

# Sales Improvement towards Digital Marketing in COVID-19 Pandemic

Gogi Kurniawan<sup>1</sup>, Jefri Heridiansyah<sup>2</sup> 

<sup>1</sup>Management Department, Sekolah Tinggi Ilmu Ekonomi Yapan, Surabaya, Indonesia

<sup>2</sup>Management Department, Sekolah Tinggi Ilmu Ekonomi Semarang, Indonesia

## ARTICLE INFO

### Article history:

Received January 20, 2022

Accepted October 22, 2024

Available online Nov 4, 2024

### Keywords:

Sales, Digital, Marketing,  
Covid-19, MSMEs



This is an open access article under the  
[CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2024 by Author. Published  
by Universitas Pendidikan Ganesha.

## ABSTRACT

The Covid-19 pandemic, which began in early 2020 and was followed by restrictions prohibiting community activities and imposing stringent oversight, has severely impacted nearly all sectors of trade, particularly managers of micro and small businesses, also known as MSMEs. This study is explanatory in nature. The sampling method used was purposive sampling, selecting 74 MSME managers. Paired t-test analysis of the differences shows that the probability of increased sales volume through digital marketing media is greater than that of conventional marketing media. Additionally, the level of consumer response to MSMEs is higher when using digital marketing compared to conventional methods, and the intensity of interaction between MSME marketers and consumers is greater when using digital marketing media. The results of this study also demonstrate that the opportunity for MSMEs to promote or re-market products to potential consumers through digital marketing media is greater than for MSMEs still relying on conventional marketing methods.

## 1. INTRODUCTION

MSMEs is a form of micro and medium scale business and growing rapidly in Indonesia (Purba et al, 2021). Central Statistics Agency recorded the number of MSMEs in Indonesia reached 64,194,057 units in 2019, accounting for 99.9% of all industrial units. Based on these facts, it is clear that MSMEs can make a significant contribution to accelerating the pace of the economy, as well as becoming a source of revenue for the community and the best generator of jobs (Soetjipto, 2020). The government firmly supports MSMEs as one of the economy's cornerstones through numerous empowerment initiatives and capital assistance (Fadhilah & Pratiwi, 2021). The empowerment initiative is designed not only to stimulate development and enhance output, but also to build product marketing capabilities, which have previously been difficult for MSMEs to develop (Soetjipto, 2020). An inadequate approach and the utilization of traditional media are two issues that become impediments in promoting MSME products (Helmalia & Afrinawati, 2018; Fadhilah & Pratiwi, 2021; Suryanto, (2021); Chasanah, Jahroh, & Dewi, 2021). From 2018 to 2020, the marketing process and marketing strategies for MSME items are categorized as still utilizing traditional media (Fadhilah, & Pratiwi, 2021), and small enterprises are still using digital marketing media (Papadopoulos, Baltas, & Balta, 2020).

The new normal life is intimately tied to the growth of information technology, and the new normal is an indication of the consequences of digital technology advancements on all changes in business operations and behavior (Mehdikhani & Valmohammadi, 2019; Soetjipto, 2020). Rana (2021) debated the new normal as an explanation for the repercussions of the global economic crisis, which eventually became popular to explain the effects of the global recession and the COVID-19 pandemic. All features that feel abnormal in the lives of a new normal society become normal as a result of the strain of the circumstance that compels them to change. Besides the meaning and concept of the new normal, it is a necessity that the world community is being forced to implement and change behavior that was not usually done before the COVID-19 era.

Digital marketing, often known as internet marketing, is a marketing method used to present items to consumers more swiftly and on time (Diez, Blanco, & Prado, 2019). Nowadays, digital marketing media are employed in the majority of the purchasing and selling transaction processes for goods and services (Dwivedia et al, 2021; Gillpatrick, 2019), with the goal of making it simpler for customers or marketers to present items and transactions. Although the use of digital media can reach a larger market and make it

\*Corresponding author.

E-mail: [gogi@stieyapan.ac.id](mailto:gogi@stieyapan.ac.id) (Gogi Kurniawan)

simpler for customers to compare costs (Nuseir, 2017; Blazheska, Ristovska, & Gramatnikovski, 2020), there are still many MSMEs in Indonesia that use traditional media as a marketing strategy (Soetjipto, 2020). Purwana, Rahmi, and Aditya (2017), argue that conceptually, digital marketing is the use of marketing media that can reach a wider area such as television, radio and the internet where these media are able to provide detailed information about a company's products (Fauzi & Sheng, 2022). Digital marketing is seen as being able to reach every consumer, in various locations and for a time that can be done at any time (Hendawan, et., al, 2019). Each marketing media that is used as a strategy in marketing certainly has a different impact on MSME marketers.

As a pilot project to compare the use of digital marketing media with traditional media, an example of a study on MSMEs in Surabaya, East Java, which in the initial research explored the problem was that there was a decrease in sales turnover before and during the Pandemic, and an increase in sales turnover when MSMEs changed their marketing strategy by utilizing digital media, with examples as depicted in Table 1.

