

Efforts to Increase Sales During the Covid-19 Pandemic at Alta Cake & Pastry

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ABSTRACT

The Alta Cake & Pastry as a business partner that introduces products to the market relies on manual product sales by word of mouth who place orders for their products, open a small shop that is integrated with the owner's house, and online marketing through social media. And Alta Cake & Pastry business can be categorized into Small and Medium Enterprises (SMEs). This study aims to find out how marketing efforts can increase sales at the Alta Cake & Pastry business during the Covid-19 pandemic situation. The research was conducted using a descriptive method, where data were obtained using an observational approach through direct interviews with the owner of the Alta Cake & Pastry shop. The results of the research from the Alta Cake & Pastry business use 4 (four) strategies, namely production strategy, price strategy, promotion strategy, and distribution strategy. With this KKN GTM activity, it is hoped that the Alta Cake & Pastry business can further develop the strategies that were previously used.

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INTRODUCTION

Since early 2020, the Covid-19 virus, which is categorized as a pandemic outbreak by WHO, has begun to enter and spread in Indonesia. The Indonesian government announced its first case of COVID-19 in March 2020. Since then positive cases of COVID-19 in the country have continued to grow and have not subsided until today. Even the coronavirus is getting scarier with the emergence of new variants in various countries. Some of these new variants have infiltrated the country, making the settlement of pagebluk now even more complex.

With the uncontrolled spread of this corona virus, the government issued various policies related to social restrictions in an effort to prevent the spread of the corona virus more widely. No party can predict when the Covid-19 pandemic will end. Even so, the fight against the virus from Wuhan continues, one of which is by rolling out COVID-19 vaccinations. The invitation to implement strict health protocols continues to be echoed. The discovery of an anti-covid-19 vaccine in early 2021 does not necessarily mean the danger of the covid-19 pandemic will end.

The COVID-19 Task Force reported on Tuesday (31/8/2021) that there were an additional 10,534 new cases. So that the total number of COVID-19 cases in the country becomes 4,089,801. Of these, there are currently 196,281 active cases of COVID-19.

They are still undergoing isolation and treatment in hospital. Meanwhile, the number of patients who recovered from COVID-19 increased by 16,781 people. So that the total number of patients who recovered became 3,760,497 people. While the number of deaths due to COVID-19 is still increasing, today as many as

532 people are reported dead. Thus, the total number of patients who died from the coronavirus was 133,023 people. The COVID-19 Task Force released today that 130,524 people were tested. As a result, 10,534 people were positive for COVID-19 and 119,990 people were negative. That way the daily positivity rate of people was recorded at 8.07 percent,

SMEs are a type of business that is run on a small and medium scale and is not a subsidiary or branch of any company. So indirectly the definition of SMEs is that small businesses have income below 300 million with the number of workers under 20 people. While medium enterprises with income below 500 million with the number of employees under 30 people. The culinary field has a large market and can be started with small capital. The choice of undergoing food SMEs has a great opportunity because of its diverse variety and varied presentation. Business can be started by entrusting products to other stores, angkringan, cafes or selling online. All can be adjusted to the capital owned and the ability of human resources.

In 2020, various business sectors were negatively affected due to the ongoing spread of the virus. The outbreak of the new coronavirus (Covid-19) is increasingly felt in the domestic economy, especially in terms of consumption, corporations, the financial sector, and Small and Medium Enterprises (SMEs). One of them, the Alta Cake & Pastry business is also affected by the current pandemic. This pandemic has resulted in the government having to issue an appeal for people to implement physical distancing. This is very influential on the sales of this business. Where currently the sales are not too crowded due to this pandemic. So a marketing strategy is needed. Therefore, to help the sales process of this business, I took the initiative to do marketing by utilizing social media. The use of information technology to market products through social media that is currently widely used by the public, such as social media, such as Facebook and Instagram. Marketing through social media, can provide many benefits, including: (1) people can easily find out the products offered, (2) prospective buyers can compare with other products before making purchase transactions, (3) promotion of new products can be done effectively, minimize promotional costs, and (4) unlimited market reach because it can be accessed from anywhere and by anyone.

