



## Marketing Strategy for MSME Management Students at Pamulang University During the Covid-19 Pandemic

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### **ABSTRACT**

*The purpose of this study was to determine product innovation strategies in increasing sales to Pamulang University Management Student MSMEs during the Covid-19 Pandemic, to determine promotional strategies in increasing sales of Pamulang University Management Student MSME products during the Covid-19 Pandemic and to find out strategies product quality in increasing sales at Pamulang University Management Student MSMEs during the Covid-19 Pandemic. This study used a qualitative descriptive research method. After doing the research it was found that the product innovation strategy in increasing sales through creating products with different products in general and having a unique brand or product brand that attracts consumers, Promotional strategies in increasing sales are through online marketing or social media, such as: Instagram, Facebook, WhatsApp, etc. as well as through various social media platforms that can be accessed by all people, especially the Indonesian people. Furthermore, the product quality strategy in increasing sales at Pamulang University Management Student MSMEs during the Covid-19 Pandemic is to improve product quality, service through social media admins to deal with online consumers. And there are bonuses for consumers, such as free masks, discounted prices and free shipping. Furthermore, the product quality strategy in increasing sales at Pamulang University Management Student MSMEs during the Covid-19 Pandemic is to improve product quality, service through social media admins to handle online consumers. And there are bonuses for consumers, such as free masks, discounted prices and free shipping. Furthermore, the product quality strategy in increasing sales at Pamulang University Management Student MSMEs during the Covid-19 Pandemic is to improve product quality, service through social media admins to deal with online consumers. And there are bonuses for consumers, such as free masks, discounted prices and free shipping.*

## INTRODUCTION

It has been about 2 (two) years that the Covid-19 outbreak has spread widely in the country, since then several regions, especially Jabodetabek, have urged their citizens to stay at home and not carry out

activities outside except for urgent needs. We really feel the impact of the COVID-19 pandemic together, especially the economic sector, education sector, social and cultural sector. MSMEs are productive business units that stand alone and are carried out by individuals or business entities in all economic sectors. In principle, the difference between Micro, Small, Medium and Large Enterprises is the initial asset value (excluding land and buildings), the average annual turnover, or the number of permanent workers. However, the definition of MSMEs based on these three measuring tools is different in each country. The large role of MSMEs is also shown by their contribution to national production, the number of business units and entrepreneurs, as well as employment. Likewise, MSMEs run by Pamulang University (UNPAM) students are strongly supported by the Sasmita Jaya Institute as the management of the University and the potential for MSMEs among students is very large to continue to grow.

This is based on data recorded in the Innovation and Business Division of the University of Pamulang that there are 100 students in Management who have micro-enterprises or MSMEs. But some of these Unpam Management Student MSMEs have experienced a decline in sales, this is because there are some things that are less supportive in competing with MSMEs out there. What are the things that affect the decline in sales quality of MSMEs for Unpam Management Students, namely based on a temporary analysis of several surveys to Unpam Management Students who are members of this MSME activity are: this is because there are some things that are less supportive in competing with MSMEs out there. What are the things that affect the decline in sales quality of MSMEs for Unpam Management Students, namely based on a temporary analysis of several surveys to Unpam Management Students who are members of this MSME activity are: this is because there are some things that are less supportive in competing with MSMEs out there. What are the things that affect the decline in sales quality of MSMEs for Unpam Management Students, namely based on a temporary analysis of several surveys to Unpam Management Students who are members of this MSME activity are:

1. The lack of product innovation in the face of increasingly fierce competition in MSMEs, Pamulang University Management students, turned out to make their sales decline because there were many new, more innovative products that were able to attract many buyers.
2. There are obstacles in determining the right promotion for MSMEs, Pamulang University Management students in marketing products to increase sales during the Covid-19 Pandemic, because during this pandemic they still do a lot of traditional marketing or manual promotions, while to increase sales they must more creative, especially in adapting to technological changes.
3. There was a decline in product quality for MSMEs, Pamulang University Management students during the Covid 19 Pandemic, the decline in product quality was due to a lack of capital in production because during this pandemic, sales decreased so the required capital was reduced.

