

Efforts in Finding and Maintaining Business in the New Normal Era

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Abstract

This research was conducted to answer what business actors can do to be able to maintain their business amid the COVID-19 pandemic that is sweeping the world. This study also aims to describe what are the survival strategies that must be carried out by business actors. Therefore, they can survive and become more responsive and adaptable to business changes, especially during the current COVID-19 pandemic. Usually, even though there are online sales, many consumers still buy products directly at the store or shopping center. The research method used in this research is descriptive qualitative which is the right type of research to capture human perception with direct contact through an inductive process and symbolic interaction. Using literature review, the decomposition of the data was obtained. This research provides an opinion in finding opportunities and maintaining business in the new normal era for MSME in the form of recognizing consumer behavior, improving quality and services, using technology in MSME in the form of digital marketing, building synergies between digital MSME and citizens, and use the Customer relationship marketing (CRM).

Keywords— *NewNormal; MSME; Bussines; E-Commerce, COVID-19*

Abstrak

Penelitian ini dilakukan untuk menjawab apa yang dapat dilakukan para pelaku usaha untuk dapat mempertahankan usahanya di tengah pandemi COVID-19 yang sedang melanda dunia. Penelitian ini juga bertujuan untuk mendeskripsikan apa saja strategi bertahan hidup yang harus dilakukan oleh para pelaku usaha. Dengan demikian, mereka dapat bertahan dan menjadi lebih responsif dan adaptif terhadap perubahan bisnis, terutama di masa pandemi COVID-19 saat ini. Biasanya meski ada penjualan online, banyak konsumen yang tetap membeli produk langsung di toko atau pusat perbelanjaan. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif yang merupakan jenis penelitian yang tepat untuk menangkap persepsi manusia dengan kontak langsung melalui proses induktif dan interaksi simbolik. Menggunakan tinjauan pustaka, dekomposisi data diperoleh. Penelitian ini memberikan opini dalam mencari peluang dan mempertahankan bisnis di era new normal bagi UMKM berupa pengenalan perilaku konsumen, peningkatan kualitas dan pelayanan, pemanfaatan teknologi di UMKM berupa digital marketing, membangun sinergi antara UMKM digital dengan warga, dan menggunakan pemasaran hubungan pelanggan (CRM).

Kata Kunci: Normal baru, UMKM, Bisnis, pemasaran elektronik, COVID-19

Article info

Received (15/08/2021)

Revised (29/08/2021)

Accepted (29/09/2021)

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INTRODUCTION

The COVID-19 pandemic that occurred globally at the end of 2019 was the beginning of a blow for Indonesia and all parts of the world. With the COVID-19 pandemic, economic activity has been disrupted and continues to weaken, one of which is the economy in Indonesia. This affected economy does not only occur domestically but also globally, the International Monetary Fund (IMF) projects that the global economy will decline by minus three percent. The impact began to be felt very much when entering the beginning of 2020. In Indonesia, this has a very big impact on the tourism, trade, industry sectors including MSME actors. In Indonesia, until 2021 based on the latest data dated March 8, 2021, there were 1.37 million recorded cases of COVID-19. The impact of this COVID-19 is directly seen from the massive layoffs in several companies, and the closure of several businesses which has an impact on many employees being laid off (Novianti & Roz, 2020).

Regarding the COVID-19 pandemic, the government has imposed PP No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB) intending to limit the interaction of the community and goods and require people who have no urgent or important needs to not leave their homes. This regulation will continue in various regions in Indonesia where the number of COVID-19 cases continues to increase. But with a different term, namely the Implementation of Community Activity Restrictions (PPKM) (Novianti, 2021) which are applied in various areas such as the example in the city of Surabaya and the city of Malang. This restriction greatly affects the limited activities of MSMEs and consumers who shop less or buy directly compared to the days before the pandemic like now. With this, business actors must adapt to their system of selling, purchasing, and marketing products, one of which is by utilizing or based on technology. In addition to adapting to the trading system, MSME actors are also required to be able to communicate their products more intensively and utilize social media to reach consumers directly and can reduce their promotional costs as well.

The COVID-19 pandemic has caused changes and shift (Irawanto et al., 2021) in consumer buying patterns. Usually, even though there are online sales, consumers still buy products directly at the store or shopping center they want to visit. But at this time, along with restrictions and government regulations that apply not to leave the house, consumers are required not to linger outside the house. Business actors must also be able to adapt and condition the sale of their products and services following the conditions experienced by consumers today. It is necessary to improve product quality and service adjustments to attract consumers. According to (Gary, 2013) "product quality is the ability of a product to perform its function, it includes overall durability, reliability, accuracy, ease of operation and product repair, as well as other product, attributes". According to (Tjiptono, 2011) service quality is the level of excellence expected and control over the level of excellence to meet customer desires or how well the level of service provided can meet customer expectations.

