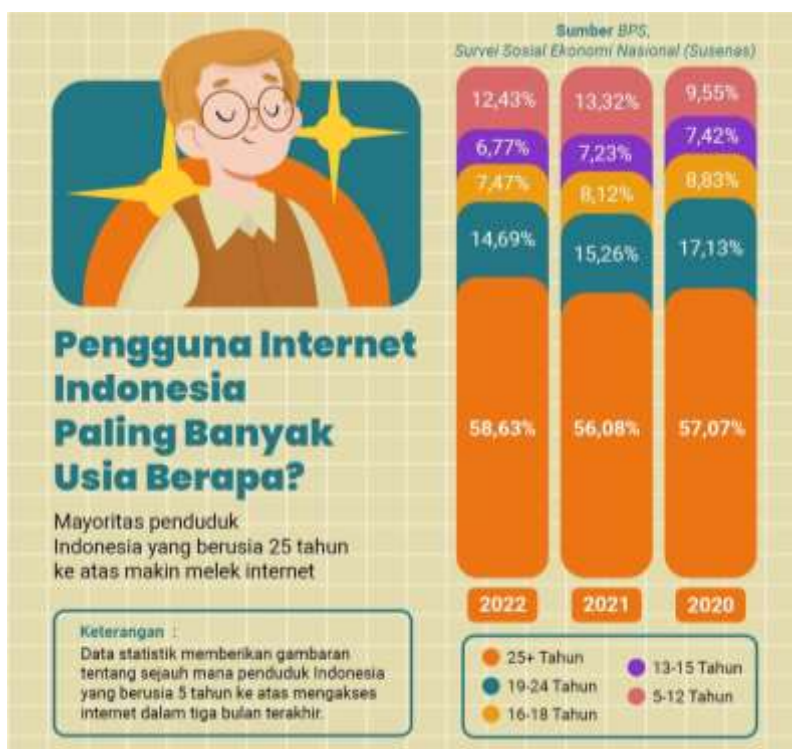


Figure 1: Statistical data on Internet users in Indonesia  
 Source : Badan Pusat Statistik, 2023.

## LITERATUR REVIEW AND HYPHOTESIS DEVELOPMENT

### MSMEs

Micro, Small and Medium Enterprises (MSMEs) are the industrial class with the largest number of companies (Wahyuningsih, 2009). In comparison, this group has proven to be immune to various forms of economic crisis shocks. So it is very important to strengthen the MSME group which involves many groups (Ardiyanto & Yoga, 2018). The business criteria included in Small and Medium Enterprises have been regulated in a legislative system based on law. Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, there are several criteria which include:

- Micro businesses are profitable businesses run by individuals and/or independent business entities that meet the legal requirements for micro businesses.
- Small businesses are profitable commercial activities that stand alone and are carried out by individuals or business entities that are not subsidiaries or divisions of a corporation that are owned, operated, or are part, either directly or indirectly, of a medium or large business in accordance with business needs. regulated by law.
- Medium businesses are productive economic businesses that stand alone, which are carried out by people or legal entities that are not part or branches of a company that is owned, managed or is part, either directly or indirectly, of a small business or large business with a total net value. Or annual gross income as regulated by law.

While the companies targeted by MSMEs are not as large as big companies, many people are comfortable doing business at this level because of the advantages it provides to micro and small and medium organizations, and these advantages are difficult to achieve at the giant business level.

One of the main benefits is the simplicity of business technologies applied, especially in the technology sector. The introduction of new technology is easier to increase the success of the MSME sector because it does not have a complex structure and complicated. Apart

from the ease of disseminating technology, the advantages of the employee partnership factor are its narrower scale and the ability to adapt the company to dynamic market conditions. MSMEs can be distinguished from large businesses by recognizing several characteristics (Prasetyo, 2008). These characteristics include:

