

Analysis of Online Marketing Strategies Post Pandemic COVID-19

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Abstract

This research examines the analysis of marketing strategies carried out online after the COVID-19 pandemic. The research used in this research is descriptive qualitative research. Various sources were processed in this study such as books, research results, journals, and research articles. This research explains that the challenges and opportunities for business marketing that rely on digital applications during a pandemic are felt to be very diverse and complex. Post-COVID-19 shopping behavior has changed based on the relationship between technology & culture. The pattern of spending on basic needs and shopping has changed due to the ease of using the internet for shopping and the existence of online services. Digital-based marketing for a profitable and sustainable business is proven to face many challenges and opportunities. The problem is that not all business people and customers understand and can apply technology, while the opportunity is that digital technology applications can innovate business marketing efforts efficiently, effectively, and productively. In addition, the role of digital marketing on the financial performance of several organizations and the implicit digital transformation model has been identified as the most important aspects related to the current COVID-19 situation.

Keywords: pandemic; marketing; online.

1. Introduction

The COVID-19 pandemic has caused various business sectors to experience a decline in sales. The PSBB (Large-Scale Social Restrictions) policy requires people to reduce activities outside the home. Businesses that have activity bases with crowds, such as restaurants, shopping centers, wedding organizers are the business sectors most affected by the COVID-19 pandemic (Nyoko, 2022). One of the impacts of the COVID-19 pandemic is the difficulty for businesses to market their products. Moreover, the brands that were built previously became unknown because the government imposed Large-Scale Social Restrictions (PSBB) and social distancing to suppress the growth rate of positive cases (Ayu Mirah Anjasmara Putri & Sanica, 2022). Current developments require marketers to update their sales system in order to remain competitive in the current era. One of the business tips implemented to realize this system is online marketing which is expected to renew the conventional marketing system that has been understood by the public. During the COVID-19 pandemic, the government also began to investigate online marketing as a potential solution to the tax deficit caused by the economic slowdown and decreased state revenue (Junusi, 2020).

The COVID-19 pandemic has had a negative impact on the company's operations, but on the other hand it has provided new opportunities in the development of digital marketing. This makes business people have to innovate in offering the products or services they offer. One of them is through digital marketing. Due to the current situation, internet users are increasing (Hanif & Suswanta, 2022). Internet users spend a lot of time online, especially on social media. In Indonesia, there are 132 million active internet users or around 52% of the total population. Of these internet users, there are 129 million who have active social media accounts and spend an average of 3.5 hours per day consuming the internet via smartphones (Titin Endrawati et al., 2022). Digital marketing has given rise to a new marketing strategy mindset to increase productivity and sales. Technology has significantly revolutionized the way businesses operate, by finding, targeting, serving and communicating with customers (Sugiat & Chaerudin, 2021). Digital marketing and social media

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provide opportunities, especially for businesses to attract customers during this pandemic. The impact of digital technology, companies can take advantage of the opportunities provided by digital technology to create value for their customers and also create value for themselves (Widjaja et al., 2022).

Marketing has also been affected by the COVID-19 pandemic. Companies that previously promoted conventionally have to change their marketing methods to digital restrictions on movement to maintain social distancing. Digital marketing is a solution to overcome situations of limiting movement and maintaining social distance (Haryadi et al., 2022). Irrational consumer decision making often occurs in the current pandemic situation, such as what recently happened at the beginning of the pandemic outbreak, namely hoarding household goods to unexpected items such as toilet paper, and this behavior is happening all over the world. There are many arguments around changes in consumer behavior that lead to panic buying and hoarding. This seems to be rational consumer behavior in uncertain times like this pandemic (Meisaroh et al., 2022).

Not only does it provide lessons for brands and business people, the current pandemic also teaches consumers a lesson to be careful in making choices because all decisions are interconnected and have an impact on product or brand preferences. Consumers are more inclined to judge their personal preferences based on important evaluations of their self-concept or consumer identity based on responsible consumption and prosocial product or brand choices. It can be concluded that companies must adapt to consumer needs and circumstances using new marketing approaches and following this post-pandemic situation (Mulatsih et al., 2022). Therefore, in this study, the authors will conduct a study related to the analysis of online marketing strategies after the COVID-19 pandemic.

