

DIGITAL MARKETING IN THE TIME OF THE COVID-19 PANDEMIC TO MAINTAIN SUSTAINABILITY OF SMES BUSINESS

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ABSTRACT

The impact or influence of the Covid-19 pandemic on social life causes unexpected social changes so that those who are not ready can undermine the social values that develop and are embraced in society. Digital marketing or online marketing can be done by all business people, including SMEs, especially at this time. Based on data from the Katadata Insight Center, there were at least 37,000 MSME actors affected during the pandemic, namely with a survey showing that only 5.9% of MSMEs were able to reap profits amid the pandemic. But on the other hand, 82.9% of business actors have been negatively affected by the pandemic. 63.9% experienced a decrease in turnover of more than 30%. What MSME actors need to do during the Covid-19 pandemic, apart from developing a financial strategy, is to develop a marketing strategy, namely digital marketing to make it easier for MSMEs to market their products and services. Through this community service activity, it is expected to be able to contribute in the form of data and information related to the difficulties of MSMEs in marketing strategies during the COVID-19 Pandemic in micro-enterprises. From the understanding formed, it is hoped that it can be taken into consideration for MSME policy policy-making marketing strategies in Indonesia which are experiencing the impact of the COVID-19 Pandemic. Maintaining the sustainability of marketing strategies for MSMEs in the era of the covid-19 pandemic with the role of motivation and technology. One of the steps that can be taken by MSME actors is to optimize digital marketing, especially in the sector of improving social media marketing, online advertising, video marketing, search engine marketing, and website management. By digitizing marketing, MSME players are expected to increase sales and online engagement to develop business scale during the Covid-19 pandemic.

Keywords: MSMEs, digital marketing, marketing strategies, covid-19 pandemic

1. BACKGROUND

Indonesia In a situation that worries business actors in Indonesia, they are experiencing difficulties in the current situation which makes opportunities smaller than before the Covid-19 pandemic occurred. One of the supporting sectors of the nation's economy that has been greatly affected by the Covid-19 pandemic is the Micro, Small, and Medium Enterprises (MSME) sector. Based on data from the Katadata Insight Center, there were at least 37,000 MSME actors affected during the pandemic, namely with a survey showing that only 5.9% of MSMEs were able to reap profits during the pandemic. But on the other hand, 82.9% of business actors have been negatively affected by the pandemic. 63.9% experienced a decrease in turnover of more than 30%.

The era of the Industrial Revolution 4.0 has had a positive impact on the nation, especially for business actors. Utilization of information and communication technology began to penetrate into the field of digital marketing. Social Media is a form of digital marketing tool that can be used by MSMEs in expand its market share in the midst of the COVID-19 pandemic. Community service activities which aims to provide assistance to SMEs

As reported by Republik.co.id, 15/7/2020, Suryo Utomo said, "The economic turmoil caused by the Covid-19 pandemic hit Indonesia like a perfect storm which had at least three major impacts on the economy. The first impact is to make household consumption or purchasing power which is the pillar of 60 percent of the economy fall quitfallseply. The second impact is that the pandemic creates prolonged uncertainty that will stop business continuity. The third impact is that the entire world is experiencing a weakening economy, causing commodity prices to fall and Indonesia's exports to several countries also stalling.

The Covid-19 pandemic has had a significant impact on changing the lives of the world's people, including Indonesia, Indonesia being one of the countries that was severely affected. With a figure of 1.3 million people exposed to COVID-19 since it was first announced in March 2020 (smeru.or.id, 2021). In addition to the impact on deteriorating health that has claimed many lives, COVID-19 has also had an impact on the Indonesian economy. Indonesia as a country dominated by the existence of MSMEs as the backbone of the national economy has had a serious impact, especially for MSME actors who experienced a decline in productivity which resulted in a significant decrease in profits. In the economic aspect, Indonesia is experiencing a weakening of household consumption or weakening purchasing power so that if the absorption or purchasing power of the market is low, it will have a bad influence on the national economy (BeritaSatu.com, 2021). Specifically, the impact experienced

by Indonesian business actors includes a decrease in the number of product sales, capital, hampered distribution and difficulty in raw materials, this is a threat to the national economy. It is recorded that around 82.9% of MSMEs feel the negative impact of this pandemic and only a small proportion (5,9%) which experienced positive growth (ekon.go.id, 2021).

