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MSME Marketing Strategy in South Tangerang City During the Covid-19 Pandemic

Syamruddin

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
dosen01343@unpam.ac.id

Gatot Kusjono

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
dosen00434@unpam.ac.id

Abstract

This study aims to determine the development and marketing strategy of MSMEs in South Tangerang City during the Covid-19 Pandemic. This study uses a qualitative method. Data collection techniques consist of observation, interviews, and document analysis. Collecting data using observation techniques, interviews and documentation. Data validity is obtained through the degree of trust, transferability, dependability, and certainty. Data analysis techniques include data reduction, data exposure, and data conclusion and verification. The results of the study show that the number of MSMEs in South Tangerang City in 2022 will be 90,128. The marketing strategy carried out by MSMEs in South Tangerang City during the Covid-19 Pandemic was grouped into four aspects, namely product, price, promotion, and distribution/place. From the product aspect, in addition to offering new products, innovations are also made to existing products to make them more attractive to consumers. From the price aspect, many MSME managers make adjustments to prices. From the promotion aspect, in addition to giving discounts, promotions are carried out through word of mouth, MSME community networking, and online. From the aspect of distribution/place, the system for distributing and selling products is more limited, where MSME managers use more facilities through the online system.

Keywords: Marketing Strategy, Marketing Mix, Covid-19 Pandemic

INTRODUCTION

The implementation of restrictions on community activities (PPKM) has been a policy of the Government of Indonesia since the beginning of 2021. This aims to deal with the Corona Virus Disease (Covid-19) Pandemic in Indonesia. Currently, the government has revoked PPKM, December 30, 2022 to be precise. Prior to the implementation of PPKM, the government had implemented large-scale social restrictions that took place in a number of regions in Indonesia.

The World Health Organization, namely the World Health Organization (WHO) internationally has announced the lifting of the Covid-19 Pandemic on May 5, 2023. This means that the world is no longer in a condition of the status of the Covid-19 Pandemic.

Even though PPKM and the Covid-19 Pandemic have been repealed, it does not mean that everything is over, where there is no more corona virus. Because in reality there are still new cases of contracting Covid-19. In fact, not a few

also die every day.

With the revocation of the status of the Covid-19 Pandemic by WHO worldwide, it does not mean that health protocol regulations in Indonesia are immediately ignored. Washing hands, wearing masks, maintaining distance, staying away from crowds, and reducing mobility must still be adhered to in order to avoid the Covid-19 virus.

The implementation of health protocols that still needs to be intensified indicates that the spread of the Covid-19 virus is actually not over. So that all levels of society, including MSME business actors must also follow these rules.

During the Covid-19 Pandemic, almost all business actors in Indonesia were greatly affected. Not only large-scale, but also medium to lower business actors experience the same thing. As felt by the perpetrators of Micro, Small and Medium Enterprises (MSMEs).

To help MSME actors not to experience a heavy impact in managing their businesses, the central and regional governments have issued various policies. The policies provided by the government include facilitation in terms of regulations, providing incentives, capital assistance, and providing management training. With this policy, it is hoped that it can help businesses to get back on their feet.

In addition to the factors above, what is very important for SMEs to survive and continue to grow and develop is the marketing factor. In this case, how can MSME managers be able to implement a reliable marketing mix strategy in developing their business? Thus, it is hoped that middle and lower business actors will be able to become the driving force for the national economy during the pandemic and after the pandemic has passed.

According to Hartati in Ermaya, H. N. L., & Fahria, R. (2019), the MSME sector plays an important role in the Indonesian economy. Because it can be the driving force of the Indonesian economy. Moreover, the dependence of the national economy on foreign currency, especially the United States.

Indonesia is one of the countries with the

largest number of MSME sectors, one of which is in the City of South Tangerang. Based on data from the South Tangerang City Cooperatives and UKM Office, the number of MSMEs in 2022 is 90,128 spread over seven sub-districts, namely Pamulang, Setu, Ciputat, East Ciputat, Serpong, North Serpong and Pondok Aren.

When viewed from the rapid growth of MSMEs in South Tangerang City, it will encourage research to be carried out on these developments. Especially from the marketing aspect carried out by MSME actors in South Tangerang City. How was the marketing strategy carried out during the pandemic as mentioned above. Thus being able to survive, grow, and develop into a reliable business actor and can absorb a large workforce.

