

# Strategies For Increasing Sales During The Covid-19 Pandemic In Small And Medium Micro Businesses In Tangerang Selatan City

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*Abstract — The purpose of this study is to find out strategies to increase sales, including South Tangerang City MSME actors carrying out product promotion strategies through online during the covid-19 pandemic and carrying out product innovation strategies through online during the covid-19 pandemic. The data analysis techniques used in this study are qualitative descriptive method that is descriptive does not provide treatment, manipulation or modifier on the variables studied, but describes a condition as it is. The only treatment given was the research itself, which was carried out through observation, interviews, and documentation. The results of the study show that MSME actors, especially in South Tangerang City, in the promotional strategy carried out are through e-commerce including through websites and social media (whatsapp, Instagram, facebook, and others). In addition, product innovation strategies carried out by MSME actors in South Tangerang City include: continuing to innovate by presenting the latest products. Furthermore, in online stores, the product innovation strategy is carried out by creating more online stores. This is done so that online stores are easily accessible to the wider community. So that businesses can survive during the covid pandemic and can increase sales*

**Keywords :** Sales Strategy, E-commerce, SMEs.

## I. INTRODUCTION

The COVID-19 pandemic is a virus that can infect fellow humans as well as affect the stability of the Indonesian economy (Yusuf & Anthoni, 2020), one of which is for SMEs in South Tangerang. For this reason, it is necessary to take care of health and increase sales strategies that must be carried out so that businesses can survive in the midst of the COVID-19 pandemic (Hasbi et al., 2020; Kuart & Rejeki, 2020).

The Covid-19 pandemic in Indonesia is currently considered by various parties to be in an alarming stage after running for more than six months. So far, there are no signs that the rate of transmission of the corona virus is decreasing. This can be seen from the Covid-19 case data released by the government until today, Monday (28/9/2020). Based on government data as of Monday at 12.00 WIB, there were 3,509 new cases of Covid-19 in the last 24 hours. This addition causes the number of Covid-19 cases in Indonesia to now reach 278,722 people, as of the announcement of the first case on March 2, 2020.

However, sad news re-emerged with the addition of Covid-19 who died. In the period 27 - 28 September 2020, there were 87 Covid-19 patients who died. This addition causes the death toll from Covid-19 in Indonesia to now reach 10,473 people. With this data, the number of active Covid-19 cases in Indonesia is 61,379. Source: Kompas.com (15 September 2020). With this case, the number of MSMEs in Indonesia has decreased so that MSME actors are no longer able to sell directly to consumers (Sugiri, 2020; Suherman & Yusuf, 2021), in addition, the Head of the MSME Division at the Department of Industry, Trade, Cooperatives and Small and Medium Enterprises (Disperindagkopukm) Tangerang City Katrina detailed the number of MSMEs in Tangerang City is 13,368. Of that number, there were around 500 to 600 MSMEs whose business operations were affected by the Corona virus outbreak, Source: <https://wartakota.tribunnews.com> (20 October 2020). According to Chaffey & Chadwick (2019) said that digital marketing is the application of internet and digital technology related to traditional marketing to achieve marketing goals, here is a list of the 10 most popular e-commerce in Indonesia that can be used as a medium to market the products they produce.

**Table 1. List of 10 Most Popular E-Commerce In Indonesia**

No.	E-Commerce	Total Visitors
1.	Tokopedia	1,2 billion visits
2.	Shopee	837 million visits
3.	Bukalapak	823 million visits
4.	Lazada	445 million visits
5.	Blibli	353 million visits
6.	JD ID	105 million visits
7.	89 juta	89 million visits
8.	Bhinneka	63 million visits
9.	Sociolla	51 million visits
10.	Zalora	45 million visits

Source: Jakarta, iNews.id (2019)

