

Strategy and Online Marketing Based on E-Commerce (Shopee) to Micro Small and Medium Enterprises (MSMEs) In Kalisuren Village

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ABSTRACT

Based on the pre-survey that has been carried out previously, it is known that MSMEs in Kalisuren Village have experienced a decrease in sales turnover as a result of the Covid-19 pandemic conditions. This is the reason why it is important to implement a strategy to survive and adapt in the pandemic era. This socialization focused on counseling on online marketing strategies for MSMEs during the Covid-19 pandemic. The counseling provided was in the form of presentations on various online marketing strategies that can be applied in developing businesses in the midst of declining public purchasing power. The results of this socialization to the community are in the form of increasing MSME knowledge about various forms of online marketing strategies that can be applied to increase business in the pandemic era. The results of the evaluation also show that the majority of MSMEs think that the application of the strategies that have been taught can be done easily.

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INTRODUCTION

The Covid-19 pandemic has in fact affected many sectors in Indonesia. The worst impact felt is the economic sector. Many MSMEs have to actively rotate and try various ways to survive in the midst of a pandemic accompanied by adjusting themselves to lifestyles and lifestyles that are starting to change in the Indonesian consumer community, namely by getting used to healthy living, using masks, and maintaining social and physical distancing. The efforts to spread Covid-19 launched by the Government have had a real impact on the MSME economy. Previously, Indonesian people liked to gather and do all life processes, both socializing, shopping and refreshing in groups, then having to do it all by "keeping a distance" so as not to contract the Covid 19 virus, which was able to change the way people transacted, lifestyles and even the way people shopped. This change is addressed creatively and innovatively for MSMEs so that they can continue to survive to run small businesses that have been pioneered for a long time.

MSME actors in Kalisuren Village, Tajurhalang District, Bogor Regency, play a role in several businesses such as selling food, handicrafts, clothing, etc. Although previously they had run quite smoothly by relying on limited regular customers. But indeed after this pandemic, people who own small businesses complain a lot about sales turnover due to declining consumer purchasing power.

Based on the results of the pre-survey interview above, this KKN-GTM wants to find as much information as possible from the people of Kalisuren Village to share together and try to provide advice in the

form of online marketing methods or tricks that can be tried so that the MSMEs that they have run can continue to run and survive during the pandemic as is happening today.

METHOD

This research was carried out on MSMEs in Kalisuren Village, Tajurhalang District, Bogor Regency. The implementation of the activity was carried out on Jalan Baru Kalisuren. The implementation of socialization consists of two main activities, namely counseling and training on e-commerce-based online marketing strategies/methods (Shopee) to MSMEs in Kalisuren Village.

This research aims to obtain a complete and integrated understanding of the interrelation of various facts and dimensions of existing phenomena. This study seeks to investigate the phenomenon of the continuity of MSME conditions during the pandemic directly from the subject of business actors who experience it.

In this study, the approach method used in achieving the goal is a quantitative approach, which is a research procedure where the data produced is descriptive from writing and behavior that can be observed from the subject itself (Furchan: 1992), to carry out descriptive research using the survey method, it is hoped that the predictive power and the closeness of the relationship between the variables studied can be measured at once. Meanwhile, to collect data in this study, the researcher used an interview observation method for MSMEs in Kalisuren Village. The nature of this research is to look back at the life that has been lived by the individual, the exploration that will be carried out is about the events, feelings, and thoughts of the informant as accurately as possible by finding the causative factors.

LITERATUR REVIEW

MSMEs are businesses owned by individuals or business entities as micro businesses. In general, the definition of MSMEs is a trading business that is managed by individuals or business entities and in accordance with the criteria for a small or micro business.

According to M. Kwartono, the definition of MSMEs is a people's economic activity that has a maximum net worth of Rp 200,000,000,- where land and buildings where businesses are not taken into account. Or those who have an annual sales turnover of at most Rp 1,000,000,000,- and belong to Indonesian citizens. In addition, in economic development in Indonesia, in addition to MSMEs, there are SMEs (Small and Medium Enterprises) which are always described as sectors that have an important role. This is because most of the population is poorly educated and lives a modern life.

The concept of small and medium enterprises (SMEs) or Micro, Small and Medium Enterprises (MSMEs) refers to the rules of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. MSMEs or micro enterprises are individually owned businesses or individual business entities or individual business entities that are productive and meet the criteria written by the Law. The maximum assets of this business are IDR 50,000,000, while the maximum turnover is IDR 300,000,000.