Marketing is an important part of running a business. There needs to be good management so that the business can survive, grow, develop better, and be able to compete with its competitors. One important element in marketing is marketing strategy, especially the marketing mix. Therefore, this research will explore and analyze marketing strategies, especially the marketing mix applied by MSMEs in South Tangerang City.

According to Kotler and Keller (2016), marketing is about identifying and fulfilling human and social needs. One of the shortest best definitions of marketing is meeting a need profitably.

One of the crucial factors that poses a challenge to MSMEs in terms of marketing is the weak access to product marketing which still relies on simple methods such as mouth to mouth marketing. The quality of the product is still low, apart from the uncompetitive price. In essence, the extent to which the marketing mix is explored in such a way that it can become a tool to win the competition.

The above problems are also faced by MSMEs in South Tangerang City. Therefore, it is necessary to know to what extent the aspects of product, price, promotion, and place/distribution (product, price, promotion, and place/4-P) are used as tools in developing MSME businesses in South Tangerang City. By knowing the problems that exist in the marketing mix, inputs will be obtained

that need to be corrected by these MSME actors.

According to Kotler & Armstrong (2016), the marketing mix is a set of marketing tools that companies use to continuously achieve their marketing goals in target markets. In this study only discussed 4 marketing mix (product, price, promotion, and distribution).

Melinda, C. N. (2021) in *Competitive*, 16(2), 70-79. Article entitled: MSME marketing strategies to survive and thrive during the Covid-19 Pandemic (Study in Tawang Village, Wates District, Kediri Regency). The results of the study show that marketing strategies must be implemented by all MSMEs so that their merchandise gets a stable turnover despite the impact of the Covid-19 Pandemic. Not a few MSMEs have still managed to maintain their business and still have a stable turnover during the Covid- 19 pandemic. Even though currently there is still a Covid-19 pandemic, MSMEs must continue to survive and develop at times like this, there must be new innovations or breakthroughs so that the MSMEs that are run continue to grow and always survive even though currently the Covid-19 Pandemic is.

Utami, K. S. (2022). in the *Maksipreneur Journal: Management, Cooperatives, and Entrepreneurship*, 11(2), 284-302. Article entitled: strengthening MSME marketing strategies during the Covid-19 Pandemic: case studies of weaving business actors in Kulon Progo Regency. The results of the analysis show that the most appropriate marketing strategy for weaving MSMEs in Kulon Progo Regency during the Covid-19 Pandemic was a turn around strategy through efforts to improve human resource (HR) capabilities in the use of information technology media; empowering digital marketing through increasing the use of social media such as WhatsApp, Facebook, Instagram, Twitter and websites to promote products; utilize and improve communication links to form partnerships between business actors in various fields; and improve business unit management.

Wardani, F. S., Lestari, I. P., Sari, D. T., & Wulandari, N. M. U. T. (2021) in *Academica: Journal of Multidisciplinary Studies*, 5(1), 27-

38. Article entitled marketing strategy for micro, small and medium enterprises during a pandemic. The results of this study indicate that marketing strategies using social media are an effective way to maintain and increase the profits of MSME business results during the Covid-19 Pandemic and this is in line with social media theory.

METHODS

This study uses a qualitative method. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example: behavior, perceptions, motivations, actions holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Moleong, 2011).

This research seeks to identify the spread of MSMEs in South Tangerang City and the marketing strategies carried out by MSMEs during the Covid-19 Pandemic. The research was conducted on SMEs in South Tangerang City. The criteria used in determining the respondents were MSMEs that were registered with the South Tangerang City Cooperatives and UKM Office and MSMEs that had been established for a long time before the pandemic. Determination of informants as selected data sources using purposive sampling technique, namely the sampling technique of data sources with certain considerations. These certain considerations mean that the subjects chosen are considered the most important and know what is expected so that it will make it easier for researchers to explore the social situation under study (Sugiyono, 2012).

Sources of research data include primary data and secondary data. Sources of data in this study consist of places or events, informants, and documents. Data collection techniques in this study are by using observation, interviews, and documentation analysis. The validity of the data is obtained through the degree of trust (credibility), transferability (transferability), dependability (dependability), and certainty (confirmatory) (Moleong, 2011).

Analysis of the data in this study by means of

data reduction (data reduction), data display (data display), data conclusion drawing and verification (conclusion drawn/verification). Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others (Sugiyono, 2012).

