

# Digital Technology To Improve Marketing Strategy In The Era Of Pandemic Covid-19

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## ABSTRACT

In the current era of globalization, technology and information are growing rapidly, especially for digital marketing, it is needed by industries engaged in the sale of goods and services. Especially now that the Covid-19 Pandemic is impacting almost all sectors of life. The impact of the corona virus pandemic (Covid-19) is being felt in the business and economic world. Digital marketing is a very fast growing and inexpensive solution to reach maximum customers without any limits. Through digital marketing adjustments can convey messages only to potential customers and many new customers can be attracted by using different techniques. This study uses a qualitative descriptive research method with a case study approach. The results of the study concluded that social media has increased the performance of businesses and 90 percent of respondents consider social media important for their business. The main benefit derived from social media is brand awareness. From this research, other benefits obtained by respondents from social media for SMEs are: Increasing Traffic 72 percent, Increasing Ranking Searches 62 percent, New Partnerships 59 percent, Increasing Sales 48 percent, Reducing Marketing Costs 59 percent for self-employed, 58 percent for SMEs two times more likely to find qualified prospects.

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## 1. INTRODUCTION

Along with the times, in the current era of globalization, technology and information are growing rapidly, especially in marketing, which is needed by industries engaged in the sale of goods and services. Especially now that the Covid-19 Pandemic is impacting almost all sectors of life. The impact of the corona virus pandemic (Covid-19) is

being felt in the business and economic world. In a relatively short time, marketing patterns have changed, especially when social distancing and Large-Scale Social Restrictions (PSBB) were imposed. Due to the Pandemic, many business actors have been hit, closed and lost money. However, there is always hope in the midst of a pandemic. Thus, marketers must rack their brains to be able to market their products or services to

consumers, as a brand strategy to survive amid the coronavirus pandemic [1]. Business people optimize online marketing and digital branding as a means of communication with their target consumers.

Digital marketing is a rapidly growing and inexpensive solution to reach maximum customers without any limits. Through customized digital marketing where you can convey your message only to potential customers and many new customers can be attracted by using different techniques [2]. Online marketing has many advantages for businesses as well as customers, but on the other hand there are some problems related to internet marketing and the use of technology and its popularity among the target market. However, because the impact of the corona virus pandemic (Covid-19) is being felt in the business and economic world. So many closed shops, shops and restaurants. With many shops closing, many marketing or sales processes have been diverted through online media, or the digital world. The digital world is predicted to be an important point for all human activities, including business activities. Several indicators that can be used at this time include increased spending on digital advertising, growth in smartphone ownership that provides easy internet access, improvements to telecommunications infrastructure in order to improve the quality of data access, and the launch of 4G services.

The rapid development of technology, the digital world and the internet of course also has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). Marketing 4.0 is a marketing approach that combines online and offline interactions between companies and customers (Kotler). This digital marketing strategy is more likely to occur because it allows potential customers to be able to obtain all kinds of information about products and transact via the internet. Digital marketing basically also refers to promotional activities and market search through online digital media [3]. The effects caused by social media are also felt to be very strong because through mass media information on products being

marketed can spread more quickly from one user to other social media users wherever they are without any geographical or time boundaries [4]. And also, digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers.

According to data from We Are Social (2020), the world's digital marketing agency as of January 2020, as many as 93% of internet users in Indonesia search for goods or services online, 90% of users visit online stores, 88% of users make online transactions through any device, 25% of users conduct online transactions via computers or laptops, and 80% of users conduct online transactions via mobile devices such as smartphones. This implies that the potential for online shopping is quite developed in Indonesia which must be balanced with digital marketing by business actors as well. Platforms that are often used in digital marketing are social media or social networks as for market places such as shopee, pedia stores and others. Available social networks sometimes have different characteristics. Some are for friendships such as Facebook, Path, Instagram, and Twitter, some are specifically for finding and building relationships as offered by LinkedIn. In addition, there are also more personal media such as electronic mail (e-mail) and text messages. Search engines like Google and Yahoo can also be empowered. In addition, business actors can also take advantage of media blogs or personal websites. Based on the above, the researcher is interested in conducting research on "Digital Technology to Improve Marketing Strategy in the Covid-19 Pandemic Era".

## 2. LITERATURE REVIEW

Social media is a popular choice of media and has high enough control to influence society. Social media can provide business opportunities to develop marketing that differs from traditional methods into a medium that inspires consumers. In addition, social media can facilitate marketing

communications, so as to actively build relationships with consumers. Instagram is one of the media in the use of digital marketing. Instagram is an application used to share photos and videos [5]. Instagram is a trending social media for now, one of the social media that has many users around the world including Indonesia with active Instagram users reaching 56 million active users in 2019 (BISNIS.COM, 2019) this makes Indonesia ranked 2nd The 4 most Instagram users in the world. According to a survey of Instagram users, nearly 90% of people who communicate with businesses use Instagram. With 76% buying through businesses on Instagram, those who don't buy also keep looking on Instagram, and Instagram users learn business through Instagram. The effort required to achieve results from digital marketing. Marketing must have a business strategy in digital marketing (Yasmin et al., 2015). Many benefits and conveniences of using digital media encourage young entrepreneurs to use it for branding, sharing, promotion and marketing.

