



Identification Of Creative Economy Marketing Strategies After The Covid-19 Pandemic Disruption

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ABSTRACT

Looking for various strategies to market the creative economy after a pandemic disruption is the best practice in running a business. Many studies have been conducted regarding one species during a pandemic, but few have led to the identification of post-pandemic strategies. This article was looking for some strategic business marketing strategy after pandemic. Therefore, the authors have collected some data from various publications or secondary data. Then we examine it under a phenomenological approach whose aim is to obtain some phenomenal relevant data to answer the discussion of this article, such as coding the data, evaluating the data, and concluding as desired. Get answers to research questions. Based on the existing data and the discussion of relevant topics, we can conclude that the strategies we have obtained include, among others, formulating products and prices for consumers. Furthermore, we try to maximize promotions with various strategies. Some are through social networking; some are paid media ads. A marketing system via email, then internet-based marketing, as well as direct sales strategies and strategies to identify product weaknesses and many methods that we believe are relevant for marketing strategies business after the pandemic. Thus, these findings will be useful material for further studies.

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1. Introduction

The disturbance of the 2019 Corona Virus (Covid-19) pandemic that hit the world affected the well-being area, however the business and monetary movement area. This economic effect is felt locally as well as internationally. The International Monetary Fund (IMF) predicts that the worldwide economy will develop at 3%. As of this composition, 93 nations have been contaminated with COVID-19. The COVID-19 pandemic has carried severe dangers to the world economy, including Indonesia, particularly the travel industry, exchange, and speculation. This additionally fundamentally affects the travel industry, the exchange area, and industry, including Micro, Small, and Medium Enterprises. In light of the most recent information dated May 4, 2020, there have been 11,192 instances of COVID-19 in Indonesia. The immediate effect of Covid-19 has been seen in considerable cutbacks in a few organizations; there have been terminations of a few organizations which affect laying off workers (World Health Organization, 2019; World Health Organization, 2020).

Regarding the impact of the global pandemic, Priyono et al., (2020) succeeded in identifying the trend of the digital transformation path in SMEs business during and after the Covid-19 pandemic. As a marketing driver, business people explained that in a pandemic situation and after, marketing and communication efforts are very important to maintain business stability. It also explained that there are many Digital Marketing strategies in business, including Channel, Content, and Funnel. This was conveyed in the Business Strategy Webinar in the Pandemic Era Through Digital Marketing held at the Islamic University of Indonesia. According to Gryshchenko et al., (2020) business is an organized individual activity to produce and sell goods and services for profit. "In the economic crisis during the pandemic, doing business is an alternative to increasing income." Berry et al., (2010) added that a channel is used to convey products to buyers. Channels allow customers to get to know and evaluate the company's services or products. Examples include Instagram and TikTok. The most crucial thing in a channel is communication, distribution, and sales network.

Meanwhile, content is information provided about products to buyers, such as a dream market. Meanwhile, Funnel Marketing is defined as a sales channel that facilitates buyers to buy products. This is the beginning of customer awareness to be ready to buy products or services, such as Shopee and Tokopedia. Advised in designing a good marketing strategy, the seller must know when is the right time to give discounts to attract buyers. For example, they know when consumers will use cheap and good bags for college or work (Nagle & Müller, 2017).

They likewise underscored the significance of figuring out purchaser mentalities in simply deciding. By understanding this, vendors can spread thoughts rapidly and successfully, give an outline of item fabricating, and change costs, quality, and item bundling. At last, he subtleties the cycles of fundamental customer navigation partitioned into four phases — first, issue acknowledgment, where purchasers will purchase an item to tackle their concerns. Without distinguishing emerging issues, shoppers cannot determine which items to purchase. By looking for data through understanding existing issues, shoppers will be spurred to look for data to take care of existing issues through data search. Second, in elective assessment, buyers get different data sorts. Buyers will assess existing choices to defeat the issues they face. Third, the buy choice is when customers assess a few elective choices prior to purchasing. Once in a while, the time it takes to settle on a buy choice and make the real buy is not something very similar. "For instance, store A has more Instagram channels than store B, so clients will purchase at store A by seeing the most elevated level of fulfillment while purchasing products.