The declining sales and consumer confidence greatly affect the business activities of MSMEs, therefore business actors need to rebuild trust and good relations with consumers or known as relationship marketing. Relationship marketing is the beginning of a business that focuses on maintaining good relationships with customers and building close and mutually beneficial relationships between business actors and consumers to create repeated transactions to form consumer loyalty. In research (Hardilawati, 2019) it was found that customer relationship marketing can have an effect but not significantly improve marketing performance. This happens because there is still a lack of understanding in the application of relationship marketing by SMEs. A more precise and maximum relationship marketing is expected to help MSMEs to survive and have high competitiveness (Novianti, 2019).

This research is motivated by the business conditions in the era of the COVID-19 pandemic or what is called the New Normal which is experiencing significant obstacles compared to before, and not a few business actors who experience losses that make it difficult to maintain their business. This research was conducted to answer what business actors can do to be able to maintain their business during the COVID-19 pandemic. This study also aims to describe and describe the survival strategies that must be carried out by business actors so that they can survive and become more responsive and easily adapt to business changes that occur such as during the current COVID-19 pandemic. This research will answer about maintaining business in the new normal era, adapting to the trading system in the new normal era, finding business opportunities in the new normal era, and implementing customer relationship marketing.

LITERATURE REVIEW

Business is all activities organized by people who participate in the industrial sector in a company or organization to make improvements to the standards and quality of their products. In economics, business is defined as an organization that sells goods or services to consumers or other businesses for profit. Business cannot be separated from production, buying, and selling activities and the exchange of goods and services that involve humans or companies intending to generate profits for survival for the implementers of these activities or business actors. The word business historically comes from English, namely business with the basic word busy which means busy individually, in organizations, or society. So busy can be interpreted as doing or doing activities that generate profits or in the broadest sense, namely activities by organizations that supply goods or services. The business objectives of a company come from various kinds of interests such as owners, competitors, competitors, consumers, employees of the general public, or the government. The achievement of business goals is carried out through optimal management of economic resources and taking into account the interests and benefits that are appropriate for business people. business goals achieved will be long-term if supported inclusively by the parties involved.

This new normal era is a phenomenon that is still new in society or has never happened before. The term "new normal" is defined as a new normal that has existed for a long time and is not foreign so that it makes a realignment of people's lives shortly after the COVID-19 outbreak. This new norm era should not only be considered a violation of PSBB or public transportation. The meaning of new normal is based on the explanation of the government spokesman in handling COVID-19, namely as a new movement for a productive and safe life from this virus outbreak which is difficult to return to conditions before this problem occurred, therefore this new normal era is considered a big change. that the community must follow although many are still surprised by this change. Conditions that were initially judged do not generally become something that is considered normal or a natural thing, and finally, it is widely accepted and understood. These various changes that occur create new conditions called "the new normal" (According to Ridwan in Syamsyul Bahwi, 2020).

MSMEs are growing rapidly in Indonesia with a recruitment rate of 97.2% of the workforce (Febriantoro 2018; Jaswadi, Iqbal, and Sumiadji 2015). The same thing was expressed (Rudi Santoso, 2017) that the recruitment of college graduates was still low at around 7.2% of the workforce. So that some of these graduates eventually turned into entrepreneurs. It is also undeniable that MSMEs have a central role in the national economy. Research (Kurniawati and Yuliando 2015) reveals that MSMEs in Indonesia still have a low productivity domain. In his research, it was revealed that the most important factor in the performance of MSMEs is the human resources themselves. This is in line with research (Bosma *et al.* 2018) which reveals that productive MSME entrepreneurship contributes to economic

growth. The indicators used are institutional quality, financial performance, local government, and the ability to start a business.