Based on the problems above, the researcher wants to further analyze how to make product innovations, marketing strategies and how to improve product quality so that sales can increase even during the current pandemic. Based on the phenomenon that occurred in MSMEs among UNPAM Management students during the covid-19 pandemic, advantages that must continue to be encouraged both from the Government and from MSMEs themselves are by implementing innovation and product quality.

## **METHOD**

This paper uses a qualitative method with a descriptive analysis approach using primary and secondary data. Primary data was collected through interviews, observation, while secondary data was collected through reviews of journal articles and books related to the theme of this research. Preliminary analysis and observation of data regarding MSMEs Management students at Pamulang University through information obtained from data from the Innovation and Business Division. Pamulang University.

This research focuses on product innovation, marketing strategies and improving the quality of MSME products for Pamulang University Management Students during the COVID-19 Pandemic. Based on the pre-survey data analysis, the researchers obtained information that product innovation and promotion strategies as well as product quality are tools that are often used in promoting MSME products for

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Pamulang University Management Students. Because the new Division in the Management Study Program, namely the Innovation and Business Division, focuses on improving product innovation, marketing strategies and product quality for MSME Management Students at Pamulang University.

According to the Advisory Lecturer in charge of Student MSMEs at the Innovation and Business Division of Pamulan University, he stated that the results of product innovation, and marketing strategies and product quality from Student MSMEs still had to be improved along with the development of innovation and digital marketing that could be widely utilized and easily accessible by various groups. This improvement step is a positive effort that must be done if the progress of student SMEs is to be able to compete with similar products from competitors. These improvement efforts are preventive in nature as well as the development of existing innovations, through effective monitoring by Advisory Lecturers in the Innovation and Business Division and the active role of students involved in this MSME.

This research is a qualitative-descriptive research. Where qualitative data is data that is generated and put forward with words in the narrative. Sources of data in this study are primary and secondary data with:

1. Collecting data that the researcher directly collected from interview data with Advisory Lecturers and students involved in the Innovation and Business Division of Pamulang University
2. Literature study where researchers collect secondary data from books, journal articles, previous research reports, newspapers and websites.
3. As for the writing technique in this study, the researchers were guided and adapted to the rules of writing in the research method contained in the LPPM Pamulang University.

## RESULTS AND DISCUSSION

The study used qualitative analysis methods combined with descriptive analysis. Bodgan in Sugiyono (2011) states that "qualitative analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be informed to others." This data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others.

With this technique, researchers are trying to obtain information related to product innovation strategies in increasing sales to Pamulang University Management Student MSMEs during the Covid-19 Pandemic, promotional strategies to increase sales of Pamulang University Management Student MSME products during the Covid-19 Pandemic and product quality strategies. in increasing sales to Pamulang University Management Student MSMEs during the Covid-19 Pandemic.

Based on the results of research that has been carried out, by conducting interviews with MSME actors, Pamulang University Management Students during the Covid-19 Pandemic. It can be seen that product innovation strategies in increasing sales are through creating products with different products in general and having different product brands or brands. unique and attractive to consumers, promotional strategies in increasing sales are through online marketing or social media, such as: instagram, face book, whatsapp, etc. as well as through various social media platforms that can be accessed by all people, especially the Indonesian people. Furthermore, the product quality strategy in increasing sales to Pamulang University Management Student MSMEs during the Covid-19 Pandemic is by increasing product quality, services through social media admins to deal with online consumers. And there are bonuses for consumers, such as free masks, discounted prices and free shipping.

The results of interviews that have been conducted with respondents are as follows:

Name : Kholilah  
Semester : 4  
Major : Management  
Product : Mukena



Figure 1. Mukena Products

1. How is the marketing strategy carried out by MSME Management Students at Pamulang University in marketing their products?

I market the product starting from my own daily use. Then people saw it and a lot of people asked me about the product I was using. They asked to make the same product that I used. Since then, whatever I wear or recommend is trusted by others. From their satisfaction with my product, they tell people to buy my product too. Then, I started venturing into online marketing through social media, etc. Through the various features provided by various social media platforms, more and more people know about my products, and it's not uncommon for consumers to come from outside the city and outside Java.