2. Methods

The type of research applied in this study is a type of qualitative research. Meanwhile, the design of this research is descriptive which comes from various literature materials such as articles, books, journals to research that has been carried out (Afrizal, 2016). Not only that, the authors will also examine and criticize ideas, knowledge and scientific discoveries that have a good contribution to academic orientation. Furthermore, this research is expected to contribute both theoretically and methodologically to the theme chosen by the author in this study. Descriptive analysis is used to describe phenomena, issues, data and facts that develop in society (Arikunto, 2010). This data will be processed and developed by the researcher to obtain information related to the research topic chosen by the researcher.

3. Results and Discussion

3.1. Trends and Challenges in Digital Marketing

It should be realized that today's technology-based marketing strategy is very important for business movers if they want to get a profitable business and continue to grow in the era of digital needs that require attention and comprehensiveness so that customers continue to grow and be loyal so that the business remains useful and sustainable (Bala Sanger et al., 2021). According to experts, several digital-based marketing plans have been developed in a structural form, namely marketing strategies, namely integrating plans to achieve things such as planning, reaching, changing, and engaging, as will be discussed below through marketing structures (Omer, 2021). Where this strategy seeks to build digital marketing that is believed to be very effective which requires several steps that can ultimately retain customers through decision-making steps and applied business values. Thus, the Framework developed is an efficient and effective marketing structural framework which in practice will be improved following the business objectives being developed (Astari, 2021). The benefits of various digital marketing systems can be seen from the results and marketing activities carried out online, and this uses data and knowledge that is tailored to the type and business model to be achieved and its goals. Reliance on technology development correspondence innovation helps organizations develop and create, create client connections, strengthen hierarchical survival, and help individuals to learn about each other (Effendy et al., 2021). Advances such as web, mobile, virtual entertainment and customer support, board frameworks have greatly impacted how companies communicate with potential customers. This new type of correspondence is rapidly changing the media and information systems scene. Many customers and business experts are looking for data and are connected with each other through their PCs and phones. With access to multiple data sources and an interest in smart media, buyers can independently collect more product data (Hidayah et al., 2022).

Another issue is security and privacy issues. Protection and security are the top concerns of online customers. As Brandon Gaille points out, 86% of clients find dynamic ways to work on their internet based security. As more and more information protection guidelines and rules are put in place by countries, industry and security associations across the planet, it has become essential for advertisers to know these principles and follow them or have to deal with material

damages and fines (Sitorus et al., 2021). Transparency in marketing is another issue where advertisers can collect a lot of information about customer data on the web today. In order to provide clients with positive individual encounters, advertisers need their information. However, all advertisers also legally commit to approach this individual information with respect and fairness. The lame internet infrastructure in Indonesia automatically promotes web access, which is not evenly distributed in Indonesia (Sulasih & Adawiyah, 2021). A review led by the economist intelligence unit ranked Indonesia 57th out of 100 countries in the inclusive internet index, indicating that much remains to be done to work on a computerized economy (Chawla et al., 2020).

3.2. *The Role of Technology Innovation in the Development of Online Marketing Post the COVID-19 Pandemic*

The current development of information technology has created new types and business opportunities. More and more business transactions are carried out electronically (E-Commerce), starting from the ordering process, payment and delivery of products that are communicated via the internet. In connection with the development of information technology, everyone can make buying and selling transactions easily (Khiong, 2022). The development of the internet has significantly affected all aspects of life. The internet helps humans interact, communicate, and even trade without geographical boundaries at a relatively low cost, quickly, easily and safely in the new normal era. With the increase in internet users, many companies have started offering various products and services using this medium in recent years. And one of the benefits of having the internet is as a medium for promoting a product/service (Putri & Hermawan, 2021).

The COVID-19 pandemic has also accelerated digitalization in the marketing sector. The impact of the coronavirus pandemic is being felt in the world of business and finance. Online sales are a solution to the limited physical movement of people to visit shopping centers. Switching to online marketing is also one of the strategies that determines whether a product can survive a pandemic (Harianto & Sari, 2021). In a relatively short time, marketing patterns have changed, especially during social distancing and micro-restrictions. Business actors must rack their brains to be able to market their products or services to consumers as a brand strategy to survive during the corona virus pandemic. Businesses optimize online marketing and digital branding to communicate with their target consumers (Irwanto et al., 2021).