RESULTS

Distribution of MSMEs in South Tangerang City

The development of MSMEs in South Tangerang City continues to improve from year to year. In terms of growth, it can be said that MSMEs in the buffer zone of the capital city of Jakarta are very positive. The impact of this condition is of course an increase in terms of numbers.

The increase in the number of MSMEs in the City of South Tangerang is certainly very encouraging not only for the government and

society, but also for business actors, especially the MSMEs. Because this indicates economic and business growth in this area towards a very good and positive trend.

The positive trend of increasing the number of MSMEs in South Tangerang City is also marked by the emergence of various MSME Communities. The existence of these communities as a result of increasingly promising business stretches. In addition to improving economic growth, the emergence of MSME communities shows that the business atmosphere in South Tangerang City is very conducive and supportive.

The MSME/IKM community is not only a forum for hospitality and communication among community members, but can also become a bridge in marketing. In fact, it should be expected to become a vessel in creating a healthy business climate. Apart from that, it can also be a reinforcement in capital so that MSMEs/IKM do not have difficulties and can still survive managing their business. The following is the MSME/IKM Community in South Tangerang City as shown in Table 1.

Table 1. The MSME/IKM community in South Tangerang City

No.	Community Name	Commodity	Cooperative	Legal Entity (Cooperative)
1.	South Tangerang Independent MSME Cooperative	Food, Drink, Craft, Fashion	Independent SMEs in 2014	Already
2.	Flying Tangsel	Food & Drink	Tangsel Flying Cooperative in 2019	Already
3.	Kranggan MSME Community	Food, Beverage	Cooperative 2010	Already
4.	Community Association of Creative Industries and Business Actors (ASIPA) Tangsel	Craft, Fashion		Not yet
5.	Indonesian Women's Economic Development Community (PEPI) Tangsel	Food, Drinks, Craft	Kartini Karya Cooperative 2015	Already
6.	Business Community (KOPI) Tangsel	Food, Drink, Craft, Fashion		Not yet
7.	Indonesian Women Entrepreneurs Association (IWAPI) Tangsel Community	Food, Drink, Craft, Fashion		Not yet
8.	Indonesian Muslim Entrepreneurs Association (IPEMI) Tangsel Community	Food, Drink, Craft, Fashion	Cooperative Counseling Has Been Given, but there has been no application for the formation of a cooperative	Already

9.	Tangsel Empowered Community (National Empowered Movement)	Food, Drink, Craft, Fashion		Not yet
10.	Tangsel Awareness House Community	Food & Drink		Not yet
11.	Culinary skipper and fashion skipper community	Food & Drink		Not yet
12.	South Tangerang SME and IKM Forum	Food, Drink, Craft, Fashion		Not yet
13.	Tangsel MSME Portal Community	Food, Drink, Craft, Fashion	Parigi Sejahtera Cooperative 2015	Already
14.	SPECTA Community (StartUp Preneur Community South Tangerang)	Craft, Food & Drink		Not yet
15.	Indonesian Muslim Women Entrepreneurs Community (WPMD) Tangsel	Food, Drink, Craft, Fashion		Not yet
16.	Tax Friendly UKM Community (USP) Tangsel	Food, Drink, Craft, Fashion		Not yet
17.	Gallery Community 37	Craft, Fashion		Not yet
18.	Fishery Insurance Community for Small Fish Cultivators (AP-PIK) Tangsel	Craft, Fashion		Not yet
19.	HIPPI Community (Association of Indigenous Indonesian Entrepreneurs) Tangsel	Food, Drink, Craft, Fashion		Not yet
20.	Echo Nusantara Community (GEMANTARA) Tangsel	Food, Drink, Craft, Fashion		Not yet
21.	Inspirational Home Community	Food, Drink, Craft, Fashion	Indonesian Cipta Madani Cooperative 2015	Already
22.	Nusantara Bamboo Academy Community (ABN)	Craft	Karya Sejahtera Utama Cooperative 2018	Already
23.	Tangsel Knick-knacks Community	Craft		Not yet
24.	Indonesian Young Entrepreneurs Association (HIPMI) Tangsel Community	Food, Drink, Craft, Fashion		Not yet
25.	Tangsel Community Empowerment House (RPM)	Food, Drink, Craft, Fashion		Not yet
26.	The Association of Elements of the Community that Cares for MSMEs, Mandiri RI Sejahtera (GEMA PURI) Tangsel	Craft, Drink, Food, Fashion		Not yet
27.	Tangsel Street Vendor Association (APKLI) Community	Food, Drink, Craft, Fashion	Five-Star Independent Cooperative in 2018	Already