The Covid-19 pandemic has had a major impact on the business sustainability of Micro, Small and Medium Enterprises (MSMEs). Based on the survey results, as many as 96% of business actors admitted that they had experienced a negative impact of Covid-19 on their business processes (as many as 1,785 cooperatives and 163,713 micro, small and medium business actors). As many as 75% of them experienced a significant decrease in sales. Not only that, 51% of business actors believe that it is likely that the business they run will only last one to three months in the future. As many as 67% of business actors experience uncertainty in obtaining access to emergency funds, and 75% feel that they do not understand how policies are in critical times. Meanwhile, only 13% of business actors believe that they have a plan to handle the crisis and find solutions to sustain their business (HM. Noer Spetjpto, 2020).

RESULTS AND DISCUSSION

Observation, interview, and documentation methods are used to collect data and information during the implementation of KKN-GTM activities. There are several questions asked to MSME actors in Kalisuren Village related to their business during the Covid-19 pandemic.

No.	Question	Average answer
1.	Already walk How long does your effort take?	From the data collected, it can be seen that the average MSME in Kalisuren Village, Bogor Regency has been established for more than 2 years and is still running until now.
2.	How do I get additional business capital?	The majority of the capital used by MSMEs in Kalisuren Village still relies on funds from cooperatives, which are usually small. Only 35% of MSMEs in Bogor Regency have received financial assistance from banks to develop their businesses.
3.	Has the Covid-19 pandemic had an impact on your business?	From the results of interviews with MSME actors in Kalisuren Village, the Covid-19 pandemic has had a significant impact on their businesses, due to the reduced number of customers, and restrictions on operating hours.
4.	Is there a decrease in turnover in your business?	For turnover/income of MSMEs in Kalisuren Village, there was a significant decrease in turnover. Especially in April-May 2020 when the government issued health, transportation, and social distancing policies, consumer purchasing power decreased and most consumers began to save and have no income.

Through the results of interviews with several business actors in Kalisuren Village, it can be seen that the rate of decline in sales turnover between February – May 2020 is as shown in the following graph.

Figure 5 shows that sales turnover in a span of 3 (three) months is very drastic, as experienced by business actors in the clothing sector, whose average sales per month until February of 10 million rupiah experienced a decrease in sales revenue of only 2 million rupiah. Similarly, business actors in the field of souvenirs and handicrafts who until February still earned an average of 8 million rupiah, which continued to decline until May 2020 when their sales ability was only up to 3 million. This condition of declining sales turnover is not only experienced by business actors trading in clothing, souvenirs, or basic products. Trade business actors in the service sector such as restaurants, stalls, and cafes also experienced a very drastic decline in sales.

Regarding this situation, several things that business actors do regarding marketing or selling their products are known as follows.

From Figure 6, it can be seen that 8% of business actors market or offer their goods through social media, and 35% of business actors use online media. However, there are 13% of business actors who still survive in the conventional way, namely depositing products

The goods to shops or stalls that are still open, this is done by home business actors in the packaged food industry. Then 6% of business actors are still trying to keep their stands open.

Based on these data, it can be seen that the condition of business actors in the MSME sector during the pandemic experienced a very drastic decline in sales volume, and the efforts made by business actors are very varied, but most try to maximize marketing and sales by utilizing online media or social media, limiting products or limiting sales, and being more passive waiting for orders.

CONCLUSION

As the results of the research have been presented through the observation method of interviews and discussions in it, the results of this research can be concluded as follows.

1. 2020 became the toughest year in the entrepreneurial world due to the Covid-19 pandemic that has existed since the end of 2019 which forced every business to turn its strategy. Not a few have also experienced a crisis during the pandemic, so some companies have laid off their employees to reduce the burden of financing. The most affected business sectors are the aviation, commercial, travel, oil and gas, automotive and banking sectors. However, the MSME sector business is also affected due to the availability of raw materials and social restriction regulations.
2. Almost all business actors in the MSME sector have experienced a very drastic decline in sales turnover, experiencing various marketing and sales constraints, as well as product distribution. On the one hand,

- business actors are trying to find marketing and sales alternatives, secure capital and assets, temporarily divert to other businesses, and must learn technology that is considered effective for promotion and sales.
3. Students have been able to improve the ability and competence of the community in e-commerce-based marketing strategies which are currently an important means of maintaining business during the Covid-19 pandemic, by conducting socialization and application that has been taught and started by MSME actors in Kalisuren Village.

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