Post-buy assessment is the interaction completed by purchasers, not just consummation at the dynamic stage. After the client purchases the item, the client will assess the item regardless of whether it is as wanted. "Post-buy assessment is a tribute structure for sure you feel while purchasing items from us," The public authority has put forth a few attempts to work on the way of life of the ignorant. One of them is the Basic and Independent Literacy Program. The Basic Literacy Program assists uneducated individuals with having the option to peruse, compose and count.

Meanwhile, the Independent Literacy Program trains residents to have life skills. Providing these skills is to help residents learn to live independently. Moreover, finally, get out of poverty. However, in implementing independent literacy, most of the businesses occupied by residents cannot compete and do not continue. This is because the products produced by most residents are market products or products that have been widely circulated in the community so that as new producers, learning residents cannot compete with products that are already established in production and market. Through the MP3EI Research, in 2012 and 2013, a Strategy for the Development of the Creative Economy of Learning Citizens in Bali was developed.

Based on this study, several strategies were obtained in developing the creative economy of learning citizens, including; 1) increasing citizen insight into innovative products through training, 2) establishing cooperation and partnerships, 3) obtaining support from the government, 4) forming artisans groups, 5) developing sustainable designs, 6) maintaining the uniqueness and quality of production, 7) improving production technology (Sujana & Agustian, 2013). The seven strategic steps above have been implemented in several villages. Several villages in North Bali (Bulian Village, Sanih Village, and Evidence Village) have produced innovative woven bracelet products based on this

strategy. Residents studying in the village have mastered the technique of weaving bracelets to the technique of packaging the bracelet products.

Through several production trials and Focus Group Discussions (FGD) with tourism circles and partner companies, the products of the residents in the three villages have been accepted and are considered worthy of sale. Partner companies have also shown their trust by giving production orders to residents of 3,000 woven bracelets. Although the residents' products have been accepted and considered worthy of sale, and partner companies have given product orders, the next problem is what marketing strategy should be done to increase the sales results of these residents' products? Residents cannot just rely on orders or orders from partner companies, but it would be better if residents could market their products independently. Product marketing has a strategic value at this stage because marketing failure will hinder the sustainability of the productivity of the residents in producing this woven bracelet craft product. So that only by maintaining the sustainability of production the ideals of lifting learning citizens from the abyss of poverty will be realized. For this reason, the right strategy is needed to market innovative woven bracelet products produced by learning residents.

2. Research Method

This method section will present the procedures for implementing a scientific study that aims to understand creative economy marketing strategies in the post-harvest period (Abbott & McKinney, 2013). This study obtains data from searching electronically on several literature sources such as square books and scientific papers. We have made efforts to involve data coding systems, data analysis, and concluding a high interpretation stage. Next, we design a qualitative study report involving various approaches to understand how the creative economy promotes its marketing strategy. Through the previous guidelines, the heart will see that this reporting mechanism must involve descriptive and qualitative beta reactions, namely data from search results with a phenomenological approach (Myers et al., 2010). That is an approach that optimizes efforts to understand a problem from existing data with deep soil. Thus, we carried out the data process to obtain research studies from the beginning of problem reform to the final report (Lewis, 2015).

3. Result and Discussion

3.1 Product and Pricing

Marketing Strategy Formulation The marketing strategy formulation uses a SWOT analysis and begins with identifying the Strengths, Weaknesses, Opportunities, and Threats faced by the learning community's woven bracelet products—the formulation of the strategy. Based on the analysis, the right strategy is then formulated, which can be used to increase the sales results of the residents' creative economy products. The marketing strategy of this woven bracelet product is expected to increase and maintain the sustainability of the production results of the learning community. They are promoting print media. Print media promotion includes placing advertisements in magazines or newspapers (Hu et al., 2015). Promotion with print media must pay attention to the product's target market to be sold. Innovative woven bracelet products produced by residents are unique fashion products for teenagers, so the media chosen should be youth magazines or tabloids. Especially for the local market or Bali, the marketing of creative woven bracelets for the initial stage can use school or campus magazines, considering that school and university students are potential buyers for this product.

