

# MSME Marketing Business Tourism Village in Tegal Waru Village, Ciampea District, Bogor Regency, Indonesia

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**Abstract.** The Covid-19 pandemic has had many negative impacts on many sectors, one of which is the MSME sector. With the emergence of this virus, the government imposed a policy of Large-Scale Social Restrictions (PSBB) which changed all forms of activity, especially the economy. Various ways are carried out by MSME entrepreneurs to survive, one of which is by utilizing digital marketing communications to market MSME products so that consumers can find out about products and buy them. The purpose of this study is to identify marketing carried out by stakeholders and analyze the factors that influence business development in Tegal Waru Village, Ciampea District, Bogor Regency. This research is explanatory research using a quantitative approach with a questionnaire instrument and a qualitative approach obtained through in-depth interviews with informants who are the managers of SMEs. The results show that *online* has a positive effect on the stability of business life. Conventional marketing communication tools such as advertising, sales promotion, personal selling, and *public relations media online*. The marketing tool that shows the most important results is the use of direct marketing and promotion. However, businesses recognize that marketing messages are more affected when delivered face-to-face, including virtual face-to-face interviews.

**Keywords:** Covid-19 pandemic, marketing promotions, MSMEs, online media

## 1 Introduction

In 2020, disasters occurred in various countries in the world due to the spread of a virus known as Severe Acute Respiratory Syndrome Coronavirus 2 (SARSCoV2) or Coronavirus. In accordance with Presidential Regulation Number 21 of 2020, the government provides

preventive measures related to accelerating the handling of the 2019 coronavirus disease (Covid-19) by imposing Large-Scale Social Restrictions (PSBB). The implementation of PSBB in the capital city is in accordance with Governor Regulation Number 33 of 2020 concerning the Implementation of Large-Scale Social Restrictions in Handling Covid-19, which regulates all forms of activities in the city of Jakarta. Micro, Small, and Medium Enterprises or commonly abbreviated as MSMEs are one of the important sectors that has an important role in encouraging national economic development (Putra 2016). Currently, there are more than 64.2 million MSMEs spread across Indonesia, and this number will continue to increase until 2021. In the current economic crisis, the MSME sector plays a role as the largest contributor to gross domestic product (GDP) and requires special attention from the government. According to Bahtiar (2021), up to 99.92% felt the negative impact of this pandemic.

Marketing communication is a communication effort that aims to introduce a company's products, both goods, and services to the public so that people know and are interested in using these products (Diahnisa & Kusumastuti 2017). In the era of globalization, developments related to technology and information can provide opportunities for us to communicate with various kinds of people and create an unlimited number of things about the subject we are looking for, especially on the use of social media (Parsaorantua et al). Digital marketing is one of the promotional activities through online digital media using various means such as social networks (Islami & Fitria 2019). Various sectors, especially social media and e-commerce users are starting to use technology in their marketing strategies. One of the most popular technological developments in society is the use of the internet, especially social media. Along with the general increasing need for information, the use of digital media is now a link between sellers and consumers on the Internet, enabling higher sales conversions with more efficient marketing costs, and the existence of real-time services (Daeng et al. 2020). Through digital marketing, business actors can influence the development of the MSME product business and reach a wider target market.

MSMEs have great potential for marketing through social media and the internet. According to the Head of the Depok City Cooperatives and MSMEs Office (2017), marketing both through online and social media and marketplaces has many benefits, including saving operational costs and product marketing widely. The use of social media and e-commerce can increase sales. One of them is Tegal Waru Village, Ciampea District which already has a Business Tourism Village. During this pandemic, business managers feel the impact of the Covid-19 pandemic. Of the 33 MSME actors, only about three businesses can evolve and are able to exist because they can sell products both domestically and some are even sold overseas. The reason is, the business has not operated seriously for various reasons, including lack of support from local or central government, limited access, and the inability of economic actors with limited knowledge and skills in advertising and publishing. Based on the problems formulated above, the purpose of the study is to identify marketing carried out by MSMEs actors and analyze the factors that influence business development in Tegal Waru Village, Ciampea District, Bogor Regency.

## 2 Methods

The research was conducted in Tegal Waru Village which already has a Business Tourism Kampoeng and is one of the areas that has the potential to utilize business tourism villages. Determination of the research area purposively in Tegal Waru Village. Data collection was carried out from March to April 2022. The data was collected from 33 respondents who were spread evenly in Tegal Waru Village. Primary data was obtained through survey results and field observations. Secondary data is collected from related institutions such as the Tegal Waru Village Manager.

