

DIGITAL MARKETING STRATEGY "PEYEK KUY" DURING THE COVID-19 PANDEMIC

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Abstract

In the era of increasingly rapid development of digital technology and the COVID-19 Pandemic that is still raging, it requires the efforts of "Peyek Kuy" to be more innovative in carrying out digital marketing strategies, this is done so that the business they are engaged in can survive and even increase. This study aims to find out: what digital marketing strategies can be used by "Peyek Kuy" in the midst of the COVID-19 pandemic. The type of research applied is the type of descriptive research. The data collection techniques used in this research are description, observation, and documentation. The data sources in this study consist of primary data and secondary data. Primary data was obtained through direct practice in the "Peyek Kuy" business. Meanwhile, secondary data is obtained through data collected, processed and presented in the form of previous research results. The data analysis techniques used in this study are data description, data display, and Conclusion or Verification. The results of this study show that the forms of digital promotion that can be carried out by "Peyek Kuy" are: Whatsapp messenger, Instagram, and Market Place.

Keywords: Anti-Corruption Literacy, Anti-Corruption Education, Corruption Prevention, Legal Awareness, Moral Character, Young Generation

INTRODUCTION

The development of digital technology encourages businesses to market their products online and make payment transactions through online payment systems as well. The development of digital technology has changed the marketing system from small and medium enterprises (SMEs) which was originally done conventionally to digital form by utilizing the use of social media and the use of websites to reach a wider marketing of their products. The use of online media is a sure choice for business people to develop the business they are running. The ease of internet access today, the many benefits obtained, and the affordability of the costs incurred are the main reasons for business people, in the end they decided on online media as the right solution to expand their business reach.

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 from the internet and is

related to digital technology where it is related to traditional communication to achieve marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behaviors, values, and loyalty levels, then unify targeted communication and online services according to the needs of each individual.

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 the target consumer and to find out the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals. According to (Riyanto, 2020) in the latest data from Hootsuite (We Are Social), it is a content management service site that provides online media services that are connected to various online social sites.

From the above explanation, it can be seen that digital marketing is marketing for 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, especially in the pandemic era like today.

The presence of COVID-19 around the world requires most people to stay at home, stay away from crowds, and even work from home to isolate themselves so as not to be exposed to the corona virus which endangers health and even causes death. There are several areas that are classified as red zone categories that have implemented Large-Scale Social Restrictions (PSBB). The regulation is in accordance with the decision of Government Regulation (PP) No. 21/2020 on Large-Scale Social Restrictions (PSBB) in the Context of Accelerating the Handling of COVID-19. Because of these factors, various sectors have had an impact, especially in the economic sector. (RI, 2020)

After almost two years around the world experiencing the disaster of the covid-19 outbreak, it has not found a significant bright spot, especially in Indonesia, to be able to recover and avoid the covid virus. although all efforts have been made by the central government such as PPKM to several levels and several vaccine variants that are massively used for the community. Which is precisely the decision or effort of the central government to make it more difficult for economic actors, especially micro-scale economic actors.

The businesses affected by the COVID-19 pandemic from the economic sector are micro entrepreneurs, for example "peye kuy" is a micro business engaged in the manufacture of snack products in the form of "peyek" which is located on Jl. Cihideung downhill village. Small Overtime Rt.03 Rw. 04 Ds. Cihideung ilir Kec.Ciampea Regency.Bogor. This business was founded or pioneered by three people and then developed by them and until now it has several employees and 8 business partners.

Based on the background that the author has described earlier, the author finds a formulation of the problem, including: what kind of digital marketing strategy is used by "peyek kuy" during the Covid-19 pandemic.

The purpose of holding this research is to inform readers about the marketing strategy of "peyek kuy" online during the Covid-19 pandemic. Referring to the scope of research and problem formulation used above, the goal to be achieved in this research is to "determine a digital-based marketing strategy "peyek kuy" during the Covid-19 pandemic". The benefits that can be taken from the results of this research are: (1) so that readers know the marketing strategy carried out by "peyek kuy". (2) To increase the number of "Squirrels." (3) to find out the right marketing strategy during the Covid-19 pandemic. Hope for the continuation of the studies that have been achieved, so

that they can be applied in business management, especially in terms of digital-based marketing and can be an innovation for other business people.

LITERATURE REVIEW

Strategy

According to experts who put forward the definition of Strategy, they include:

Steiner and Milner stated that strategy is the establishment of the company's mission, the setting of organizational goals by increasing external and internal strength, the formulation of policies and implementation appropriately so that the main goals and objectives of the organization will be achieved.

