

## The Influence of MSME Marketing Strategies on Business Able to Survive During the Covid 19 Pandemic

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### ARTICLE INFO

*Keywords:* : Marketing Strategy, Covid-19 Pandemic, MSMEs, Digital Marketing, Business Players

*Received :* 23, January

*Revised :* 24, February

*Accepted:* 25, March

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### ABSTRACT

This research aims to determine the influence of MSME marketing strategies on how Business Able to Survive during the Covid-19 pandemic. This research is a quantitative descriptive study using survey and netnograph methods with the Social Network Analysis approach for MSME business people who are members of MSME groups on Facebook and WhatsApp by providing questionnaires via Google form distribution. The basis for sampling is convenience sampling, namely a sampling technique by easily selecting members from the population to be sampled. The data analysis test tool used in this research is SPSS version 21. The research results show that there is a significant relationship and positive correlation between marketing strategy variables and business variables that continue to run during the Covid-19 pandemic. It is hoped that the research will be able to inspire MSME players to continue to organize marketing strategies so that their businesses can still survive even during a pandemic. This research can also be used as a reference for future researchers in researching marketing strategies of business people.

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## **INTRODUCTION**

Many businesses closed and went bankrupt and has changed many people's ways of dealing with this very deadly virus. In the business world, change occurs unavoidably because everyone cannot interact with other people directly and freely. There is a limitation of interaction distance between individuals so that the deadly virus does not spread massively. To carry out activities outside the home, people must be vaccinated and wear a face mask so that the spread of the virus can be eliminated as little as possible. This is what has caused changes in business patterns and shopping patterns in the wider community, where online buying and selling is increasingly popular (Achmad Alfin, 2021). The convenience offered by the online market is an answer to policies such as the lockdown system, physical distancing, work from home, and the Large-Scale Social Restrictions (PSBB) policy implemented by the government (Syafri, et al., 2023) and (Khusna & Damayanti, 2021). Changes in online shopping behavior eventually became a habit that has been carried over to the present (Khofifah Nur Ihza, 2020). This indicates changes in the business system and a digital revolution in all areas of life.

The world of digitalization is developing very quickly and changing many things in human life. Digital developments in globalization have a big influence on the economy, including the retail market (Amri, 2020). Currently, there is almost no business that does not have a digital market. In facing changes in human behavior and developments in the digital world, the business world must also adapt (Candra, 2022) and (Siti, 2021). Digital business allows people to interact without borders, distance and time, as well as ease of digital payment methods. Changes in conventional marketing strategies have now shifted to the world of digital marketing (Satariah & Ramayani Yusuf, 2021). One example of how technological advances are challenging the old norms of traditional mass media is the use of internet social media. Digital marketing is a method used by business actors today by following the flow of change from conventional to digital (Prakosa et al., 2023). According to research (Syafri, 2023), digital marketing is a product/service promotion activity or also looking for channels/channels including branding activities using various digital media such as e-mail, websites, data bases, digital TV and also through various other latest innovations including blogs, Adwords, feeds, podcasts and social networks which then contribute to marketing activities. Digital marketing is defined as marketing activities that use various web-based media (Saputra, D. H., et al., 2020). Digital marketing can be defined as the use of digital technology in an effort to achieve marketing goals as well as developing or adjusting marketing concepts carried out by companies (Gunawan, C., & Septianie, 2021). Digital marketing is marketing activities that utilize digital technology.

Current marketing strategies have entered into marketing strategy 5.0 where the ease of technology has played a big role. Dynamic marketing science continues to evolve along with technological developments. After marketing 4.0 initiated the integration of offline and online marketing knowledge, now marketing 5.0 which is able to balance technology with human values. Changes

in consumer behavior, which are starting to shift towards the use of technology, have caused marketing science to also develop and adapt to these changes. Thus, the term marketing 5.0 emerged to bridge the almost unstoppable role of technology and human values.