E-commerce is a routine business exchange using Electronic Data Interchange (EDI) transmissions, e-mail, electronic bulletin boards, facsimile machines, and electronic funds transfers relating to shopping transactions on the internet. shopping (Alvin Edgar et.al, 2021). E-commerce can be interpreted as a process of buying or selling products electronically by consumers to companies or consumers to consumers with the help of computers and internet equipment (Maulana, Susilo, and Riyadi, 2015). A literature study conducted by (Febriantoro, 2018) reveals that the variety of products that can be sold in the marketplace is an initial capital opportunity for a large market share. One of the keys to becoming the largest marketplace is in terms of service and guarantee of sales transactions. This is the same as what has been stated (Aribawa 2016; Budhi 2016; Irmawati 2011) that the services provided by the marketplace can increase consumer confidence to use them. Meanwhile addressing the use of marketplaces as a means of buying and selling is a manifestation or implementation of the industrial revolution 4.0. (Astuti and Nasution 2014; Irawan, Rahsel, and Udin 2017; Wibowo and Haryokusumo 2020). There are two stages of change that can be applied in people's lives, namely the termination stage, the transition stage which is a procedure for getting out of old habits and entering into new habits with a beginning. In many cases, it was found that the community had not succeeded in passing the first phase, namely termination, which could be seen from the lack of discipline in following the health protocol so that it was difficult to enter the next stage, namely the transition stage. If this stage fails, it will be difficult to get back up to the new normal era stage, whereas if it succeeds in the transition stage there will be a very significant increase to the new normal stage.

RESEARCH METHOD

This study uses a qualitative descriptive research method which is a type of research that is suitable for understanding human perception with communication and an open mind and through an inductive process and symbolic interaction, humans can perceive or understand something (Semiawan in Wan Laura, 2020). In this study, the research design is a literature review or literature review which is a study by critically examining the knowledge and ideas contained in academic-oriented literature. This research is descriptive analysis with the decomposition of the data obtained and then elaborated through explanations and understandings that can be understood by the reader. The data collection used in this research is participatory observation through exploration with primary data sources in the form of observations and secondary data in the form of previous research results related to MSMEs to obtain descriptive data. The data from this study were collected in 27 journals. Furthermore, an analysis will be carried out on the data that has been collected and linked to theories, opinions of experts and previous researchers which then become the results of new research and can be adopted by MSMEs or readers.

Table 1. Summary of Journals

| No. | Title | Author | Year | Index |
|-----|---|--|------|---|
| 1 | Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs | Naili Farida, Agus Naryoso, Agus Ahyar, Yuniawan | 2017 | <i>science and technology index</i> (2) |
| 2 | Pengembangan MSME Digital di Masa Pandemi COVID-19”. | Bambang Arianto | 2020 | <i>science and technology index</i> (5) |

| No. | Title | Author | Year | Index |
|-----|---|--|------|---|
| 3 | Peluang Revolusi Industri 4.0 Bidang Pemasaran: Pemanfaatan Aplikasi E-Commerce, Sosial Media Instagram Dan Digital Marketing Terhadap Keputusan Instant Online Buying Konsumen Generasi Millennial | Diaz Haryokusumo and Bambang Wibowo | 2020 | <i>science and technology index</i> (5) |
| 4 | Peran BuzzerMedia Sosial dalam Memperkuat Ekosistem Pemasaran Digital | Bambang Arianto | 2020 | <i>science and technology index</i> (1) |
| 5 | Technology Readiness and E-Commerce Adoption among Entrepreneurs of SMEs in Bandung City, Indonesia | Reza Ashari Nasution and Novika Astuti | 2014 | <i>science and technology index</i> (1) |
| 6 | Kampanye Kreatif Dalam Kontestasi Presidensial 2014 | Bambang Arianto | 2015 | <i>science and technology index</i> (1) |
| 7 | Kajian Dan Strategi Pendukung Perkembangan E-Commerce Bagi MSME di Indonesia | Wicaksono Febrianto | 2018 | <i>science and technology index</i> (4) |
| 8 | Analisis Sistem E-Commerce Pada Perusahaan Jual-Beli Online Lazada Indonesia | Galih Stiyo Budhi | 2016 | <i>science and technology index</i> (4) |
| 9 | Perancangan Electronic Commerce Berbasis B2C Pada Toko ATK Sindoro | Dedi Irawan, Yoeyong Rahsel, and Taufik Udin | 2017 | <i>science and technology index</i> (4) |
| 10 | Strategi Bertahan MSME di Tengah Pandemi COVID-19 | Wan Laura Hardilawati | 2020 | <i>science and technology index</i> (4) |
| 11 | Model Pemasaran Hubungan Pelanggan, Inovasi Dan E-Commerce Dalam Meningkatkan Kinerja Pemasaran UKM Di Pekanbaru | Wan Laura Hardilawati | 2019 | <i>science and technology index</i> (4) |
| 12 | Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan | Bony Yoshua. S, Suharyono, Edy Yulianto | 2017 | <i>Microsoft academic</i> |
| 13 | Pembiayaan Pinjaman Lunak Usaha Kecil Ikan Patin dengan PT. Telkom Pekanbaru Melalui Mitra Binaan Menurut Ekonomi Islam | Ficha Melina | 2018 | Garuda (Garba Rujukan Digital) |
| 14 | Transformasi Bisnis Kreatif Micro Entrepreneur Dalam Mempertahankan Omset di Masa COVID-19 | Mohammad Asadur Rofiq <i>et al</i> | 2020 | Garuda (Garba Rujukan Digital) |
| 15 | Pengaruh Faktor Internal Mahasiswa Dalam Mengambil Keputusan Berwirausaha Di Institut Bisnis Dan Informatika Stikom Surabaya | Rudi Santoso | 2020 | Garuda (Garba Rujukan Digital) |
| 16 | Implementasi E-Commerce Sebagai Media Penjualan Online (Studi Kasus Pada Toko Pastbrik Kota Malang) | Shabur Miftah Maulana, Heru Susilo | 2015 | <i>Microsoft academic</i> |
| 17 | E-Commerce Strategic Business Environment Analysis in Indonesia | Dwitya Aribawa | 2016 | Proquest |
| 18 | Pemanfaatan E-Commerce Dalam Dunia Bisnis | Dewi Irmawati | 2011 | Accademia.edu |
| 19 | Kualitas Produk, Pelayanan, dan Loyalitas Pelanggan Dimana Kepuasan Sebagai | Satya Tripana, Jaya Pramono | 2020 | <i>Microsoft academic</i> |

