



## Building Online Marketing and Digital Branding in The Middle of The COVID-19 Pandemic

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### ABSTRACT

One of the impacts of the COVID-19 pandemic is the decline in business and the economy. Thus, marketers and entrepreneurs must find alternative solutions to market their products or services to consumers. Optimizing business people's online marketing and digital branding as a means of communication with their target consumers Matter This is certainly a very effective choice during this pandemic. Research objectives in articles here are two. 1) analyze online marketing and digital branding. 2) Describe marketing online and digital branding in the midst of the COVID-19 pandemic. This type of research is based on research references whose data retrieval is oriented toward several appropriate references. Focus This research is to build online marketing and digital branding in the midst of the COVID-19 pandemic. 19. The validity of the data in this article is based on various sources and an extended period of time. The data analysis technique used in this article is the constant comparison method. The results of the research in this article are twofold. 1) Online and digital marketing analysis and branding 2) Describe online marketing and digital branding in the midst of the COVID-19 pandemic.

## **INTRODUCTION**

One of the effects of the pandemic COVID-19 is that business people have difficulty marketing their products; moreover, brands that have previously been known are not known again because the government has set social restrictions on a scale and social distancing to reduce the number of positive cases. According to Wirapraja (2018), developments in the current era require marketers to update the sales system to remain competitive in the current era. One of the business tips done to realize this system is online marketing, which hopefully can update the system. Conventional marketing has been overly understood by society. During this COVID-19 pandemic, the government is also starting to consider online marketing problems as the wrong solution for overcoming the tax deficit due to the slowdown in the economy and declining incomes in the country. Like the example on one Bukalapak platform, they prioritize online marketing in the form of basic food products during this pandemic to fulfill the needs of consumers who are in the house.

According to Dinisari (ndemic, the government is also starting to consider online marketing problems as the wrong solution for overcoming the tax deficit due to the slowdown in the economy and declining incomes in the country. Like the example on one Bukalapak platform, they prioritize online marketing in the form of basic food products during this pandemic to fulfill the needs of consumers who are in the house. According to Dinisari (2020), Cofounder and President Director of Bukalapak Fajrin Rasyid stated that at the time this Bukalapak company started recording the development of e-commerce because the business at this point was already moving from conventional to digital and consumption behavior was public. From this statement, we can conclude that online marketing is moving very fast, especially during this pandemic. According to 2019 statistical data (Statistics, 2019), Statistics Center Indonesia has recorded e-commerce users as many as 3,504 heads of households in 101 regions throughout the existing provinces in Indonesia.

From these data, it can be concluded that only approx. 15.08% of the total use of e-commerce businesses this matter in contrast to those who don't use e-commerce businesses, viz., as much as 84.92%. By looking at this data, e-commerce business in Indonesia is still very low. There are lots of people in Indonesian society who are still comfortable with conventional business, even though in the current era it is a necessary business revolution to convert all conventional business into an online or e-commerce business. Several types of fashion, such as clothes, t-shirts, and shirts, are still in great demand as a second-order e-commerce business, with 22.11% of sales. If compared to other businesses, some provide several types of services and equipment rental, while others offer only around 20.83%. It shows that society in Indonesia is very fanatical about fashion trends.

Meanwhile, according to data from the Association Indonesian Internet Service Provider (APJII, 2019), Internet users in Indonesia in 2018 were as many

as 64.8%, or around 171.17 million souls, of the total population in Indonesia, namely 264.16 million people, with use of 21.6% in the Sumatra region, 55.7% on the island of Java, 6.6% on the island of Kalimantan, 5.2% in Bali and Nusa Tenggara, and 10.9% in the regions of Sulawesi, Maluku, and Papua. This matter added about 10.12% to the total number of internet users in 2017. According to the data presented above, we can conclude that Indonesian citizens are almost more than half already using the internet, but if we look at the statistics on media use of the internet as a business, it just ranges from 15.08 percent to 15.08 percent. Of course, this is a challenge for us to improve the marketing system as well as digital branding to make it happen in an advanced community economy with marketing technology.