In Table 1, the survey results for the top 10 rankings for E-Commerce in Indonesia. where this shop sells a very complete product like a shop that is often visited directly by buyers. The only difference is that e-commerce is supported by technology, which only uses laptops and smartphones, transactions between sellers and buyers are carried out in an easy and fast way without the hassle of coming directly to the store (Romindo et al., 2019). Of the 10 e-commerce, MSME actors can use one or even more e-commerce so that it is easier to market their products. In addition to digital marketing, there is also what causes the number of MSMEs in South Tangerang to decline, namely the marketing mix, because the marketing mix has a role in marketing a product produced from these MSMEs. the rules of the game, which means that the sale of local products as in South Tangerang SMEs in e-commerce will be equated with conventional retail rules. In the previous regulation made by the Ministry of Trade, conventional retail companies must sell 80% of local products (Mandasari et al., 2019). In addition, such as product quality assurance, sometimes sellers deliberately mislead consumers in order to increase online sales. Payment, shipping and logistics errors, return and guarantee policies, lack of security, and additional costs. With these problems, it does not make the purchasing power of consumers go down or low., Alibaba. (Kompasiana.com). According to Kotler (2015), consumer satisfaction is "the level of one's feelings after comparing the perceived (performance or results) compared to their expectations. If consumers are satisfied with the products produced and sold by MSME actors, it will indirectly increase the sales of these products where sales are activities carried out by sellers in selling goods and services with the dream of getting profits from the transactions, transactions and sales. can be interpreted as transferring or transferring ownership rights to goods or services from the seller to the buyer, Mulyadi (2016). Therefore, we need the right strategy in increasing sales of MSME products in the city of South Tangerang, therefore this research is entitled, "Sales Increase Strategy in the Covid-19 Pandemic Period in South Tangerang MSMEs".

## II. LITERATURE REVIEW

### A. Sales

The most important activity of a company is sales which is one of the main functions that are quite important in a company (Anthoni & Yusuf, 2020). The initial goal of the company is to earn a profit from sales which is the most important element in maintaining the company's survival. In general, the company's general goal is to get the maximum profit from its sales activities to improve the company's performance and also always strive for the continuation of the company's life in the long term (Yusuf, 2020). This goal can be realized if the company carries out sales as planned. The definition of sales according to Mulyadi (2016) is an activity carried out by sellers in selling goods and services with the dream of getting profits from these transactions and sales can be interpreted as transferring or transferring ownership rights to goods or services from the seller to the buyer.

Therefore, sales activities, like buying activities, consist of a series of activities which include creating demand, finding the buyer, negotiating prices, and terms of payment (Bancin, 2017). In this case, the sale, like the seller, must determine the policies and procedures to be followed enable the implementation of the established sales plan (Swastha, 2014). Sales Objectives where the company's ability to sell its products determines success in seeking profit, if the company is not able to sell then the company will experience a loss (Hamidah & Setiawan, 2014; Swastha, 2005). The general objectives of sales in the company are (Putri, 2017):

1. Objectives designed to increase total sales volume or increase sales of more profitable products.
2. Objectives designed to maintain an effective sales position through regular sales visits in order to provide information about new products.
3. Supporting company growth This goal can be achieved if sales can be carried out as previously planned. Sales do not always run smoothly, profits and losses obtained by the company are heavily influenced by the marketing environment. This environment is very influential on the development of the company.

**B. Marketing Mix**

The marketing mix is one of the most widely used marketing strategies by every company. Every company that uses this marketing strategy must really be implemented so that the company's performance can be optimal (Atmaja & Adiwinata, 2013; Herawati et al., 2013; Jaya, 2021).

