

Utilizing E-Marketing to Increase Sales in Pasireurih Village MSMEs in the Covid-19 Pandemic

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Article Info

Article history:

Received October 15, 2022
Revised October 29, 2022
Accepted December 4, 2022

Kata Kunci:

Covid-19
E-marketing
Instagram
SMEs

ABSTRACT

The COVID-19 outbreak has now become a global pandemic after it was announced by the World Health Organization (WHO). The negative impact of this pandemic shows that this pandemic has caused many MSMEs difficulties. Almost all sectors are affected, not only health, the economic sector is also seriously affected by this pandemic. In particular, it has an impact on Sandal SMEs in Pasireurih Village, which experienced a decline in sales. The purpose of this study is to provide solutions to SMEs in marketing their products online by using e-marketing to increase sales of sandals production in Kampung Pasireurih during the COVID-19 pandemic. through the Instagram app. This study uses descriptive qualitative methods of observation, interviews, and documentation studies (journals related to research). The results of this study researchers provide solutions to help SMEs by creating business accounts through the Instagram application. With the solution that the researchers put forward, it is hoped that SME players will be able to make the best use of e-marketing to increase sales, expand market reach, and be motivated to continue using the online marketing system as a means of communication and promotion by utilizing social media so that they are able to survive the COVID-19 pandemic situation.

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INTRODUCTION

The Covid-19 outbreak has now become a global pandemic after being announced by the World Health Organization (WHO). The Covid-19 pandemic has had a negative impact on MSMEs. According to the release of the Katadata Insight Center (KIC), the majority of MSMEs (82.9%) have felt the negative impact of this pandemic and only a small number (5.9%) experienced positive growth. Survey results from several institutions (BPS, Bappenas, and Word Bank) show that this pandemic has caused many MSMEs to have difficulty paying off loans and paying electricity, gas and employee salary bills. Some of them had to do layoffs. Other obstacles experienced by MSMEs include the difficulty of obtaining raw materials, capital, declining customers, hampered distribution and production.

Developments in technology, the digital world and the internet have had a strong impact on the world of marketing. The marketing system that was originally traditional (offline) has now switched to digital (online). The concept of e-marketing is actually almost the same as traditional marketing, the difference is the media. If e-marketing already utilizes online media it can be in the form of websites, social networks, email, blogs, and other applications. E-marketing can be interpreted as part of e-commerce which is a company

activity in managing communication activities, carrying out promotional activities, and carrying out buying and selling activities of products both goods and services via the internet which can make it easier for consumers or clients.

E-marketing is a marketing method that takes advantage of the internet through online marketing as one of the rapidly developing technologies in the Covid-19 pandemic situation. With so many internet users today, one of them is Instagram, which is very popular with many people of all ages, and many business actors take advantage of online marketing via Instagram. This can provide great opportunities for SMEs as a means of promotion and expanding market reach, to increase sales in the current Covid-19 pandemic situation.

Small and Medium Enterprises, abbreviated as UKM, is a term that refers to types of small businesses and stand-alone businesses. for example, sandal production SMEs located in the village of Pasireurih. Is a form of trading business that sells products directly to consumers. This business is still managed traditionally (offline). With the current state of the Covid-19 pandemic, researchers saw a direct impact on sandal SMEs in the village of Pasireurih. This has changed the living conditions of SMEs towards business activities and reduced consumers compared to before the Covid-19 pandemic. This caused the production of sandals in the village of Pasireurih to experience a significant decrease in sales and had an impact on the people's economy. Sandal UKM players in the Pasireurih village have not used social media properly to market their products, making it difficult to get market opportunities with a broad reach and causing SMEs to find it difficult to develop.

RESEARCH METHOD

This study uses a descriptive qualitative method by analyzing the current situation, where what is happening at the moment is the Covid-19 pandemic outbreak which causes economic aspects, especially sandal production SMEs in Pasireurih village. Experiencing a decline in sales and production. Qualitative methods present directly the nature of the relationship between researchers and informants, objects, and research subjects. In this study, the main research tool was to conduct a direct interview process with Mr. Adih as an informant and owner of a sandal-producing UKM in Pasireurih village, while still observing health protocols such as wearing masks and keeping a safe distance. What is being asked is related to the impact and problems felt due to the Covid-19 pandemic and the use of social media as a marketing tool in the current situation. The data collection process in this study was carried out by means of observation, interviews, and documentation studies (research-related journals). Observations were made directly to (SME sandals factory in Pasireurih village) while interviews were conducted directly with UKM actors.