2. What are the obstacles and challenges faced by Pamulang University Management Students in marketing their products?

Some of the obstacles and challenges that I have faced since building this small business are capital to increase the stock of goods inventory, sometimes it has happened on several occasions that the mukena that I marketed has high demand but the stock of goods that I provide does not meet. Second, time, because I am still alone in taking care of everything from buying raw materials, making samples, admin of social media, packing, shipping, and promotions. Meanwhile I also have to work and study.

Consumers who always want to get luxury quality at low prices. Meanwhile, the price of raw materials continues to rise. I also feel that I need a social media admin to handle online consumers. Recruiting additional tailors was also very difficult. Because many can sew but not necessarily neat, fast, and thorough.

3. How to increase sales of MSME products for Pamulang University Management Students?

Alhamdulillah, every month there is always an increase in sales. Although I admit the price of the rayon mukena that I sell is a bit more expensive than other stores, but many consumers are also determined to subscribe to me. Because my principle from the start is not to offer product quality that is arbitrary. Because if only the price differs a little and the quality is better than the others, consumers will definitely choose the better quality even though it is a little expensive. Recently I also added an order by request system. So consumers can request a small or larger mukena size or can order the same motif in large quantities.

4. Describe the start of the business to date?

Initially I bought an instant hijab that was trending at the end of 2018 through one of the e-commerce platforms at a price that I thought was very cheap. When my hijab order arrived, it turned out that the quality of the product was very far from what I expected. Finally I thought why didn't I ask my mother (who is a tailor) to help me make a hijab with fabrics and models of my own choice. With 150 thousand, I ventured to go to a fabric shop. I only made 4 pieces of hijab with different colors at that time. Because the capital is still very minimal and I haven't worked (at that time) when the product is ready, I try to take a photo and offer it to my WhatsApp friends with the Pre-Order system. So friends, order first, pay the down payment, then I will process the order. It turns out that the process is not as easy as imagined. Since I was a child with a mother who is a tailor, I understand more or less the textile world. I am a bit fussy about the quality of the materials used.

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I want my consumers to be satisfied and comfortable using my products, in my mind selling hijab, Muslim clothing, especially mukena can also be a source of reward fields. Make others comfortable in worship. Hopefully this good intention from the start will also become a value of worship. Finally, since then I have started marketing the products I designed with my own mother's stitching to neighbors, friends, and relatives. After many people started to know, the demand for the product increased automatically my capital had to increase. Thank God I'm already working so I can add a little capital from the salary I get. Now it's not only my mother who sews, but also aunts, neighbors, and sometimes they have to be transported to a large convection to reach the target for the product to be finished by the date I set. But I don't plan to build an offline store yet. Because now online stores feel more comfortable because every time they issue a product, there are a lot of orders and they run out. So there are no old stock items stored.

### 5. What is the marketing strategy in increasing sales in the Covid-19 Pandemic Period for Pamulang University Student SMEs?

At the beginning of the pandemic, sales had declined. Maybe it's because new clothes weren't a necessity for people at that time only health and self-protection were on everyone's mind. However, Alhamdulillah, declining does not mean there are no sales at all. It only decreased slightly than usual and even increased dramatically when the government provided social assistance.

I also think during this pandemic how to do it when orders decrease but this business must continue, don't disperse. At the beginning of the pandemic, my aunts and neighbors didn't help with sewing. So it's just my mother, and sometimes it's passed to big convection. During the pandemic, my mother's income (besides sewing her children's products) also decreased by 70%. Then what I did was to concentrate production on my own mother, the goal was for my mother to still earn an income and thus reduce my production costs. Because convection costs more. In addition, I also give promotions to buy any product from me, free masks. Not infrequently I also give discount prices or free shipping.