| No. | Title | Author | Year | Index |
|-----|--|--|------|---|
| | Variabel Intervening pada UKM Start Up Pariwisata Kombuchi Brewing Co, Bali | | | |
| 20 | Strategi Bertahan MSME di Tengah Pandemi COVID-19 | Wan Laura Hardilawati | 2020 | <i>science and technology index</i> (4) |
| 21 | Dampak COVID-19 Bagi Msme Di Indonesia Pada Era New Normal | Dede Hertina, Susanto Hendiarto, John Henry Wijaya | 2021 | <i>Microsoft academic</i> |
| 22 | Analisa Transaksi Belanja Online Pada Masa Pandemi COVID-19 | Nur Aini Rakhmawati, Alvin Edgar. P, Arvy Muhammad. R, Hidayatul Raf | 2021 | <i>science and technology index</i> (4) |
| 23 | Transformasi Bisnis Kreatif Micro Entrepreneur Dalam Mempertahankan Omset di Masa COVID-19 | Rifiq M.A et al | 2020 | <i>Microsoft academic</i> |
| 24 | Perubahan Perilaku Konsumen Dan Eksistensi Msme Di Era Pandemi COVID-19. | Made Ngurah Demi Andayana | 2020 | <i>Microsoft academic</i> |
| 25 | Pendampingan Usaha Mikro Kecil Menengah (MSME) dalam Meningkatkan Kualitas Produk di Desa Rancagong, Kecamatan Cilaku, Kabupaten Cianjur | Akhmad Movhammad Randy Sutoni, Rama | 2021 | <i>Google Scholar</i> |
| 26 | Penerapan Strategi Bisnis di Masa Pandemi COVID-19 | Maskarto Rosmadi Lucky | 2021 | <i>Google Scholar</i> |
| 27 | Strategi Pelaku Usaha dalam Menghadapi Krisis Ekonomi di Masa Pandemi COVID-19 | Sonya Sidjabat | 2021 | <i>Google Scholar</i> |

RESULT AND DISCUSSION

The impact caused by the spread of COVID-19 certainly affects various human arrangements, one of which is economic activity. Based on data from the International Multi Fund (IMF) that global economic growth has decreased by 3%. According to data from the Central Statistics Agency also stated that the overall Indonesian economy also experienced a decline or contracted by 2.41% which occurred in 2020 in the first quarter compared to 2019 in the fourth quarter (bps.go.id). Thus, in general, the Indonesian economy can be said to have decreased due to the decline in Indonesia's export numbers, one of which was hampered exports, namely to the largest destination countries for Indonesian exports, namely China and the United States. This is certainly one of the causes of the spread of COVID-19, which has made various countries carry out various policies to break the chain of the virus's spread, one of which is lockdown or regional closures which ultimately have an impact on decreasing the country's export and import trade activities. This impact is not only felt by the large economic sector, but small economies such as MSMEs are also greatly affected. State policies related to lockdowns or regional closures and restrictions on community activities have caused MSME actors to experience a decline in turnover because the declining number of consumers can threaten losses if they cannot manage their business properly. As a result of this impact, MSMEs, which are one of the supporters of the country's economic stability through the provision of jobs, are forced to lay off or lay off employees temporarily because their businesses have to be temporarily closed for the sake of re-planning the business.