3.2 Promotion

Direct Promotion. Direct promotion can be done by distributing brochures or direct sales. Distribution of brochures or sales can be done in schools, campuses, tourist attractions, or promotions to souvenir shops, art shops, and gift centers spread across Bali. Direct promotion can also be done by participating in exhibitions at certain times, such as the Development Exhibition on Independence Day, festivals and annual tourism show, or attractions, such as; the Buleleng Festival and Bali Arts Festival. Doing online promotions. Promotion through online media such as websites, Facebook, Blackberry Messenger (BBM), or other social media. Using social media as above will facilitate promotion and

marketing. The advantage of online marketing is that it can reach a vast and unlimited market. Online marketing is not time-bound but requires a sufficient understanding of technology. Online marketing can be done between regions and between countries but requires the readiness of production capacity, product insight primarily related to exports, and the ability to communicate in foreign languages (Chan et al., 2011).

3.3 Location Factor

A business area is a spot that is the focal point of business exercises, whether specialized, regulatory, or administrative. Since with a significant area, we can expand excellent chances to get shoppers. Then again, if the business area is not great, then deals will not be exactly ideal. Instructions to pick or decide the area of a virtual business environment will influence the progress of the business to be done (Brata et al., 2017). Moreover, the right circumstances and conditions will likewise assume a significant part in the item or administration we offer. The truth of the matter is that these days it is not difficult to track down an area for a position of the business is an essential region, particularly with regional business capital or assets. Before deciding the area to be picked, we ought to likewise change or consider what business classification we will run since the business area can be said to affect business improvement later on. So, the assurance is still up in the air by parts of the general climate that will be utilized as a business position. Hence, the appraisal and choices should be founded on issues firmly connected with pay and cash flow assessments to be given.

Consequently, notwithstanding parts of the capital and mental preparation, things that should be considered should be cautiously developed and brimming with estimations corresponding to the business prospects that will be embraced. Along these lines, think about how much the area can be beneficial while picking an area. Kindly read here (Article Advantages of Choosing a Strategic Office Location). The explanation is the nearness factor which is the primary goal in connecting the appropriate offices to acquire clients (Rachmawati et al., 2019).

3.4 Social Networks and Viral Marketing

The viral substance is the mesmerizing videos, photos, tweets, and so on, which immediately become famous through online entertainment and are shared by everyone. The virtual entertainment viral show expects to use similar guidelines to advance the brand. The technique for advancement relies heavily on individuals who are enthusiastic about taking on viral happiness (Wang & Street, 2018). Online entertainment clients will spread margarine-like substances on hot toast across the web alone. Just sit back and relax. Tragically, popular advertising is not just essential. It can explode if the substance is not checked thoroughly. However, assuming we are lucky enough to become a web sensation for the right reasons, millions of people will naturally see the images and earn respect worldwide (Castiglione et al., 2021).

Through several cases of genuine virtual entertainment viral commercials, how about we find out what can make a brand go viral. Viral exposure through online entertainment provides fantastic brand exposure and can help increase the impression and commitment through web-based entertainment. In addition, it can form a positive picture that will eventually broaden the primary concern. Press inclusion is a kind of comprehensive package for viral advertising. The press likes to cover viral substances. Assuming we know how to deliver something that turns into a distribution sensation, the web will not waste the opportunity to cover it. Thus, natural openness will be awakened without the help of others! One new example of web-based entertainment viral advertising comes from Weetabix and Heinz. In a humorous tweet, Weetabix a well-known breakfast cereal organization, posed an inquisitive question to its supporters (Chen et al., 2010).

3.5 Paid Media Advertising

Paid media (also known as paid media publicizing) is an outbound showcasing technique that incorporates any advertising strategies you pay for. Carefully talking, paid media incorporates paid search promotions, shopping advertisements, show promotions, and online entertainment promotions; the sky is the limit. These advertisements all work to get us before the ideal individuals brilliantly (Aslam & Karjaluto, 2017). If we have a bomb-paid media administration trained professional (ahem, we do), you can fragment and place these promotions decisively to get sees from your ideal audience. The tweet spread through Twitter like quickly. It produced many imaginative and

fascinating answers from other well-known brands. Therefore, the tweet assembled many preferences and retweets and stayed one of the most notable online entertainment viral promoting instances of 2021. What made it much more fruitful was Weetabix's clever disapproval of a web-based entertainment group that figured out how to answer the more significant part of the answers with innovative and essential tweets (Harrison, 2013).

