

Original Research Paper

Utilization of Technology in Development Business Management in the Post-Pandemic Era

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Abstract: So far in 2019, the COVID-19 pandemic has claimed many lives. Due to the pandemic, many people have lost their jobs due to massive layoffs, and many businesses have failed. This journal examines the application of technology to business development in the post-COVID-19 era. Consequently, the purpose of this study is to develop businesses following the pandemic by utilizing the transformation of digital marketing technology and the difficulties in an era in which many individuals have used technology and social media to develop their businesses. Plans to utilize technology via websites or social media as well as e-commerce applications circulating on multiple platforms include: (a) determining sales goals or target markets; (b) preparing captions that attract buyers' interest in the goods we will market; and (c) planning sales goals to be achieved and managing expenses and income. The methods of digital marketing that we wish to describe are: a) promoting through product videos that pamper buyers; and b) creating their own website with an aesthetically pleasing design so that many interested individuals desire to purchase. As anticipated for research purposes, the results of this study indicate that digital marketing can be utilized as a means of business development in the post-pandemic era. Through the use of technology, businesses are able to develop rapidly, and the information that can be accessed is accurate and quick, thereby expanding the scope of sales.

Keywords: Business, Digital Marketing Technology, Social Media.



1. Introduction

Corona Virus Disease 2019 or commonly abbreviated as COVID-19 is an infectious disease caused by SARS-CoV-2, a type of coronavirus. People with COVID-19 can experience fever, dry cough and difficulty breathing. Indonesia is one of the positive countries for the corona virus (Covid-19). The first case that occurred in Indonesia was experienced by two residents of Depok, West Java. This was announced directly by President Joko Widodo at the Presidential Palace, Jakarta on Monday, 2 March 2020 [1].

The way our government deals with covid is by locking down and the imposition of Community Activity Restrictions (ppkm) has brought our economy down drastically therefore after the Covid-19 pandemic hit many people who lost their market and it had a huge impact on merchants and employees who were laid off. Therefore, many companies and traders sell branded goods to e-commerce, social media and websites [2].

Many businesses and economies, both local and global, have slumped due to the implementation of lockdowns in several countries. People are required to practice social and physical distancing to stay at home and avoid crowds. This resulted in a change in transaction patterns in society, where prior to the Covid-19 pandemic, people were accustomed to making conventional transactions, then switching to internet-based and electronic transactions called electronic commerce (electronic commerce or e-commerce) [3].

Although on the one hand the economy is weakening, on the other hand, the economy is also experiencing improvement, namely in the field of electronic commerce (e-commerce). The revenue of several world retail websites has shown significant growth during the Covid-19 pandemic. The reason is because people avoid shopping offline and practice social and physical distancing as an effort to prevent the spread of the Corona virus [4].

E-commerce provide a role for the Indonesian economy during the Covid-19 pandemic for both businesses, consumers, and the government. For business people, e-commerce is a solution to overcome the impact of Covid-19, increasing business scale because many investors are investing in this field, increasing understanding of market trends and behavior, marketing outreach, and encouraging business people to adapt to conditions during a pandemic and technology. E-commerce is also beneficial for consumers, including providing security and convenience in transactions because they comply with health protocols [5]. Consumers are also more effective and efficient in terms of time, effort, and price selection compared to conventional transactions. With the development of e-commerce, it also has an impact on the development of technology to meet consumer needs.

Even though the Covid-19 outbreak only appeared at the end of 2019 and was declared a pandemic in 2020, many studies have been conducted regarding the impact of Covid-19 on the economy and the development of e-commerce during this pandemic. Research by Hanoatubun [6], Taufik and Ayuningtyas [7] concluded that Covid-19 had an impact on the decline in the economy in Indonesia, especially in the business sector of public transportation, tourism, hotels, shopping centers, and offline trading which only focuses on direct visits by consumers. Hadiwardoyo's research [8] also shows that Covid-19 causes economic losses nationally. Seeing the impact of the declining economy due to this pandemic, many business actors have switched to online business or what is called electronic commerce (e-commerce). E-commerce has been proven to be able to drive Indonesia's economic growth as in the research of Sudaryono et al, [9]. Alfonsius' research [10] concluded that e-commerce is a solution for business people to meet consumer demand during a pandemic.