Even if we use an online marketing strategy and build our digital branding, we are already able to increase our economic well-being considering everything is now completely digital. At the end of December 2019, residents of China began to stir up the discovery of a new virus that is thought to have originated in Wuhan. This virus is known by the name SARS-CoV-2, and its disease is called Coronavirus Disease 2019 (COVID-19). According to WHO data for June 16, 2020, there are 216 countries that were infected, 7,941,791 confirmed cases, and 434,796 cases that died. As for Indonesia, according to the task force accelerating the handling of COVID-19 per June 16, there were 40,400 confirmed cases, 15,703 recovered, and 2,231 cases that died.

## **THEORETICAL REVIEW**

According to Kotler (2011), "marketing online is a performance system for sales-focused company goods, services, or promotions that use the internet media as support for the system. Marketing online, also known as e-commerce, is a transaction activity that uses media, specifically the internet, to make shopping easier and more efficient. One advantage of marketing online is that payment systems become easier and more efficient. Usually, people make payments by using an ATM (automatic teller machine) or by banking. Products that are marketed are already available through the internet, so people who want to just see or buy can see product displays without having to come directly to the store or to the place of sale. delivery system too, using a delivery service, so we as buyers are very helpful with an online marketing system.

This is felt to be very effective to remember that there are many Indonesian people using a smartphone, and again, during this pandemic, many have done work at home (work from home). Meanwhile, according to Keller (2009), "branding" is a name, term, sign, symbol, design, or combination of everything it's meant to be to identify goods or services or seller groups and to differentiate competitors' goods or services. Don't let go of online marketing and digital roles. Branding here is also very important to support marketing effectiveness online. Without the branding, the product sold to people will be hard to recognize.

According to Rangkuti (2002), the definition of brand or brand" is divided into four types: 1) brand name (brand name), 2) brand mark (brand mark), 3) trade mark (mark trademark), and 4) copyright (copyright). The brand here is also not only a mere symbol but also has a meaning to introduce the product. The introduced product becomes popular in the eyes of society. By building a digital brand, or digital branding," a combination of online marketing and digital branding will produce a system of selling goods and services that is effective and efficient. Based on this description, the purpose There are two types of research in this article, namely: 1) Analyze online marketing and digital branding. 2) Describe online marketing and digital branding during the COVID-19 pandemic.

## **METHODOLOGY**

The research method used in this article is a research reference. According to Sutama (sed in this article is a research reference. According to Sutama (2019), reference research is research in which there are several sources of relevant data references, namely retrieval of the data oriented to some appropriate reference. The object of research in this article is online and digital marketing branding. By maximizing the role online marketing and digital branding especially in the midst of this pandemic, it is expected Indonesian people can know more more about the concept and implementation of online marketing as well as the digital branding. The data validity in this article is based on various sources and extra time. According to Sumatra (2019), "source triangulation means that data taken from several sources is valid and the same. Time extension triangulation is data obtained from repeated times and different methods to obtain valid and equal data. The process analysis in this article is to collect some data, perform data reduction, present data, and verify data, as well as draw a conclusion.

## **DISCUSSION**

### *Online marketing analysis and digital branding*

According to statistical data for the year 2019, Indonesian people who have used online marketing account for only around 15.08% of the total. Online marketing is one effective tip that can be applied to the present, especially in this era of "industrial revolution 4.0. According to the results of quantitative research conducted by Setiawati (2017) about the influence of online marketing to increase MSME profits in Central Java, it has a positive influence. In this research, the data obtained is primary data obtained by sending a questionnaire to respondents both online and offline.