In like manner, the string is a safe of humor-set up promoting concerning Twitter. Research a piece of the titles this tweet delivered for Weetabix: "Weetabix wins Twitter by starting cunning multi-brand talk online over Heinz beans breakfast picture "by THE SCOTSMAN". This Weetabix and Heinz Twitter string is the best thing you will see today by amusement. What made Weetabix warmed beans a viral hit from the workplace behind it by Campaign. The questionable breakfast Twitter cannot swallow by BBC News. One more conspicuous model would be from the viral displaying entryway of reputation—DollarShaveClub's "Our Blades Are F***ing Great" promotion. As of now, this one was a straight-up advancing video publicizing their shaving edges. Notwithstanding, they did such in a specific, current, and entertaining way fascinating to thousands (Katz, 2016).

3.6 Internet Marketing

In the ongoing time of digitalization, many individuals access the most recent data utilizing the web. Its utilization is likewise not only for the need to show data. Be that as it may, it can likewise be utilized for business exercises. It is one of them by carrying out the right web promoting procedure (Junusi, 2020). In this article, we will talk about what web promotion is, the reason for its execution, its methodologies, and its advantages for the advancement of a business. Along these lines, we can likewise attempt to carry it out to make and foster an internet-based business. Web advertising is one kind of promoting procedure that is done utilizing the assistance of the web through different media or online-based stages. Instances of frequently utilized stages are sites, email, online journals, web search tools, and web-based entertainment.

What is more, web promoting can likewise be viewed as web-based showcasing? All advertising processes are completed online with the assistance of existing computerized innovation. Notwithstanding, the rule of promoting is not entirely different from ordinary strategies. The motivation behind web showcasing is to get more extensive and numerous shoppers. We can interface with a more extensive assortment of sources and purchasers through the web organization. It is not restricted to only one region yet on a worldwide scale (Neger & Uddin, 2020).

Around 68% of web guests make exchanges for trading labor and products. In this manner, online stages are additionally expanding and can be utilized to advance an item for the business we are running. By doing advancements, purchasers will be more mindful and keener on utilizing the item. The more purchasers who come, the better the guest traffic from the site or stage will be. Likewise, we can give different promoting procedure models (Meuter, 2021).

3.7 Email Marketing

Email usage inside the publicizing attempts to propel a business' things and organizations and lift client devotion. Email displaying is publicizing that can make the clients on our email list aware of new things, limits, and various organizations. Moreover, it may be a milder proposal to show the group the value of the picture or keep them associated with purchases (Hartemo, 2016). It can similarly be in the center. Mailchimp can help us arrange, build, and smooth out the email publicizing to get the best ROI in the advancing project. At the point when we want to foster a picture or sell stuff, email exhibiting is one of the most notable and feasible instruments around for promoting endeavors. In this article, we will inspect how email promotion and the use of specific messages can help us with fostering the business. We will provide individuals with several hints to help us start with a viable email displaying the Campaign. Email publicizing is the area of strength for a channel, an immediate and high-level advancement, that uses email to propel our business or organizations. It can help make the clients aware of the latest things or offers by integrating them into our publicizing computerization tries (Zhang et al., 2017).

Moreover, it can accept a critical part in our publicizing strategy with lead age, brand care, building associations, or keeping clients associated between purchases through different kinds of exhibiting messages. An email has become such a notable advancing instrument for associations since

it drives the client to take action or some likeness thereof; an email will sit in the inbox until it is examined, deleted, or archived (Bawm & Nath, 2014). In any case, email is moreover maybe the savviest gadget available, too. A new report by the U.K based Direct Marketing Association (DMA) found that for each \$1 spent, email has an ordinary benefit from theory (ROI) of \$38. For more on the power of email advancing, peruse our email promoting experiences by industry. Email publicizing can help us gather a relationship with the group while guiding individuals to our blog, online diversion, or somewhere else we like individuals to visit. We could area the messages and target clients by portion, so we send people the most messages they need to see. Here are some emails publicizing exertion tips to get everything going. Email publicizing similarly allows us to run A/B preliminary of a title or wellspring of motivation to recognize the best performing message by using email advancing programming that can be intended to pass on messages easily. Peruse our Mailchimp's email organizations to see a considerable measure of how we can oversee email publicizing (Sahni et al., 2019).