Based on research from Wan Laura (2020), not all MSMEs experienced a decrease in sales turnover and had to close their businesses. However, there are also MSMEs in a stable condition and

an increase in the sales turnover value of their products because they can adjust their business to conditions in terms of products and carry out several marketing strategies to survive. Conducting a digital sales system and providing creative services to attract consumers are the main strategies in maintaining their business. Entrepreneurs who can survive in various circumstances are entrepreneurs who have strong character and mentality, are creative and innovative, and dare to take risks that occur (Irawanto & Novianti, 2021).

Recognize Consumer Behavior

As an MSME actor, the most important thing is to recognize consumer behavior in the market and adapt to any changes that occur. It does not close the fact that the pandemic has certainly changed the way business actors interact with their consumers. The existence of this pandemic has changed people's purchasing power or consumption patterns, which resulted in a decrease in the number of transactions and sales turnover. Therefore, business actors need to adapt to changes in consumer behavior patterns. One way to adapt to this problem is by prioritizing online transactions or buying and selling because MSME actors and consumers are required to limit themselves to each other in physical interaction (Dede Hertina *et al*, 2020). The Nielsen study also states that an increase in sales turnover can occur when shopping activities are carried out online and it is estimated that consumer behavior patterns in making transactions or buying and selling online will continue even though the COVID-19 pandemic is over. According to Astri Rumondang, *et al* in his book entitled *Digital Marketing and Consumer Behavior* in recognizing consumer behavior, several ways are needed. First, position yourself as a customer to know and learn about the problems faced by consumers. Second, observing the surroundings of competitors, by observing similar businesses, of course, can see deficiencies that may occur so that preventive actions can be taken. Third, increasing acquaintances and opening up ideas, in this case, of course, is very useful to increase relations, work partners, and business networks. Fourth, ask customers directly regarding problems faced by customers when they become consumers, knowing consumer complaints will make it easier to solve problems that occur and get opinions about the business that is being run.

In this condition, business actors or MSMEs must also keep a positive mind. During the COVID-19 pandemic, consumers experienced a decline in their income, but in terms of consumption activities, of course, it must continue, as usual, only changes in media use. Before the COVID-19 pandemic, consumers interacted directly with sellers, but during the COVID-19 pandemic, there was a change in consumer interaction patterns from direct interaction to indirect interaction. This is a strategy or opportunity for MSME actors to maintain their business (Dede Hertina *et al* 2020). In the book entitled *Digital Marketing and Consumer Behavior*, there are four changes in consumer behavior or patterns that have occurred in the current COVID-19 pandemic era. First, , lower prices tend to be a trend of consumer choice. This trend is certainly an opportunity for sellers of high-priced products through the provision of discounts on a brand that is more expensive than other brands. In addition, improving quality or offering updated value can help increase consumer interest in choosing a product. Second, consumer behavior patterns focus on certain types. Based on research by Leonard Lee, it is explained that the type of product that can attract consumers when they lose control, consumers will compensate for the loss of control by buying products that are useful for meeting their basic needs (In Harahap, 2020). So during a pandemic, consumers will focus more on products that are useful in everyday life and tend to put aside their hedonism. Sanitary products, such as soap, hand sanitizer, tissue, or washing goods will be the products chosen by consumers both now and after the crisis (Hafidh, 2020 in Anisa Julianti, 2020). In addition, health products in the form of nutrient-rich drinks or supplements, healthy

foods, are often sought after by consumers as daily necessities. Third, consumers of various generations choose to shop online or through e-commerce. Since the spread of COVID-19, the shop has started to empty of visitors or even had to close. Based on research by Alvid Edgar *et.al* stated that the COVID-19 pandemic in Indonesia significantly affected the pattern of using E-commerce by the public as a means of online transactions. MSME actors will continue to sell their products by switching to an online system and expanding the reach of consumers who initially only targeted generations Y and Z, starting to switch to all ages including generation X. Fourth, Consumers shopping collectively or wholesale also occurs where some buyers hold discounts. The tendency of people who find it difficult to spend more money during a pandemic has become a consumer strategy in meeting their needs so that consumers work together to buy a certain product to get a discount or discount from the seller (Made Ngurah, 2020)