Digital marketing on the one hand makes it easy for business actors to monitor and provide all the needs and desires of potential consumers, and vice versa from the side of potential consumers, digital marketing makes it easy to find and get information about a desired product without the need to visit the store directly. (Mileva & DH, 2018). For MSME players, the use of digital marketing is the most appropriate solution to survive in the midst of the COVID-19 pandemic, both in marketing and online transactions, the approach in this digital era is all technology-based services. One of the emerging technologies is increasing activity through social networks (Merida et al., 2021).

The impact or influence of the Covid-19 pandemic on social life causes unexpected social changes so that those who are not ready can undermine the social values that develop and are embraced in society. Digital marketing or online marketing can be done by all business people, including SMEs, especially at this time. The thing that needs to be done by MSME actors during the Covid-19 pandemic, apart from developing a financial strategy, is developing a marketing strategy, namely digital marketing to make it easier for MSMEs to market their products and services. Ramli & Soelton (2018) reveals it all business actors need to develop the ability to implement innovations that are different from their competitors to provide products and service to consumers, but currently more to the online system. However, currently, it is necessary to manage social media content to become a means of communication between business actors, especially MSMEs (Siti, 2020).

Based on the description above, a problem formulation for community service activities can be made based on the Situation Analysis that has been described, the researchers formulate the problem faced is How is the marketing strategy of MSMEs during the COVID-19 Pandemic, and this research is limited to analysis of survival strategies by applying E-Marketing to maintain business sustainability, which is seen from the analysis of MSMEs in locations around Jakarta.

With the benefits of this community service activity, it is expected to be able to contribute in the form of data and information related to the marketing strategy of MSMEs in the COVID-19 Pandemic Period which is experiencing difficulties in marketing opportunities during a pandemic like this. From the understanding formed, it is hoped that it can be taken into consideration for policy making regarding marketing strategies for MSMEs in Indonesia today.

The challenges of MSMEs in Indonesia are indeed quite diverse because they are closely related to the ratio of entrepreneurship in Indonesia which has only reached 3.5%. Therefore, improving the quality of MSMEs is an absolute must so that in the future it can create conditions of ease of doing business. It should be noted that MSMEs have played an important role in strengthening the Indonesian economy. Even based on experience during the Indonesian economic crisis, MSMEs have become one of the fundamental pillars and support for the Indonesian economy. Meanwhile, during the Covid-19 pandemic, the MSME sector was quite stagnant and therefore must continue to exist through a digital transformation strategy. Based on BPS data as of September 2020, the conditions faced by MSMEs during the Covid-19 pandemic turned out to be only 45% of SMEs were only able to survive for 3 months, and the rest could not survive.

Therefore, to develop digital MSMEs, one of the alternatives carried out by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) is to invite young innovators to support the MSME digitization program through the MSME Digital Hero program, with the role of technology and motivation for entrepreneurship. This program aims so that during this Covid-19 pandemic, MSME players can still survive by increasing sales with the support of the digital ecosystem. Because, until now, only around 10-11 million MSMEs are connected to the digital ecosystem.

The development of digital-based SMEs in Indonesia must pay attention to many things, especially regarding creative content. Because in the digital era, content is the main pillar to competing in the digital realm. Without creative content, the development of digital-based SMEs is certainly difficult to produce significant results. In this context, the design of creative content must be pursued by MSME actors both independently and through various additional pieces of training. MSME actors must be encouraged to understand the character of the digital world, especially social media. In the context of social media, content is the main thing so that the products and services displayed can attract the attention of consumers.

Therefore, MSME business actors must understand creative content in digital marketing. Several studies have stated that creative content can attract high attention from netizens (Arianto, 2015). This content can certainly come from the products and services of the MSMEs themselves, as well as content that can support the products and services produced.

