

Marketing Strategy Of Smes For Durability On Covid Pandemic-19 Session

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Abstract.

The economy is one of the most important pillars in state activities, the wheels of the economy are run by various sectors and the MSME sector is a sector that has a major contribution to building the economy in Indonesia. As a result of the Covid-19 pandemic that entered Indonesia in early 2020 and spread rapidly to various regions and caused major disruptions to ongoing economic activities. One of the biggest impacts was felt by most MSMEs so they were forced to go out of business due to not being able to survive the difficult conditions during the Covid-19 pandemic. For this reason, researchers want to know the marketing strategy implemented by culinary tourism that has succeeded in maintaining the durability of its business during the Covid-19 pandemic. The type of research used in this study is qualitative research. This study uses 4 samples of MSMEs for culinary tourism in Malang, namely Depot Hok Lay Cwie Mie culinary tours, Mie Bakar Celaket culinary tours, Bakso President culinary tours and Seoulscents Korean Café culinary tours. The results of this study. The results of this study indicate that 4 MSMEs for culinary tourism in Malang City have their own ways of building and adjusting the 4P Mix Marketing marketing strategy in order to maintain the durability of their business during the Covid-19 pandemic.

Keywords: Covid-19, Marketing Mix, SMEs and Culinary Tourism.

I. INTRODUCTION

The economic sector in the state is one of the most important sectors, which when a problem occurs in it, it will have an impact on the life of the state. As in the monetary crisis in Indonesia in 1998 which caused the decline in the value of the Rupiah, one of the causes was the problem of Indonesia's economic activities at that time. At the beginning of 2020, a new problem emerged that had a huge impact on the survival and economy of all countries in the world including Indonesia, namely the emergence of the Covid-19 pandemic which was highly contagious. Indonesia itself has natural resources that can be utilized in the tourism sector. Natural wealth is a strong attraction for Indonesian tourism. The tourism sector is one of Indonesia's largest foreign exchange earnings. Tourism is the government's mainstay sector as a contributor to foreign exchange, creating business fields, and encouraging regional development. Quoted from data from the Indonesian Ministry of Health, the development of the first Covid-19 case in Wuhan was on December 30, 2019. And it was also confirmed by data from (covid19.go.id, 2022) that it spread to 229 countries in the world with the number of transmission cases reaching 472,816. 657 million cases and those responsible for the deaths of 6,099,380 million people worldwide and still continuing today, while in Indonesia the transmission rate has touched 5,981,022 million cases and 154,221 deaths to date.

The Covid-19 pandemic has had a huge impact and caused almost all countries in the world to experience a decline in all sectors, especially the economic sector. As a result of the Covid-19 pandemic, economic activities which in this case are SMEs are disrupted and the biggest impact is felt especially on culinary tourism. The problem experienced by business people in marketing their products is when MSMEs have to market their products face-to-face and make physical contact with consumers. And with the enactment of Large-Scale Social Restrictions (PSBB) and continued with Restrictions on Community Activities (PPKM) in 2021 which resulted in a decline in consumption in the community and then also hampered sales and production which resulted in a drastic decline in MSME sales. (Ngadi et al.,

2020). Judging from the potential of the MSME sector in Indonesia which is one of the drivers of the domestic sector and as one of the largest absorbers of labor after the industrial sector, LIPI (Indonesian Institute of Sciences) in 2020 conducted a survey on sales of MSME products during the Covid-19 pandemic. Sales of MSME products experienced a very drastic decline of 95.69%. Where 75% is based on business scale, age of business, and sales. Due to the spread of the Covid-19 pandemic and the decline in economic activity, all sectors must make changes and adjustments in order to adapt and survive during this pandemic, for example using applications in educational activities and also making sales models online-based. Using a smartphone will help increase sales (Hidayatullah, et al., 2018). Malang City is one of the cities in the economic sector that has been greatly affected by the Covid-19 pandemic.

The losses and impacts are very dominantly felt by the tourism sector which includes trade and hospitality, based on the statement from the Head of the representative of Bank Indonesia (BI) Malang, Azka Subhan Aminurridho that the impact of Covid-19 in a severe order, the economic growth of Malang City will be moderate, namely being in the growth range of 2 percent -2 to 3 percent, while the worst is in the range of 1 percent to -2 percent throughout 2020. Malang City's economy in the Covid-19 era (Bisnis.com, 2020). The Central Bureau of Statistics of Malang City which shows the number of domestic tourists in Malang City from 2019 to 2020. As from the table, it can be seen that the decline in tourists began in early 2020 at the beginning of the outbreak of the Covid-19 pandemic in Indonesia. The comparison of the decline in total tourists that occurred in early 2020 was 4,507,953 tourists, which was approximately 87% of the total tourists in 2019. From all the data that has been studied, it can be concluded by the researcher that Malang City has high potential in the tourism sector, especially culinary tourism and MSMEs, but its development has decreased due to the impact of the Covid-19 pandemic. So that by conducting comparative-based research on culinary tourism in Malang City, it is hoped that it can help other culinary business actors in Malang City. Namely, by providing information on how appropriate and good strategies can be applied by business actors so that they can survive and get through the Covid-19 pandemic without having to go out of business and can add value to Malang City as a Tourism City.