LITERATUR REVIEW

First, research was conducted by Andina Dwijayanti, Puji Pramesti with the title "Utilization of Digital Marketing Strategies Using E-Commerce in Maintaining the Pempek4Beradek MSME Business during the Covid-19 Pandemic". The results of the research are that it is hoped that MSMEs can use it as much as possible so that they can expand sales reach, increase consumers, increase sales and their products are known by the wider community and create content about selling Pempek4berradek UMKM products that are more creative on social media and websites.

Second, this research was conducted by Sam'un Jaja Raharja, Sari Usih Natari with the title "MSME Business Development in the Pandemic Period through Optimizing the Use and Management of Digital Media" the results of the study namely the training and guidance provided had a positive impact on business actors by increasing knowledge of digital media, increased knowledge of various media that can be used and increased skills in the use and management of digital media in branding. Recommendations that can be conveyed are the continuation of the coaching program for business actors so that they can implement and manage digital media optimally.

RESULTS AND DISCUSSION

Results of Interviews and Observations

From the results of interviews & observations of sandal-producing SMEs in Pasireurih Village, there was a negative impact during the Covid-19 pandemic, in general there was a significant decrease in sales and there was still a lack of understanding in knowing the use of social media Instagram as a marketing tool with a wide market reach and constraints in HR to market online.

In the first stage of data collection, the researcher conducted interviews directly in collecting research data. The researcher asked 5 questions related to the use of e-marketing to market products online.

Table 1. Respondent Mr. Adih Owner of UKM Sandal Production in Kampung Pasireurih

No	Question	Respondents Answer
1.	What is the negative impact felt due to the Covid-19 pandemic on this sandal production SMEs?	From production, sales experienced a significant decline, which affected revenue after this pandemic
2.	Is there a difference before and after Covid-19 in the production of these sandals?	Obviously, there was, before this pandemic, production materials weren't too difficult at normal prices. However, after this pandemic, the production of materials were rather difficult with rising prices and decreasing demand for products from suppliers.
3.	Did you market the production of these sandals through what means?	Suppliers who take goods from you, so they market your products
4.	Do you know about the use of e-marketing or online product marketing?	You haven't marketed your product online because you don't really know the use of social media and the constraints in human resources to market online, so in marketing, we still do it the traditional way
5.	Are you willing if me to provide with education on how to use Instagram as a means of marketing products online?	Yes, you can, so that I can know and learn to market my production, the range is quite wide
	Are you willing if me to create a business account through the Instagram application as a solution so that the marketing of this sandal SME product can increase sales and have a broad market reach?	That's very possible, it will help me a lot if creating a business account on social media is a solution for marketing the products of these sandals, indeed the obstacle is in HR due to my lack of knowledge about current technology. Hopefully, with the help of these UKM students, production and sales will return to normal.

Discussion

From the results of observations it can be seen that sandal-producing SMEs in Pasireurih Village still do not utilize online marketing (E-marketing) via Instagram, because UKM actors do not know the benefits of marketing products online through the Instagram social media application. So with marketing problems that are still carried out traditionally by SMEs producing sandals in the village of Pasireurih, they will experience business difficulties to grow to be large. To overcome these problems, technology is needed that can increase and expand marketing reach, one of the technologies that is developing rapidly at this time is by utilizing e-marketing through the Instagram application.