28.	Tangsels Craft Community (KC)	Fashion, Drinks, Craft, Food		Not yet
29.	Community Association of Indonesian People's Business Groups (AKURINDO) Tangsels	Craft, Drink, Food, Fashion		Not yet
30.	Andalas Tangsels Community	Food, Drink, Craft, Fashion	Andalas Jaya Cooperative 2014	Already
31.	Tangsels Fashion Community (KOFA)	Food, Drink, Craft, Fashion		Not yet
32.	South Tangerang Indonesian Beginner Community	Food, Drink, Craft, Fashion		Not yet
33.	Tangsels Digipreneur Community	Digital Products		Not yet
34.	Tangsels Disabled Community	Food, Drinks, Craft		Not yet
35.	Creative Friends House Community (RSK) Tangsels	Food, Drinks, Craft		Not yet
36.	Tangsels Youth Creativepreneur Community	Food, Drinks, Craft		Not yet

Source: Department of Cooperatives and SMEs, South Tangerang City.

The existence of MSME communities as mentioned above plays a very important role and supports business development. Because through this community strong collaboration and networking will be established, especially in marketing MSME products. Because the marketing factor in the management of SMEs is very important. Especially in the midst of the current Covid-19 Pandemic, where people's activities and mobility have decreased so that it has definitely had an impact on the sales turnover of MSME players, especially those in South Tangerang City.

During the Covid-19 Pandemic, the number of MSMEs in South Tangerang City did not decrease. The pandemic conditions that have occurred in Indonesia since March 2020 have not dampened the public's interest in continuing and trying. In fact, on the contrary, the passion to continue trying to survive through the management of MSMEs in the midst of the current pandemic is getting higher.

It was recorded that during 2022 the number of MSMEs in South Tangerang City was 90,128. This number is spread across seven sub-districts

in South Tangerang City as shown in Table 2.

Based on the data in table 2, it can be seen that the number of MSMEs in South Tangerang City in 2022 is 90.128. The highest number of MSMEs was in Pondok Aren Subdistrict, 17,944, while the least number of MSMEs were in Setu District, 5,801.

The details of the types of MSMEs, the number of MSMEs, labor, and turnover from each district can be seen in tables 3 to 9.

Table 2. Result of Average Variance Extracted (AVE)

No.	Districts	Amount
1.	Pamulang	17.919
2.	Ciputat	13.508
3.	Ciputat Timur	12.838
4.	Pondok Aren	17.944
5.	Serpong	12.607
6.	Serpong Utara	9.511
7.	Setu	5.801
	Amount	90.128

Source: Department of Cooperatives and SMEs, South Tangerang City.

Table 3. Details of MSMEs in Pamulang District, South Tangerang City

No.	Types of MSMEs	Pamulang		
		MSMEs	Labor	Turnover
1.	Accommodation	1,174	2,443	131,200,000,000
2.	Accessories	71	130	7,700,000,000
3.	Expedition	24	47	24,600,000,000
4.	Electronic	246	491	34,600,000,000
5.	Pharmacy	100	196	30,000,000,000
6.	Fashion	502	974	69,600,000,000
7.	Furniture	141	340	28,300,000,000
8.	Other Services	1,362	2,431	276,800,000,000
9.	Phone Counter	559	1,030	111,500,000,000
10.	Creative	19	28	5,100,000,000
11.	Convection	-	-	-
12.	Culinary	5,552	9,990	688,000,000,000
13.	Automotive	861	2,235	158,500,000,000
14.	Education	-	-	-
15.	Health Care	478	1,036	62,200,000,000
16.	Fishery	58	116	8,600,000,000
17.	Agriculture	12	24	1,600,000,000
18.	Vegetables/Fruits	491	736	75,700,000,000
19.	Grocery Store	5,513	8,745	959,500,000,000
20.	Transportation	756	940	97,000,000,000
Amount		17,919	31,932	2,770,500,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 3 it can be seen that the types of MSMEs in Pamulang District consist of accommodation, accessories, expeditions, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

culinary, automotive, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 17,919. The number of workers is 31,932. Total turnover of Rp. 2,770,500,000,000.