II. LITERATURE REVIEW

Marketing Strategy

Strategy has different meanings from one character to another, according to David (2011) interpreting strategy as a tool and a way to realize a goal in the long term. Then the notion of strategy according to Charles (2010) is a concept in which there is a way for an organization or company to be able to manage all activities related to business continuity so that it can run smoothly and according to plan. Another understanding is said by Suryadana & Octavia (2015) that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. From some of the definitions above, it can be concluded that tourism is a trip to a location for some time with the aim of seeking pleasure, a new atmosphere, calming oneself and other interests. The definition of marketing according to Kotler & Keller (2012) is an activity in which it gives a good impression of the product for potential consumers by creating, presenting, connecting and offering their products to potential consumers in order to create a desire or decision of prospective consumers to buy a product. The importance of marketing in the business world has a goal to expand its product range as wide as possible in order to increase sales and provide value to these products. In that case, the company must be smart and wise in marketing a product both at the right price, promotion and distribution channel in order to meet what is expected and needed by customers.

The definition of marketing strategy proposed by Kotler & Armstrong (2012) is an activity carried out by business actors in order to create a product or service value that will be able to build relationships between customers and products. And marketing strategy according to Haque et al., (2022) is an effort to market products in the form of goods or services by planning and making a tactic to increase sales and can also be interpreted as a series of processes carried out by companies to achieve certain goals in this case related to increasing sales of a product. So from various expert opinions regarding marketing strategies, researchers can conclude that marketing strategy is a plan that must be made by business actors related to the

marketing aspects of a product ranging from price, promotion and product introduction, to distribution methods in accordance with what is needed and desired by the candidate. consumers so that the value of a product is formed in the minds of potential consumers for the continuity and smooth running of business activities.

Online Marketing Strategy

The definition of online marketing strategy proposed by Serfiani et al., (2013), that online marketing strategy is all efforts that can be made by business actors to market their products both goods or services using online media in this case the internet. Online business or commonly referred to as e-commerce is a process of buying and selling goods or services through internet media which includes complete information on products, transaction activities, services, and payments that can be made by potential consumers without face to face.

Digital Marketing

Understanding Digital Marketing (Digital Marketing) according to Chaffey & Smith (2017) is an activity that can be carried out by business actors in marketing their products using the internet such as through online advertising websites, e-mail, online applications or other new platforms. Digital marketing is also the heart of e-commerce where activities can introduce and reach consumers broadly for a product so as to increase product value and also expand distribution networks.

According to Kotler & Keller (2016) that the most important part of digital marketing is social media, according to him social media is a means for potential consumers to share and deliver text, video, images, audio and information that can be conveyed to the company or vice versa. Using social media as a digital marketing tool can improve the service of a company because it can directly get reviews, criticisms and suggestions on a product from consumers and can communicate directly with consumers in the buying and selling process. So that companies can make improvements to products or services quickly to increase long-term customer satisfaction.

Marketing Mix

Marketing strategy analysis of course has a variety of analytical models, one of which is the marketing mix where this is an analysis that almost all business people do, whether it's a company engaged in the goods sector or the service sector according to (Kotler, et al, 2015) Marketing Mix or what Commonly known as the marketing mix, it is a set of controlled and tactical marketing tools that a company uses to produce the response it wants in the target market. In its distribution according to (Kotler, et al. 2015) the Marketing Mix consists of 4Ps, namely product, price, place, and promotion.

1. Product

Product is something that must be owned by every company or organization that sells according to (Kotler, et al. 2015) products are goods or services that will be offered by the company. In addition, the company also has to do a lot of research before launching a product so that this product can match the needs that the market wants and can match what the company wants.

2. Price

Price is something that cannot be separated from the sale of a product or service, according to (Kotler, et al., 2015) price is the amount of money that must be spent by customers to get the product.

3. Place (Distribution Channel)

When a company has a product, of course, the company must be able to prepare channels for distributing its products according to (Kotler, et al., 2015) distribution channels are company activities that aim to make the products they make available to consumers or target markets.