According to Kotler and Armstrong (2013), "the marketing mix is a set of tactical and controlled marketing tools that are combined by the company to produce the response desired by the target market." The marketing mix consists of everything a company can do to influence demand for its products. Kotler and Keller (2016) which are included in this marketing mix include:

1. Product, something that can be offered to the market to get attention, to be purchased, used or consumed that can fulfill a want or need. Products can be physical or services and can be classified into several types .
2. Price, Price is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers.
3. Place (Place), The meaning of place (Place) here is related to the distribution of producer products to consumers (distribution). Place is all activities carried out by the company to distribute its products to target consumers so that it can be available and obtained at the right place and time because decisions regarding distribution channels are difficult to change and for adjustments take a long time, so decisions about distribution channels used require thinking. mature by taking into account consumer characteristics, intermediary characteristics, environmental characteristics.
4. Promotion (Promotion), is one of the absolute marketing mix used in the company's efforts to further introduce a product, attract interest and influence consumer behavior to consume. Promotion can also be an activity that communicates the advantages of a product and persuades target customers to buy it.
5. Human Resources (People), In this situation, direct interaction with consumers is needed in a fairly frequent frequency and greatly influences consumer decisions to buy. This person does not directly influence consumers but is quite often in contact with consumers, for example: a receptionist. Influencers: people influence consumers in purchasing decisions but do not directly contact consumers. Isolated: people do not directly participate in the marketing mix and also do not often meet with consumers. For example: employees of sales administration, HR and data processing .
6. Process, The stages of this process are divided into two ways, namely: Complexity, in this case related to the steps and stages in the process. Divergence, associated with a change in the steps of the process. The main object of marketing is identifying the needs and wants of the market. Therefore services must be designed to fulfill these desires. The service design is submitted. The process reflects how all elements of the marketing mix are coordinated to ensure quality and consistency of services provided to customers. Thus, marketers must be involved when the service process design is made, because marketers are also often involved in monitoring service quality.
7. Company Physical Evidence, Companies through their marketing staff use three ways in managing strategic physical evidence, namely as follows: An attention-creating medium. Service companies differentiate from competitors and make physical facilities as attractive as possible to attract customers from their target market. As a message-creating medium. Using symbols or signs to communicate intensively to the audience about the specific quality of the product or service. As effect-creating medium. Uniforms with colors, patterns, sounds and designs to create something different from the products and services offered.

**C. Consumer Satisfaction**

The creation of consumer satisfaction can provide several advantages such as the influence between the company and consumers to be harmonious, provide a good basis for repeat purchases and create consumer loyalty, and form a word of mouth recommendation that is profitable for the company (Anam, 2019; Simamora, 2007; Ulkhaq & Barus, 2017). According to Kotler (2012) emphasizes that consumer satisfaction is the level of one's feelings after comparing the performance (or results) that he feels compared to his expectations. If performance exceeds expectations, they will feel satisfied and vice versa if performance does not meet expectations, they will be disappointed.

Consumer Satisfaction is "An individual desire drive that is directed at the goal of obtaining satisfaction. In this case we need to know that a desire must be created or encouraged before fulfilling the motive. Sources that encourage the creation of a desire can be different from the person himself or in his environment (Deshwal & Khanna, 2013; Swastha, 2013). As for what affects consumer satisfaction according to Kotler (2012) are as follows:

1. Consumer complaints and suggestions handling system A consumer-oriented company will provide broad opportunities for consumers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards and others.

2. Company reputation survey system In general, research on consumer satisfaction is conducted by conducting surveys through various media either by telephone, post, or by direct interviews.
3. Consumer analysis system The company will contact its customers or at least find out which customers have made transactions and stopped buying products or who have changed suppliers, so that the reason why the customer left is known.

### III. METHOD

The research method is a way to obtain data in order to obtain knowledge that can be developed to solve certain problems. The research method according to Sugiyono (2016) is a scientific way to obtain valid data with the aim that it can be found, proven, developed as knowledge so that in turn it can be used to understand, solve and anticipate problems. This study uses qualitative analysis methods combined with descriptive analysis. According to Bodgan in Sugiyono (2016). Qualitative analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be informed to others. This data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others.

While the use of descriptive analysis is intended so that excavations can be made about the depiction of the object studied empirically, so that it can be informed about the real phenomena of the object under study. According to Sugiyono (2016). Descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations.