Table 4. Details of MSMEs in Ciputat District, South Tangerang City

No.	Types of MSMEs	Ciputat		
		MSMEs	Labor	Turnover
1.	Accommodation	1,182	2,364	142,000,000,000
2.	Accessories	45	81	7,300,000,000
3.	Expedition	15	28	19,100,000,000
4.	Electronic	174	348	38,000,000,000
5.	Pharmacy	66	132	13,200,000,000
6.	Fashion	309	601	41,700,000,000
7.	Furniture	137	348	25,700,000,000
8.	Other Services	871	1,566	203,900,000,000
9.	Phone Counter	354	639	76,000,000,000
10.	Creative	7	23	3,500,000,000
11.	Convection	-	-	-
12.	Culinary	4,235	7,734	574,500,000,000
13.	Automotive	522	1,378	93,600,000,000
14.	Education	-	-	-
15.	Health Care	335	700	48,300,000,000
16.	Fishery	83	166	21,900,000,000
17.	Agriculture	6	12	600,000,000
18.	Vegetables/Fruits	510	751	119,600,000,000
19.	Grocery Store	4,204	6,831	870,400,000,000
20.	Transportation	453	575	75,900,000,000
Amount		13,508	24,277	2,375,200,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 4 it can be seen that the types of MSMEs in Ciputat District consist of accommodation, accessories, expedition, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

culinary, automotive, care/health, fishery, agriculture, vegetables/fruit, basic food shops, and transportation. The number of MSMEs is 13,508. The number of workers is 24,277. Total turnover of Rp. 2,375,200,000,000.

Table 5. Details of MSMEs in East Ciputat District, South Tangerang City

No.	Types of MSMEs	East Ciputat		
		MSMEs	Labor	Turnover
1.	Accommodation	1,668	3,336	189,200,000,000
2.	Accessories	36	69	4,000,000,000
3.	Expedition	22	40	12,800,000,000
4.	Electronic	164	328	27,200,000,000
5.	Pharmacy	107	251	30,500,000,000
6.	Fashion	257	498	37,900,000,000
7.	Furniture	128	320	19,800,000,000
8.	Other Services	978	1,715	208,400,000,000
9.	Phone Counter	332	616	45,800,000,000
10.	Creative	10	20	3,800,000,000
11.	Convection	63	140	17,700,000,000
12.	Culinary	3,754	6,994	506,800,000,000
13.	Automotive	502	1,317	104,600,000,000
14.	Education	199	975	32,300,000,000
15.	Health Care	298	658	40,000,000,000
16.	Fishery	36	72	5,600,000,000
17.	Agriculture	3	6	300,000,000
18.	Vegetables/Fruits	367	627	66,100,000,000
19.	Grocery Store	3,263	5,437	687,500,000,000
20.	Transportation	651	784	93,700,000,000
Amount		12,838	24,203	2,134,000,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 5 it can be seen that the types of MSMEs in East Ciputat District consist of accommodation, accessories, expedition, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

convection, culinary, automotive, education, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 12,838. The number of workers is 24,203. Total turnover of Rp. 2,134,000,000,000.

Table 6. Details of MSMEs in Pondok Aren District, South Tangerang City

No.	Types of MSMEs	Pondok Aren		
		MSMEs	Labor	Turnover
1.	Accommodation	2,072	4,305	244,800,000,000
2.	Accessories	43	83	5,500,000,000
3.	Expedition	20	38	21,400,000,000
4.	Electronic	213	426	40,500,000,000
5.	Pharmacy	105	209	31,500,000,000
6.	Fashion	366	709	56,400,000,000
7.	Furniture	142	342	25,200,000,000
8.	Other Services	1,303	2,377	313,100,000,000
9.	Phone Counter	432	766	69,200,000,000
10.	Creative	15	24	4,100,000,000
11.	Convection	561	1,203	104,100,000,000
12.	Culinary	5,226	9,672	791,200,000,000
13.	Automotive	684	1,823	132,200,000,000
14.	Education	271	1,441	93,700,000,000
15.	Health Care	505	1,147	104,700,000,000
16.	Fishery	55	110	9,700,000,000
17.	Agriculture	6	12	600,000,000
18.	Vegetables/Fruits	549	840	87,900,000,000
19.	Grocery Store	4,916	7,942	1,002,200,000,000
20.	Transportation	460	558	66,600,000,000
Amount		17,944	34,027	3,204,600,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 6 it can be seen that the types of MSMEs in Pondok Aren District consist of accommodation, accessories, expedition, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

convection, culinary, automotive, education, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 17,944. The number of workers is 34,027. Total turnover of Rp. 3,204,600,000,000.