This online marketing system can improve community welfare, given the large number of internet users in Indonesia. By maximizing online marketing in the MSME field, sales profit will increase. As for the research results (Teak & Yuliansyah, 2017) regarding the influence of online marketing strategy on interest-based consumer buying, the case of the Azzam Store online shop stated

that the marketing strategy online and consumer buying interest with the system are considered quite good, with a total average score of 336.67 for strategy online marketing and 343.33 for interest-based consumer buying. From this research, it can also be concluded that the coefficient between online marketing strategy and consumer buying interest has a very strong relationship.

If sellers as well as buyers here have a good relationship, then this can be a major factor in increasing buyer interest. Kosasi (2016) in his research entitled "System Design: Online Marketing Information for Expanding the Segmentation of the Property Market," stated that the information system Online marketing is very helpful in searching for and bidding on homes for the general public. With an online marketing system, people who want to get information about installments and repayments can do so easier and without involving brokers.

Online marketing system management There are so many kinds, according to research results (Putri, 2016), which entitled "Online Marketing Strategy Design on Fullus Fashion Through Evaluation Benchmarking" concluded that online marketing strategies using Instagram and Facebook are really effective. They use websites and marketplaces to direct buyers to visit their social media for free. With this, the automatic traffic of Instagram visitors and their Facebook friends increased drastically. Their promotion system uses a news delivery system as well as online coupons.

Besides them, they also make promotions in the form of giveaways and endorsements. Another strategy applied to fashion is increasing the types and collections of products. This can be seen from the rapid development of their shop since they added the type and their collection. Apart from making promotions in the form of giveaways and endorsements, they also provide a guarantee if there is a fault with the product at the time of delivery or if the product has defects. Besides maximizing the system of online marketing, of course, we also have to build a brand. The brand here also must be based online or digitally. By building a brand that, according to our marketing system, makes the products or services that we market more easily accessible to buyers,

According to research from Yusuf (online marketing, of course, we also have to build a brand. The brand here also must be based online or digitally. By building a brand that, according to our marketing system, makes the products or services that we market more easily accessible to buyers, According to research from Yusuf (2016), entitled Program Optimization Branding and Brand Activation in the Digital Age," building digital branding is a very important thing to apply so that you will get the maximum impact and expand the network. Building brand equity here is also very important for future marketing viability over a long period of time. Suppose we are going to build our brand or company logo; then, of course, we will maximize the logo so that we are known and can survive 40-50 years from now.

If branding has been formed, then it will influence consumer buying interest in the products being marketed. Consumers are also getting to know the goods marketed, and the easier it is to find out. (Arista & Astuti, 2011) in research entitled "Analysis of Advertising Influence, Brand Trust, and Brand Image on Consumer Buying Interest" in the city of Semarang, found that among the three variables studied, namely the advertising variable, the brand trust variable, and the brand image variable, From the third result of these variables, it can be concluded that the brand trust variable has the greatest influence of the two other variables, with a level of significance of 0.001. From the research results, it can be said that building a brand is very important, especially if the brand is already trusted by society. This is in line with the results of the study (Pharisees, 2018) entitled "Image Influencer Brand and Product Quality Against the Decision to Purchase adidas Shoes" on Muhammadiyah University students in North Sumatra, which mentions that there is a significant effect between product design, brand image, and product quality.

If those three aspects can be maximized, then the marketing system as well as the branding can be profitable and can also increase consumers' interest in buying that product. In online marketing, the role Digital branding is very important because with it we can build a bond with a customer, create a brand that is easy to remember, expand our reach, network, etc. Digital branding can take the form of logos, websites, social media, etc. Survey results from the Association of Indonesian Internet Service Providers (APJII, 2019) show that Indonesian people already believe in security when transacting online (62.8%), 19% do not know, 17.1% are not safe, and the rest have not answered. From this data, we can conclude that the system of online marketing is very trustworthy for Indonesians to make transactions via the internet. According to the results of several studies and the data above, it can be concluded that the selection of online marketing for marketing goods or services has a very positive effect on both economic development and consumer buying interest. Plus, the Indonesian people already really believe in transactions and are currently using the online system.