**Table 1. Comparison of Monthly Average Sales Volume**

Sales Volume	Average turnover (in 10 IDR million)/ month			Source
	2019	2020	2021	
Packaged Food Products	6,7	1,6	1,8	4 MSME
Music and sports product	2,6	0,8	1,2	2 MSME
Carpentry tools	12,5	5,6	6,6	6 MSME
Café and Resto	18,4	4,3	5,7	18 MSME
Average volume	40,2	12,3	15,3	30 MSME
		0,69	-0,24	

Table 1 shows that there is a decrease in MSME turnover from before and during the Covid Pandemic to 69 percent, indicating that in the early to mid-2020 period, most MSMEs still rely on conventional marketing, and from interviews with business actors, it is known that many MSME managers as well as product marketers do not know much about the use of digital marketing promotion media other than social media such as Facebook fans page, Instagram, and Twitter (Cartwright et al., 2021).

Some MSME managers who are attempting to shift traditional marketing patterns to digital have taken many digital marketing courses and training, and some have even hired personnel who specialize in handling digital marketing media. The usage of digital media had an effect from the end of 2020 to the end of 2021, and from the general ledger reports, a considerable increase was acquired, and the average increase in turnover reached 24 percent, which was still in a pandemic climate. Scholars (Helmalia & Afrinawati, 2018; Bamini et al., 2018; Setyorini, Nurhayati, & Rosmita, 2019; Hendrawan et al., 2019; Papadopoulos, Baltas, Balta, 2020; Dwivedia et al., 2021; Chasanah, Jahroh, & Dewi, 2021; Raya et al., 2021; Tolstoy et al., 2022) provide an overview of the probability as an effect of using digital marketing media.

The existence of an increase in turnover after MSME managers made changes to their marketing strategy and began to utilize digital marketing media is what is considered interesting to study, especially aspects in it such as how the effect is felt directly by MSME business actors. For this reason, this research is considered important to be carried out to analyze and create an overview of the process of changing marketing media to digital as an effort to maintain business continuity, and the impacts that can be taken directly by MSME managers during the Pandemic.

Despite the fact that digital marketing is a popular media and marketing strategy owing to its affordability and low cost, many organizations, particularly small businesses, continue to employ traditional media (Surip, Prihasti, & Burhan, 2020). According to Shimp (2020), today's marketing strategies that blend traditional and digital aspects essentially leverage more of the potential of digital as a means of promotion. Marketers re-promote the trend of promotion through traditional media in digital media (Rakshit et al., 2021).

Digital marketing media is a style of product promotion that makes use of the internet (Mulyono, 2021). In the business sector, the usage of digital marketing is viewed as playing a big part as a door to success, where the promotion strategy used is considered as being capable of gaining a lot of benefits for the firm (Sumartias & Hafizni, 2017). Furthermore, digital marketing is regarded as a reasonably simple strategy with several advantages (Ramdhan & Kurhi, 2021).

There is a movement in marketing strategies and promotional media from traditional promotional models to promotions using digital media, which is done while keeping effectiveness and finance in mind (Chasanah, Jahroh, & Dewi, 2021). Many firms have proved that media promotion and digital marketing are

significantly cheaper and more successful in reaching a large number of individuals as compared to traditional marketing (Bamini, et. al, 2018; Papadopoulos, Baltas & Balta, 2020).

Changes in marketing media and marketing strategy due to the usage of digital technology are inextricably linked to the issue of finance efficiency, which is thought to be capable of saving companies up to 40% of their expenses (Novita, Herwanto, & Nurchaeran, 2019). The potential of digital media to reach a large number of people, as the number of digital media users grows fast each year, is used as a reference for marketing research to infer that the usage of digital media is more successful (Chasanah, Jahroh, & Dewi, 2021). Another benefit is the speed and breadth with which information is delivered (Bamini, et. al, 2018). Benjamin (2021), explains that the strategic implications of digital marketing can be measured accurately using a real-time approach, and the advantage of digital marketing is that it makes it easy to evaluate, so that the results of the entire marketing process can be evaluated. In addition, Kim & Mauborgne (2018) and Benjamin (2021), explains that the use of digital marketing has advantages in the form of collecting customer information that is needed and can be used for marketing purposes, identifying the periodization of marketed products, product duration in promotional displays, percentage of sales conversion data in each advertisement and many more data needs. that can be taken from digital media as a marketing tool.

## 2. METHODS

This research belongs to explanatory research, who consider to explain the relationship between variables. The sampling method were purposive sampling to select 74 managers of micro, small, and medium enterprises (MSMEs), namely small business actors with a maximum net capital of 50 million rupiah, excluding land and buildings of business premises; and an annual turnover of up to 300 million rupiah, employing between 1 and 20 people (Law No. 20 of 2008, concerning Micro, Small and Medium Enterprises). MSME managers are beginning to shift their marketing approach from offline to digital or online media in 2020 as a criterion for supporting purposive sampling.

**Table 2.** MSMEs Actors

Enterprises	Number	%
Agro-industry	8	11
Packages food and beverages	7	9
Cafe and Resto	21	28
Stationary	7	9
Carpentry equipment	5	7
Health and beauty product	8	11
Construction material	7	9
Music and sports equipment	11	15
Total	74	100

**Table 2** provides an overview of the research sample, of which 28 percent are MSMEs engaged in café and restaurant services, 15 percent are MSMEs engaged in the production of musical equipment and sports equipment, and 11 percent are MSMEs engaged in the agricultural and plantation sectors or Agro-industry, specifically in the form of companies that produce organic fertilizers, and 11 percent are MSMEs engaged in the production of beauty care goods and services. The rest include MSMEs in the food and beverage industry in the form of home industries, makers of office stationery, and suppliers of construction supplies.

