

CHAPTER I

INTRODUCTION

1.1 Background

The COVID-19 pandemic, which is still happening around the world, has a real impact on all sectors, including economic activity. In Indonesia, there are many sectors that have been affected by the pandemic, some of which have even experienced a decline, such as the hotel and tourism sector, aviation, Meeting-Incentives-Conferences-Exhibition (MICE), bars and restaurants, cinemas and concerts as well as sports (Wahyono, 2020).

The impact of the pandemic is felt by entrepreneurs who rely on community crowds to support their business, one of which is culinary (Hastuti, 2020). One of them is MSMEs in Indonesia. Based on data from the Ministry of Cooperatives, it describes 1,785 cooperatives and 163,713 Micro, Small and Medium Enterprises (MSMEs) preventing the Covid-19 pandemic virus. The cooperative is engaged in daily necessities, while the MSME sector is the most restrictive, namely food and beverages (Amri, 2020). This is because there is a recommendation to prevent at home which aims to suppress and break the chain of transmission of Covid-19, so that people must reduce their activities outside the house (Maharani, 2020).

In addition, in various places, Large-Scale Social Restrictions (PSBB) measures have been implemented which further limit people's mobility. With the PSBB, the government prohibits eating and drinking in places because it can lead to the possibility of gatherings and crowds so that it can increase the spread of the Covid-19 virus. This condition is a challenge for almost all small and medium-level culinary actors to survive in the midst of a pandemic.

On the other hand, digital developments in globalization are very

influential on the economy. This development is felt to be able to provide convenience in shopping and also provide many other benefits for consumers such as time and cost efficiency, as well as minimal physical fatigue (Amri, 2020). Especially during the pandemic where the opportunity to communicate and meet face to face is very limited. In the MSME sector which is engaged in the culinary field, this digital development has begun to penetrate towards food-delivery services.

E-marketing is the use of information technology for marketing activities, namely through the process of creating, communicating, delivering and offering value to consumers, clients, partners and the wider community. In simple terms, e-marketing can be interpreted as the result of the application of information technology in traditional marketing. E-marketing is considered to make it easier for marketers to market their products, as well as digital marketing is considered to make it easier for consumers to obtain information about products and make purchases of the products they want. The application of e-marketing is very beneficial for market development because it is online so it can reach a wider market than conventional marketing.

Soodu.id is a forum provided to help market superior creative products in the food and handicraft sector native to the region (typical) in an effort to improve and introduce them to a wider market (digital market) so that indigenous regional products are able to maintain their existence. The advantages of this soodu.id application include security and convenience in transactions, accommodating MSMEs in one platform for much easier product promotion, convenience in finding food and handicraft products typical of the region, having a variety of product categories, having the latest product filters, frequently viewed and most favourable.

The services that exist in the Soodu.id application are to provide buying and selling services from consumers. Anyone can open an online store so that they can serve buyers from all over Indonesia, provide inter-sameday soodu.id services which are same-day delivery services, provide product photo services, logo design, and product packaging for MSME partners to make them look more

professional.

In this study, researchers will examine MSMEs entrepreneurs in the Soodu.id application based on culinary businesses, namely Usaha Kedai Pisang Salai Mak Usu. The culinary business is the most popular business. Besides the capital is not too big, this business promises quite a large profit. If properly developed, this business will have the potential to contribute to the progress of the community's economy, become independent entrepreneurs and create new jobs and improve welfare. Based on the above background, the authors are interested in conducting research with the title: **"Analysis of E-Marketing Strategy Implementation on Micro, Small and Medium Enterprises (MSMEs) as Efforts to Overcome the Impact of the Covid-19 Pandemic in Bengkalis City (Case Study on Culinary Business of Kedai Pisang Salai Mak Usuthrough the Soodu.id Application)"**.

1.2 Problem Formulation

Observing the conditions described above, the researcher formulated several problem formulations that became the basis for this research, namely:

1. What are the advantages of Kedai Pisang Salai Mak Usu through the soodu.id application for business owners?
2. How do business owners Kedai Pisang Salai Mak Usu promote their products on the soodu.id application?
3. What marketing strategy is applied by the Kedai Pisang Salai Mak Usu business owner through the Soodu.id application?
4. What are the obstacles faced by the Kedai Pisang Salai Mak Usu business owner through the Soodu.id application?
5. How is the solution made by the Kedai Pisang Salai Mak Usu business owner through the Soodu.id application from existing obstacles so that his business is maintained?