Quality and Service Improvement

During the COVID-19 pandemic, consumers experienced a decline in confidence in the products sold by business actors or MSMEs. This makes consumers more careful in choosing a product. This is certainly one of the changes in consumer behavior patterns so that it is necessary to improve product quality by business actors or MSMEs, increase product attributes, and service providers to restore and increase consumer confidence. Improving the quality of customer service can create new, broader, and more loyal relationships between business actors and their consumers (Sonya, 2021). Based on research (Setyanto *et al.*, 2017), shows that product attributes consisting of brand, quality, features, and design have a significant influence on consumer decisions to choose a product. At present, attributes are important to consumers because neat packaging and designs describe the quality of a product. Consumers will also feel more appreciated because the seller not only prioritizes the quality of the product but also prioritizes safety and aesthetics. In improving product quality, the marketing strategy must also be supported. Marketing the product must be assessed that the product being sold is worthy to be purchased or has a selling value because it has good quality. Based on the research of Putra, *et al*, 2017 (in M. Asadur Rofiq *et al*, 2020) stated that a significant and positive influence on consumer purchasing decisions lies in the quality of the product. Business actors offer products with the best quality in the market to provide satisfaction to consumers. If consumers get a product that is of good quality and following their needs, it will give the impression of a product to be sold. This will affect the perspective of other people because sometimes consumers will recommend the products they buy to other consumers if they give satisfaction or a good impression.

According to M. Asadur *et.al.*, Improving product quality and attributes can be done by MSME actors through improving product design, quality, and product packaging design resilience. Factors that need to be considered in carrying out good packaging are (1) Durability and security. Properly packaged products are generally cleaner, more attractive, and resistant to weather damage. (2) Economic factors, attractive packaging is one way to increase operating profit. (3) Distribution factor, the size and shape of the packaging need to be designed properly and in such a way that it is easier for the distributor to store the product before it reaches the consumer. (4) Information and communication factors. This is included in the promotion and delivery of product information. In its delivery, it must look easy to understand and remember so that it reflects the image of the brand and product or packaging that is familiar to the community. (5) Ergonomics factor. The packaging design must of course be easy to carry, hold, take and open to making it easier for consumers. (6) Aesthetic factors can affect consumers' emotional and psychological factors in creating loyalty. The aesthetics of the product packaging become the company's standard in determining the selling value of the product. (7) Identity factor. Although there are many competitors with the same product, the packaging is a distinguishing factor in the

intensity of competition between business actors.

In increasing their income or sales turnover, MSME business actors need to read the opportunities that are currently needed by the community because this pandemic condition or condition reduces and affects the purchasing power of consumers who tend to prefer products according to their needs. A food business actor must pay more attention to product durability and packaging so that products are more durable and safe in the hands of consumers following an online sales system or through e-commerce which is carried out in stages. For business actors who open food, drink, or snack shops, this can be overcome by providing delivery services or using applications that offer these services so that consumers can order from home. Business actors also need to tighten the service system by improving product quality or hygiene, durability, and product safety in transit so that consumers will feel at ease with confidence in the products offered by business actors.

Digital Marketing in MSME Activities

Marketing is the creative use of truth that is important in the business world to introduce products that are produced and distributed to consumers. The times have driven changes and patterns in various fields including in terms of marketing to have many tactics or ways to market a product or service to keep up with the competition in a wider market and to maintain and develop business, namely through utilizing digital marketing technology to complement marketing strategies. conventionally existing. The digital world is estimated to be an important point in human activities in the future, including business activities, which can be seen from the increasing number of digital platforms that provide stalls for business people who want to take advantage of the digital world (M. As'adur Rofiq *et al*,2020). Manishkumar Varma *et. al* in their research defines digital marketing as a part of marketing that carries out the in-depth use of technology (Internet-based) to promote and increase awareness among customers. Digital Marketing offers realistic and affordable costs for small and medium-sized companies.

According to Bambang (2020), which states that the challenges of MSME activities in Indonesia are various and varied because they are closely related to the scale of entrepreneurship in Indonesia which only reaches 3.5%. With this data, improving the quality of MSMEs is a must to create an increase in the economy in Indonesia. It should be noted that MSMEs have also played an important role in strengthening economic growth in Indonesia. Even MSMEs are part of the pillars that support the Indonesian economy during the current economic crisis. Meanwhile, during the New Normal period like now, the MSME sector is experiencing quite a shock and this can be overcome by changing activities by utilizing the digital world. Based on data according to the Central Statistics Agency as of September 2020, the condition of MSMEs during the New Normal was only 45% of business actors who were able to survive with their condition for about 3 months, the rest were unable to maintain their condition. Furthermore, efforts or alternatives in digitally developing MSMEs that need to be carried out by the Ministry of Cooperatives and Small Medium Enterprises are by inviting young innovators to support this digitalization project for MSMEs through a special program.