3.8 Direct Selling

With direct selling, vendors avoid delegates in the store organization and sell things clearly to purchasers. Things are sold on the web or at an open store in traditional retail settings, yet direct selling relies overwhelmingly upon salespeople getting before clients in groundbreaking settings (Merlin, 2012). How Direct Selling Works. Direct selling abstains from a couple of go-betweens drew in with things spread, for instance, the standard transport spot and distributor. Taking everything into account, things go from the maker to the temporary arrangement's association, then to the trader or rep, and finally to the customer. The things sold through direct arrangements are generally not found in run-of-the-mill retail locations, which suggests that noticing a distributor or rep is essential for buying the things or organizations. Direct selling is regularly associated with party-plan and association publicizing associations. Though these associations use direct arrangements, they are not particular; various associations that sell business-2-business (B2B) use direct proposing to target and propose to their end clients. For instance, numerous associations that sell publicizing or office supplies will send their reps directly into the stores that can use their administrations (Ondieki et al., 2014).

Single-level direct arrangements are routinely performed one-on-one through door-to-door or in person presentations, online social affairs, or records. Pay is gained on bargains commissions, with possible awards for showing up at target goals. Host or party-plan bargains are made in a social climate, usually including the distributor or rep doing a show in their home or a logical client's home. Occasionally, an association could propose to individuals in a business. For example, a land programming salesperson could do a social occasion bargain show for a get-together of Realtors (Uzochukwu et al., 2021). Pay can rise out of commissions from bargains and some of the time through the enlistment of various reps. Bargains in staggered exhibiting (MLM) are made unexpectedly, integrating those connected with single-level and party-plan bargains. Pay procured through MLM is commission on bargains and the arrangements made by different partners the distributor volunteers into the association. Direct arrangements may be mistakenly suggested as MLM or network displaying, yet these terms are contradictory. At the same time, MLM and network advancement is a kind of direct arrangement; not all quick arrangements systems incorporate MLM. For instance, in single-level advancement (Brockett et al., 2020).

3.9 Point-of-Purchase Marketing

The spot to checkout publicizing, or POP, is a promoting material that retailers use in their stores to propel things, snatch clients' eyes and affect them to buy. Moreover, it implies the entire game plan of things in the store (Cohen & Lesser, 2016). POP regularly shows up as an exhibit near checkout ways and paths, and the objective of this system is to create a rushed purchase only before leaving the store. Publicists base this procedure on research showing that putting certain things near a cash register with a spot to checkout advancing show snatches a client's eye. This interest makes the client consider getting the thing as they look at it. POP advancing can moreover be a direct sign. For example, a sticker on a rack to draw the thought of clients as they walk around the path of a store or a full feature with things and the dealer's picture on it are both POP techniques. The spot-to-checkout publicizing

procedure requires a unique arrangement that makes a thing sticking out. It can recall stickers for the floor and other publicizing around the thing (Bell et al., 2011).

To use POP, we should assemble the system concerning: Client presumption: The POP advances the benefits that clients can expect from the thing. Customer interest: we can focus on what clients need and show the spot to check out things taking into account that information. Competition: Observing what the resistance is doing and sorting out which works honorably and does not is a major in a POP technique. Who uses spot to checkout publicizing? The two retailers and merchants benefit from POP. Usually, dealers give POP shows to retailers who use them. Vendors use POP material as a staple technique to include their things and snatch the clients' eyes. They habitually give it to permitted retail stores with the ultimate objective to increase bargains. Retailers can use POP publicizing to cause to see certain things they need to progress in their store. Benefits of a spot to checkout publicizing.

Advantages of POP publicizing incorporate: Decisively found: POP gives can be indications that retailers put on racks or unsupported introductions. This gives the versatility to pick the area of things. We can place them in high-traffic districts inside the store or near various things clients could use with us. POP shows can be used in groundbreaking regions. Targets drive buyers: At present, customers in the store have the point of buying something, so it is less difficult to invite them to pick a specific thing or add one to their once-over of purchases. The publicizing will undoubtedly be strong accepting the singular overview it has the potential opportunity to buy that thing instantly. Many purchase decisions are unconstrained and happen in the store, especially in the food and drink industry. Accordingly, a persuading spot to checkout advancing method can firmly influence the arrangements.