## 3 Results and Discussions

The crisis in all aspects, based on the case of the Covid-19 pandemic, has changed all forms of culture and customs. Even after Covid-19 ended, the term "new normal" is not a form of culture that has returned to normal, but how new habits emerge after the gradual recovery of Covid-19. Although some of the old cultures still exist. One of the new cultures is the optimization of online-based digital media as communicators, messages, media, and communicants. Although before the pandemic adapted to this media, big changes have occurred. Many activities are facilitated by using approved digital media for various issues. As a result, this online-based media has become the right choice for various activities, including rescue, support, and marketing.

The results showed that three out of 33 MSME managers believed that online media was very relevant and useful during this pandemic. Online media is considered the fastest medium to share information with consumers, except for the need to minimize outdoor activities. Apart from the fact that consumers are very closely related to online media, this media also conveys promotional messages to consumers very quickly and cheaply.

**Table 1.** Percentage of characteristics of business managers (n=32)

<i>Variable</i>	<i>Category</i>	<i>Percentage (%)</i>
Gender	Male	81.3
	Female	18.8
Age	20-40 years	43.8
	41-54 years	34.3
	55 -70 years	21.9
Last Education	Elementary	43.8
	Junior High School	25.0
	Senior High School	12.5
	Diploma/S1	18.7

The distribution of respondents' characteristics by gender in this study was mostly (81.3%) dominated by men. Meanwhile, there were six respondents who were female (18.8%). The age of MSME managers in this study was classified into three groups, namely, 20-40 years, 41-54 years,

and 55-70 years. The distribution of the largest percentage (43.8%) of respondents aged 20-40 years. The largest percentage (43.8%) of the last respondent studied up to elementary school.

**Table 2.** Percentage of characteristics of business ( $n=32$ )

<i>Variable</i>	<i>Category</i>	<i>Percentage (%)</i>
Type	Food	25.0
	Agriculture	15.6
	Convection	28.2
	Wood and handicrafts	15.6
	Others (building, iron, services)	15.6
Experience	1-5 years	31.3
	6 -10 years	28.1
	>10 years	40.6
Location	of Home Own	46.9
	Around the House	37.5
	Far apart	9.5
	Others	6.1
First source of	capital Own capital/savings	81.4
	Giving from parents/relatives	6.1
	Others	12.5

The distribution of business characteristics in Tegal Waru Village based on the type of business is classified into five groups, namely, food, agriculture, convection, wood and handicrafts, and others such as buildings, iron, and services. The percentage distribution in this study was mostly (28.2%) dominated by convection. The respondents' duration of business was divided into three parts, namely 1-5 years, 6-10 years, and more than 10 years. Of the 33 respondents, 10 people, or around 31.3% of them have been in business for 1-5 years, 28.1% of them are 6-10 years old, and 40.6% of them have been in business for more than 10 years. This shows that most respondents have been running their business for a long time in Tegal Waru Village. The location of MSME businesses in Tegal Waru Village is divided into four locations, as presented in Table 2. Based on Table 2 of 33 business managers, most of the respondents (46.9%) are located at home. MSMEs, which are in their own homes, cover production activities to sales activities. This is because renting a place apart from your own house requires additional capital. Based on the results of the study, most of the respondents (81.4%) used their own capital or savings to build this business. Therefore, the manager chooses to use his own house to reduce the use of capital which can be transferred to other parts.

The Covid-19 pandemic has greatly affected the economic sector, one of which is affected is in the aspect of changing sales turnover, the largest percentage of which is 43.8% having a change of 25%-49% at the beginning of the pandemic (March 2020). After two years of the pandemic (March 2022), some business managers (29%) stated that the turnover obtained did not affect or did not change.

**Table 3.** Percentage of the impact of the pandemic on business turnover (n=32)

<i>Variable</i>	<i>Category</i>	<i>Percentage (%)</i>
At the beginning of the pandemic	<25%	9.4
	25%-49%	43.8
	50%-75%	12.5
	>75%	15.6
	No effect	15.6
After a year of the pandemic	Increase	3.1
	<25%	6.3
	25%-49%	24.8
	50%-75%	18.8
	>75%	18.8
After two years of the pandemic	Does not affect	25.0
	Increase	6.3
	<25%	9.7
	25%-49%	16.1
	50%-75%	12.9
	>75%	19.4
	Does not affect	29.0
	Increase	12.9

**Table 4.** Percentage of MSME marketing activities (n=32)

<i>Variable</i>	<i>Category</i>	<i>Percentage (%)</i>
Scope of product marketing	Local or local village	3.1
	Outside village within sub-district	25.0
	Outside sub-district within district	25.0
	Outside district within province	34.5
	National	12.5
	Export or international	3.1

The distribution of marketing carried out by business managers in Tegal Waru Village is divided into six marketing areas, namely: local or local villages, outside villages within sub-districts, outside districts within districts, outside districts within provinces, national, and export or international. The largest percentage (34.5%) of business managers marketing their business products on a national scale. The National in question is marketing that is carried out outside the city of Bogor.