This study collects primary data through questionnaires given directly to MSME managers and observations and document literacy from MSME ledgers in the form of sales reports are carried out to support data deemed relevant. The questionnaire data was compiled with an attitude scale model, and the data were analyzed through descriptive analysis and hypothesis testing through a paired t test. The analysis uses Paired Samples T-Test because the sampling in this study is the same subject (Sugiyono, 2020). After define the samples, the next step is data collection using questionnaire. Therefore, the data processing method using statistic descriptive and paired t test to know the differences between variables.

## 3. RESULTS AND DISCUSSIONS

It can be shown from the primary data obtained that the marketing media employed by MSMEs prior to 2020. Most MSMEs continue to utilize traditional marketing media, while in 2018 several MSMEs attempted to employ online methods such as social media Facebook, but managers are unfamiliar with the

technical elements of utilizing digital marketing media. Several MSME managers have attended digital marketing courses and training but have not been able to fully implement digital marketing to market their products, and the majority of MSME managers are still focused on digital media, websites, and blogger systems, which are considered complicated and managers feel unaccustomed to using internet technology.

In the initial data, it is known that 28% of MSME managers use marketing media in the form of brochures, banners and participate in exhibitions, and 23% MSME managers use brochures, distribute business cards, place advertisements in local and regional print media, and utilize SMS blasts. Based on the explanation of the MSME manager's and data analysis from the general ledger, it is also known about the relatively substantial traditional marketing expenditures, which are included in the variable cost of up to 5% of the cost of products sold. Furthermore, there is fixed cost financing available for marketing and sales staff with at least two (two) employees earning the area minimum wage.

The process of changing conventional marketing media to digital is mostly carried out after the Pandemic period which forced all MSME managers to survive and strengthen marketing and sales. So digital marketing is the most promising alternative. For this reason, the efforts made are to take online courses and training on digital marketing, and to hire special employees to manage online marketing with a WFH (work for home) work pattern.

**Table 3** provides an overview of the use of digital media as a marketing medium by MSMEs. The transition process from conventional media to digital media is generally carried out in stages, starting from trial and error since 2017 through social media. The process of change is slow, and the peak is in the early 2020s when almost most MSMEs have difficulty surviving and almost go bankrupt. So digital marketing is an alternative that gives hope to survive and increase sales after a fall during the Pandemic. Table 4 presents an overview of several MSMEs that continue to utilize free digital media, which might show MSMEs' willingness to adapt their marketing methods, which are still not particularly consistent and tend to be trial and error. The rationale for utilizing free digital marketing media is not fully trial and error, but according to MSME management, social media and community groups are effective enough to promote their business items that MSME managers do not feel the need to employ media and paid digital marketing. When compared with the use of conventional marketing media with digital marketing media which can be directly felt by MSME managers since mid-2020, it can be seen as follows.

**Table 3. Marketing Media since 2020**

Marketing media	f	%
Local TV& Google Ads. (paid)	9	12
Social media & Online Group Community (free)	16	22
Social media & Marketplace (free)	13	18
Marketplace (paid)	19	26
Marketplace (free) & Group Community	10	14
Social media (FB, IG, Twitter, & Blog) (free)	7	9
Total	74	100

**Table 4. Marketing Media and Consumer Behaviors**

	Marketing media	Mean	Mean Difference	SD
Response level	Conventional marketing	10,432	13,588	3,896
	Digital marketing	16,743		
Interaction	Conventional marketing	11,676	13,568	2,888
	Digital marketing	15,459		
Back offer	Conventional marketing	10,757	15,696	5,398
	Digital marketing	20,635		
Sales volume	Conventional marketing	2,230	2,736	1,013
	Digital marketing	3,243		

Based on **Table 4**, the difference in buyer reaction between traditional and digital marketing is 13,588 on average, with online marketing out performing conventional marketing. This demonstrates that when MSMEs utilize digital marketing as opposed to traditional marketing, buyer reactions are stronger or have more intensity and rise. The engagement between sellers or MSMEs with prospective buyers or consumers and customers reveals that on average, digital marketing outperforms traditional marketing by 13,568 points, implying that the intensity of interaction between MSME managers and consumers has

grown on a daily basis. From the results of the analysis of the average difference test above, then a different test is carried out which describes the differences and correlations between the use of conventional media and digital marketing media from several important aspects in the marketing process.

