

Pandemic Era: Application of Digital Marketing Strategy for Content Marketing-Based Micro, Small and Medium Enterprise to Increase Sales

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Abstract. The condition of the Covid-19 pandemic has changed the business flow that usually runs on a B2C (business to customer) basis, requiring business people to follow the rules set by the government, which is maintaining distance and working from home. Even, the impact tends to be negative because it decreases the amount of product sales. For this reason, digital marketing-based business transfers need to be carried out so that the business continues to run well in the pandemic era. The research approach is descriptive qualitative. Based on the research results, the digital marketing strategy for content marketing using YouTube. The stages of content marketing carried out are: 1) setting goals, 2) mapping the target market, 3) content initiation and planning, 4) creation content, 5) content distribution, 6) content strengthening, and 7) content marketing evaluation.

Keywords: Digital Marketing Strategy; Content Marketing; SMEs

1 Introduction

The Covid-19 pandemic emerged in December 2019 originating in Wuhan, China. The World Health Organization (WHO) confirmed that the corona virus is a virus that infects the human respiratory system called the Covid-19 virus. The Covid-19 pandemic has changed the business flow that usually runs on a B2C (business to customer) basis, thus requiring business people to follow the rules set by the government, namely maintaining distance and working from home. Even the impact tends to be negative because it has been proven to reduce product sales. For this reason, digital marketing-based business transfers need to be carried out so that the business continues to run well in the pandemic era. According to DBS Skin or Swin-Business Research Impact of digital technology, the distribution of digital technology services has a major impact in helping the development of MSME businesses. The rapid development of the e-commerce business can help approximately 56 million MSMEs which so far have contributed around 55% of GDP (DBS, 2017). This condition adds to Indonesia's strong ambition to become the largest digital economy country in Southeast Asia. Indonesia with a population of 270.20 million people (BPS, 2020) is a country with attractive market potential and optimistic that the target will be achieved. Thus, the use of digital as a marketing medium

opens up great opportunities for business people to expand their target market and increase sales.

Digital marketing is a marketing activity that uses the application of digital technology (Febriyanto & Arisandi, 2018), while according to (Wijoyo et al., 2020) digital marketing is closely related to effective marketing ideas that utilize digitalization as a measure of the success of a product to be recognized by the public wide community. The advantage that can be obtained by MSME actors in using digital marketing is to help minimize the marketing burden because promotional activities are only carried out through online media, consumers also have the advantage that they do not need to leave the house to look for the products they need and can avoid exposure to the Covid-19 virus (Saifuddin, 2021). Many researches on digital marketing strategies in increasing sales have been carried out including: Dermawansyah & Rizqi (2021) researching marketing communication strategies through digital marketing home industries; Chika & Candraningrum (2020) researched the Toyota Yaris digital content marketing strategy through a webisode; Setiawan & Rachmawati (2019) examines Eiger's digital content marketing strategy through Instagram social media. The results of previous studies lead to marketing strategies including promotion and product communication through Facebook, increasing awareness, building an image through social media YouTube, using content marketing through Instagram.

Adiyono et al. (2021) stated that digital marketing on social media platforms is packaged more attractively using various applications such as Instagram, WhatsApp, Line, Twitter, YouTube, and others. This study chose YouTube as a marketing medium because according to Ramadhayanti (2019), YouTube is widely used by companies as a marketing strategy. In addition, marketing activities need to present content as the main factor in branding and product marketing (Saraswati & Hastasari, 2020). The research of Singh & Sonnenburg (2012), proves that content in digital marketing should be able to prioritize two-way communication facilities with the audience, for example communication in social media. Wuebben's research (2012) found that the success of content in digital marketing is content that succeeds in making the brand stick in the hearts and minds of potential target customers, so it is very important to create the right relationship and content correlation with the audience. Bloomstein (2012) adds that digital marketing strategy with content marketing is the most appropriate strategy that is able to reach potential customers more broadly and without incurring high costs. Marketing content in digital marketing is considered capable of bringing online customers to read, study, know and experience firsthand the content offered to them.

2 Results and Discussion

2.1 Embroidery and Embroidery MSME Profiles in Bukittinggi City

The results of interviews with the MSME owner of Rumah Bintang Embroidery and Embroidery, Ve Embroidery, and Putri Ayu Embroidery can be identified that the technique of making embroidery is using a sewing machine and embroidery computer. The marketing of the three MSME products is carried out in local markets or areas around and outside the island of Sumatra such as Java. Based on the results of interviews with Embroidery MSMEs in Bukittinggi known about the number of employees working, the MSMEs Rumah Bintang Embroidery currently employs 15 employees, Ve Embroidery have 8 employees, and Putri Ayu Embroidery has 10 employees. The results of observations and interviews on sales data for the three Embroidery MSME products, it is known that the number of sales during the

Covid-19 pandemic decreased dramatically when compared to sales before the Covid-19 pandemic, which can be seen as follows:

Table 1. Sales of UMKM Embroidery Products in Bukittinggi City

No	MSME	Total Sales (Rp)	
		Before Pandemic	After Pandemic
1	Rumah Bintang Embroidery	Rp 90 million	Rp 68 million
2	Ve Embroidery	Rp 80 million	Rp 42 million
3	Putri Ayu Embroidery	Rp 120 million	Rp 75 million

2.2 Implementation of Content Marketing-Based Digital Marketing Strategy through YouTube to Increase Sales

In an effort to increase sales of Embroidery MSMEs in Bukittinggi during the pandemic, researchers will try to design a digital marketing strategy based on content marketing. In this study, researcher choose YouTube videos as one of the most popular types of marketing content for customers. In line with the opinion of Ramadhayanti (2019) that YouTube is widely used by companies as a marketing strategy. Dissemination of content carried out by Embroidery MSMEs encourages the creation of results, which affects the number of Subscribers and Comments on the YouTube channel. The digital content marketing activities carried out are also in accordance with Kotler et al., (2017) which explains that the most important role of digital marketing is to encourage action and advocacy. Digital marketing is more accountable than traditional marketing, the focus is on driving results, while traditional marketing is on initiating customer interactions. Embroidery and Embroidery MSMEs in the city of Bukittinggi have a general content marketing strategy, namely by creating content that can provoke engagement and reach as well as considering content that is appropriate to the audience found on the Embroidery MSME YouTube channel. Several steps and stages in doing content marketing are similar to Kotler et al., (2017), which are:

a) Setting Goals

The main purpose of managing content marketing on YouTube is related to sales according to the statement (Setiawan & Savitry, 2016) that one of the goals of content marketing is sales. In addition, Embroidery MSMEs in Bukittinggi City continue to improve the quality and relevance of content to remain consistent. This effort is made so that the audience reach is wider and it can increase the number of Subscribers and Comments. Data obtained through interviews with the Rumah Bintang Embroidery MSMEs the number of YouTube Subscribers reached 20 Subscribers with 10 comments, Ve Embroidery had 20 Subscribers with 6 comments, and Putri Ayu Embroidery had 30 Subscribers with 12 comments. Chika & Candraningrum (2020) revealed that successful content if it has made the audience look at social media accounts and provide comments, means that the created content is successful in building closeness between sellers and buyers or establishing two-way communication.

b) Mapping Target Market

The target market for Embroidery MSMEs in Bukittinggi City on the YouTube platform is grouped into demographic and psychographic factors. Demographically, the target market is young and old customer groups. Meanwhile, psychographically, MSMEs are targeting people who are mature and have the ability to buy Embroidery products. With the mapping of the target market, the effectiveness of the marketing strategy can be achieved. In line with the opinion of Veleva & Tsvetanova (2020) that one of the benefits of digital

marketing is facilitating customer segmentation and targeting so as to achieve better targeting and greater effectiveness of marketing activities.

c) Content Initiating and Planning

The content format chosen by Embroidery MSMEs in Bukittinggi City on YouTube is in the form of educational videos, which use brands to introduce their products to the audience target and make potential customers understand about MSMEs and all the products they have. The selection of educational videos is in accordance with the opinion of Holliman & Rowley (2014) which states that in publishing marketing content, information, words, images and others must have the ability to tell the products and brands being sold so that they can get the attention of the audience.

d) Content Creation

Content marketing on YouTube is done by the research team itself and a videographer. Content creation begins with the creation of a content brief, which is followed by drafting, video capture and video editing by the videographer. Finally, videos that already contain marketing content are uploaded to YouTube. The YouTube of each MSME is named after the Embroidery brand, namely Rumah Bintang Embroidery, Ve Embroidery, and Putri Ayu Embroidery.

e) Content Distribution

The distribution of marketing content is focused on YouTube videos owned by Embroidery and Embroidery, namely Rumah Bintang Embroidery, Ve Embroidery, and Putri Ayu Embroidery. As according to Kotler et al. (2017) that owned media consists of channel assets owned by brands and are under full control and can be distributed at any time.

f) Strengthening Content (Content Amplification)

Efforts made by Embroidery MSMEs in Bukittinggi City include improving the quality of content by displaying the characteristics of the MSME products of Rumah Bintang Embroidery, Ve Embroidery, and Putri Ayu Embroidery. In addition, Embroidery MSMEs in Bukittinggi also continue to evaluate their marketing content and try to create new formats for content.

g) Content Marketing Evaluation

Evaluation of content marketing is carried out in various ways, starting from checking followers' interest in marketing content on YouTube based on the large number of Subscribers and Comments at the end of each month.

3 Conclusion

Based on the results of research and discussion on digital marketing strategies with content literacy in increasing sales, it can be concluded that digital marketing strategies with content literacy are carried out through YouTube media that prioritizes content creation to provoke engagement and reach and consider content that is appropriate to the audience on the video. Embroidery MSME YouTube. Furthermore, the stages in doing content marketing consist of 9 stages; setting goals, mapping the target market, initiating and planning content, content creation, content distribution, and content amplification. Further research is expected to examine more deeply related to content literacy-based digital marketing strategies by conducting field observations so that the process of implementing content marketing-based digital marketing strategies is carried out directly.

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