The ever-evolving movement of information technology breakthroughs, from networks and the Internet to wireless, telephony systems and digital cables, continues to change the scope of business. Various breakthroughs that continue to develop have enabled business people and traditional companies to be able to create products and services as well as develop new forms of business by abandoning old forms, completely shaking up the industry, creating new business fields and changing the way of doing business every day (Haryadi et al., 2022). In addition, when viewed from a consumer's perspective, the use of information and communication technology will provide several advantages including efficiency, convenience, complete product information, competitive prices, price discounts, and product differences (Titin Endrawati et al., 2022).

With the rapid development of technology, we have entered the era of online marketing or internet marketing, where product marketing trends can be done through websites, email, mobile marketing, social media, and others. Digital marketing is a company's efforts to promote its products and services and create relationships with customers via the internet (Junusi, 2020). In addition, internet marketing (E-Marketing) is a series in e-commerce with special interest by marketers, namely the strategy of how to produce, distribute, promote, and set prices for goods and services on the internet market or through other digital tools (Meisaroh et al., 2022). The internet or other digital media allows companies to reach consumers more broadly and intensively. According to We Are Social data, Indonesia is the country with the largest adoption (use) of E-Commerce globally, reaching 88 percent of all internet users in Indonesia (Bala Sanger et al., 2021).

Some of the impacts of digital marketing; in the era of COVID-19 are:

- a. Impact on consumer behavior sector. There is a client/consumer/subscriber shift in this. For example, consumers/customers who from the start prefer to shop at the market, but with the existence of COVID-19 tend to choose to shop online which is considered easy, safe and does not need to interact with many people.
- b. Impact on the sector changes in business strategy (marketing and sales). With the rapid development of technology, Indonesian people are also increasingly literate, and the current COVID-19 has forced business actors to innovate their business products or services. For example, at first business actors selling necessities such as vegetables, meat and fish at the market began to switch to selling online by delivering groceries to consumers'/customers' homes.
- c. Impact on the human resources (HR) sector. As a result of COVID-19, almost all important sectors in a country have been affected. The Large-Scale Social Restrictions (PSBB) implemented by the Indonesian government to

keep wine safe have caused many companies or offices to require their employees to work from home (work from home) to minimize contact with many people.

- d. Impact on the financial sector. The impact of COVID-19 has rocked the economy, not only for the country but also for business or service actors. The real impact felt by business actors is the decrease in buying and selling activities, where the recommendation to maintain social distancing occurs. For example, is the difficulty of raw materials due to disruption of production activities. Many companies adopt work from home policies or lay off their employees through mass layoffs. In addition, the impact on service providers (temporary daily workers, construction workers, wedding organizer workers) is also being felt, such as the many delayed projects causing them to lose income (Titin Endrawati et al., 2022); (Ayu Mirah Anjasmara Putri & Sanica, 2022).

Many sectors have been significantly affected by COVID-19, one of which is the business and economic sector which is the basis of the crucial economy. In this context, business actors in the business and economic sectors must find ways to survive in this situation (Haryadi et al., 2022). One of them is by changing the sales strategy which is carried out as an example that can be seen as food business actors who have collaborated a lot using online motorcycle taxi startup services in promoting food and using food delivery services through digital media. In addition, during the current pandemic, which requires more people to stay at home, business actors promote their businesses through television media and digital platforms such as Shopee, Tokopedia, Bukalapak, Traveloka, and various other e-commerce platforms (Omer, 2021).

4. Conclusion

The results of this study note that there are various reasons why business marketing uses digital or online applications. This is because online marketing can carry out marketing innovations in an effective, efficient and profitable manner compared to conventional marketing strategies. This is added because now all activities have been adopted into applications not only in educational matters but even in all business sectors including marketing. Another reason the application of digital technology is relevant for use in the field of business marketing is because technology is the result of today's most sophisticated work where every individual, especially customers, has used digital applications not only in personal matters such as studying but also in making transactions and purchases, especially if the world is protected. . With a tragedy or a pandemic, what about government policies that prohibit large gatherings of people, the best solution is to use technology, especially digital applications in terms of promotions and business transactions. Another thing that we found from a series of reviews, among others, for business people who adopt digital application technology to promote their business, find various obstacles and challenges as well as opportunities. The challenge faced by businesses when they have to adopt digital applications to market their products is that not all businesses use applications; in other words, they have to look for better human resources to make good use of this application.

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