- a. The business place can move from one place to another, not staying in one place
- b. The items to be sold can change at any time, there is no strict SOP that regulates this simple financial administration, sometimes personal finances and company finances are still combined
- c. Most of them do not have business legality
- d. There is no strict and systematic system that regulates HR issues in business entities. In 2014-2016, the number of small and medium enterprises (MSMEs) was more than 57,900,000 units and is expected to increase to more than 59,000,000 units in 2017. And In 2016, the President of the Republic of Indonesia stated that small and medium enterprises (MSMEs) with strong resilience will be able to support the nation's economy even through we experience the global crisis. There are several factors influence the development of Small and Medium Enterprises (MSMEs) in Indonesia, including:
  - a. Utilization of technology, information and communication facilities. The progress of MSMEs is carried out by increasingly developing technological developments. Research findings reveal that one of the company's achievements is the promotion of good technology that is right on target. In 2017, 8 million micro business units. small and friendly that has gone digital. It is hoped that this figure will continue to increase for the sustainability and progress of business in Indonesia.
  - b. Ease of capital loans The growth of micro, small and medium enterprises in Indonesia cannot be separated from banking funding in Indonesia. To encourage the growth of MSMEs, it is necessary to open access to financing from banks and allocate special credit for MSMEs.
  - c. Reducing the PPH tax rate Reducing the income tax rate will have a good impact on MSME business owners to make it easier for business actors to carry out tax obligations to the state and also provide opportunities for business development and investment due to the desire to reduce tax rates

MSMEs are increasing rapidly due to the rapid spread and the large number of people who see promotions in digital marketing. With this online marketing strategy someone can find a product because they need it. This online marketing strategy can also improve product branding and make the company appear more professional and strong because it has spread everywhere. Online product marketing also makes it easier for customers to see products on online shop sites anytime and anywhere without having to come to the shop in person and they can immediately order them when they feel suitable for the product. Promoting during the pandemic really hit the MSME sector. Some businesses were able to survive, but quite a few of them ultimately had to accept the fate of going out of business. Apart from business competition, it is also necessary to develop the business by creating a competitive advantage over competitors (Purwanti et al., 2020). Apart from surviving with competitive advantages, product marketing strategies must also receive attention. By implementing various strategies, the sustainability of micro and medium enterprises can survive the pandemic storm (Al Rasyid & Indah, 2018; Septiani et al., 2019)

### **Digital marketing**

E-commerce is a global trend driven by strengthening economic policies, changing customer behavior, and improvements in logistics and technology. Online marketing capabilities are necessary but not sufficient to improve performance among companies. An industry report (DHL Express, 2016 ) emphasizes that the presence of e-commerce, can be a powerful vehicle for the growth of international trade among MSMEs. E-commerce aims to create a well-functioning digital market through supporting infrastructure and regulations. For MSMEs to take advantage of these favorable conditions, they need to develop relevant digital capabilities. This capability can be used to interpret market signals and develop

technical solutions that support e-commerce (Tolstoy et al., 2020). Currently, the term digital marketing is one of the terms that might make a business sound more 'sophisticated'. Popularly used in the early 2000s, digital marketing has actually been around for a long time. If traced further, it is even 100 years older (Kannan, 2017). Guglielmo Marconi, the inventor of radio, is considered the person who first made people think about digital marketing. In 1896, Marconi showed the public how signals could be transmitted without wires. This is the origin of radio as we know it today. The discovery of radio certainly did not immediately lead to the emergence of digital marketing. It took up to 10 years for radio technology to be widely introduced to the public. And of course it didn't take long for people to realize that this new technology could be used as a marketing tool. At that time smartphones, any applications, even Facebook ads and blogs, did not yet exist, but people were already familiar with digital marketing. From this it can be concluded that digital marketing was initially not related to the internet at all. Digital marketing is a marketing or advertising operation for a brand or product using digital media or the Internet.

The goal of digital marketing is to reach future customers and consumers quickly. As we know, the embrace of technology and the internet in society is very broad, so it is not surprising that digital marketing practices are the main choice for business people. Digital marketing is widely used by companies, proving that digital marketing has many advantages and benefits. Some of the advantages of digital marketing compared to conventional types of marketing include (Wardhana, 2015):

- a. Speed of deployment. Marketing strategies using digital media can be done very quickly, even in seconds. Apart from that, digital marketing can also be measured in real time and precisely.
- b. Ease of evaluation. By using online media, the results of marketing activities can be known immediately. Information such as how long the product has been viewed, how many people have viewed the product, what is the percentage of sales conversion from each ad and so on. After knowing this kind of information, company can evaluate which advertisements are good and bad.
- c. Wider reach. The next advantage is the wide geographical coverage of digital marketing. Brands or products can be spread throughout the world in just a few easy steps using the internet.
- d. Cheap and effective. Of course, digital marketing is much cheaper and more effective than conventional marketing. According to Gartner's Digital Marketing Spending Report, up to 40% of budget spending has been saved. Apart from that, this research also shows that 28 percent of small businesses will switch to digital because they are considered more successful, namely building a brand name.