In this study, we will discuss how the impact of the Covid-19 pandemic on the declining business management sector was caused by this pandemic. The purpose of this research is to review how to improve businesses that are developed using the latest technology to facilitate buying and selling between consumers and buyers using electronic commerce during the current pandemic [11].

2. Literature Review

2.1. Covid-19 Pandemic

A pandemic is an epidemic that has spread to several countries or continents, and generally infects many people. The term pandemic is not used to indicate the severity of a disease, but only the level of its spread.

The Covid-19 pandemic is an event of the spread of the corona virus disease 2019 (an abbreviation of Covid-19) throughout the world. This disease is caused by a new type of coronavirus called SARS-CoV-2. The Covid-19 outbreak was first detected in Wuhan City, Hubei Province, China on December 1, 2019, and was declared a pandemic by the World Health Organization (WHO) on March 11, 2020 [12].

2.2. Indonesian Economy

The economic system is a system used by a country to allocate its resources both to individuals and organizations in that country. According to Dumairy, the economy is a system that functions to regulate and establish cooperation in the economic field, carried out through human and institutional relations. According to Anthony B. Kim in his analysis at The Daily Signal, the Indonesian economy is called one of Asia's great economic powers. Indonesia has high economic potential and has a number of characteristics that position the country for rapid economic development [13]. However, since the Covid-19 pandemic, the Indonesian economy has headed into a recession due to the impact of the pandemic.

2.3. E-Commerce

E-commerce (electronic commerce) is part of e-business (electronic business) which deals with buying and selling of goods/services via the Internet. E-commerce also includes activities that support these transactions, such as advertising, marketing, consumer support, security, delivery, and payment [14].

Many businesses use or are based on digital networks called electronic business and electronic commerce today. Electronic business (electronic business or e-business) is a business process that utilizes the use of digital technology and the internet in its main operations.

In Indonesia itself, after the Covid-19 pandemic hit, many people lost their market and it had a huge impact on traders and employees who were laid off. Therefore, many companies and traders sell branded goods to e-commerce, social media and websites [15].

3. Methodology

The method used in this systematic review is to search journals in online media such as Google Scholar and Mendeley, to identify articles that focus on technology development in the post-Covid-19 pandemic era using the platform e-commerce.

Technology is able to bring about business development so that the scope of sales becomes an international scale, not only Indonesia but other countries can also see and buy the goods that we trade on an international website or platform. Motivation can also encourage us to trade, we can look for motivation from companies that implement E-commerce.

4. Finding and Discussion

From the journal review carried out there were several results from the data collection period to data presentation. Data collection was carried out by researchers through the results of data forms which were then grouped according to questions in the research in the form of position, plan, perspective, project, and prepare. Selecting records or results of interviews through a series of interview processes regarding the areas of marketing, HR, finance, and operations. Furthermore, this research data is presented in the form of a description supported by previous research in accordance with relevant theories related to post-covid-19 pandemic business management strategies.

E-Commerce is one of the business revolutions that started from several web portal advertisements, and has increased the number of buyers in developed countries and even in developing countries. The use of the internet is increasing so that more industries are transforming into electronic industry and commerce, transportation, education, and finance. E-Commerce provides a role for economic growth in Indonesia, both for businesses, consumers, and even the government.

- a) The role of e-commerce for business people
 - E-commerce plays a very important role for business people to make it easier for business people to conduct transactions and develop business for the wider community.
 - Increasing understanding for business people about market trends and behaviors that make every business and brand to increase their sales.
 - Business people are required to be able to adapt to the times so that the business they run does not go bankrupt.
- b) The role of e-commerce for costumers
 - Customers can save more energy because they don't need to leave the house, and can still comply with health protocols.
 - The online purchasing process makes the buying process faster and customers can track orders, as well as make purchase history.
 - Customers can access more items they want to buy in one store or another.

- c) The role of e-commerce for the government
- Governments can more easily accept tax payments online and more easily.
 - Can increase national economic growth.

5. Conclusion

So the conclusion of this journal is that the Covid-19 pandemic has a very big impact on the economy of business people, because business management is needed to improve the economy which has fallen due to the effects of the Covid-19 pandemic.

Technology is able to bring about business development so that the scope of sales becomes an international scale, not only Indonesia but other countries can also see and buy the goods that we trade on an international website or platform.

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