In the era of modernization and the current Covid-19 pandemic, marketing also cannot only be done conventionally considering the rapid spread of the Covid-19 virus, therefore marketing using modern marketing based online is a must today. So it takes guidance on the use of technology, online sales strategies and online marketing to increase product sales through social media.

The purpose of this study is to develop marketing to increase sales during the Covid-19 pandemic in the Alta Cake & Pastry business. The benefit of this research is that this business can be known by many people with efforts to be marketed on social media. The urgency of the activity, namely because of the Covid-19 outbreak, certainly affects the decline in Alta Cake & Pastry business sales, an innovation is needed in marketing strategies to increase sales.

RESEARCH METHODS

In this study, the research method used is a descriptive method, which is a research method that describes the characteristics of the population or phenomenon being studied. According to Etna Widodo Muchtar (2002) who said that research with descriptive methods is a research method used to clarify social symptoms through various research variables that are interrelated with one another. The subject of this study is in the section of marketing strategies to increase sales. The object of this research is Alta Cake & Pastry business which is located at Jalan Pasir Bahagia 1 No. 57 RT 04 / RW 07 BPR Nanggaleng, Sukabumi.

In this study there are two types of data sources used, as follows. (1) The primary data collected in this study are the result of interviews and observations with problems related to promotional strategies related to purchasing decisions. (2) This secondary data is obtained from literature, journals or scientific articles from previous research, magazines and company document data needed in this study.

The research method of activities used is by promoting products through social media and introducing products to the community. Therefore, to attract consumers, they will use social media as a tool in promoting these products by upload photos of food and cakes to various social media such as Instagram, WhatsApp, Facebook, and others.

RIVIEW LITERATURE

Adoption of Information Technology Innovation by SMEs

A survey conducted by the OECD (1993) found that IT adoption by SMEs is still low compared to large companies. Many reasons arise behind the low adoption of IT by SMEs. One of them is still humbling knowledge of the potential of IT to advance business. A study conducted by Lefebvre et al. (1991) found that there are four factors that determine the adoption of new technologies by SMEs, namely: 1. characteristics of SMEs, 2. SME strategy and competition management, 3. influence of internal and external parties in the adoption decision-making process, and 4. characteristics of new technologies to be adopted. In another study, Knol and Stroeken (2001) proposed a scenario that could be used to measure the rate of IT adoption by SMEs. They divide SMEs into six levels as summarized in Table 1. According to Table 1, the highest level of IT adoption is when SMEs can optimize their IT potential to redefine their business scope. Included in this context is the creation of new services and services.

Social Media

Social media is an online media that occupies social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Some types of popular social media sites today include Instagram, Twitter, Facebook, Tiktok, to Youtube. According to Van Dijk, social media is a media platform that focuses on the existence of users who facilitate them in activities and collaboration. Therefore, social media can be seen as an online facilitator that strengthens relationships between users as well as a social bond.

Social Media Marketing

Social media marketing (SMM) is a form of digital marketing that uses social platforms and networking websites to promote an organization's products or services through paid and unpaid means. According to Hubspot, the definition of social media marketing is a form of action or action from content creation. The content created is what is used to attract the attention of potential customers or social media users. Meanwhile, according to Neil Patel, social media marketing is a process of attracting people's attention to be tied to the content presented.

RESULTS AND DISCUSSION

Alta Cake & Pastry is one of the home-based businesses that sells food such as pastries, traditional cakes, birthday cakes, and others, but the sale uses an order receipt system where if there is an order, the product is made. Alta Cake & Pastry can also accept catering orders for various events such as family events, recitations, thanksgiving, and so on With the current COVID-19 pandemic affecting Alta Cake & Pastry sales. Due to the COVID-19 pandemic, Alta Cake & Pastry has decreased orders, because it is not allowed to hold events related to many people. Therefore, this work program is carried out to promote Alta Cake & Pastry business products by utilizing social media such as Whatsapp, Instagram, and Facebook.