Based on Table 6, the analysis of the difference in sales volume obtained by MSME managers between the use of conventional marketing media and digital marketing media yielded -17,178 with a significance value of 0.000 (p 0.01), indicating a very significant difference in sales volume between marketing using conventional media and digital marketing media. digital. The negative number shows that digital marketing media generates more sales than traditional marketing media. The level of customer response is -42.003 with a significance value of 0.000 (p 0.01), indicating that there is a highly significant difference in the degree of consumer response between marketing using traditional media and marketing using digital marketing medium. The negative value shows that consumers respond more positively to digital marketing media than to traditional marketing media. The intensity of interaction between sellers or MSMEs and consumers obtained a value of -56.762 with a significance value of 0.000 (p 0.01), indicating that there is a very significant difference in the intensity of interaction between MSMEs and consumers when marketing using traditional media versus marketing using digital marketing media. The negative value shows that the intensity of contact between MSMEs and consumers who use digital marketing media is greater than the intensity of interaction between MSMEs and customers who use traditional marketing media. Opportunities to promote or re-offer products to consumers obtained a value of -34.950 with a significance value of 0.000 (p 0.01), indicating that there is a very significant difference in the opportunity to offer products back to consumers between the use of traditional marketing media and digital marketing. The negative number implies that the possibility to re-offer is larger when utilizing digital marketing media than when using traditional marketing media.

**Table 5** also shows that the impact of changes in marketing strategies using traditional marketing media with digital marketing dominating is the aspect of interaction between MSME managers and larger consumers, as well as the level of consumer response to higher product promotions through digital media. Furthermore, the degree of difference in each area to assess the level of relationship and the amount of contribution made to changes in marketing strategy and usage of marketing medium is as follows.

**Table 5. Hypothesis Test**

Paired	Mean	SD	t	Sig.
Marketing media – sales volume	-1,236	0,876	-17,178	0,000
Marketing media – response level	-12,088	3,501	-42,003	0,000
Marketing media – interaction	-12,068	2,586	-56,762	0,000
Marketing media – back offer	-14,196	4,941	-34,950	0,000

Based on **Table 6**, the difference between marketing media and sales volume has a  $r_{xy}$  value of 0.502 and a significance value of 0.000 (p 0.01), indicating that the difference in marketing media has a relationship with sales volume, and the coefficient determination shows that the difference in marketing media provides an effective contribution to sales volume of up to 25%. The results of the different marketing media test and its correlation with the level of consumer response to marketing have a  $r_{xy}$  value of 0.813 and a significance value of 0.000 (p 0.01), indicating that the difference in marketing media has a relationship with the level of consumer response, and the coefficient of determination shows that the difference in marketing media provides an effective contribution to the consumer response rate of 66%. The results of the marketing media and their correlation with the intensity of interaction between consumers and MSMEs obtained a  $r_{xy}$  value of 0.657 and a significance value of 0.000 (p 0.01), indicating that the difference in marketing media has a relationship with the intensity of interaction between consumers and MSME managers, while the value of 0.000 (p 0.01). According to the coefficient of determination, the difference in marketing medium contributes 43.2 percent effectively to the connection between customers and MSMEs. The results of the various marketing media tests and their correlation with the opportunity for MSMEs to offer their products back to consumers obtained a  $r_{xy}$  value of 0.918 and a significance value of 0.000 (p 0.01), indicating that the difference in marketing media has a relationship with the opportunity to offer the product back, and the coefficient of determination demonstrates that the difference in marketing media provides an effective contribution to the opportunity.

The results of the correlation test, which is part of the verification process of the difference test in the paired t test, illustrates that all aspects tested are observed phenomena and places differences in marketing media as predictor variables that have a probability of less than one percent. This can illustrate that the difference in marketing media has a positive impact on sales volume, intensity of interaction, consumer response and the opportunity for MSMEs to re-offer their products. The value of the coefficient of determination shows that sequentially the impact that can be directly observed from the difference in

marketing media, namely between conventional marketing media and digital marketing is on the aspect of the opportunity for MSMEs to re-offer their products to the same consumers, or potential customers, then consumer responses to the promotion of the same product. relatively high, and the interaction between MSME managers and consumers, as well as sales volume.

**Table 6. Correlation test**

Paired Samples Correlations	$r_{xy}$	$r^2$	Sig.
Marketing media with sales volume	0,502	0,252	0,000
Marketing media with response level	0,813	0,660	0,000
Marketing media with interaction	0,657	0,432	0,000
Marketing media with back offer	0,918	0,843	0,000

The process of changing conventional marketing media to digital is mostly carried out after the Pandemic period which forced all MSME managers to survive and strengthen marketing and sales. So digital marketing is the most promising alternative. For this reason, the efforts made are to take online courses and training on digital marketing, and to hire special employees to manage online marketing with a WFH (work for home) work pattern.

### Discussions

The usage of digital marketing media, such as online social media, has demonstrated its ability to give ease and smoothness for many enterprises, both in the sphere of selling products and services. The advantages are also felt immediately by entrepreneurs at all levels, from large corporations to tiny firms (Dwivedia, et., al, 2021; Papadopoulos, Baltas, & Balta, 2020). Several marketing studies have examined and demonstrated that marketing via internet media is extremely relevant, effective, and cost-efficient, as well as capable of increasing sales volume (Gillpatrick, 2019; Nuseir, 2017; Setyorini, Nurhayati, & Rosmita, 2019). As a result of the study, this research has also tested and demonstrated that the usage of digital marketing media is capable of increasing sales volume and maintaining marketing during the pandemic. The results of this study also agree with several studies reported by Chen & Yang, (2021); Fadhilah and Pratiwi (2021); Rudyanto (2018); Kembang, Mahmud, and Samsumar (2021) and Suarmaja et al., (2021) that digital marketing media is very effective in increasing sales volume.