From several previous research results, in this research the MSME marketing strategy used in the research questionnaire is made simply, so the conceptual framework of this research can be described as follows:

Table. 1 Conceptual Framework

Marketing Strategy (X) Indicator:		Business Able to Survive (Y)
Selling in E-commerce	X1.1	A situation where MSME businesses are still able to survive the Covid 19 pandemic
Part Time Sales	X1.2	
Not Open Every Day	X1.3	
Selling Online	X1.4	
Collaboration with Online Ojek	X1.5	
Totally Closed Business	X1.6	

Source: processed data, 2024

## LITERATURE REVIEW

### *Marketing Strategy*

Strategy is a long-term plan that is prepared to lead to the achievement of certain goals and objectives. The word strategy comes from the word Strategos in Greek which is a combination of Stratos or soldier and ego or leader. A strategy has a basis or scheme to achieve the intended target. So basically strategy is a tool to achieve goals. According to (Fred R David, 2011) strategy is a unified, broad and integrated plan that links a company's strategic advantages with environmental challenges, designed to ensure that the main goals of the company can be achieved through proper implementation by the organization. A survival strategy needs to be implemented in facing the new conditions by an individual or group to achieve the desired goal and to solve a problem faced, in this case it can be in the form of action (Achmad Alfin, 2021). Marketing strategy is a plan designed to achieve the marketing goals of an organization or company. According to (Kotler, Philip, Keller, K., 2009) states that modern marketing strategy generally consists of three stages, namely market segmentation, target market determination, and market positioning. A marketing strategy is a plan that an organisation or company uses to achieve a goal (Safaat & Manafe, 2023). According to (Benty, D. D. N. Dan Gunawan, 2015) state that marketing is a activity used to organize and promote the goals, values, and goods to students, parents, and the general public.

### MSMEs

According to Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs. Article 1 of the Law states that a micro business is a productive business owned by an individual or individual business entity which has criteria for micro businesses as regulated in the Law (Khusna & Damayanti, 2021). Based on Law Number 20 of 2008, small and medium enterprises (SMEs)

are a type of small business that has a net worth of a maximum of IDR 200,000,000 excluding land and buildings where the business is located. and stand-alone businesses. A small business is a productive business that stands alone and is carried out by individuals or business entities that are not subsidiaries of companies that are owned, controlled, or become part either directly or indirectly of medium or large businesses that meet the criteria for small businesses (Hamdani, 2020), Micro, Small, and Medium Enterprises are businesses with a reasonably high role, especially in Indonesia, which is still classified as a developing country (Anwar et al., 2023).

## METHODOLOGY

According to (Umar, 2008), research design is a framework for detailing the relationships between related variables in a study. This research is quantitative research with a netnography and social network analysis method approach, namely network-based research. Netnography is a research method for understanding societal and cultural interactions that are formed through networks. During the pandemic, netnography was a type of research that was suitable for understanding current phenomena, namely social media used for business. This research collects data from questionnaires using the Google Form application which is distributed in various MSME groups on Facebook and WhatsApp. Populations are subjects and objects that have certain characteristics and qualities that are applied for study, which are then drawn into research. A sample is part of a whole and has characteristics possessed by a population which is considered to represent the whole being studied. The basis for sampling is convenience sampling, namely a sampling technique by selecting members from the population who will be sampled easily (Sugiyono, 2010). The data analysis test tool used in this research is SPSS version 21.

## RESEARCH RESULT

### *Statistical Descriptive Data*

In this research, two research variables were used, namely Marketing Strategy with nine (9) indicator variables as the independent variable and Persistent Business as the dependent variable. From the descriptive statistical test, an overview of the statistical data on these two variables is obtained as follows:

Table. 2 Descriptive Data

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Business Able to Survive	3.35	1.384	26
Marketing Strategy	27.27	5.503	26

Based on the results of the data above, it can be seen that Marketing Strategy has an average value of 27.27 with a standard deviation value of 5.503. Where the average value is greater than the standard deviation value, namely