The digital world is predicted to become an important point in human activities in the future, including business activities. This is evidenced by the increasing number of digital platforms that provide stalls for business people who want to take advantage of the digital world. The use of the digital world is felt to be very maximal considering that nowadays it can be said that almost everyone has a smartphone that can access what they want without limits. On the other hand, digital marketing makes it easier for business actors to be able to market their products easily without having to think about other costs such as making brochures, banners, pamphlets, or anything related to print media advertising.

Through digital, business actors and consumers do not experience significant obstacles because they are not limited by space and time.

Research Hardilawati (2020) states that several forms of marketing can be applied by business actors or MSMEs, including (1) publication of photos and videos through all social media accounts regularly and intensively, (2) the use of Facebook ads, Twitter ads, Instagram ads, google display network services can reach the specified target consumers, (3) doing live promotions or making videos about the products we sell through social media accounts. This strategy will affect consumer interest in the social media business accounts that are run. (4) Education and introduction of product quality can be carried out intensively by involving consumers in product selection. (5) Maximizing existing features to increase the rating of business accounts, such as hashtags (#), choosing words to describe product specifications, creating creative content that can be accepted by our market share. Based on the observations of researchers, the features of social media that are currently interconnected with each other are very easy for anyone to access. In addition to what has been mentioned above, platforms such as youtube, blogs, Twitter, and even Tiktok can be maximized by business actors as media to promote their products. Trends that occur are not only used as entertainment media but can be used to introduce products and how far the progress of the business has been carried out.

Building Synergy between digital MSMEs and Netizen

According to (Bambang, 2020b), states that the era of digitalization cannot be separated from the role of the internet community (citizens), especially in social media. As a result, these netizens will determine the success of a product and service that will attract public attention. In this case, the citizen is the identity of the community in social media. The digital society or what is commonly called the warrant consists of several classifications. Several studies that have been reviewed have also mentioned that creative content can attract high attention from netizens (Arianto, 2015). The content in question can come from products and services produced or produced by the MSMEs themselves, as well as content that can support the products and services produced. Netizen is user of various social media platforms who actively interacts with each other digitally in cyberspace. Then, the citizens themselves are also distinguished based on the classification of their level of activity in using social media in their daily lives. This classification will produce several terms from each role to strengthen and disseminate digital messages or content.

The roles played by the digital community are buzzers, influencers, and followers. In social media, a buzzer is an account that acts at any time to disseminate messages or digital content to other netizens to influence or strengthen the message or content to be disseminated. While influencers are social media accounts that have a very strong influence on their followers, so that these accounts can encourage and influence followers to act as they see their idol influencers. Following their character, followers are social media accounts that follow the behavior of influencer and buzzer accounts. Followers are also citizens who submit to the wishes of the influencers and buzzers they follow (Arianto, 2020a). These three netizen actors must be understood by MSME business actors in the process of developing product marketing on social media. Furthermore, in the development of digital-based MSMEs, MSME actors must be able to synergize with netizens by displaying creative content. Through the presentation of creative content that is watched automatically, it can attract the attention of netizens to be able to participate in disseminating it as well. Thus, this synergy can make the products and services offered by MSMEs widely known by netizens. In addition, the synergy developed is by using reseller techniques. What is meant by this reseller technique is to invite netizens who come from generation Z to be able to participate in reselling products produced by MSMEs. With the reseller

technique carried out by the millennial generation, it will be a very good marketing channel in the future. This is because the millennial generation has a fairly wide circle of friends. And through this reseller technique, they must also involve their market places such as Lazada, Tokopedia, Shopee, and other market places. So that through the marketing media where they sell it, it will open up opportunities for MSME products to be widely known by citizens. The last technique is to collaborate with netizens, especially those better known as Generation Z to be able to participate in promoting the products and services of MSME business actors. The technique is to make millennial netizens give their testimonies of MSME products through their respective social media. With the testimonial technique, at least it will be able to become one of the promotional media. This means that by involving more netizens to provide testimonials, the greater the chance that the products from digital MSMEs will be accepted by consumers in Indonesia. Because without synergy between MSMEs and citizens, it will be difficult for MSME business actors to be able to offer their products quickly and smoothly on social media. Therefore, knowledge in getting to know netizen actors to techniques for disseminating it must be known by digital MSME actors to compete. This kind of knowledge needs to be learned and possessed by MSME business actors through assistance and various training by third parties or independently.