Many digital media users, both in the form of communication tools and computers, have been drawn to the success of employing digital marketing media as a promotional medium. Users of online digital channels visit a disproportionate number of promotional sites, and internet users are characterized as frequent browsers, with some even witnessing the advertising of the items provided many times. Similarly, the researches by Soetjipto (2020), Kahveci (2023), Hardilawati (2020), Sulasih and Adawiya (2020), Crick & Crick, (2020) and Rana (2021), concluded that there is a need for changes in marketing strategies for small and medium-sized entrepreneurs, particularly the use of marketing media that are more capable of accessing many audiences quickly, easily, and interactively. At the moment, only digital technology possesses these properties (Junusi, 2020; Rizaldi & Hidayat, 2020).

The use of digital media as a marketing instrument used by SMEs is able to overcome the distance and time constraints between potential consumers and sellers to be an easy thing to solve (Prijadi et al., 2022, Soetjipto, 2020). Erkişi & Boğa (2019) suggests that nowadays people tend to shop Online shopping is a business to business (B2B) and business to consumer (B2C) activity, namely the consumer shopping process because the shopping activity is a transaction process that is used by consumers themselves and is not resold. Shopping activity as a response to promotions in digital media is a form of retail transaction with individual buyers, so that the online shopping process has become a buying decision made by individuals (Blazheska, Ristovska, & Gramatnikovski, 2020).

The shift in marketing strategy by business players, particularly MSMEs, from traditional media to digital media is a progression of traditional marketing methods. Marketing has traditionally been defined as a process of promotion and sales carried out through offline communication means such as the distribution of brochures, television and radio ads, and so on (Alalwan, 2018). There has been a change in marketing strategy by employing digital media, particularly for MSME managers, that has begun to flower since 2016 (Mulyono, 2021), with many business players, such as MSMEs, changing their marketing media as a result of the increase of internet media and ease of communication (Rudyanto, 2018).

According to Fantini, Sofyan, & Suryana (2021), an effective marketing strategy to increase sales volume and an effective strategy to survive is marketing that uses media that facilitates access and assistance and has interaction capabilities. According to Shimp (2020) and Benjamin (2021), the use of digital media as a marketing tool, such as social media, is characterized as having the ability to expand growing market share in small business units.

According to [Rudyanto \(2018\)](#) and [Kembang, Mahmud, and Samsumar \(2021\)](#), MSMEs' ability to deliver various products is currently carried out through two marketing models, namely offline marketing or still using conventional media in finding buyers, namely face-to-face meetings, offering their products with face-to-face method to attract buyers as much as possible. Another marketing technique, known as online marketing, makes use of digital marketing media. However, there are still MSMEs and huge corporations that employ both traditional and digital marketing approaches ([Redjeki & Affandi, 2021](#)).

This study's findings also separated traditional sales volume from marketing via digital media. In this study, the difference in media use also measures market response (consumers), the intensity of interaction between sellers and consumers, the opportunity for sellers to offer back to potential consumers because sellers have consumer data, and the ease for MSME entrepreneurs to call back potential buyers ([Table 6](#)). According to the findings of this study, the difference in marketing media employed by MSME managers has a substantial association with sales volume, as well as a higher customer reaction than the usage of traditional media ([Table 5](#)).

The results of data analysis drawn from observations and documentation of MSME business players in this study also show that not all social media may have a substantial influence on the sales of MSME items, due to a variety of circumstances. During the Covid Pandemic, non-essential products such as work equipment and items related to interests and sports were particularly vulnerable, but secondary needs such as work equipment and items related to interests and sports were able to survive and experience an increase in sales after changing the use of marketing media.

MSME managers' usage of social media as a marketing tool is still not ideal for use as a digital business marketing media ([Prabowo, 2018](#); [Setyorini, Nurhayati, & Rosmita, 2019](#); [Gillpatrick, 2019](#)); ([Ahmed et al., 2022](#)). This is due to MSME managers' inadequate ability to handle material and arrange apps offered in digital marketing features. In addition to the inadequate abilities of MSME managers, which can be an impediment to using digital marketing media to enhance sales, there are network issues in marketing media between paid and unpaid or free. There are changes in the manner MSME profiles are shown, the reach of sharing information, the intensity of presentation, and the utilization of digital marketing media between paid and free. The use of digital marketing media between paid and free of course there are differences in the way of displaying MSME profiles, reach in sharing information, intensity of appearance or appearance and ease of communicating on the same media site ([Dwivedia, et., al, 2021](#); [Papadopoulos, Baltas, & Balta, 2020](#)).

Because digital media, particularly social networks, can be used as a communication tool in terms of community, common interests, and interactions ([Shankar et al., 2022](#); [Blazheska, Ristovska, Gramatnikovski, 2020](#); [Rizaldi & Hidayat, 2020](#)), the use of digital marketing media eventually becomes something that can bind people's activities. Apart from the necessity of shifting marketing tactics from traditional to digital media, numerous studies have clearly demonstrated its influence on sales volume, and digital media is also employed in the education and training process. Consumer participation is incorporated in the business sector's strategy of keeping and paying attention to consumers who are regarded capable of continuing business and enhancing business outcomes. In the business sector, consumer involvement is included in the strategy of maintaining and paying attention to customers who are considered capable of maintaining business and increasing business results. The most effective promotional media and consumer relations at the present time are still digital marketing media ([Sulasih & Adawiya, 2020](#)). Based on the four things mentioned above, both in terms of consumer participation, consumer involvement, consumer relations, and as a promotional medium, it is evident that digital media provides many advantages compared to traditional methods. so that the use of digital media is expected to be used as effectively as possible to increase business.