#### *Describe Marketing Online and Digital Branding Amidst the COVID-19 Pandemic*

As we all know, the COVID-19 pandemic has had a lot of impact on economic growth in Indonesia. One of which is the number of workers affected by layoffs (work termination). This matter, of course, will affect the wheels of our economy. One tip effective for use at the time of this pandemic is to maximize online marketing and build our brand. Remember, more and more people are starting WFH (work from home). Thus, the opportunity to maximize our branding and marketing is getting easier because of the use of the internet since the COVID-19 pandemic escalated rapidly.

According to reports from the official website of CNN Indonesia, there has been a significant increase in internet users during this pandemic, up to 40%. Matter This happened to several service providers on the internet, such as

Indihome and Biznet, as well as service providers such as Telkomsel, Indosat, Smartfren, and others. (Rohimah, 2019) One of the impacts of the turmoil of the era of globalization is a decline in interest in traditional markets as well as modern market-to-market on-line. This is due to the fact that the profit that can be obtained from the online market is greater than in traditional markets.

One of the factors that make up the market for conventionally deserted fans of them is the convenience factor: cost, not too much power, a friendly price with attractive discounts, and time efficiency. This is very suitable to set during this pandemic; remember, already many people are considering safety and convenience issues when transacting online. There is no online marketing system here; customers can market their products all over the world only by using the Internet. Don't get out of it; to maximize the role of online marketing, it must be accompanied by digital enhancements in branding. According to Way (2010), in his research entitled "Strategy to Survive MSMEs in the Midst of a Pandemic," COVID-19 confirms that there are some strategies that can be implemented by SMEs, namely changing the conventional sales model into online or e-commerce, doing some digital marketing and building a brand to introduce their products, improving the quality of products and services for the sake of comfort, and creating relationships with society and customers so that the level of consumer confidence increases. If the strategy can be maximally applied, then MSMEs can walk and not experience loss. This is in line with the results of the research (Awali & Rohmah, 2020), which mention that the implementation of online marketing for entrepreneurs and SMEs to market some of their products makes an impact even during a pandemic. COVID-19 by continuing to do social distancing.

Online marketing optimization in the midst of a pandemic can provide a solution to all sectors of the economy because, according to the concept of revolution, Industry 4.0 uses technology as a means of facilitating work. With a system of online marketing, demand and production will continue, though hampered by COVID-19. According to research results conducted by Fitriyani (2020), titled "Post-Business Management Strategy," the COVID-19 pandemic states that the implementation of strategies that can be applied to build marketing online in the midst of or after this pandemic is to apply the 5Ps strategy, namely strategy, position, plan, perspective, project, and prepare. By implementing five such strategies, online marketing can run optimally at times of pandemic and post-pandemic and can increase customer satisfaction. This matter, according to the research conducted by Ramitasari (2016), shows that digital marketing strategy is a strategy that aims to establish communication between manufacturers and consumers and also build customer trust in the product being sold. If the product is already known by consumers, it will be easier for the seller to develop and market their products.

## **CONCLUSION AND RECOMMENDATION**

Online marketing strategies, as well as digital branding, are strategies. Very effective marketing. Remember technological developments in time? Now it's getting faster and already entering the era of the industrial revolution 4.0. There are some advantages with it. This online marketing system provides easy access and communication between the seller and the customer in product sales problems. System payments are getting easier because of the leveraging of technology and efficiency, no matter the time or place. If marketing online is maximized by building branding, then the product being sold will be increasingly recognized by the wider community, which can maximize the role of marketing online. During this time of the COVID-19 pandemic, online and digital marketing strategies should be implemented to the maximum because, at this time, a lot of workers are exposed to layoffs, and opportunities to carry out a marketing strategy online are increasingly wide open, especially since the increase in internet usage during the COVID-19 pandemic has increased significantly.

## **ADVANCED RESEARCH**

This research still has limitations so it is necessary to carry out further research on this topic.



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