Digital marketing has several forms, including:

- a. Website. Plays a big role in showing company professionalism, helping consumers get to know certain businesses, efficient promotions and easy business media.
- b. Search Engine Marketing. Search Engine Marketing is divided into Search Engine Optimization (SEO) and Search Engine Marketing (SEM). SEO can be done by yourself and is cheaper but takes longer, while SEM is paid but faster.
- c. Social Media Marketing. Circulating platforms on social media such as Facebook and Twitter because it can be done at minimal cost or even free. This can certainly improve the company brand.
- d. Online Advertising. Promotional media via the internet for a fee. This can get consumers more quickly and satisfactorily but is somewhat more expensive than the previous type.
- e. E-mail. The marketing team can provide the latest information about ongoing promotions and the newest products or services.
- f. Video Marketing. In this way, the marketing team can explain directly about the business, such as explaining the product and how to use it and displaying customer testimonials.

By using efficient mobilize digital capabilities, MSMEs can not only access market intelligence but can also process relevant data more accurately. This is essential for responsive strategy design, which enables MSMEs to navigate through competition and tailor value offerings to customers in various domestic and foreign markets. Based on

research that highlights the importance of capabilities for company performance with limited resources, experts have identified online marketing capabilities or what is known as digital marketing as an important characteristic for companies (Cavusgil and Knight, 2015, Pinho and Prange, 2016).

The concept of digital marketing refers to a company's capacity to use internet resources to implement and improve online marketing activities. Empirical research has highlighted a firm's market orientation as one of the most strategically important variables underlying business performance (Menguc and Auh, 2006, Morgan et al., 2009). By using digital marketing, MSMEs can serve a dual purpose, namely both to optimize interactions with existing customers and to develop new customer relationships in inactive customer segments. Thus, they make better and economical use of their resources. When implemented effectively, digital marketing can lead to the development of new online customer experiences for internationally distributed customer segments. Digital marketing can also be used by MSMEs to identify special offers that enable them to overcome the dominant digital market competition.

## METHODS

Advances in information and communication technology (ICT) have forced business actors to adapt and adopt ICT technology to increase their competitiveness. Digital marketing is one of the most widely used technologies today. Not only large-scale companies, MSEs are also required to implement digital marketing to increase their competitiveness. In addition, the outbreak of the Covid 19 pandemic forced the government to implement regulations that limit people's movements. This condition encourages the use of digital marketing. Based on these results, recommendations were prepared to increase the use of digital marketing for MSEs. The research method uses qualitative methods with a descriptive analytical approach. Descriptive research involves collecting data based on factors that support the research object, while qualitative research relates to ideas, perceptions, opinions, beliefs of the people to be researched and everything that cannot be measured with numbers. The implementation of digital marketing for MSME sector players uses a qualitative approach with a literature review method in analyzing and solving problems related to the objects of this research. Qualitative research is being conducted to develop awareness through understanding and exploration. The qualitative approach is a series of research and interpretation that focuses on techniques that analyze social trends and human issues (Creswell, 2015). Qualitative analysis was carried out in normal and exploratory conditions. Apart from that, qualitative methods are used for various reasons, namely: 1. Modification of the qualitative approach to be simpler when grappling with multiple realities; 2. This method allows for clear interaction between researchers and respondents; 3. This method is more receptive.

## RESULT AND DISCUSSION

Research reported at the end of January 2020 revealed that the number of Internet users in Indonesia had reached 175.4 million, while the population of Indonesia was around 272.1 million. Compared to 2019, the number of internet users in Indonesia increased by around 17 percent or 25 million. Internet users in Indonesia aged 16 to 64 years had an average of 7 hours 59 minutes a day browsing in cyberspace during 2019. This number beats the world average of only 6 hours 43 minutes a day on the Internet. The growth of digital marketing throughout the world cannot be separated from the development of the internet and various social media channels. When Facebook opened its doors to the general public in 2006, the impact of social media began to affect users and companies alike, and this situation continues to this day. Since 2013, the three sites with the most traffic have been Facebook, Google and YouTube. In Indonesia, the number of social media users reached 160 million, an increase of 8.1 percent or 12 million users compared to last year. In this way, social media use in Indonesia has reached 59 percent of the total population. The average use of

social media in Indonesia reaches 3 hours 26 minutes per day. This figure is also above the global average of 2 hours 24 minutes per day.