#### 4. CONCLUSION

The findings of this study demonstrate that the usage of traditional marketing media is becoming less important as a method for increasing business growth, particularly during a pandemic in which nearly every social activity is restricted. As a result, digital marketing media is a viable choice for maintaining business or taking important actions to improve sales volume. The analysis of the difference in sales volume between conventional and digital marketing media yielded a negative result with a probability suggesting a very substantial difference in sales volume. This study also demonstrates that the level of consumer response from traditional marketing is lower than the response from digital marketing media. The difference in interaction between MSMEs and consumers shows that MSMEs and consumers who use traditional marketing media are much lower than MSMEs who use digital marketing media. The results of this study also prove that the opportunity for MSMEs to promote or re-offer products to potential

consumers who use digital marketing media is greater than MSMEs who still use conventional marketing media.

The shift in MSME managers' usage of traditional media to digital marketing media is intended not only to increase sales volume, but also as a strategic strategy to protect their businesses from insolvency during the Pandemic. Because conventional product advertising cannot overcome the loss in sales volume owing to the reach and pandemic condition, the important step that is believed possible is the employment of digital media. MSME managers have demonstrated the direct benefits of adopting marketing media and digital transactions while modifying their marketing approach. Meanwhile, experts are still concerned about MSME managers' limits in producing goods and leveraging digital marketing features.

## 5. REFERENCES

- Ahmed, A., Bhatti, S. H., Gölgeci, I., & Arslan, A. (2022). Digital platform capability and organizational agility of emerging market manufacturing SMEs: The mediating role of intellectual capital and the moderating role of environmental dynamism. *Technological Forecasting and Social Change*, 177, 121513. <https://doi.org/https://doi.org/10.1016/j.techfore.2022.121513>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Bamini, K. P. D., Balakrishnan, M. D., Dahni, I., & Yi, W. J. (2018). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*. 148(25), 177-185. Doi: <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Benjamin, L (2021). *The Perfect Book Promotion For Beginners: Effective Book Marketing Strategies for Consistent Sales Paperback*. London: Allan Published, ltd
- Blazheska, D., Ristovska, N., & Gramatnikovski, S. (2020). The Impact of Digital Trends on Marketing. *UTMS Journal of Economics*, 11(1), 48–58.
- Cartwright, S., Liu, H., & Raddats, C. (2021). Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review. *Industrial Marketing Management*, 97, 35–58. <https://doi.org/https://doi.org/10.1016/j.indmarman.2021.06.005>
- Chasanah, A., Jahroh, S., & Dewi, F. (2021). Digital Marketing Changes Of Micro-Small Enterprises Before And During Covid-19 Pandemic In Bogor, Indonesia. *Business Review and Case Studies*, 2(1), 26-38. Doi: <https://doi.org/10.17358/brcs.2.1.1>
- Chen, N., & Yang, Y. (2021). The impact of customer experience on consumer purchase intention in cross-border E-commerce-Taking network structural embeddedness as mediator variable. *Journal of Retailing and Consumer Services*, 59, 102344. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102344>
- Crick, J. M., & Crick, D. (2020). Coopetition and COVID-19: Collaborative business-to-business marketing strategies in a pandemic crisis. *Industrial Marketing Management*, 88, 206–213. <https://doi.org/https://doi.org/10.1016/j.indmarman.2020.05.016>
- Diez, M. F., Blanco, G. A., & Prado, R. C. (2019). Research challenges in digital marketing: Sustainability. *Sustainability (Switzerland)*, 11(10), 246-255. Doi: <https://doi.org/10.3390/su11102839>
- Dwivedia, Y. K., Ismagilova, E. D., Hughes, L., Carlson, J., & Filieri, R (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(4), p.1-37. Doi: <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erkişi, K., & Boğa, S. (2019). High-Technology Products Export and Economic Growth: a Panel Data Analysis for EU-15 Countries. *Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*. 9(18), 669-683.
- Fadhilah, D. A., & Pratiwi, T. (2021). Strategi Pemasaran Produk UMKM Melalui Penerapan Digital Marketing. *Coopetition : Jurnal Ilmiah Manajemen*, XII(1), 17-22
- Fantini, E., Sofyan, M., & Suryana, A. (2021). Optimalisasi Sosial Media Sebagai Sarana Promosi Usaha Kecil Menengah Meningkatkan Penjualan di Masa Pandemi Covid-19. *Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial*. 1(2), 126-131.
- Fauzi, A. A., & Sheng, M. L. (2022). The digitalization of micro, small, and medium-sized enterprises (MSMEs): An institutional theory perspective. *Journal of Small Business Management*, 60(6), 1288–1313. <https://doi.org/https://doi.org/10.1080/00472778.2020.1745536>
- Gillpatrick, T (2019). The Digital Transformation of Marketing: Impact On Marketing Practice & Markets. *SCIENDO – Economics Journal*. 7(2), 139-156. Doi: <https://doi.org/10.2478/eoik-2019-0023>
- Hao, F., Qu, Z., & Chon, K. Y. (2020). COVID-19 and China's Hotel Industry Impacts, a Disaster Management Framework, and Post Pandemic Agenda. *International Journal of Hospitality Management*. 90(3), 126-134. Doi: <https://doi.org/10.1016/j.ijhm.2020.102636>