Based on the current situation analysis by maintaining the sustainability of marketing strategies for MSMEs in the era of the COVID-19 pandemic, with the role of motivation and technology in the city of Jakarta which has been described, research was conducted on marketing strategies for MSMEs in the sector of the location of the city of Jakarta. This study also aims to describe and describe the strategies for using technology and the role in the motivation of MSME entrepreneurs in the city of Jakarta during the current Covid-19 pandemic. The title of this research is "Maintaining the Sustainability of Marketing Strategy for SMEs in the Era of the Covid-19 Pandemic With the Role of Motivation and Technology."

By having the formulation of the problem based on the Situation Analysis that has been described, the researchers formulate the problem faced is How is the marketing strategy of MSMEs during the COVID-19 Pandemic with the role of using technology and motivation for MSME actors in the city of Jakarta and this research is limited to the analysis of survival strategies with implementing Digitalization Marketing to maintain business sustainability, which is seen from the analysis of MSMEs in locations around Jakarta. Ramli & Soelton (2018) reveals it all business actors need to develop the ability to implementing innovations that are different from their competitors to provide products and service to consumers, but currently more to the online system. However, currently it is necessary to manage social media content to become a means of communication between business actors, especially MSMEs (Siti, 2020). Therefore, with the benefits of this community service activity, it is expected to be able to contribute in the form of data and information related to the marketing strategy of MSMEs during the COVID-19 Pandemic who are experiencing difficulties in marketing opportunities during this pandemic. The understanding formed, it is hoped that it can be taken into consideration for policy making regarding marketing strategies for MSMEs in Indonesia today with the application of motivation for entrepreneurs (MSMEs).

Based on the current situation analysis by maintaining the sustainability of marketing strategies for MSMEs in the era of the COVID-19 pandemic, with the role of motivation and technology in the city of Jakarta which has been described, research was conducted on marketing strategies for MSMEs in the sector of the location of the city of Jakarta. This study also aims to describe and describe the strategies for using technology and the role in the motivation of MSME entrepreneurs in the city of Jakarta during the current Covid-19 pandemic. The title of this research is "Maintaining the Sustainability of Marketing Strategy for SMEs in the Era of the Covid-19 Pandemic with the Role of Motivation and Technology."

2. METHOD

The method of carrying out activities is divided into several parts, and the research used qualitative methods, based on surveys and using online media to provide an understanding of research material to SMEs. The data used uses information directly from the presenter to the MSMEs involved, then there is an interaction on the questionnaire and the question and answer take place as follows:

- a. Preparation of activity plans
 - 1) Coordination with related parties
 - 2) Make an activity plan
- b. Activity Preparation
 - 1) Implementation of activities carried out online
 - a) Socialization and presentation of materials
 - b) Discussion and Q&A
 - 2) Monitoring and Evaluation of the implementation of activities

And 2 technique activities will be carried out especially on:

- a. First stage : Dissemination of marketing strategies to MSMEs during the pandemic COVID-19.
- b. Second stage: Education regarding the steps that need to be taken in marketing strategy that implements E-Marketing.

3. RESULT AND DISCUSSION

Understanding of the material related to training on the implementation of E-Marketing for Business Sustainability. Results of Community Service Activities regarding MSME Marketing Strategies During the Covid-19 Pandemic By Implementing E-Marketing to Maintain Business Sustainability. Then this study uses purposive sampling as research and planning activities carried out together with relevant participants and the data used is related to purposive sampling including nonrandom sampling techniques. The purposive sampling technique is a sampling technique from the research population based on certain characteristics to achieve the research objectives desired by the researcher.

This study uses purposive sampling because the sample selection is based on a certain characteristic in a population that has a dominant relationship so that it can be used to achieve research objectives. Sampling here is specified

by selecting samples that have characteristics to get effective results from a study. Then also purposive sampling is used when a researcher wants to target an individual with characteristics of interest in a study, the technique of taking data is not based on random or random but based on considerations to achieve a target or focus on a particular goal. And Community Service activities held online via zoom on February 18, 2022, are as follows: The material presented is quite interesting and the topics needed by MSME actors, can motivate and provide the best direction from the running of this webinar discussion. From the results of the discussion, the implementation of the event went well, although it was done online, the resource persons delivering the material were quite clear and easy to understand. From the results of the discussions carried out, partners expect that there will be follow-up activities with topics needed by MSME actors, namely in this PKM activity, several MSME actors (owners and managers) in DKI Jakarta and Lampung.