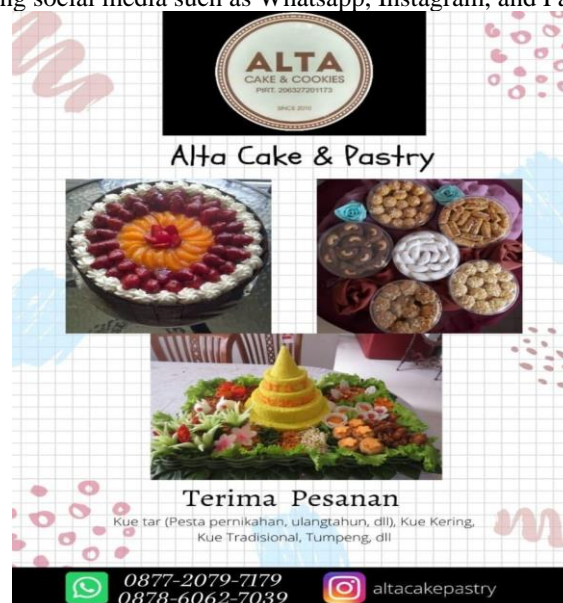


Figure 1 Social Media Promotion

In this discussion there are 2 factors, namely supporting factors and inhibiting factors, for supporting factors there are electronic media (mobile phones and cameras), internet media (Whatsapp, Instagram, Facebook), good cooperation with Alta Cake & Pastry business owners, while the inhibiting factors are the lack of electronic devices used inadequately, human resources that lack mastery of promotion on social media. The solution in an effort to market products and attract consumers is to tidy up the appearance of Alta Cake & Pastry Instagram uploads to make them look more attractive and free delivery services are provided if they are still within 3 km of the store address, if they exceed the predetermined range, a shipping cost rate of Rp. 5,000 is charged, and there is also a discount of 5% for a minimum purchase of Rp. 50,000 and multiples apply.

There is an impact of changes in the work program about marketing or promoting products through social media, namely the entire community, especially Sukabumi City, knows about the Alta Cake & Pastry business, so sales in this business increase. And consumers in placing orders no longer need to bother visiting the residence of the business owner, from home consumers can already place orders via Whatsapp, Instagram, and Facebook.

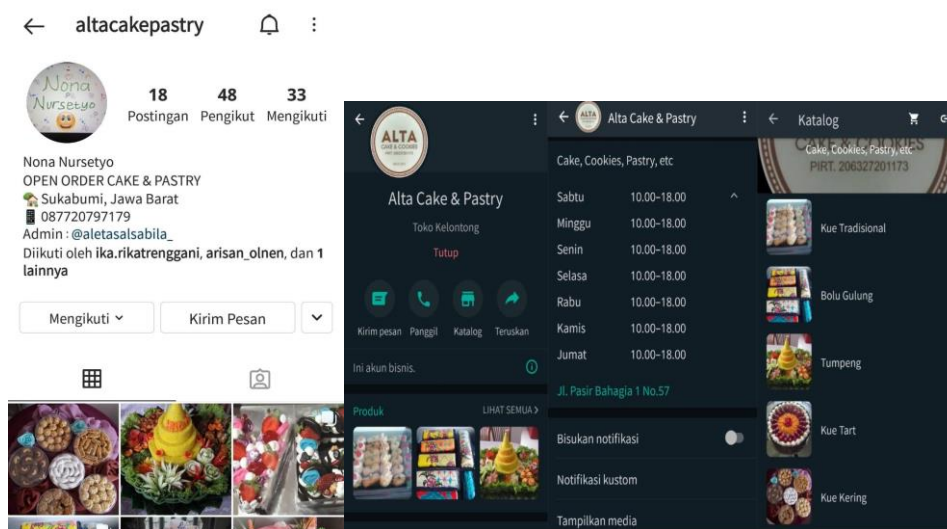


Figure 2 Social Media Sales

CONCLUSION

The conclusion of this study is that community service, efforts to increase sales and marketing capabilities through social media in the Alta Cake & Pastry business have been implemented. Good cooperation and participation from supporting partners for the smooth and successful implementation of this program. In addition to the practical skills and abilities of the business owner in terms of the operation of social media are necessary. So in general, it can be said that this program runs smoothly and successfully in an effort to increase the sales capabilities of SME partners. With the provision of innovations and solutions to the Alta Cake & Pastry business, it is hoped that consumers can be more interested in buying the products sold so that the Alta Cake & Pastry business gets an increase in sales and income increases even during the Covid-19 pandemic conditions.

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