

## Analysis of Digital Marketing Strategy in the Era of the COVID-19

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### Abstract

The COVID-19 pandemic significantly affects the advancement of business entertainers in Indonesia. Business entertainers should track down the right technique to make due. One of the procedures during the pandemic is computerized showcasing, which permits business entertainers to advertise their items without being compelled by arrangements during the pandemic. Research on advanced promoting techniques for business entertainers to contend in this pandemic time utilizes subjective strategies with a logical distinct methodology. Expressive exploration is gathering information in light of the elements that help the object of examination. Subjective examination manages thoughts, insights, assessments, convictions of individuals to be contemplated and every one of them can't be estimated by numbers. The motivation behind the review was to discover how the procedures, components, cycles and exercises of business entertainers in utilizing advanced showcasing to contend during the pandemic. The aftereffects of the review show that there have been numerous business entertainers who have utilized advanced showcasing, which is 85%, as a methodology to expand deals and require a comprehension of computerized promoting. In view of exploration investigation, business entertainers who have utilized advanced showcasing can make due and even increment deals without depending on traditional stores.

Keywords: digital marketing; COVID pandemic; marketing strategy.

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### 1. Introduction

Indonesia is presently in the time of the COVID-19 pandemic. This situation is certainly a difficult issue looked by Indonesia. The explanation is that it isn't just the wellbeing area that is the principle issue, yet in addition the financial issue. The issue of financial decrease is brought about by a decrease in local area monetary action in the pandemic time. This decrease will surely affect the travel industry, industry and exchange areas, as well as on the business. The explanation is, Coronavirus is a harsh reality that should be confronted even until the year changes (Katrin & Vanel, 2020). This pandemic has changed the line of life in different areas, including the monetary area. In this period, there are numerous guidelines that appear to struggle with financial interests. As to COVID-19 pandemic, Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions was given determined to restrict the development of individuals and products which requires the general population assuming there is no critical need to remain at home (Hardilawati, 2020). The stagnation of monetary development, cutbacks, feeling of dread toward going out and the declining buying force of the lower working class have made it challenging for business entertainers to track down purchasers (Pradiani, 2017). Until now, the COVID-19 Pandemic is still a global problem. This virus was first identified by the World Health Organization (WHO) at the end of 2019. From various news in the media and research results, it is known that this virus emerged from the city of Wuhan, China and has plagued various countries (Agustang & Adam, 2021).

In view of a review directed by the Indonesian Business Development Service Association (ABDSI) on 6,000 organizations all through Indonesia from April to May 2,000 and twenty, 36 percent of organizations had no business, 26% of their business fell by more than sixty percent during the pandemic. Obviously, there should be the right

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system amidst a pandemic with the goal that business entertainers can in any case sell their items and create a gain. One of the techniques during the pandemic is computerized advertising which permits business entertainers to showcase their items without being compelled by arrangements during the pandemic (Purwana, Rahmi, & Aditya, 2017). As indicated by Facebook information, 74% of web clients in Indonesia use cell phones. This affects advertising patterns well before the pandemic, particularly since showcasing patterns have really moved from customary exchanges to advanced exchanges with the expansion of non-cash highlights in commercial centers, for example, Gopay or the introduction of unique applications like OVO, Dana, Sakuku and so forth. Advanced advertising is a special movement and market search through computerized media online by using different means, like informal communities. The virtual world is presently not simply ready to interface individuals with gadgets, yet in addition individuals with others everywhere (Mustika, 2019).

The stagnation of economic growth, layoffs, fear of leaving the house and the declining purchasing power of the lower middle class have made it difficult for MSME actors to find buyers. Based on a survey conducted by the Indonesian Business Development Service Association (ABDSI) on 6,000 MSMEs throughout Indonesia in April-May 2020, as many as 36.7 percent of MSMEs had no sales, 26.6 percent of their sales fell by more than 60 percent during the pandemic. Of course, there must be the right strategy in the midst of a pandemic so that MSMEs can still sell their products and make a profit. One of the strategies during the pandemic is digital marketing which allows MSME actors to market their products without being constrained by policies during the pandemic (Hadi & Zakiah, 2021).

Computerized promoting as a rule comprises of intuitive and coordinated showcasing to work with association between makers, market go-betweens and likely buyers. Computerized promoting, from one viewpoint, makes it more straightforward for organizations to screen and give every one of the necessities and wants of expected shoppers, then again, potential buyers can likewise look for and get the ideal item data exclusively by investigating the virtual world in order to work with the hunt interaction without going out (Sulaksono, 2020). Advanced showcasing can contact all individuals any place they are without being ruined by topographical or time limitations, in any event, during this COVID-19 pandemic. Local area needs can be met without stressing over connecting with others straightforwardly. In this time of the Coronavirus pandemic, business entertainers are expected to get by notwithstanding conditions that are not quite the same as their inclinations. Conditions that are less adaptable and exceptionally restricted in development. Obviously, there should be a technique in managing these circumstances (Fadly, 2020). The restricted state of business entertainers in advertising their items in the immediate field is presently still not viable in light of the fact that considering the COVID-19 pandemic is as yet progressing and the public authority will surely restrict these exercises (Sari, 2020). Consequently, business entertainers should supplant the showcasing procedure with a more viable methodology. It resembles opening their slows down on the web/it's called internet business. Internet business itself is an exchange activity between people where there is exchange of esteem, the interaction utilizes advanced innovation. So it very well may be presumed that web based business is an exchange movement through trading items utilizing electronic/PC media between people or gatherings. One more way that should be finished by business entertainers other than opening a slow down is e, with respect to the type of internet business that gives deals exchange slows down to business entertainers like Shoppe, Lazada, Tokopedia, Blibli, Jdid and others. Subsequently, in this review, analysts needed to examine the advanced promoting methodology utilized by business entertainers to keep up with item deals during the Coronavirus time frame.