To obtain accurate data that can be trusted and relevant to the problem to be studied, data collection can be done by several methods, including:

1. Interview

It is a process to obtain information to achieve research objectives by conducting questions and answers from respondents or competent parties in the school for relevant research.

2. Observation

It is a process of collecting data by conducting direct observations on the object of research to obtain the necessary data, directly on the state/condition of the school.

3. Focus Group Discussion (TIM)

It is a process of collecting data by means of a systematic and focused group discussion on research variables. The sampling technique and the selection of respondents were carried out purposively and did not use respondents from outside the MSMEs, in an organizational hierarchy to influence policy making, decisions and marketing strategies for MSMEs in accordance with research needs.

Sales increase strategy is based on qualitative analysis. It is hoped that MSMEs can survive during the COVID-19 pandemic by improving marketing strategies and consumer satisfaction and sales by analyzing the marketing mix used. This study conducted a study of observations and interviews conducted using descriptive analysis, which can produce consumer satisfaction at South Tangerang SMEs by implementing marketing strategies, so as to increase sales.

### IV. RESULT

This study uses qualitative analysis methods combined with descriptive analysis. According to Bodgan in Sugiyono (2011). Qualitative analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be informed to others. This data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others.

With this technique, researchers are trying to get information related to promotional strategies during the covid pandemic for MSME actors in South Tangerang City. Based on the results of the research that has been done, by conducting interviews with four MSME actors in South Tangerang City, it can be seen that the promotion strategy implemented by MSME actors in South Tangerang City is to use E-commerce (social media).

The results of interviews that have been conducted to respondents are as follows:

1. **MSME actors Ms. Nia**

- a. Starting from looking for Betawi batik for family uniforms at the S2 graduation ceremony. Then get a Betawi batik maker in Marunda. Seeing the unique motifs and bright colors, finally interested in selling it. Initially offering products through conventional methods by entering several DKI government offices, which at that time required employees to wear Betawi batik every Friday. Finally entered another government office, Alhamdulillah the response was good, in a day you can get a minimum turnover of 2 million rupiah in 2013. Finally in 2014 opened a shop in the Betawi cultural area of Setu Babakan until

2019. In 2020, during the pandemic, merchandise in switch to home because PSSB and tourist areas are closed

- b. What is the product promotion strategy through online during the pandemic? Promotion is limited to WhatsApp only
- c. What is the product innovation strategy through online during the pandemic? The strategy is to create more online stores



Figure 1. Ms. Nia's Small Business

## 2. MSME actor Mr. Ibrahim

- a. Our business started in 1998, initially opening a salon and then starting to develop into custom clothing rentals, then developed into a wedding organizer
- b. The promotional strategy that we did at that time was only word of mouth after that, following the times, we started to promote online on Instagram with the id @bramegaweddingorganizer
- c. Our efforts during the pandemic cannot move because of the PSBB regulations, so far it is rather difficult even if there is work only to make up the bride, there are no traditional events and wedding celebration activities in general in Indonesia.
- d. The innovation that we do is to only make up the bride, as I described in the previous answer.

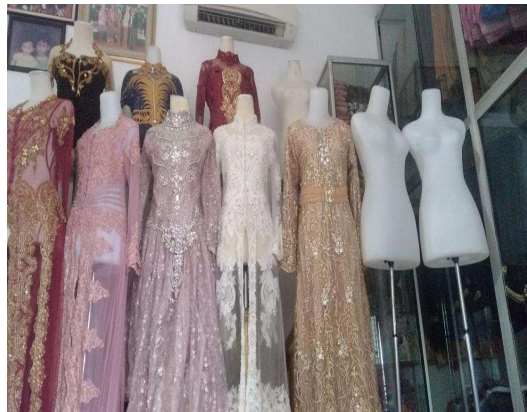


Figure 2, Mr. Ibrahim's Small Business

## 3. MSME actor Mr Aidil

- a. Starting from the concerns of children who often play games on cellphones or gadgets, and have the hope that today's children need to return to learning with an educational Islamic game that helps children learn Islamic religious learning, memorizing the Koran, reading prayers and so on through a program. Islamic game. In 2014 began to make the concept of Snakes and Ladders praying and baitul maal which until now there are several other products created by themselves to help children learn learning materials through a game from Azka Toys such as Ludo Islami Educational, Al Quran memorization fan and so on.
- b. What is the product promotion strategy through online during the pandemic? Via snap wa, fb ads, instagram, blogspot, direct selling and so on