### 3. METHODS

This study uses a qualitative descriptive research method with a case study approach [6]. In this study, the writer does not have the ability to influence the object under study. "Digital Technology to Improve Marketing Strategy in the Era of the Covid-19 Pandemic" is carried out using the case study method, namely focusing intensively on one particular object and studying it as a case, by collecting data in three ways, including in-depth interviews with several sources to collect detailed data from informants who were determined by the researchers based on considerations of their capacity and willingness, observations at research locations to see directly the behavior and activities of the community which were then documented and processed into research data and literature to obtain detailed data from informants in the form of books, photos, archives and other data relevant to research. The data that has been obtained is then analyzed using an interactive technical

analysis model which has three stages, namely data condensation, data display, conclusion drawing and verification.

### 4. RESULTS AND DISCUSSION

In general, the use of Digital Marketing technology will have many functions, including: supporting the sharpness of the Digital Marketing process as a whole, time efficiency in carrying out various digital strategies, cost efficiency that will be felt by companies, sharp data that can be collected, and much more [7]. One of the most important components in Digital Marketing is the use of technology that can support any digital strategy being implemented by a company [8]. The use of technology here, of course, includes platforms that are commonly used to reach our audience such as social media, email, advertisements, and others, as well as technology that can assist in the process of optimizing all digital channels used.

Traditionally, technology implementation within companies is considered to be the responsibility of the Information Technology (IT) department. Regardless of the expertise possessed by the company's IT team, this process often results in centralization of decision making related to the selection of technology used. With the introduction of SaaS (Software as a Service) in various industries, the selection and use of technology can now be done in a decentralized manner from the IT department. This is because the SaaS approach no longer requires installation, implementation, integration, or maintenance of technology in general [9]. Whatever platform is used, it can only be accessed with a browser or application. This trend also occurs in the Digital Marketing industry, where many platforms are presented for marketing practitioners from various industries, for example platforms for producing content, CRM, commerce, advertising, data analytics, and many more [10]. With these various choices, marketing practitioners are also more flexible in choosing digital platforms, according to the

character of the strategy being implemented and the budget they have.

In general, the use of Digital Marketing technology will have many functions, including: supporting the sharpness of the Digital Marketing process as a whole, time efficiency in carrying out various digital strategies, cost efficiency that will be felt by companies, sharpness of data that can be collected, and much more. According to [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 the application of the internet and is related to digital technology which in it is related to traditional communication to achieve marketing goals. This can be achieved by increasing knowledge about consumers such as profile, behavior, values, and loyalty levels, then integrating targeted communications and online services according to each individual's needs. According to [11], [12] So basically digital marketing is a marketing activity that uses digital media by using the internet which utilizes media in the form of web, social media, e-mail, database, mobile/wireless and digital tv to increase target consumers and to find out the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing objectives.

From the explanation above, it can be concluded that digital marketing is the marketing of 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. Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering and exchanging products of value to other parties [13]. This definition of marketing relies on core concepts which include needs, wants, and demands.

And according to [14] marketing is an overall system of business activities aimed at planning, determining prices, promoting, and distributing goods and services to satisfy needs to existing buyers and potential buyers.

This understanding can illustrate that marketing is a meeting process between individuals and groups where each party wants to get what they need or want through the process of creating, offering, and exchanging. In addition, marketing is a system of activities that are interconnected with one another, aimed at planning, determining prices, promoting and distributing goods or services to individual buyers and groups of buyers [15]. These activities operate in an environment that is limited by company resources, regulations, and corporate social consequences.

Based on the relationship between sellers or marketers and buyers, marketing can be divided into direct marketing (of line) and indirect marketing, namely marketing using internet media (on line) [5]. What is meant by direct marketing is that marketers (sellers) communicate directly with individual customers who are carefully targeted both to obtain an immediate response and to foster long-lasting customer relationships. This marketing model is often referred to as a direct-to-customer business model. While what is meant by indirect marketing or marketing using internet media (Internet Marketing) which is often referred to as on line marketing (online marketing) is a marketing communication activity using Internet media.

Currently, to market goods to be sold to buyers, there is no need to sell the goods directly to buyers. With online marketing that utilizes search engine technology, it can invite potential customers who are relevant to the products/services offered to find out about the products/services through the website [16]. Because nowadays many people are looking for goods on the internet, they only need to explain the items being sold in detail.

A study concluded that social media has improved business performance and 90 percent of respondents consider social media important for their business [17]. The main benefit derived from social media is brand awareness. From this research, other benefits obtained by respondents from social media for SMEs are:

Table 1. respondents from social media for SMEs are

Variable	Percent
Increase Traffic	72%
Improved Search Rating	62%
New Partnership	59%
Increased Sales	48%
Reduction of Marketing Costs percent for self-employed for SMEs	59%
Twice as likely to find qualified prospects	-

Source: Processed primary data (2022) Through social media and tools like Twitter, Facebook and blogging he is able to reach and build awareness like never before.

