

Marketing in a Pandemic based on the Perspective of Entrepreneurs

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Abstract

Beginning in 2020 became an unexpected and challenging beginning for all countries in the world because of the emergence of COVID-19. One of the impacts is the decreasing level of marketing activities in various industries. The objective to be achieved in this research is to explore the conditions experienced by entrepreneurs and the survival strategies undertaken. This research is a descriptive qualitative research. The informants in this study were entrepreneur in various fields. The results of this study indicate that the impact caused by the covid-19 pandemic is decreased sales in food stalls and boarding houses because many students and schools are closed, the existence of food regulations must be brought home to the f & b franchise business, avoiding direct contact with outsiders as is usually done by the artists or MUA, and decreasing the volume of orders at the bakery shop because of regulations prohibited from having a celebration.

Keyword: Covid-19, Entrepreneur, Innovation, Marketing, Strategic.

INTRODUCTION

As reported by WHO which said that COVID-19 is an infectious disease caused by a newly discovered type of coronavirus. pandemics that occur in many countries around the world. This situation has a major impact on almost all countries in the world including Indonesia. (Benson & Clay, 2004) say that disasters bring crisis to companies. COVID-19 had a serious impact. Many businesses out of business and some were must be deactivate their employees. Today's business will surely slow down even in the future without profit during social distance. Mental stress from business dealings with stress is stalled due to this problem. (Lindsay & Neel, 2020) also explained that in this pandemic condition, things that need to be considered by the manager of the organization are physical health and mental health. The purpose of this research is to explore how entrepreneurs condition around us and try to know what they are done in this pandemic.

Below is the statistical data showing the effect of Covid-19:

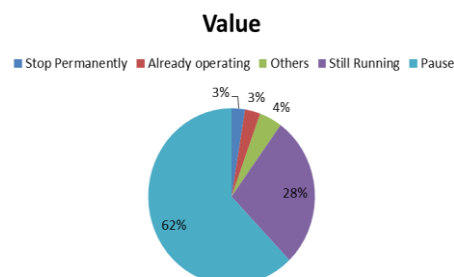


Figure 1: Impact of Covid-19 on Business in Indonesia

Source: (Lidwina, 2020)

The fear felt by the community about being hit by this epidemic must be viewed wisely by all of us, especially business actors. Business in its current condition will certainly slow down a lot, some even stop without any profit during social distancing. The mentality of Entrepreneurs sometimes stressed by the condition of the business that has stopped due to this situation. (Lindsay & Neel, 2020) also explained that in this pandemic condition, things that organizational managers need to think about are physical health and mental health.

METHODS

This study is a qualitative research, qualitative research is research that is open and flexible, so that this research can be adapted to circumstances on the ground. Data collection methods used were interviews. Data collection was obtained based on interviews with informants. Informants in this study are people who are business actors. Several other informants were taken from academics such as lecturers and researchers to add to the answer perspective. The data analyzed in this study are primary data and secondary data. Primary data obtained from this research is the result of in-depth interviews conducted by researchers regarding the conditions experienced by Entrepreneurs and their impact on the marketing aspect of several Entrepreneurs who have been selected as informants. Secondary data in this study is based on existing research sources. Data analysis techniques including data collection, data reduction, data presentation, and conclusion or verification. Below is a data analysis framework of this study:

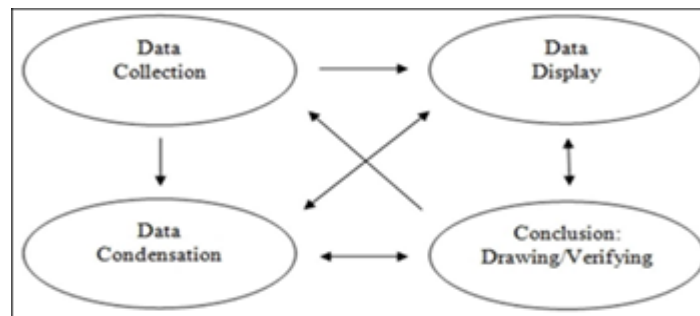


Figure 2. Data Analysis Framework (Miles M.B., Huberman A.M and Saldaña, 2014)

The data collection is the first stage in the data analysis technique process. At this stage, data collection was carried out through interviews with selected informants, Entrepreneurs. The second stage is data reduction, at this stage the data format obtained from the interview is copied into written form. The third stage is the presentation of the data. This stage contains data that has been presented in a uniform form and already has a clear and simple flow of themes.

RESULTS AND DISCUSSION

Table 1 shows the results of interviews with all informants who played a role in this study and numbered 6 people, consisting of 4 entrepreneurs in various fields and 2 as academics. The two groups have been interviewed to obtain research data on the condition of businesses and strategies that have been carried out during the COVID-19 pandemic. The answers described are real conditions that are being experienced by informants as entrepreneurs. Based on the results of the interview that indeed almost all business people felt the effects of the co-19 pandemic. Restaurant entrepreneurs, food and beverage franchises, MUA, boarding houses, to chips sellers. However, there is no way to avoid this situation besides having to face it. Some felt is that sales declined in food stalls and boarding houses because many students and schools were closed, the existence of food regulations must be taken home at the f & b franchise business, avoiding direct contact with outsiders as is usually done by the artists or MUA, and decreased order volume at bakeries due to regulations prohibited from having a celebration. One thing that must be felt from all of that is the decline in turnover.

Table 1. Results of interviews with informants

No.	Name	Old	Job	Role in research
1.	Ridho Mahfud Riyadi	26 years	Owner of “Doyan Ayam” franchise.	Entrepreneur
2.	Siti Imas Wanti Zainia	26 years	Make Up Artist (MUA)	Entrepreneur
3.	Mrs. Anida	37 years	Owner of the boarding house and food stalls	Entrepreneur
4.	Nelly Andita Risti	30 years	Owner of bakery shop	Entrepreneur
5.	Syaifurizal Wijaya Putra	26 years	Lecturer	Academics
6.	Nadia Azalia Putri	26 years	Lecturer	Academics

Source: results of interviews with informants, 2020

Based on the results of research and discussion, conclusions can be drawn about what business participants obtained during the covid-19 pandemic is that sales declined at food stalls and boarding houses because many students and schools were closed, regulations on food that should be provided at the franchise business. & b, Avoiding direct contact with outsiders as practiced by the artists or the MUA, and decreasing the volume of orders at the bakery because there are requirements that must be issued for a celebration. Some strategies that can be done include are fixing the internal company in terms of HR and systems innovating and preparing to release the latest products, do promotions through social media and don't forget to always ask consumers to doing health protocols.

This research is also in line with several innovative strategies that can be selected during the pandemic as illustrated below:



Figure 3. The Key of Marketing Strategy (Wang et al., 2020)

Figure 3. An innovation strategy that can be carried out by entrepreneurs during a pandemic, including Responsive Strategy as the first key for a business actor to face various situations that are considered a form of sensitivity and responsiveness, second is the Partnership Strategy as a form of cooperation between business actors in facing bad business situation, and the third is the Collective Strategy as a continuation of the Partnership Strategy. The three keys can be in accordance with the circumstances of each entrepreneurs based on the appropriate business conditions.

CONCLUSION

Based on the presentation of the results and discussion, it can be concluded that in the pandemic the impact on various entrepreneurs, including food entrepreneurs, boarding houses, and make up makers. The obstacles were very diverse, but had the same impact, namely the decline in sales turnover, some even went out of business. Some of what they have to do as entrepreneurs to deal with such complicated situations is with three key marketing strategies, including responsive strategy, partnership strategy, dan collective strategy.

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