Sticks out: Packaging alone does not really for each situation certainly stand adequately apart to be seen because they much of the time looking for something unequivocal when they walk around the way. Whenever we go with the thing with a beautiful spot to checkout show, the open door that buyers will see is higher. Monetarily astute: POP elevating routinely allows brands to bestow whatever they need to say for a lower cost than paid media publicizing. The message can be custom fitted to fit a sign, cardboard feature, or store standard. Moreover, it is a more precise technique for zeroing in on a relevant group with a brief impact.

3.10 Weakness Opportunities strategy

It is a strategy to take advantage of opportunities by overcoming existing weaknesses. Several strategic steps can be taken, including Establishing a target market. Although the market potential for woven bracelets is quite significant, it is necessary to segment the target market. This is the first step that must be taken in product marketing. Understanding and selecting the target market will create efficiency and effectiveness in product marketing because promotion and marketing can be carried out in a focused manner and with clear targets. If the target market is not set, it will lead to a lack of clarity and inefficiency in marketing and building partnerships. Partnerships are essential for residents just starting a craft business because partners will help residents increase their knowledge about design, products, packaging, and marketing promotions. Establishing partnerships is not easy because learning residents generally do not understand access to partner with entrepreneurs (Hong & Chan, 2010). For this reason, the participation of universities and the government is needed to make it easier for citizens to gain access to partner companies.

3.11 Weakness Threats and Strength-Threats strategy

It is a defensive technique and attempts to limit shortcomings and keep away from dangers. Critical advances that can be taken include; Making administration greatness. Brilliant help is an important advance that residents need to take to keep up with the presence and faithfulness of buyers. In the beginning phases of reasonable assistance, it may be deciphered as reliability and keeping up with quality. With quality and on time, the item arrives in customers' hands, encouraging buyer trust in makers (Indrawati et al., 2021).

Trust is the total capital in business and investment in endlessly keeping up with a business's maintainability—giving clients prizes. Prizes for purchasers can be as value limits or item rewards. Rewards and limits can be given to purchasers who are faithful to the items delivered by makers. Giving rewards will keep up with purchaser dependability to purchase. Moreover, giving rewards,

mainly as new items, is fantastic for advancing these items. It is a technique to utilize solidarity to conquer dangers (Tambunan, 2020).

The important advances that can be taken are as follows: Maintaining item uniqueness, Improving item quality, and keeping up with item uniqueness are vital for residents to make an upper hand or upper hand. Loss of item uniqueness can make buyers go to contending items that enjoy more benefits and uniqueness (Risaad et al., 2021). Item prevalence or uniqueness is a center capability or center ability that can make the item exciting and enjoy a severe benefit. Keeping up with and upgrading the item's uniqueness is unquestionably necessary to acquire greatness in item showcasing. The increment is knowledge about the item. Bits of knowledge about the item incorporate the plan, unrefined components, and innovation. Bits of knowledge about items, particularly handiwork items, is vital to have the option to enter the commodity market. Each bringing-in nation or product objective nation has various guidelines and conditions for merchandise entering their country. The guidelines concerning the shading of craftsmanship items for ASEAN nations are not the same as those in European and American nations. America has elevated requirements for shading create items. Painstaking work that utilizes substance colors and various solvents containing mercury or lead and gums is not permitted to enter America. In the interim, colors are not offered much consideration in ASEAN nations. The distinction in the guidelines set requires residents as makers to know the showcasing of items to different nations. The obliviousness can cause high misfortunes for specialists (Kurnianto et al., 2013).

4. Conclusion

This final section will highlight what we have learned from a series of literature reviews related to identifying creative economy marketing strategies after the pandemic in Indonesia. We believe that the series of conclusions and findings are supported by evidence from field data that describes various creative economy marketing strategies that can last until the reflection period. The essential things that we have listed include that the post-by-business strategy revolves around strategies, namely how the creative economy presents products at relatively affordable prices. This is a strategy that can be maintained after it ends. The following strategy is how the business is promoted by relying on various making strategies, then paid advertising in addition to free ones, then how to internet marketing and direct marketing with email addressed to individuals. Likewise, another relevant intimacy that is carried out is the direct selling system which is believed to be a point of marketing that is currently still easy to find in the marketing system of business products. With this method, we believe that is supported by fieldwork evidence will provide an answer that answers the study and hypothesis. It is so important that we have summarized a series of findings. We hope that these findings will become necessary inputs for efforts to increase the capacity of post-pandemic marketing strategies.

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