Table 7. Details of MSMEs in Serpong District, South Tangerang City

No.	Types of MSMEs	Serpong		
		MSMEs	Labor	Turnover
1.	Accommodation	1,330	3,152	169,600,000,000
2.	Accessories	81	135	14,100,000,000
3.	Expedition	20	40	26,600,000,000
4.	Electronic	133	274	42,700,000,000
5.	Pharmacy	88	176	21,800,000,000
6.	Fashion	347	667	53,900,000,000
7.	Furniture	134	336	28,600,000,000
8.	Other Services	690	1,353	230,800,000,000
9.	Phone Counter	380	660	63,000,000,000
10.	Creative	10	27	3,600,000,000
11.	Convection	22	80	4,800,000,000
12.	Culinary	4,274	7,899	681,100,000,000
13.	Automotive	541	1,369	94,500,000,000
14.	Education	209	1,351	77,500,000,000
15.	Health Care	328	718	62,000,000,000
16.	Fishery	92	184	46,000,000,000
17.	Agriculture	7	14	900,000,000
18.	Vegetables/Fruits	404	546	91,400,000,000
19.	Grocery Store	3,221	5,429	836,800,000,000
20.	Transportation	296	415	54,600,000,000
	Amount	12,607	24,825	2,604,300,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 7 it can be seen that the types of MSMEs in Serpong District consist of accommodation, accessories, expeditions, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

convection, culinary, automotive, education, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 12,607. The number of workers is 24,825. Total turnover of Rp. 2,604,300,000,000.

Table 8. Details of MSMEs in North Serpong District, South Tangerang City

No.	Types of MSMEs	North Serpong		
		MSMEs	Labor	Turnover
1.	Accommodation	1,587	3,683	199,300,000,000
2.	Accessories	23	35	4,900,000,000
3.	Expedition	18	42	18,800,000,000
4.	Electronic	99	198	29,100,000,000
5.	Pharmacy	72	144	24,400,000,000
6.	Fashion	224	437	37,000,000,000
7.	Furniture	114	292	35,800,000,000
8.	Other Services	559	1,110	255,900,000,000
9.	Phone Counter	191	347	28,100,000,000
10.	Creative	3	12	2,700,000,000
11.	Convection	36	79	16,000,000,000
12.	Culinary	2,911	5,410	432,300,000,000
13.	Automotive	350	932	75,600,000,000
14.	Education	145	801	35,700,000,000
15.	Health Care	241	555	42,700,000,000
16.	Fishery	50	100	11,400,000,000
17.	Agriculture	2	4	400,000,000
18.	Vegetables/Fruits	256	369	53,400,000,000
19.	Grocery Store	2,433	4,112	682,300,000,000
20.	Transportation	197	294	47,100,000,000
Amount		9,511	18,956	2,032,900,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 8 it can be seen that the types of MSMEs in North Serpong District consist of accommodation, accessories, expedition, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative,

convection, culinary, automotive, education, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 9,511. The number of workers is 18,956. Total turnover of Rp. 2,032,900,000,000.

Table 9. Details of MSMEs in Setu District, South Tangerang City

No.	Types of MSMEs	Setu		
		MSMEs	Labor	Turnover
1.	Accommodation	497	994	56,700,000,000
2.	Accessories	17	29	4,100,000,000
3.	Expedition	8	16	12,800,000,000
4.	Electronic	75	150	20,900,000,000
5.	Pharmacy	34	68	11,600,000,000
6.	Fashion	125	245	14,300,000,000
7.	Furniture	45	110	14,900,000,000
8.	Other Services	348	635	66,000,000,000
9.	Phone Counter	172	321	29,400,000,000
10.	Creative	7	26	3,300,000,000
11.	Convection	-	-	-
12.	Culinary	2,084	3,696	259,800,000,000
13.	Automotive	238	639	51,800,000,000
14.	Education	-	-	-
15.	Health Care	129	265	14,500,000,000
16.	Fishery	22	44	7,800,000,000
17.	Agriculture	5	10	500,000,000
18.	Vegetables/Fruits	163	249	28,700,000,000
19.	Grocery Store	1,553	2,452	307,700,000,000
20.	Transportation	279	370	42,500,000,000
Amount		5,801	10,319	947,300,000,000

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 9 it can be seen that the types of MSMEs in Setu District consist of accommodation, accessories, expeditions, electronics, pharmaceuticals, fashion, furniture, other services, cell phone counters, creative, culinary, automotive, care/health, fisheries, agriculture, vegetables/fruits, basic food shops, and transportation. The number of MSMEs is 5,801. The number of workers is 10,319. Total turnover of Rp. 947,300,000,000.