4. Promotion (Promotion)

Promotional activities are activities that will never be separated from business people because without promotion it is unlikely that customers will be interested in the products we offer according to (Kotler, et al., 2015) promotion is an activity that aims to communicate what advantages it has. on products and invite consumers or customers to want to buy the products we offer.

III. RESEARCH METHODS

This study uses a qualitative research type. Researchers apply a qualitative approach so that researchers can answer the focus of research by extracting data in the field directly related to the topic under study. By applying a qualitative approach, researchers can establish intimacy with informants to obtain detailed information in data collection through more detailed interviews, observation and documentation. This study uses 4 samples of culinary tourism in the city of Malang, namely culinary tourism from “Depot Hok Lay Cwie Mie”, “Bakso President”, “Mie Bakar Celaket”, and “Seoulscents Korean Café”. Data analysis in qualitative research is carried out to create data, process data, categorize data, and conclude what is obtained. The analysis used in this research is interactive data analysis. The components of data analysis are data collection, data condensation, data presentation, verification or drawing conclusions.

IV. DISCUSSION

In doing business or conducting business activities, it is very important for business actors to design good marketing strategies, marketing strategies have a function so that all business activities run according to plan and can achieve the targets that have been set, especially during a pandemic, business actors must design strategies that are adapted to the circumstances at the time. during a pandemic. Marketing mix or Marketing Mix (4P) is a marketing strategy which consists of 4 elements in it. This strategy is very important to be developed by culinary tourism business actors in order to ensure whether the elements in the mix are appropriate to maximize sales value. It is divided into 4 points, namely: product, price, place and promotion.

a. Product

Product has the meaning of everything that can be offered, owned, used or consumed in order to satisfy the needs or needs of consumers. In MSMEs in culinary tourism, the product factor is a determining factor whether culinary tourism can survive or not in the current very tight trade competition. Products in culinary tourism are food and drinks that will be consumed by potential consumers, therefore it is important for the role of culinary tourism business actors to build their products well so that they can be demanded according to consumer needs. From the results of the presentation, it can be seen that 4 culinary tours carry out various ways to build their products so that they can be of interest to consumers who are also in building these products by making adjustments to the current situation, as for the things that are being done, namely:

1. Keeping the Taste

Maintaining the taste for culinary tourism is an obligation that must be carried out by all culinary tours, because basically consumers make purchases of a food and beverage product on the basis that the consumer likes the taste of the food and drink, therefore to keep consumers coming back. buy or repeat buying of our food and beverage products, what we have to maintain is the consistency of the taste of our products

2. Maintain Cleanliness and Product Quality

The next step taken by culinary tourism actors is to maintain the cleanliness and quality of the product, this needs to be considered and carried out by culinary tourism business actors because during the pandemic people's demand will be more complex for a product, especially food and beverage products consumed, starting from the quality of product raw materials, kitchen cleanliness, cleanliness of cutlery, cleanliness and protocol in the dining area, and cleanliness and safety of the packaging used. To find out whether these factors have been felt and felt to have fulfilled the wishes of consumers, business actors can take steps to ask for reviews on various things whether consumers are satisfied or not.

3. Adding Extra Security

This is important to do and adapt to the existing conditions where at this time all business actors must implement complete health protocols if they want to provide services or open a shop, as for several health protocols that must be carried out by culinary tourism actors, namely limiting visitors, maintaining a queue distance and mandatory masks for workers and buyers, providing hand washing facilities and hand sanitizers, and limiting dine-in time or even only serving online purchases at the beginning of the increase in Covid-19 cases in Indonesia.

4. Adding Product Variations

Adding product variety is one of the ways that is considered the most effective way to help increase sales during the pandemic, adding product variations can be done by culinary tourism actors by looking at and asking consumers for advice about what products are cold and needed by consumers because if the addition of variety products that are in accordance with what consumers want and need will be well received by consumers and become a means of increasing sales during the pandemic, as for several variations of products developed by two culinary tours namely Depot Hok Lay which adds variations to frozen food spring roll products so that they can be enjoyed in a longer period of time by consumers, then variations of packaged meatball products and frozen meatballs are also made to meet the needs of consumers outside the city and to increase the age of product consumption. If culinary tourism is able to maximize in building product factors, consumers will choose our products as products purchased for consumption

b. Price

In building a business, of course, it will be very important for business actors to build price points to match the target market to be achieved. In building a price factor that is in accordance with the strategy designed by each culinary tour, there are several things that can be done, including:

1. Setting Prices By Seeing Or Not Looking At Competitors

In determining the price of culinary tourism, you can choose your own strategy, of course also by looking at the price of the production raw materials used, which can be done by looking at and comparing the prices of similar competitors' products, this is done so that we as business actors know how much the market price is circulating in a certain area. place on a product so that we can determine the price of the product so it is not overpriced or too expensive. Then there is also a way or strategy of some culinary tours which in determining prices by not paying attention to competitors, this can be done if our products have their own uniqueness that other products do not have or if the brand of our product is big and is known by many people so that the product we can be a trendsetter and can be a benchmark for market prices.