27.27 > 5.503, which indicates that the Marketing Strategy value is quite high. Meanwhile, the value of Remaining Business is known to have an average value of 3.35 and a standard deviation value of 1.384. This shows that the level of Business Endeavor is quite high, where the average value is greater than the standard deviation value, namely  $3.35 > 1.384$ . From the data presented above, it is clear that the average value is greater than the standard deviation value. Standard deviation is a reflection of the average deviation of data from the mean. Standard deviation can describe how big the variation in data is, where if the standard deviation value is greater than the mean value, it means that the mean value is a poor representation of the entire data. Vice versa, if the standard deviation value is smaller than the mean value, it means that the mean value is a good representation of the entire data.

### *Normality Test*

The normality test is used to determine whether the data distribution is normal or not. This research uses the Kolmogorov-Smirnov method (one sample test). to detect normality. By using SPSS 21, data is obtained as in the table below

Table 3. Normality  
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		26
Normal	Mean	.0000000
Parameters <sup>a,b</sup>	Std. Deviation	1.27043163
Most Extreme	Absolute	.089
Differences	Positive	.089
	Negative	-.077
Kolmogorov-Smirnov Z		.454
Asymp. Sig. (2-tailed)		.986
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the output above, the normality test results can be seen, namely that the Kolmogorov-Smirnov test results show that the Sig value is 0.986. This value is much greater than 0.05, namely Sig. (2-tailed) of  $0.986 > 0.05$ . so it can be concluded that the residuals are normally distributed. This means that the standardized residual value is declared to be spread normally.

### *Linearity Test*

The linearity test is intended to determine whether there is a linear relationship between the dependent variable and each independent variable to be tested. If a model does not meet the linearity requirements then the linear regression model cannot be used.

Table 4. Linearity Test  
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Business Able to Survive* Marketing Strategy	Between Groups	(Combined)	32.218	13	2.478	1.898	.138
		Linearity	7.535	1	7.535	5.771	.033
		Deviation from Linearity	24.683	12	2.057	1.576	.221
	Within Groups		15.667	12	1.306		
	Total		47.885	25			

Information:

If sig. deviation from linearity= 0.221 > 0.01. then the independent variable (X) has a linear relationship with the dependent variable (Y). If the fcount value is 1.576 < ftable 2.59 then there is a linear relationship.

### *Validity test*

This validity test is carried out to determine the level of validity of a questionnaire. This test is carried out by correlating the score of each questionnaire item with the total score. The higher the validity of a measuring instrument, the higher the accuracy of the measuring instrument regarding the target. Validity test according to (Sugiyono, 2016) an instrument is said to be valid, meaning it shows that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured.

Table. 5 Validity Test

Variabel	rhitung	rtabel	keterangan
X1	0.729	0.388	Valid
X2	0.694		Valid
X3	0.701		Valid
X4	0.560		Valid
X5	0.676		Valid
X6	0.346		Valid

From table. From the 3 data validity test results above, it can be seen that the Pearson Correlation value for the Marketing Strategy (X) variable above is with an rtable value of 0.388 < rcount and a significance value of less than 0.05, so it can be stated that the data presented is valid.

### *Reliability Test*

Reliability testing is used to measure a questionnaire which is an indicator of a variable. A questionnaire or questionnaire is said to be reliable if a sample person's answers to statements are consistent or stable over time (Umar, 2002, 120). The reliability test will be carried out using the Cronbach alpha statistical test. Cronbach alpha testing is used to determine the level of reliability of each questionnaire. If the value is greater than rtable then this indicates that the

higher the value of the consistency of reliability (reliability). Provided that the variable studied is said to be reliable if the Cronbach alpha value is above 0.6. A research instrument is said to be reliable if the Cronbach's Alpha value is  $> 0.60$  (Ghozali, 2016). Therefore, the decision making criteria in the reliability test are as follows: If the Cronbach's Alpha value is  $> 0.60$ , then the question items in the questionnaire are reliable.