Based on the results of the study, 33 business managers in Tegal Waru Village still use conventional marketing such as advertising, sales promotion, personal selling, public relations, and direct selling. Tegal Waru Village is famous for its diverse MSMEs which makes this village one of the Business Tourism Villages in Bogor Regency. The presence of the Covid-19 pandemic has hampered one of the routine visits carried out by Tegal Waru Village. This visit activity is one of the biggest sources of opinion for business actors because the visitors who come to Tegal Waru Village must purchase MSME business products. At the beginning of the Covid-19 pandemic, MSME business actors were hampered from making sales, which had an impact on the turnover they got. As a result, MSME business actors in Tegal Waru Village optimize personal sales (59.4%) through social media or the marketplace. The social media commonly used is WhatsApp, where business actors carry out promotions in WhatsApp groups and personals. Some business actors use WhatsApp status by uploading product photos so that they can be seen by family or relatives. In addition, several MSME business actors in Tegal Waru Village still rely on regular consumers, so at the beginning of the pandemic, the perpetrators made sales by telephone to offer their products. In other ways that are done besides personal selling, MSME actors still make direct sales (56.3%) such as offering directly to consumers through stalls or sending them to the market or traveling merchants.

There are three businesses that have adopted digital marketing in Tegal Waru Village. The three businesses are in the convection and food sector. The results of the interview show that MSME actors consider online media to be very relevant and useful during this pandemic. Online media is considered the fastest medium to share information with consumers. Apart from the fact that consumers are very closely related to online media, this media also conveys promotional messages to consumers very quickly and cheaply. The delivery of marketing promotional messages based on marketing communication tools such as advertising, sales promotion, personal selling, public relations, and direct selling can be simultaneously applied through online media. Business actors can package these marketing tools for consumers as effectively as possible through online media. In addition, MSMEs actors can quickly measure the impact of using these tools through online media. This allows business stakeholders to see which tools are most effective and can be implemented and accepted by consumers. In terms of marketing communications to partners, direct messaging also elicit immediate responses, so most responses appear to be due to the use of online media.

Business managers can directly evaluate and investigate the use of online media to determine which tools are less effective and how they can be more effective. Entrepreneurs can also quickly decide to use the most effective marketing communication tools to save energy and thoughts. This shows that apart from being optimal, the use of online media has a positive impact on the development of MSME marketing. In online media, promotional designs and bonuses offered to increase sales can attract consumers' attention so that marketing messages through Instagram, WhatsApp, Facebook, etc. are more attractive and reach customers quickly. Especially during the Covid-19 pandemic, consumers are more interested in accessing orders through online media than buying directly. Therefore, for MSME business actors, the pandemic experience with the use of online media has a very effective impact. Online media is the perfect platform to channel business marketing messages.

For example, Instagram's advertising strategy can promote access to business profiles, although not always sequentially, the messages will reach the target market faster. Another advantage is that these businesses can easily add resellers when using online media. The most widely used online media, especially during a pandemic, is social media. The use of online media, especially social media, has its own charm for consumers. All information, whether created or searched, applies through social media. The use of all types of online media owned by consumers also has its own uniqueness in online shopping. For example, the social network Instagram is used to search for general information when an order is placed via WhatsApp. Therefore, the relationship between consumers and each medium depends on the concept of transmission on that medium. With this information, the economy will better understand the nature of consumers, and advertising messages delivered through Instagram will provide WhatsApp contacts with more information. The pandemic has changed all the activities of businesses and consumers. As a result, business actors re-examined consumer browsing and shopping activities. Many economic actors use social media even during the pandemic, causing many obstacles. However, this period also brought positive spikes as many consumers benefited from online shopping with social and physical distancing guidelines.

#### **4 Conclusion**

Based on the research results, it is very appropriate to optimize online media that is used as a marketing tool during the pandemic. Efficient use of online media where the delivery of advertising messages is on time, the context of the message is right with the media used, and a

format that is easily accepted by various consumers. Conclude that online media is an effective marketing tool. The decline in sales due to the Covid-19 pandemic, which requires everyone to act according to the protocol, which is to limit direct interaction with potential consumers, has made online media a solution that contributes to stable sales of rice field products. MSME actors are lucky to be able to maintain their business continuity with the help of online media which is always present for both business actors and consumers, even though they still have shortcomings and obstacles.

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