The large use of the internet and social media in Indonesia should be a big potential for MSME sector players to be able to take advantage of it. Because internet users are like a global community without borders which should be a separate marketing area. The use of the internet, especially social media, can be the most effective marketing strategy because production costs are minimal and marketing targets are very broad and unlimited. In line with the development of various social media applications, it is also becoming easier for the MSME sector to access information and communication technology. Moreover, with web 2.0-based technology which makes it easier to create user-generated content. Social media can be grouped into at least six types, namely:

- a. Websites that allow users to change, add, or delete content on the website.
- b. Blogs or micro blogs that give users the freedom to express something on a blog, for example Twitter.
- c. Content is an application that allows users to share information (content) in the form of videos, e-books and images, for example YouTube, Instagram and Tik Tok.
- d. Social networking sites are applications that connect users of social networking sites to connect and share information, both public and private information, for example Facebook.
- e. A virtual game world is an application that allows users to replicate an environment in three dimensions (3D) to interact with other people like in the real world, an example of this application is an online game.
- f. Virtual Social World, which has almost the same concept as a virtual game world, but in a more free context, for example, a second life application.

MSMEs will use forums, blogs, communities and other social channels to forge partnerships with consumers, vendors and other key stakeholders. One of the biggest benefits of using social media for companies is that business people can attract a wide variety of customers at a relatively low cost compared to traditional media. These cost savings are the main attraction that social media can bring to business owners, especially newcomers with minimal resources. In comparison, using social media is still very convenient and has high accessibility. Harto et al's (2019) study shows that the use of social media in small and medium businesses tends to increase revenue volume. Revenue growth was mainly felt by small and medium businesses by 10-50 percent. This is in line with other research findings which state that social media is a marketing tool for goods or services as well as a platform for consumer involvement to try solving their own problems. Theoretically, it must be acknowledged that there are various benefits that can be obtained from the involvement of MSMEs in the digital economy format. Apart from being able to boost financial profits through increasing online sales and providing benefits for buyers with the opportunity to save 11% -25% on retail prices, which is no less important, digitalization of MSMEs will also open up new spaces that can prevent MSMEs from collapsing due to the economic crisis. From a business management aspect, digitalization of MSMEs is indeed a promising solution. However, it must be admitted that preparing and ensuring that MSME players can be involved in the digitalization process is not easy.

By getting MSME players used to entering the digital ecosystem, it is not impossible that they will encounter various obstacles. First, it is related to the ability of many MSME players who are still unable to use information technology for marketing. Of the many MSME players, only 17% are aware of information technology in the growth of business practices. It is estimated that only around 3.97 million entrepreneurs understand business digitalization. This means that only a small portion of MSMEs can carry out online business transactions. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), the success rate of MSMEs in Indonesia in selling their products via digital platforms is still very low, namely only 4% - 10%. The failure of MSME players to adapt and adopt online business platforms and the digitalization process makes MSME players worse off. It is estimated that around half of the number of MSME players in

Indonesia will go out of business by September 2020. Second, this is related to the large number of MSME players who do not yet have the basic infrastructure to be involved in the digital ecosystem. In various regions, it is no longer a secret that the majority of MSMEs generally still do not have proper smartphones, and do not or have not used computers to market the products they produce. Due to limited funds, not many MSMEs are able to provide credit packages or internet access. In other words, there are structural conditions that make MSME actors experience various limitations in being involved in the MSME digitalization process. Third, it is related to geographical conditions which do not allow MSME players to use information technology and the internet to market the products they produce. MSME players who live in remote areas and do not have access to the internet for product marketing purposes, of course it is difficult to be expected to be involved in the digitalization process of MSME businesses. In various regions, it is common knowledge that the majority of MSME players generally still rely on offline product sales processes due to geographical conditions that do not allow this and limited infrastructure and connectivity. All business activities developed by MSME players, from purchasing, selling, marketing, to paying for raw materials and product marketing, still rely heavily on offline physical interactions. Shifts in consumption behavior of society and consumers must be responded to creatively.