In his remarks, the UMB Chancellor hopes that this activity can produce meaningful outputs, especially for MSMEs and also for campuses. Meanwhile, in his presentation Prof. Marinasari explained the development and performance of MSMEs during the covid-19 pandemic, other presenters explained and shared various things to help MSMEs from the perspective of management science. This PKM activity is deliberately taking the theme of MSMEs, considering that MSME business activities make a major contribution to economic growth and absorb a sizeable workforce. So that the role of MSMEs needs attention and must be improved. Through this PKM activity, it is hoped that it can motivate and assist MSMEs in increasing their business activities so that MSMEs can become the driving force of the national economy during this COVID-19 pandemic and post-pandemic later.

The development of digital technology allows SMEs to market their products online and make transactions through the online banking system as well. The development of digital technology has changed marketing from small and medium enterprises (SMEs) which was originally done conventionally to digitally by utilizing the use of social media and the use of websites to market their products (Wardhana, n.d.). Social media is an online publishing and communication tool, site, and Web 2.0 destination rooted in conversation, engagement, and participation. Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, memory and action for a brand, business, product, person or other entity and is carried out using social Web tools, such as blogging, microblogging, networking. Social media, social bookmarking, and content sharing (Ryan, n.d.). Social media has the potential to help SMEs in marketing their products and services (Stelzner, 2015). Because it is able to reach a wide area with cost-effectiveness. Through social networks, SME business players can carry out marketing activities such as introducing products, establishing communication with consumers and potential customers, and expanding business networks.

Understanding of material related to the implementation of Education on Providing education regarding the steps that need to be taken in a marketing strategy that implements the sustainability of the role of motivation and the role of technology during the Covid-19 Pandemic. Results of Community Service Activities regarding marketing strategies that implement the sustainability of the role of motivation and the role of technology during the Covid-19 Pandemic. Then this study uses purposive sampling as a research and planning activity carried out together with relevant participants and the data used is related to purposive sampling including nonrandom sampling techniques. The purposive sampling technique is a technique of taking samples from the research population based on certain characteristics to achieve the research objectives desired by the researcher.

Results of Community Service Activities on Marketing Strategies to Maintain the Sustainability of MSMEs The Role of Motivation and Technology in the Covid-19 Pandemic Era. Held online via zoom on February 18, 2022, are as follows: The number of participants is 28 people. This shows sufficient interest from the participants to gain knowledge and insight as well as information regarding the Marketing Strategy Business to Maintain the Sustainability of MSMEs The Role of Motivation and Technology in the Covid-19 Pandemic Era. The material presented is quite interesting with the topics needed by MSME actors, which can motivate and provide the best direction from the running of this webinar discussion.

PPM Training activity, the following conclusions can be drawn, on the socialization of activities at the zoom meeting, providing information about solutions in this technique, MSME actors will continue to be motivated to use technology in the network to market their products. And apply motivation for MSME actors to take advantage of the current digitalization era so that they can do marketing during the Covid-19 pandemic with profitable profits and products and services can be known more by consumers who access the MSME digital platform. This PKM deliberately takes the theme of MSMEs, considering that MSME business activities make a major contribution to economic growth and absorb a large enough workforce. So that the role of MSMEs needs attention and must be improved. In the implementation of PKM for the academic year 2021/2022, Mercu Buana University lecturers, especially in the field of Management Science in collaboration with the University of Lampung (UNILA) carried out PKM activities. And in providing suggestions in this research, continuous training activities are needed so that mentoring can run more optimally. The material that will be delivered is to be more in line with the needs of MSME actors, including training to improve competence and training on Marketing Strategies to Maintain MSME

Life Sustainability The Role of Motivation and Technology in the Covid-19 Pandemic Era. How implement digital entrepreneurship with the application of this technology will encourage the creation of innovations so that they can create a new ecosystem for MSMEs that can increase the productivity and welfare of the Indonesian people.