Business Opportunities in New Normal Era

COVID-19 not only has a negative impact on the world but also has a positive impact and benefits for business actors, especially in the field of health and environmental hygiene. First, the home-based food and beverage business, in collaboration with grab food/go food/ and the like. Food and drink are a primary need for everyone, so they inevitably need it every day. If you pursue this business, it can also bring quite promising profits and can be a solution to make money, especially for those who have been laid off or unemployed. Second, the frozen processed food business. The frozen food business is also an attractive solution to offer because it is durable, practical, and easy to serve. With this frozen food, people can save time for shopping, because they can directly buy this frozen food for stock in the next few weeks. For example, frozen meatballs, nuggets, chicken, sausage, potatoes, dim sum, and others. Third, logistics services. During the current corona pandemic, where people are encouraged to work, worship, and study from home, logistics distribution/delivery services are urgently needed. The capital required for this business is also not too large. There are so many business opportunities that can be done in the New Normal era, especially when combined with digital marketing which is currently the most effective trading strategy. Seeing the conditions required to reduce social interaction is one of the factors that digital marketing is a business platform that is quite promising for beginners and those who have been in digital marketing for longer.

Customer Relationship Marketing (CRM)

Customer Relationship Marketing (CRM) or Customer Relationship Management is an integrated information system and is used to plan, schedule, and control all pre-sales and post-sales activities within a company or organization. This CRM covers all aspects that relate directly or indirectly to prospective customers and current customers, including call centers at the point of sale, salesforce (sales marketing), marketing, technical support, and field services. The main goal of CRM is to increase the long-term growth and profitability of the company through a better understanding of consumer habits. This CRM also has the aim of providing more effective feedback and better integration with controlling return on investment within the scope of the business being undertaken. According to Anggita *et al*, (2015), concluding that customer satisfaction does not influence customer loyalty, the level of customer loyalty is not due to high satisfaction so that it makes them loyal, but because of the customer's

unwillingness to move to another place which will require additional time. And according to research (Hardilawati, 2019), which obtained CRM results had a positive but not significant effect on improving MSME performance. This is because MSME actors have limitations and have not been maximized in running CRM. This is contrary to research according to (Farida *et al*,2017), that customer relationship marketing has a positive and significant effect in improving the marketing performance of MSMEs through improving the quality of relationships and entrepreneurial orientation.

Under current conditions, to establish profitable marketing relationships with customers, business actors are strongly advised to show concern for consumers who are experiencing difficulties during this New Normal. Business actors can show their concern to market the product. For example, how to build customer relationship marketing by increasing empathy for this pandemic, such as providing promos or free product schemes for couriers who provide delivery services, setting aside a portion of the income generated from selling products to people in need. This method can also build consumer confidence in business actors and lead to customer bonding. So at a time like this as a business actor (MSME) not only think about yourself but also build consumer marketing relationships by showing concern and positive things to do. In addition, business actors (MSMEs) can also establish communication with customers on various social media promotions and e-commerce that are available and owned more intensively and more often than usual, such as answering consumer complaints and criticisms or answering suggestions and responses. good behavior from consumers, thereby also creating positive customer engagement.

CONCLUSION

Based on the discussion above, the spread of COVID-19 certainly affects various human arrangements, one of which is economic activity. Territorial closures and restrictions on community activities cause MSME actors to experience a decline in turnover because the declining number of consumers can threaten losses if they cannot manage their business properly. However, there are also MSMEs whose conditions are still stable and have increased sales turnover because they can adjust to conditions in terms of products and carry out several marketing strategies to survive. Conducting a digital sales system and providing creative services to attract consumers are the main strategies in maintaining their business. Entrepreneurs who can survive in various circumstances are entrepreneurs who have strong character and mentality, are creative and innovative, and dare to take risks that occur. Strategies for MSMEs in finding opportunities and facing the new normal era are recognizing changes in consumer behavior, improving quality, using digital marketing, implementing customer relationship marketing (CRM). Changes in the online trading system through social media and e-commerce as well as product and service improvements by paying attention to the quality of unique creative packaging designs can attract consumers. This change is expected to expand the target consumer and market reach and can maintain and stabilize the income of MSME actors.

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