- Hardilawati, W. L. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi Dan Ekonomika*, 10(1), 89-98. Doi: <https://doi.org/10.37859/jae.v10i1.1934>
- Helmalia, H., & Afrinawati, A. (2018). Pengaruh E-Commerce Terhadap Peningkatan Pendapatan Usaha Mikro Kecil Dan Menengah Di Kota Padang. *JEBI (Jurnal Ekonomi dan Bisnis Islam)*, 3(2), 237. Doi: <https://doi.org/10.15548/jebi.v3i2.182>
- Hendrawan, A., Suchyowati, H., Cahyandi, K., Indriyani, & Rayendra, A. (2019). Pengaruh Marketing Digital Terhadap Kinerja Penjualan Produk UMKM Asti Gauri di Kecamatan Bantasari Cilacap. *Jurnal Administrasi Dan Kesejahteraan*, 4(1), 53-60. Doi: <https://dx.doi.org/10.36914/jak.v4i1.189>
- Junusi, R.E (2020). Digital Marketing During the Pandemic Period: A Study of Islamic Perspective. *Journal of Digital Marketing and Halal Industry*. 2(1), 12-28. Doi: <https://doi.org/10.21580/jdmhi.2020.2.1.5717>
- Kahveci, E. (2023). Business strategies for small-and medium-sized tourism enterprises during COVID-19: a developing country case. *Journal of Hospitality and Tourism Insights*, 6(4), 1569-1593. <https://doi.org/https://doi.org/10.1016/j.resglo.2020.100018>
- Kembang, L. P., Mahmud., & Samsumar, L. D. (2021). Pengaruh Sosial Media Pemasaran Terhadap Penjualan Hasil Industri Kerajinan Tenun Songket Rumahan Di Lombok Tengah. *Jurnal Manajemen Bisnis Krisnadwipayana*. 9(1), 9-21. <https://dx.doi.org/10.35137/jmbk.v9i1.524>
- Kim, W. C., & Mauborgne, R. (2018). *The Blue Ocean Strategy: How To Formulate A Successful HR Blue Ocean Strategies*. Harvard Business Review Press.
- Kotler, P., & Keller, K. L. (2019). *Manajemen Pemasaran*. Edisi 13 Jilid. Dua. Jakarta: Penerbit Erlangga
- Mehdikhani, R., & Valmohammadi, C. (2019). Strategic collaboration and sustainable supply chain management: The mediating role of internal and external knowledge sharing. *Journal of Enterprise Information Management*, 32(5), 778-806. <https://doi.org/https://doi.org/10.1108/JEIM-03-2020-0119>
- Mulyono, D.D (2021). Analisis Perubahan Iklan pada Media Televisi dalam Acara Liputan6 ke Media Digital Liputan6.com. *Jurnal Riset Ilmu Komunikasi*. 5(4), 65-78. Doi: <https://doi.org/10.38194/jurkom.v4i1.187>
- Novita, D., Herwanto, A., & Nurcaeran, M. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi Dalam Pemasaran Produk Pada Koperasi Tahu Dan Tempe. *Jurnal Ilmiah Bijak*. 16 (2), 142-145. Doi: <https://doi.org/10.31334/bijak.v16i2.516>
- Nuseir, M. T. (2017). Explore the use of Online Marketing Strategies and Digital Media to Improve the Brand Loyalty and Customer Retention. *International Journal of Business and Management*. 11(4), 228-238. Doi: <http://dx.doi.org/10.5539/ijbm.v11n4p228>
- Papadopoulos, T., Baltas, K.N., & Balta, M. E., (2020). The use of digital technologies by small and medium enterprises during COVID19: Implications for theory and practice. *International Journal of Information Management*. 55(2), 174-186. Doi: <https://doi.org/10.1016/j.ijinfomgt.2020.102192>
- Prabowo, W. A. (2018). Pengaruh Digital Marketing terhadap Organizational Performance Dengan intellectual Capital Dan Perceived Quality sebagai Variabel Intervening Pada Industri Hotel Bintang Tiga Di Jawa Timur. *Jurnal Manajemen Pemasaran*, 12(2), 101-112. Doi: <https://doi.org/10.9744/pemasaran.12.2.101-112>
- Prijadi, R., Wulandari, P., Pinagara, F. A., & Desiana, P. M. (2022). The Dynamics of Micro and Small Enterprises (MSE) toward Bankability with Coronavirus Pandemic Adjustment. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4), 193. <https://doi.org/https://doi.org/10.3390/joitmc8040193>
- Purba, M., Simanjutak, D., Malau, Y., Sholihat, W., & Ahmadi, E. (2021). The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia. *International Journal of Data and Network Science*, 5(3), 275-282. DOI: 10.5267/j.ijdns.2021.6.006
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat at Madani (JPMM)*, 1(1), 1-17. Doi: <https://doi.org/10.21009/JPMM.001.1.01>
- Rakshit, S., Mondal, S., Islam, N., Jasimuddin, S., & Zhang, Z. (2021). Social media and the new product development during COVID-19: An integrated model for SMEs. *Technological Forecasting and Social Change*, 170, 120869. <https://doi.org/https://doi.org/10.1016/j.techfore.2021.120869>
- Ramadhan, S., & Kurhi, M. (2021). Media Promosi pada Campaign Produk PT Wellcomm dengan Teknik Seamless Transitions dalam Video Motion Graphic. *Jurnal Tren Bisnis Digital*. 1(1), 9-19
- Rana, S (2021). A Review on Research During COVID 19 and Call for Research on Marketing During the Pandemic. *SAGE Journal - FIIB Business Review*. 10 (4), 309-314. Doi: <https://doi.org/10.1177/23197145211062431>