From the results of statistical tests using SPSS, a Cronbach Alpha value of 0.758 was obtained, which means the value is greater than the minimum reliability requirement of 0.6, where the results show  $0.758 > 0.6$ . This identifies that the instruments used in this research are valid and reliable and can be used for further processes.

Table 6. Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.758	7

### Simple Linear Regression Test

The simple linear regression test according to (Sugiyono, 2016) states that simple regression is based on the functional or causal relationship of one independent variable with one dependent variable. On the basis of making decisions in two ways, namely by comparing the sig value with the probability value, and comparing the tcount value with ttable.

- Comparison of the sig value with the probability value (probability value = 0.05)

1. If the sig value  $<$  probability value, it means that the independent variable has a significant effect on the dependent variable.
2. If the sig value  $>$  probability value, it means that the independent variable does not have a significant effect on the dependent variable.

- Comparison of calculated t values with table t values

1. If the calculated t value  $>$  t table, it means that the independent variable has a significant effect on the dependent variable.
2. If the calculated t value  $<$  t table, then it means that the independent variable does not have a significant effect on the dependent variable.

Table 7. Data Processing Results

Regression Variables	Coefficient	t <sub>count</sub>	Sig	Information
Constanta	1.502			
Marketing Strategy (X)	0.105	2.117	0.45	Significant
	t <sub>table</sub>	= 1.706		
	R	= 0.397		
	R Square	= 0.157		
	Adjust R Square	= 0.122		
a. Dependent Variable: Business Able to Survive (Y)				

Source: processed SPSS data, 2024

From the results of the simple regression test above, a linear equation for this research can be created, namely  $Y=1.502+0.105X$

From the results of testing with the statistical measuring tool SPSS version 23, the following results were obtained:

1. The R value of 0.397 or 39.7% is the double correlation coefficient which shows the level of relationship between the independent variable Marketing Strategy (X), and the Business Able to Survive (Y) where the correlation value shows a low level of relationship because the value is between 0.200-0.3999 according to the table, 8 below:

Table 8. Interpretation of Correlation Coefficients

Interval	Relationship Level Coefficient
0.800 - 1.000	Very high
0.600 - 0.799	Tall
0.400 - 0.599	Currently
0.200 - 0,399	Low
0.000` - 0.199	Very Low

Source: Sugiyono (2010: 231)

2. The R Square value of 0.157 is R squared, which shows that the independent variable taken in this research has a relationship with the independent variable of 15.7% so that the remaining 84.3% is other variables not found in this research.
3. The Adjust R Square of this regression model is 0.122, which shows that the variation or rise and fall of the dependent variable (Y) is influenced by the independent variable (X) by = 12.2% which is positively correlated.
4. The significance value is  $0.045 < 0.05$ , meaning that the independent variable (X) has a significant effect on the dependent variable (Y). Likewise, the value of tcount is  $2.117 > ttable 1.706$ , meaning that if the value of tcount  $> ttable$ , then the Marketing Strategy variable has a significant effect on the Business Keep Running variable and has a positive value.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this research, it can be seen that the MSME Marketing Strategy factor has a significant influence on businesses remaining afloat during the Covid-19 pandemic. This means that MSME players must be creative in determining marketing strategies even in conditions of the Covid-19 pandemic. Some of the strategies implemented by MSMEs in this research include strategies for selling in e-commerce, selling part time, not opening every day, selling online, collaborating with online motorcycle taxis, making businesses able to survive during the Covid 19 pandemic. By setting the right strategy, the business will survive even in difficult conditions due to the pandemic.

## ADVANCED RESEARCH

This research has several shortcomings, including the small number of respondents who filled out the questionnaire via Google Form and also the number of variables studied. For further research, new variables can be added so that the results of research on MSME marketing strategies continue to develop and be useful for MSME business players.

## ACKNOWLEDGMENT

This research was carried out thanks to collaboration with UMKN actors in helping to fill out the questionnaire that we provided, for this we express a thousand thanks. We also thank IJBAE for its assistance and cooperation at this time.

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