From the results of the discussion, the implementation of the event went well, although it was done online via zoom, the resource persons in delivering the material were quite clear and easy to understand. From the results of the discussions carried out, partners expect that there will be follow-up activities with topics needed by MSME actors, namely in this PKM of MSME actors (owners and managers) in DKI Jakarta and Lampung. In his remarks, the UMB Chancellor hopes that this activity can produce meaningful outputs, especially for MSMEs and also for campuses. Meanwhile, le in his presentation Prof. Marinasari eed about the development and performance of MSMEs during the covid-19 pandemic, and other presenters explained and about various to help MSMEs from the perspective of management science. This PKM activity is deliberately taking the theme of MSMEs, considering that MSME business activities make a major contribution to economic growth and absorb a sizeable workforce. So that the role of MSMEs needs attention and must be improved.

In the solution to this PKM activity, it is hoped that with the Covid-19 pandemic situation, several things that have been done by MSMEs in the City of Jakarta convey that several alternative solutions can be done. In other words, the digital entrepreneurship model with the application of technology will encourage the creation of innovations to create a new ecosystem for MSMEs that can increase the productivity and welfare of the Indonesian people by implementing a Marketing Strategy to Maintain the Sustainability of MSMEs The Role of Motivation and Technology in the Covid-19 Pandemic Era.

4. CONCLUSIONS

Based on the discussion of the previous chapters, the following conclusions can be drawn from PPM Training activities, The implementation of the activity went well, without any problems, because it was carried out virtually. The explanation of the material and the answers to the questions in the discussion by the resource persons were quite clear and easily understood by the participants. Over all this event was a success and the majority of participants wanted this event to be held again with other topics that were more interesting and according to their needs. This PKM activity deliberately takes the theme of MSMEs, considering that MSME business activities make a major contribution to economic growth and absorb a sizeable workforce. So that the role of MSMEs needs attention and must be improved. In the implementation of PKM for the academic year 2021/2022, Mercu Buana University lecturers, especially in the field of Management Science in collaboration with the University of Lampung (UNILA) carried out PKM activities with the theme "MSME Business Sustainability in the Period and Post-Pandemic".

With suggestions, continuous training activities are needed so that mentoring can run more optimally. The material that will be delivered is to be more in line with the needs of MSME actors, including training to improve competence and training on the use of digital marketing or E-Marketing on how to use good media for sales promotion media for MSMEs during the COVID-19 pandemic when In this case, MSMEs will apply all kinds of sophisticated technology and media that are more creative and innovative. And it is hoped that this can be used as information that is very inspiring and becomes a reference for MSMEs.

Based on the discussion of the previous chapters, in this PPM Training activity, the following conclusions can be drawn, on the socialization of activities at the zoom meeting, providing information about solutions in this technique, MSME actors will continue to be motivated to use technology in the network to market their products. And apply motivation for MSME actors to take advantage of the current digitalization era so that they can do marketing during the Covid-19 pandemic with profitable profits and products and services that can be known more by consumers who access the MSME digital platform. This PKM deliberately takes the theme of MSMEs, considering that MSME business activities make a major contribution to economic growth and absorb a large enough workforce. So that the role of MSMEs needs attention and must be improved.

In the implementation of PKM for the academic year 2021/2022, Mercu Buana University lecturers, especially in the field of Management Science in collaboration with the University of Lampung (UNILA) carried out PKM activities with the theme "Marketing Strategies to Maintain the Sustainability of MSMEs The Role of Motivation and Technology in the Era of the Covid-19 Pandemic ".And in providing suggestions in this research, continuous training activities are needed so that mentoring can run more optimally. The material that will be delivered is to be more in line with the needs of MSME actors, including training to improve competence and training on Marketing Strategies to Maintain MSME Life Sustainability The Role of Motivation and Technology in the Covid-19 Pandemic Era. How to implement digital entrepreneurship with the application of this technology will encourage the creation of innovations so that they can create a new ecosystem for MSMEs that can increase the productivity and welfare of the Indonesian people.

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