1.3 Research Objectives

From the formulation of the problem above, the researcher wants to do this

research with the aim of:

1. To find out the advantages of the Kedai Pisang Salai Mak Usu through the soodu.id application for business owners
2. To find out how the Kedai Pisang Salai Mak Usu business owner promotes products on the soodu.id application
3. Knowing the Marketing Strategy of the business owner Kedai Pisang Salai Mak Usu through the Soodu.id application
4. To find out the obstacles faced by the business owner Kedai Pisang Salai Mak Usu through the Soodu.id application
5. To find out the solutions made by the Kedai Pisang Salai Mak Usu business owner through the Soodu.id application to keep the business awake

1.4 Research Benefits

The benefits to be achieved in the research entitled "Analysis of the Implementation of E-Marketing Strategies in Micro, Small and Medium Enterprises (MSMEs) as an Effort to Overcome the Impact of the Covid-19 Pandemic in Bengkalis City (Case Study on Culinary Business of Kedai Pisang Salai Mak Usu through the Soodu.id Application)." these are as follows:

1. For researchers

This researcher is useful to increase knowledge and is one of the requirements to complete the final project of Diploma IV International Business Administration.

2. For the owner of Kedai Pisang Salai Mak Usu

The results of this study are expected to be a reference and input for company management, especially in the marketing sector to develop marketing strategies to increase sales as an effort to overcome the impact of the COVID-19 pandemic.

3. For the other party

As a medium to apply the theory obtained and the reality in the field in order to add experience and broaden the way of thinking of researchers in assessing the scope of MSMEs and as information material for further research.

1.5 Research Limitation

Based on the background that has been described previously, the author makes a problem definition so that the scope of this research is clear. The problem limits determined by the author only focus on strategies that greatly affect sales in the Usaha Pisang Salai Mak Usu in the Soodu.id application. The *Kedai Pisang Salai Mak Usu* marketing strategy currently applies the STP strategy, namely Segmentation, Targeting, Positioning.

1.6 Writing System

Systematics of writing research conducted for research Analysis of E-Marketing Strategy Implementation on Micro Small and Medium Enterprises (Msmes) as Efforts to Overcome the Impact of the Covid-19 Pandemi in Bengkalis City (Case Study on Culinary Business of Kedai Pisang Salai Mak Usu through the Soodu.id Application) are as follows:

CHAPTER I : PRELEMINARY

In this chapter an introductory chapter, researcher explained about research background, research problem formulation, research benefits. Furthermore researcher explained about research limitation, and research systematics.

CHAPTER II : LITERATURE REVIEW

In this part researcher present about literatur review, both related theory or theoretical basic about variable which is researched. In theoretical basic part researcher try to explore some theories such as; marketing strategy, marketing mix, sales, e-marketing, use of e-marketing, MSMEs, online shopping, market place, Soodu.id application.

CHAPTER III: RESEARCH METHODS

In this chapter 3, will explain about the location and place of the study, starting from the location, time and object of research, types and source of data, data collection technique,

data analysis method, and types of research.

CHAPTER IV: RESEARCH RESULTS AND DISCUSSION

In this section, the researcher presents the results and discussion. The results of this thesis research contain information that includes: To find out the advantages of the Kedai Pisang Salai Mak Usu through the soodu.id application for business owners. To find out how the Kedai Pisang Salai Mak Usu business owner promotes products on the soodu.id application. Knowing the Marketing Strategy of the business owner Kedai Pisang Salai Mak Usu through the Soodu.id application. To find out the obstacles faced by the business owner Kedai Pisang Salai Mak Usu through the Soodu.id application. To find out the solutions made by the Kedai Pisang Salai Mak Usu business owner through the Soodu.id application to keep the business awake.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

In this chapter is the last chapter, where conclusion will be presented from the result of research conducted, then the author will provide suggestion that might be useful.