- c. What is the product innovation strategy through online during the pandemic? Continuing to innovate by presenting the latest products, which were just last Ramadan, making Fasting Snakes and Ladders and Iqro's Snakes and Ladders.



Figure 3. Mr Aidil's Business Advertisement

Based on interviews, the promotion strategies that have been and are being carried out by South Tangerang SMEs are very interesting and varied. MSME actors carry out promotional strategies through e-commerce (social media) including: Instagram, Facebook, WhatsApp, and so on. In the current pandemic era, MSME actors realize that with current conditions and increasingly fierce competition with the proliferation of online merchants, they realize that they must use promotional strategies through e-commerce in addition to product quality which must be prioritized to satisfy customers/consumers. In general, MSME actors apply promotional strategies through e-commerce in order to increase sales volume and have resellers to participate in promoting their products to sell well in the market.

From the aspect of the marketing mix, although the products sold are relatively the same as those of competitors, because they prioritize added value and differentiation, they can provide the right product. In addition, reasonable and competitive prices, selection of appropriate distribution channels, and selection of effective promotional media for customers. Thus customer satisfaction and loyalty can be achieved.

The use of technology in such as websites and social media has been widely used. Mainly in toy production, fashion business, wedding and food. For MSME actors, the role of websites and social media is a means for them to establish relationships with customers, find out customer opinions, and suggestions for their products as well as promotional media that are considered effective. It can even do product development according to market desires.

## V. CONCLUSION

Based on the results of the study, it can be concluded that the promotion strategy carried out by MSMEs in South Tangerang City in addition to digital marketing is to prioritize product quality, such as in terms of the raw materials used and the production process. In addition, the product packaging process has more characteristics such as in the toy business, where the motifs provided are very diverse so that they attract the interest of consumers. While other businesses, such as food, prioritize the quality/taste of the food itself, where the menu provided is varied and according to consumer demand. By prioritizing the quality/taste of food, consumers feel satisfied and not bored with a menu that is less varied. So, consumers / customers can request food as desired. The determination of prices carried out by MSME actors is prioritized on product quality, the difficulty of the production process and the raw materials used to match the price offered.

MSME actors in South Tangerang City in the promotion strategy apply or use a marketing mix strategy or better known as the marketing mix. The promotion strategy carried out by South Tangerang SMEs is through e-commerce including through websites and social media (whatsapp, Instagram, facebook, and others). This is done in order to increase sales volume and to increase customer loyalty and satisfaction.

Product innovation strategies carried out by MSME actors in South Tangerang City include: continuing to innovate to present the latest products in children's toy products such as: Snakes and Ladders Fasting and Snakes and Ladders Iqro. In addition, the makeup business is not limited to women's makeup. However, the makeup effort will be applied to both men and children. Furthermore, in online stores, the product innovation strategy is carried

out by creating more online stores. This is done so that online stores are easily accessible to the wider community. Especially the Indonesian people and generally will reach consumers from various countries or internationally.

## VI. SUGGESTION

Promotional strategies through e-commerce should be carried out because considering the current pandemic conditions so that products can still sell well in the market. Thus, sales volume continues to increase and customer loyalty or satisfaction increases as well. Product innovation strategies must continue to be carried out considering that many competitors have emerged, especially competitors in online stores. Promotional strategies and product innovation strategies are carried out so that businesses can survive during the pandemic, can meet consumer needs and increase sales volume.

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