In discussing the results of the interview, there are several conclusions from each of the points stated, namely as follows, the results of the 1st question interview show that Sandal UKM has really felt the impact of the Covid-19 pandemic with a decrease in sales and income. The second question is the significant change that Mr. Adih felt during the Covid-19 pandemic, namely that sandal production materials were difficult to obtain, different from before the Covid-19 pandemic. In addition, the price of production materials increased, which made Mr. Adih difficult in the production process. The 3rd question, the marketing that Mr. Adih uses is still using traditional (offline) marketing, namely the suppliers who take the goods directly from Mr. Adih and the suppliers who market the product. Question 4: The reason Mr. Adih hasn't used online marketing is because he doesn't really know the use of social media and human resource constraints to market online, so that's why Mr. Adih continues to market traditionally. Question 5 Mr. Adih is the desire to learn to market products online, so that he can expand market reach and maintain business during the Covid-19 pandemic. growing again with the help of social media.

In this regard, the researchers put forward ideas by providing solutions to SMEs in increasing sales in the current pandemic situation. Conduct hands-on training on using e-marketing or marketing products online with the Instagram application through the practice of creating a business account. With the aim that sandal

SMEs in Pasireurih village can utilize and apply E-marketing media Instagram as a means of marketing products with a wide market and consumer reach, so that they can increase sales and decreased income due to the Covid-19 pandemic.

E-Marketing

Based on the results of the research, that the marketing carried out by Mr. Adih is still doing traditional marketing. Therefore researchers help introduce and study online marketing, so that it can help their business grow more and have a wider reach.

Online marketing (E-marketing) currently has a very large role, in the midst of conditions where we cannot travel but by utilizing online media it will be very easy for people to meet their needs. According to Kotler and Armstrong, e-marketing describes company efforts to inform, communicate, promote, and market its products and services via the internet. E-marketing is able to increase efficiency that is not owned in the traditional marketing function. The technology of e-marketing is capable of changing many marketing strategies. The results of changes in this new business model are able to add customer value and increase company profits. E-marketing is a marketing method that utilizes the internet through online marketing as a technology that is developing rapidly in the Covid-19 pandemic situation.

Instagram and its Benefits

Instagram is a photo and video sharing application that can be downloaded by all mobile users who use smartphones. This Instagram social media has many functions and an attractive appearance for its users. This application makes it very easy for UKM sandals to share photos and videos with their followers. Photos and videos can also be given product descriptions so that SME sandal products are more attractive. As well as displaying hashtags as category tags for photos or videos, so they can be easily searched. While business Instagram is a business account that is in the Instagram application as the name suggests, business Instagram is intended for people who develop their business, either to promote products or communicate with prospective clients just like personal Instagram accounts, business Instagram accounts are also used free of charge to capture share the market and consumers are broad, especially since we see that Instagram is currently very popular with the wider community, utilizing Instagram social media can be done with quality content, and product postings that are attractive to consumers.

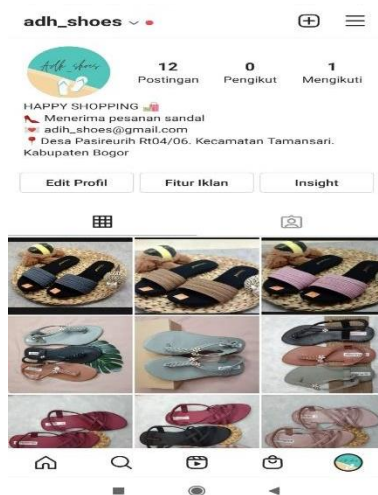


Figure 1. View of the Instagram front page

CONCLUSION

After all activities have been carried out to help SMEs from implementing KKNGT with "Utilization of E-marketing to Increase Sales to MSMEs in Kampung Paaireurih During the Covid-19 Pandemic" an insight was obtained that SMEs are actually interested in using online marketing systems and utilizing social media effectively. optimally, but SMEs face several obstacles. The obstacles faced are a lack of understanding of the importance of using e-marketing, a lack of human resources to help market products through social media, a lack of knowledge about information and communication technology and how to use social media properly so that it motivates researchers to help SMEs by providing information about the use of e-marketing. -marketing and the importance of online marketing for sandal SME businesses, by creating a business account through the Instagram application and the ideas that I put in it, it is hoped that SMEs will be able to make the best use of e-marketing to increase sales and it is hoped that SMEs will be motivated to continue using the online marketing

system as a means of communication and promotion by utilizing social media so that they can survive in this covid-19 pandemic situation.

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