- Raya, A. B., Andiani, R., Siregar, A. P., Prasada, I. Y., Indana, F., Simbolon, T. G. Y., Kinasih, A. T., & Nugroho, A. D. (2021). Challenges, open innovation, and engagement theory at craft smes: Evidence from Indonesian batik. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 121. <https://doi.org/https://doi.org/10.3390/joitmc7020121>
- Redjeki, F., & Affandi, A. (2021). Utilization of digital marketing for MSME players as value creation for customers during the COVID-19 pandemic. *International Journal of Science and Society*, 3(1), 40–55. <https://doi.org/DOI:https://doi.org/10.54783/ij soc.v3i1.264>
- Rizaldi, A. & Hidayat, H. (2020). Digital Marketing Communication Strategy. *Jurnal Entrepreneur dan Entrepreneurship*, 9(2), 101-110
- Rudyanto (2018). Pengaruh Pemasaran Jejaring Media Sosial Dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen. *Jurnal Manajemen dan Pemasaran Jasa*. 11(2), 177-200
- Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, 39(2), 541–565. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.09.005>
- Setyorini, D., Nurhayati, E., and Rosmita. (2019). Pengaruh Transaksi Online (e-Commerce) Terhadap Peningkatan Laba UMKM (Studi Kasus UMKM Pengolahan Besi Ciampea Bogor Jawa Barat). *Jurnal Mitra Manajemen (JMM Online)*, 3(5), 501–509. Doi: <https://doi.org/10.52160/ejmm.v3i5.228>
- Shimp, T. A. (2020). *Periklanan Promosi: Aspek Tambahan Komunikasi. Pemasaran Terpadu (5th ed.)* Cetakan ke 6. Jakarta: Erlangga.
- Soetjipto, N (2020). *Ketahanan UMKM Jawa Timur Melintasi Pandemi COVID-19*. Yogyakarta: Penerbit. K-Media.
- Soetjipto, N., Susilo, D. E & Riswanto, A. (2020). Supply Chain Strategies In Mediating The Effect Of Knowledge Management On Business Performance. *Humanities & Social Sciences Reviews*, 8(1). 448-455
- Sulasih and Adawiya, W.R (2020). Marketing strategy implementation, system managers adapt and reshape business strategy for pandemic. *Perwira International Journal of Economics & Business (PIJEB)*. 5(2), 8-19
- Supriyono. (2020). Media Sosial Sebagai Alat Promosi Yang Efektif Bagi Usaha Rintisan di Era Normal Baru. *Prosiding Seminar Stiarni*, 21(1), 1–9.
- Surip, M., Prihasti, W. E., & Burhan, S. N. (2020). Optimalisasi Desain Promosi Media Sosial dan Manajemen Pemasaran Usaha Klub Parfum di Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. *Jurnal Abdidas*, 1(6), 831-837. Doi: <https://doi.org/10.31004/abdidas.v1i6.170>
- Suarmaja, I. B. K., Cipta, I. W., Yulianthini, N. N., & Yudiaatmaja, F. (2021). The Impact of Digital Marketing System on Weaving Crafts Sales Growth in Buleleng Regency. *6th International Conference on Tourism, Economics, Accounting, Management, and Social Science (TEAMS 2021)*, 343–347. <https://doi.org/https://doi.org/10.2991/aebmr.k.211124.049>
- Sumartias, S., & Hafizni, M. (2017). Convergence Trends in the Television Media Industry-A Case Study on the Implementation of Media Convergence in Metro TV Jakarta. *KnE Social Sciences*, 83–89. <https://doi.org/https://doi.org/10.18502/kss.v2i4.871>
- Suryanto, D. (2021). Digital Marketing, Msme Product Marketing Innovation. *International Journal of Educational Research and Social Sciences (IJERSC)*, 2(6), 1308–1315. <https://doi.org/DOI:https://doi.org/10.51601/ijersc.v2i6.233>
- Tolstoy, D., Nordman, E. R., & Vu, U. (2022). The indirect effect of online marketing capabilities on the international performance of e-commerce SMEs. *International Business Review*, 31(3), 101946. <https://doi.org/https://doi.org/10.1016/j.ibusrev.2021.101946>