Marketing Strategy in MSME Management in South Tangerang City During the Covid-19 Pandemic

The MSMEs Marketing Strategy in South Tangerang City during the Covid-19 Pandemic greatly influenced MSME players to continue to survive. In this case the author focuses more on the 4P marketing mix strategy. In particular, how can MSME actors be able to synergize all

components of the marketing mix, at least in the elements of product, price, promotion, and place (4P). So that it is expected to be a very valuable capital for MSME managers in managing their business.

Based on the research results, it can be seen that the 4P is a very important element in the management of MSMEs. This can be seen from the respondents' answers that the ability to manage the 4Ps will have an impact on the resilience of MSMEs to survive in the midst of the Covid-19 Pandemic. In fact, it can reap huge profits because there is a lot of demand from consumers through electronic trading systems or e-commerce.

MSMEs who are smart in using e-commerce will actually reap big profits in their business. So that it is not only able to survive, but also a surplus in sales. Because besides being able to innovate on the products it sells. Then, with competitive prices

and good promotions, e-commerce becomes a very important part of MSME management.

Applying the right marketing strategy will affect the resilience of MSMEs. As described in table 10 regarding the answers of MSME

managers who are respondents to the marketing strategy. The table clearly shows what they apply in the management of their respective MSMEs. So that they can survive even though the Covid-19 Pandemic still exists.

Table 9. Details of MSMEs in Setu District, South Tangerang City

No.	Types of MSMEs	Respondents Answer
1.	Product	<ul style="list-style-type: none"> • Stay normal no diversity. • Various flavors. • Product quality is not inferior to superior products in the region. • Various products are not inferior in quality to competitors. • Product design follows the company (because the product is a franchise). • More modern with vacuum packaging. • With modern packaging that is more practical and more recent. • Adjustments for packaging to be more practical and modern. • Replacement of damage with a new product.
2.	Accessories	<ul style="list-style-type: none"> • Prices are not adjusted. • Prices are adjusted according to raw materials. • No discount given. • Discount on online purchases up to 50% • Discounts for certain days, such as payday and blessed Friday which vary each period. • Because it uses a digital application, there is a discount provided by the application of up to 30%. • Product prices are adjusted to the lower middle class market segmentation. • Prices are adjusted to the ingredients used in making donuts. • Pricing is determined by considering the cost of raw materials, manufacturing techniques, and presentation method. • Prices are determined based on market competition and the value of the product. • Pricing by product.

3. Expedition

- Promotion in the form of purchase packages.
- Through marketplaces and online applications.
- Through social media and food seller marketplace applications.
- Online advertising through communication media such as WA business, Instagram and Google business.
- Sales force to do promotions during.
- Public relations to support promotions.
- Direct marketing system to support promotions.
- Product sales are carried out online, such as through Instagram, WhatsApp, Facebook, personal direct promotions to old buyers and giving discounts to attract consumers' attention.
- Marketing is done through social media.
- Every form of promo is announced through social media accounts, both Instagram and Facebook.
- Provide discounts to attract the attention of
- consumers. Marketing is done in the form of offline (modern market) and also online through social media.
- Making nameplates that are placed in front and carrying out promotional activities with personal selling by explaining the products offered.

4. Electronic

- In the form of social media and marketplace.
- Sales/marketing channels through online media.
- Marketing coverage extends into markets.
- Marketing is also added online.
- The sales location is very strategic.
- The location is very strategic because it is close to the hospital, because it sells healthful food products, it is likely that many consumers will buy it.
- The location is very strategic because it is near the campus.
- Products can be found in public places. In addition, products are also sold through social media.
- Marketing usually takes place in front of schools and shopping centers.
- Distribution channels used online and offline, such as using the online motorcycle taxi (Gojek) application.
- Marketing and sales via online such as Instagram and e-commerce.

Source: Processed Data, 2023.

Based on the information from MSME managers in South Tangerang City taken based on their respective types of business as shown in Table 10 above, it can be seen that marketing strategy is a very important factor in MSME management amid the Covid-19 Pandemic. Especially the effective and efficient implementation of the marketing strategy (4P) for each MSME.