Since the Covid-19 outbreak spread throughout the world, consumer behavior to shop online has increased. That is why a business needs to carry out a digital marketing strategy during a pandemic. You have to make sure that your business can be found by consumers when they are looking for a service or product on the internet. Basically, digital marketing or digital marketing is marketing or promotional efforts carried out through electronic devices or the internet. To do this type of marketing, a business may use a search engine (Google), social media, email or website to reach its customers. Realizing that it is not known when the Covid-19 pandemic will end, many businesses are using digital marketing strategies to survive in this difficult time.

### 1. Search Engine Optimization (SEO)

According to [18] SEO optimization is a strategy to increase website visibility on Google search engine pages. Today most consumers will use Google to search for information, services or products. By implementing an SEO strategy, your website can get a high ranking on Google, thereby opening up great opportunities to get more customers. Some SEO strategies that you can do on your website are like link building,

using relevant keywords, making sure the web is mobile friendly, and many more. You can read other optimization strategies in the article 9 Ways of SEO Optimization to Increase Website Ranking on Google.

### 2. Paid Advertising Pay Per Click

Apart from using SEO strategies, websites can also be displayed in the top positions of Google using PPC ads. PPC or Pay Per Click is digital marketing where you have to pay every time the displayed ad is clicked or opened by a user. Websites that use PPC advertising will usually appear at the top of the list with the word "Ad" in front of the website URL. With PPC, you can set target customers such as location, age, gender, hobbies, etc. so that ads can be reached by the right target. Apart from that, you can also list keywords that are relevant to your business so that ads can be displayed when users search using the keywords that you have previously targeted.

### 3. Social media marketing

The use of social media has increased during the pandemic as people practice social distancing to prevent transmission of the virus. Seeing the trend of using social media during this pandemic, business and marketing owners should be able to use it as an opportunity to reach more new customers. One of the social media platforms that is currently popular and is being used by many people for digital marketing is TikTok. In addition, several other social media platforms that can be used are Facebook, Instagram, and Youtube. During this time of pandemic, people are interested in entertaining content, so provide marketing content that is as attractive and creative as possible so that consumers are interested in using your product. Apart from that, take advantage of social media to interact with followers so that your business can stay connected with customers [19]. You can also combine this digital marketing strategy with influencer marketing strategies to generate more sales, as shown in Figure 1.

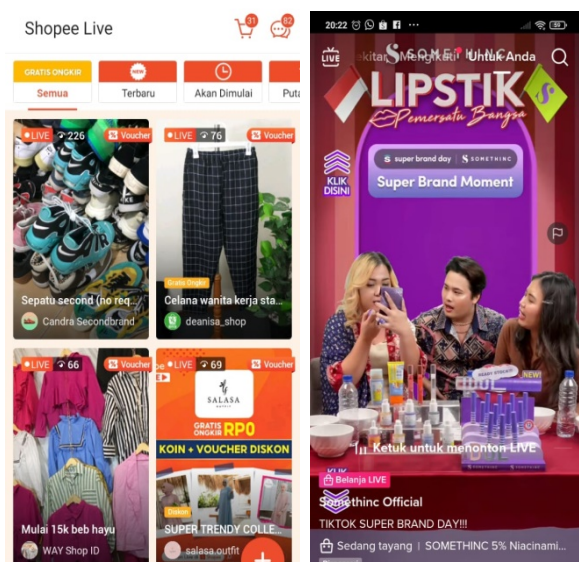


Figure 1. Social Media Market

The advantages of Digital Marketing are not like advertisements in newspapers, brochures and the like, marketing strategies using digital media, especially online, can be measured precisely and even in real time. By using digital media, you can find out how long your product video ads are watched, what percentage of sales conversions are from each ad, and of course you can evaluate which ads are good and which are not. Digital marketing's ability to track is of course very helpful for business people in calculating ROI (return on investment) from the company's marketing budget. Apart from the ease of evaluation factor, wide geographic reach is also one of the advantages of digital

marketing. By utilizing digital media, you can spread your content/product brand worldwide with just a few clicks. For this reason, old offline marketing methods have even been completely abandoned by certain companies.

## 5. CONCLUSION

In its development, a business always associates social media as one of the most effective tools for promotion. Just imagine if the business we run without the support of social media, surely marketing or marketing cannot run effectively and perfectly.

Social media marketing is very important for business development, especially in the current pandemic era because apart from being easy to use, the costs required by businesses to run a business through social media are also cheap. As well as digital marketing to survive in this difficult time. Moreover, because people prefer to shop online rather than offline or come to the nearest store. At this time, marketing activities require sensitivity to what is happening in the market and flexibility to keep up with rapid changes. That is why digital marketing is now the right marketing solution, especially in a pandemic like today. At least there are some big benefits to be gained when doing digital marketing in the current Pandemic era so that you can increase sales and income.









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