2. Give Discounts

Discounts or what are commonly referred to as discounts are given to attract consumer buying interest from the above results that by providing discounts or discounts for consumers to get a good response than those who do not provide discounts or discounts as was done by Mie Bakar Celaket and Bakso president on the second tour These culinary delights provide a stimulus in the form of discounts when making online purchases to attract consumers, which is proven to increase online sales.

3. Add Payment Service

To facilitate consumer transactions in making purchases, we as business actors must also add payment services, the addition of these services can be done by collaborating with various electronic money platforms such as Shopee Pay, Dana, debit card payments in collaboration with Banks, Qris , Go-pay belonging to the Go-jek company and others. The addition of payment services made will be able to add and give consumers many choices to be able to use other payments besides cash.

c. Place

The importance of building the place factor as one of the most important factors for changes and adjustments during the pandemic. This factor is very important to note because it includes distribution channels and the ordering process which during a pandemic really needs to be considered in order to help increase sales, several things that culinary tourism does in accordance with the presentation of the data above are:

1. Changing Distribution Channels

The results show that changing distribution channels online will be able to increase sales because online-based distribution channels are a solution to the problem of consumer difficulties in getting a product during the Covid-19 pandemic. Four culinary tours add distribution channels by providing online-based services by collaborating with various delivery service companies, including Shopee, Go-jek, and Grab.

2. Create a Unique Dining Atmosphere

From the presentation of the data above, it can be seen that 2 out of 4 culinary tours create and conceptualize their place to eat into a unique place so that they have selling power and provide their own interest for

consumers when enjoying their food directly at the place to eat, namely Depot Hok Lay which builds the atmosphere of the restaurant with a nuanced atmosphere. the era of the 90's complete from old building designs, photographs, and furniture knick-knacks that have not changed much since 1946 until now and also Seoulscents Korean café culinary tours that create a typical Korean restaurant atmosphere with menus that also taste from the country. Korea, which adds to the selling value of the products that are there, but during the pandemic which limits visitors to dine-in, the biggest obstacle experienced by the 2 culinary tours is because they feel that more customers can and enjoy their products directly on the spot rather than buying takeaway online.

d. Promotion

Promotion is a very important thing for culinary tourism business actors to build in order to expand their sales network which will certainly have an impact on increasing sales during the pandemic. Promotion in the Marketing Mix covers various fields ranging from advertising, personal selling, consumer relations, direct marketing, product information publicity using social media, print, and other media and finally sales promotion. Culinary tourism business actors do not carry out all of these points but run according to the strategy they choose. Inventory made to make it easier to know the various things that each culinary tour does in building its promotional factors in order to increase sales during the pandemic.

V. CONCLUSION AND RECOMMENDATION

CONCLUSION

1. It is important for culinary tourism business actors to develop and make adjustments to the marketing strategies implemented in order to maintain the durability of their businesses during the Covid-19 pandemic.

2. In developing and adjusting the 4P Marketing Mix marketing strategy, business actors have their own focus which is considered important to maintain the durability of their business during the Covid-19 pandemic.

3. In developing and making adjustments to the 4P Marketing Mix marketing strategy, the researcher can conclude that of the four culinary tours, Mie Bakar Celaket which can maximize existing opportunities is then adjusted to the marketing strategy so that it can face the Covid-19 pandemic well by not experiencing a decline in sales during the Covid-19 pandemic by maximizing sales through online-based sales.

4. Business actors in developing the right 4P Mix Marketing strategy for their business need to read the conditions and situations that exist then a good strategy is a strategy that pays attention to all sectors and not only some sectors.

RECOMMENDATION

1. For culinary tourism SMEs, especially those affected by the Covid-19 pandemic, in order to maintain the durability of their business, they can revamp their marketing strategies that are adapted to conditions during the Covid-19 pandemic, which in this case focuses on Mix Marketing 4P (Product, Price, Place, Promotion).

2. In its implementation so that the marketing strategy can run optimally and according to plan, business actors must pay attention and pay attention to all sectors in the 4P Marketing Mix both from the product, place, price and promotion sectors because the four sectors are interconnected and have mutual influence. so that the marketing strategy can run optimally.

3. Culinary tourism business actors must also carry out control and monitoring within a certain period of time to keep the marketing strategy being carried out in a safe and controlled corridor, especially during the Covid-19 pandemic.

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