Therefore, it is very clear that marketing has had a great influence on the management of MSMEs in South Tangerang City during the Covid-19 Pandemic. Especially in the implementation of marketing strategy (4P). With the proper implementation of the marketing strategy (4P), MSMEs will not be shaken easily even though the Covid-19 Pandemic is still around.

DISCUSSION

Based on the research results, it can be seen that the Covid-19 Pandemic has a direct impact on the management of MSMEs in South Tangerang City. Even though there is a perceived impact such as a decrease in sales turnover, from a marketing perspective it can still be controlled. During the Covid-19 Pandemic, marketing was not optimal due to limited facilities and infrastructure. The marketing pattern that is carried out is more closed, although it is still based on the marketing strategy (4P). For example, there is product adjustment according to what consumers want. In addition to offering new products to consumers.

On the product side, apart from offering new products, innovations have also been made to existing products to make them more attractive to consumers. Diversification is also carried out, as well as differentiation so that the products offered have differences or characteristics compared to products offered by competitors.

Then the products offered to the market are also not many, adjusting to the current demand conditions. Moreover, in the midst of the Covid-19 Pandemic, it turns out that many small businesses selling their products online have also sprung up, resulting in more and more competitors. Therefore production cannot be excessive because it is feared that it will not be sold which will eventually become stock.

In terms of price, many MSME managers are making adjustments. Because if you force the price to be the same as before the Covid-19 Pandemic, then the product will be difficult to sell. With the price adjustment, it is hoped that consumers who buy will not decrease or at least if it is not reduced too much. In addition, the price is not too expensive to make consumers do not feel objections in buying the products offered.

Some of the strategies undertaken include giving discounts and special prices. In fact, not infrequently there are those who are forced to sell at the price of capital so they don't get any profit at all. This is done so that the production process can continue and the business does not go bankrupt. Discounts are provided up to 30%.

In terms of promotion, in addition to giving discounts, promotions are carried out through word of mouth. Promotion is also carried out by relying on existing networking in the MSME community. Generally promotions are carried out more using online media.

In addition, direct promotion is carried out by directly offering products that are sold to consumers by telephone. This method is somewhat more successful because it directly targets consumers by providing special promotions when bid transactions are made. In this way, the costs incurred for promotion are also not that big.

In terms of location, the sales system implemented during the Covid-19 Pandemic was more limited. To market and sell products, you no longer have to open a new place or store. In addition to selling products directly to consumers or through intermediaries of other parties.

During the Covid-19 Pandemic, MSME managers used more facilities through the online system to sell and market their products. Many even take advantage of e-commerce in selling and marketing their products. Thus there is no need to incur large costs in displaying products at certain places or locations. Then delivery of goods is also more by using an online system such as through e-commerce.

With the current conditions, marketing strategies that were carried out before the

Covid-19 Pandemic were very difficult to implement during the Covid-19 Pandemic. The special marketing strategy carried out during the Covid-19 Pandemic was only using online media and giving special prices.

The marketing strategy (4P) was able to strengthen MSME management during the Covid-19 Pandemic. With the right strategy, MSMEs will be able to survive, even be able to reap large profits. One of the business strategies implemented in order to survive during the Covid-19 Pandemic is by lowering prices or by providing price discounts.

Thus the marketing strategy will affect the management of MSMEs during the Covid-19 Pandemic. Through appropriate, effective and efficient marketing, MSMEs will not only be able to survive, but will also be able to reap profits so that they can grow to be large. Therefore marketing is a very important factor in the management of MSMEs in South Tangerang City.

CONCLUSION

The number of MSMEs in South Tangerang City in 2022 is 90,128, with details of 17,919 Pamulang Districts, 13,508 Ciputat Districts, 12,838 East Ciputat Districts, 17,944 Pondok Aren Districts, 12,607 Serpong Districts, 9,511 North Serpong Districts, and 5,801 Setu Districts.

The marketing strategy carried out by MSMEs in South Tangerang City during the Covid-19 Pandemic was based on the 4Ps (product, price, promotion and distribution/place). From the product aspect, in addition to offering new products, innovations are also made to existing products to make them more attractive to consumers. From the price aspect, many MSME managers make adjustments to the price of their products. From the promotion aspect, in addition to giving discounts, promotions are carried out through word of mouth, MSME community networking, and online. From the distribution/place aspect, the sales system that was carried out during the Covid-19 Pandemic was more limited, where MSME managers used more facilities through the online system.

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