Figure 2: Stages of MSMEs Go Online

Source :Semuel A. Pangerapan, "Strategi Promosi Pemasaran Produk Kerajinan di Era New Normal". 2020

In order for MSME players to survive and be able to develop in the new normal era, like it or not, MSME players must learn to recognize and practice themselves in the digital ecosystem. MSME players really need to pay attention because without good understanding, digital economy actually can worsen business. This can happen because MSMEs are not strong enough to compete in a very competitive virtual world. Based on this research, the author tries to recommend several simple ways for beginner MSMEs to get used to and able to dive into digital marketing in order to improve their business amidst the current crisis conditions.

- Determine marketing goals. Knowing marketing goals will help measure the level of success. Of course, this goal must be adjusted to the type of business being built.
- Determine the target market. Never start digital marketing without determining your target market. Because the target market will help to prepare promotional efforts, know budget needs and increase sales. By understanding the target market, it will be easier to know consumers' specific needs. As a follow-up, we can develop better products, even create new products that are more needed.
- Choosing a digital marketing platform The digital marketing platform used will determine the success of the business. Websites are still the main platform for online business. So, all digital marketing activities must be directed at making good use of the website.



- However, of course it must be supported by other platforms such as social media or email.
- d. Determine a Budget. Data shows that the budget for digital marketing can reach up to 45% of the total marketing budget. This can be used as a reference.
  - e. Customers are not limited by distance. With digital media, they can order comfortably from their office or home. Moreover, now it is easier with so many couriers so distance should not be a concern
  - f. The large selection of digital media makes it very easy to start using it, because you don't have to use online stores which are relatively expensive. You can try first using marketplaces such as Tokopedia, Bukalapak, or Instagram social media. But it's not enough just to create it, almost all businesses have to optimize their digital media in a way that is usually called "Digital marketing"

## CONCLUSION

MSME sector has a very vital role for the economy in Indonesia. Most economic actors in Indonesia operate in this sector. The COVID-19 pandemic has destroyed the economy in Indonesia. The MSME sector is most affected because this sector is very dependent on daily economic movements. The government's restrictions on activities have caused economic circulation to become hampered. Strategic steps are needed by stakeholders to save the MSME sector from going bankrupt. Digital marketing is a marketing concept based on Information and Communication Technology (ICT) which is currently developing throughout the world. The development of the Internet of Things, especially on social media platforms, has become a new area and opportunity for MSME players. The unlimited marketing area opportunities must be utilized well by MSME players. However, in reality there are still very few MSME sectors that utilize digital marketing in Indonesia, namely only around 17%. This is of course a special note for the government and all parties involved in this sector as to how these actors can make maximum use of this digital marketing concept so that it will have an impact on increasing turnover which in the end can enable MSME sector players to survive in the midst of the COVID-19 pandemic.

There are several simple steps for MSMEs, especially beginners, to start using digital marketing in their business, such as determining marketing goals, determining marketing targets, determining the digital marketing platform to choose, determining a budget and creating an attractive design. content that can attract customer attention. It is hoped that these small steps can become the basis for MSME players to start changing their business platforms to digital marketing. The existence of digital marketing will not only provide benefits for MSMEs but can also create benefits or added value for customers. This is because digital marketing provides convenience to customers in terms of information, time, distance, 24-hour availability of goods and of course choice. This is value creation for customers that cannot be obtained with conventional marketing systems that have been available so far. There is always the possibility of turning tragedy into opportunity even though the impact of the COVID-19 pandemic will have long-term implications.

As technology improves and people move towards digital platforms, digital marketing plays an important role for small businesses by providing the opportunity to cover a very wide range of consumers who were previously never expected when using traditional marketing methods. In this global pandemic situation, there is a great need to adopt changes and formulate new marketing strategies to increase awareness and reach the target audience. Business on digital platforms has grown very rapidly, generating many job opportunities amidst the global crisis. In this ever-changing market environment, marketers must adapt their strategies according to trends that will have an impact on the economy in the long term, which of course must be adjusted to the type of business and marketing targets being carried out

There are two things that are worth mentioning in order to increase the use of digital marketing for MSEs. First, it is important to introduce digital marketing to those who have not yet taken advantage of it. Training to increase MSEs' awareness of the importance of digital

marketing can be carried out. Second, supervision is needed from early stage so that business player can manage their own digital marketing. This oversight will allow them to choose digital marketing that suits their customer segment as well as build good content. In short, good digital infrastructure is a must in developing digital marketing. An internet connection and affordable internet package costs are very necessary in carrying out digital marketing for MSEs. This is in accordance with several practices experienced by respondents where there are time delays and even messages not being sent which may be caused by internet connections or infrastructure.

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