Hamdun Hanafi is the establishment of the basic long-term goals of an organization and the selection of alternative actions and the allocation of resources necessary to achieve those goals.

Johnson and Scholes' definition of strategy is the direction and scope of an organization or institution in the long term, which achieves profits through the configuration of resources in a challenging environment, in order to meet market needs and interests.

Digital marketing

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Some of the things that affect Digital Marketing are as follows:

1. Website

It is a web that is constantly updated, usually there is a backend page (administrator page) that is used to add or change content. Dynamic web requires databases to store. 11 Dynamic websites have a two-way flow of information, namely from users and owners, so that updates can be done by users and website owners (Bahar, 2013)

2. Blog

Arief (2011: 7) The definition of a blog according to Arief is an application that contains multimedia documents (text, images, animations, videos) in it that uses the HTTP protocol (Hypertext Transfer Protocol) and to access it using software called a browser.

3. Email marketing

According to Dave Chaffey & Smith (2013:15) e-marketing is online marketing either through websites, online advertising, email opt-ins, interactive kiosks, interactive TV or mobile. It creates a closer relationship with customers, understanding them and nurturing interactions with them. E-marketing is broader than e-commerce because it is not limited to transactions between organizations and stakeholders, but includes all processes related to marketing.

Previous research by JY Prawira UII (2017) on digital marketing also stated that in the development of digital marketing strategies in building brand image Extra Joss Blend, Chalkboard Asia as an agency responsible for building brand image Extra Joss Blend Digital conducts secondary research and also conducts activities in the form of product experiments, this activity is to find out what things can be used as content in building brand image Extra Joss Blend, then Chalkboard Asia in the dissemination of information will brand Extra Joss Blend This uses Platform – a digital platform on the internet in the form of Facebook, Twitter, Instagram and also the Web.

RESEARCH METHODS

The scientific research used in this study is a descriptive research method. It is a research method that describes the characteristics of the population or phenomenon being studied. So that this research method has the main focus of explaining the object of research. So as to answer what events or phenomena occurred. The descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions (Sugiyono, 2011, 21). The descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present (Moh. Nazir, 2012, 54). (Zellatifanny and Mudjiyanto, 2018)

Based on the opinions of the experts above, it can be concluded that descriptive research is research that focuses attention on problems as they are when the research is carried out, it is said to be descriptive because its purpose is to obtain an objective explanation.

This research was conducted at the "peyek kuy" business located on Jl. Cihideung downhill village. Small Overtime Rt.03 Rw.04 Ds. Cihideung ilir Kec.Ciampea Regency.Bogor. with the time of the research which was carried out from September 01 to September 30, 2021.

RESULTS AND DISCUSSION

According to Buyung Aji Sasongko as the business owner, "Peyek kuy" has several product variants between peanut peyek and peyek rebon, here we attach an illustration picture:



Figure 1. Peyek kacang from the "peyek kuy" business



Figure 2. Peyek shrimp rebon from the product "peyek kuy"

In its online marketing, "peyek kuy" uses several digital platforms, including: Whatsapp Messenger



Figure 3. Marketing of peyek kuy products through whatsapp

The advantage of using WhatsApp in terms of marketing is that we can communicate directly with our target buyers either in the form of text messages or telephones and then can also send pictures or videos of products via short messages.

Instagram



Figure 4. Marketing of "peyek kuy" products through Instagram

The advantage of using Instagram in marketing products is that we can create an attractive profile of our store and describe it, plus we can upload product images in an attractive way to attract product customers and then many Instagram users around us can see it.

Shopee market place digital marketing platform



Figure 5. Marketing of "peyek kuy" products through shopee

Advantages of using market place that is, we can reach a wider range of store visitors throughout Indonesia, have delivery services provided by the application, affordable advertising costs, and order experience.

In marketing its products, "peyek kuy" uses maximum image resolution and good image capture to attract consumers to buy their products on online platforms.

To attract consumers to be interested in shopping for products online, "peyek kuy" has 6 tricks, namely:

1. Selling quality products.
2. Provide ease of transactions.
3. Offer special pricing.
4. Share business knowledge and experience with followers.
5. Availability of stock of goods that are always ready.
6. Providing a guarantee of safe goods when they arrive at their destination.

CONCLUSIONS

From the results and discussion above, it can be concluded that the "peyek kuy" business uses three online marketing platforms, namely: Whatsapp, Instagram, and Market place shopee. The goal is to make the products marketed by "peyek kuy" known to a wide audience, easy to witness, and build a better brand. During the Covid-19 pandemic, "peyek kuy" has implemented a digital strategy marketing so that it is able to survive and reach a wider range of customers efficiently.

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