Name : Muhammad Tamrin Triputra  
Semester : 4  
Major : Management  
Product : Fashion



Figure 2. Clothing Products

1. How is the marketing strategy carried out by MSME Management Students at Pamulang University in marketing their products?  
For the strategy I use social media content marketing via ig reels, tiktok, facebook
2. What are the obstacles and challenges faced by Pamulang University Management Students in marketing their products?  
The obstacle is that competitors sell the same goods by waging a price war
3. How to increase sales of MSME products for Pamulang University Management Students?  
Approaching Eid al-Fitr, turnover increases and products must also be adjusted to consumer needs
4. Describe the start of the business to date



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At first I was interested in the fashion business because I like shopping for locally made clothes. In my opinion, local products are currently not inferior to products from outside and even now young people are very enthusiastic about local products. my own ideas

5. How is the Marketing Strategy in Increasing Sales in the Covid-19 Pandemic Period for MSMEs Management Students at Pamulang University?

The strategy that I use is following the development of the digital world at this time, the Indonesian people are now very familiar with social media from Facebook, Instagram, and TikTok and I use this opportunity for my fashion business strategy, at this time I must continue to learn what is currently viral. This is so that our products are easily recognizable. In my opinion, social is very influential in running a business during the current pandemic.

Name : Cahyadi Ayepan Saefillah  
Semester : 8  
Major : Management  
Product : Mikasa



Figure 3. Mikarasa

1. By making products that are unique and have advantages over other similar products. In addition, make sure the products you make are of high quality and can meet customer needs.
2. Lack of capital, less so get good market opportunities
3.
  - a. Increase sales turnover with Product Innovation
  - b. More focus on potential target market
  - c. Increase sales doors.
  - d. Promotion with careful planning.
  - e. Create sales packages.
  - f. Incentives for consumers.
  - g. Add product variants.
4. Initially, they wanted to get a side trial, with time it began to develop, starting with adding various product variants, providing good product packaging, and marketing it through social media.
5.
  - a. Use Topics and Keywords for Proper Targeting
  - b. Through Applications and Online Content
  - c. Make Sure Your Product Safety Is Shown during Sales Promotion
  - d. Take Advantage of Various Media

In times of a pandemic like now, MSME actors Pamulang University Management Student realize that with current conditions and increasingly fierce competition with the proliferation of online merchants, they realize that they must use promotional strategies through social media other than product quality that must be prioritized to satisfy customers/consumers.

In general, MSME actors implement promotional strategies through social media in order to increase sales volume and have resellers to participate in promoting their products so that they sell well in the market. differentiation, then they can provide the right product. In addition, reasonable and competitive prices, selection of appropriate distribution channels, and selection of effective promotional media for customers. Thus customer satisfaction and loyalty can be achieved.

The use of technology in such as websites and social media has been widely used. Especially in the production of mukena and food businesses. For MSME actors, the role of social media is a means for them to establish relationships with customers, find out customer opinions and suggestions for their products and as a promotional media that is considered effective. It can even do product development according to market desires.

## **CONCLUSIONS**

Based on the results of the study, it can be concluded that the product innovation strategy in increasing sales through creating products with different products in general and having a unique brand or product brand that attracts consumers, promotional strategies in increasing sales are through online marketing or social media, such as: Instagram , face book, whatsapp, etc. as well as through various social media platforms that can be accessed by all people, especially the people of Indonesia. Furthermore, the product quality strategy in increasing sales at Pamulang University Management Student MSMEs during the Covid-19 Pandemic is to improve product quality, service through social media admins to deal with online consumers. As well as bonuses for consumers, such as free masks,

The promotional strategy carried out by the MSME Management Student at Pamulang University in addition to digital marketing is to prioritize product quality, such as in terms of the raw materials used and the production process. In addition, the product packaging process has more characteristics such as in the mukena and clothing business, where the motifs and materials provided are very diverse so that they attract the interest of consumers. While other businesses, such as food, prioritize the quality/taste of the food itself, where the menu provided is varied and according to consumer demand. By prioritizing the quality/taste of food, consumers feel satisfied and not bored with a menu that is less varied. So, consumers / customers can request food as desired. The determination of prices carried out by MSME actors is prioritized on product quality,

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