## **2. Theoretical Review**

### *2.1. Marketing*

Marketing is a type of an organization's arrangement in the field of promoting to get ideal outcomes. The extent of advertising system is very expansive, including methodology to confront rivalry, item technique, value procedure, place methodology, and advancement system. As indicated by Tull and Kahle, advertising technique is a key instrument that is wanted to accomplish organization objectives by creating maintainable intensity through the market it enters (Wella & Chairy, 2020). The marketing concept holds that the key to achieving the stated goals of the organization is that the company must be more effective than competitors in creating, delivering, and communicating customer value to selected target markets (Lukitaningsih, 2013). Hence, showcasing methodology is a dynamic and imaginative course of organization arranging in advertising and acquainting items and administrations presented with customers to accomplish specific objectives with every one of the dangers implied. Both through customary and current techniques like computerized promoting (Chakti & Abadi, 2019). There are two words in "advertising technique", in particular the word procedure and the word showcasing. The meaning of technique as per Glueck is a

consistent/persistent and versatile reaction to outside valuable open doors and dangers as well as interior qualities and shortcomings that can influence the organization (Afif, 2020). While the importance of showcasing is a social interaction and through that cycle people and gatherings get what they need and need (Mustika, 2019). From the clarification above, promoting technique is a vital interaction and the techniques and systems should be consistently refreshed as per the current social requests. Without appropriate and powerful acclimation to new conditions, different organizations will be disturbed, particularly those with comparative creation exercises. W.J Stanton in Mursid (Sukmayadi, 2019) states that marketing includes all business activities, which aim to plan, determine prices, to promote and distribute goods or services that will satisfy the needs of buyers, both actual and potential.

## 2.2. Digital Marketing

Computerized promoting is advertising that involves stages on the web in doing exercises to arrive at target purchasers, other than that advanced showcasing can likewise be alluded to as "I-advertising, web promoting, web based showcasing, or e-showcasing or online business is showcasing. items or administrations by means of the web" (Hendrawan, 2019). Showcasing through computerized promoting can't be isolated from the primary premise of traditional advertising which targets accomplishing objective buyers and items to be advertised to target buyers. Advanced showcasing exercises did by advertisers have benefits with the goal that many use web media in promoting (Meyliana, 2021). There are two primary concerns of computerized promoting benefits portrayed by Hermawan, specifically: a) the expense is generally modest. Showcasing utilizing computerized promoting is a lot less expensive and furthermore arrives at potential purchasers comprehensively contrasted with regular publicizing. And furthermore the idea of advanced advertising media permits shoppers to check and contrast items and each other all the more helpfully; b) Huge data content, the advantage of utilizing advanced advertising is that computerized showcasing gives a lot of data contrasted with regular media, for example, print, radio and TV media, computerized promoting at a lower cost contrasted with different media can arrive at an extremely expansive objective of buyers, as well as organizations. The individuals who utilize computerized advertising can store information precisely that is required by the organization (Sedyastuti, 2018). In general computerized advertising helps business development. Advanced promoting is a medium that is utilized as a stage for building a brand picture of an organization or item and furthermore upholds the business capacity of target shoppers.

Not just that, computerized promoting has various elements that empower powerful applications as far as intelligent spread of data, making familiarity with the organization and its items, gathering data and statistical surveying, making the ideal picture, and animating trial and error (particularly through excitement and free preliminaries) (Ananda & Susilowati, 2019). Seen according to the client's perspective, advanced showcasing is a vehicle for get-together data, diversion, social association, correspondence, buying items/administrations, sharing thoughts and building a local area (Maskarto, 2021). The particular benefits of utilizing advanced promoting include:

- a) Target showcasing, which can target exceptionally clear objective customers and gatherings.
- b) Knead fitting, specifically the message to be passed on as per the desires and as per the objective customers who are designated
- c) Intuitive capacities, which can empower a significant degree of client commitment. On specific locales that are visited a great deal are clients who are keen on an item
- d) Data access, and that implies that site guests get clear data from an item.
- e) Deals potential, which can influence high deals where the web is an immediate reaction medium.
- f) Inventiveness, implying that an appealing site show makes target buyers or clients intrigued so that recurrent visits happen, and furthermore pennants and sites can be changed by the desires and the time determined.

The figure 1 demonstrates that there is an increment in item deals through internet business in 2020 for internet business shopee gets the most item deals with the quantity of individuals utilizing shopee as internet business item buys as numerous as 71.53 million occupants. Computerized showcasing is another expectation for business entertainers to build business deals and get by during the COVID-19 pandemic.

Digital marketing allows MSME actors to move horizontally and socially by creating a more inclusive market. Digital marketing removes geographic and demographic barriers, enabling people to connect and communicate, innovate and collaborate anytime without being limited by time (Leong, Retnawati, & Irmawati, 2020). Agro Store is able to maintain its business and finance all operational needs every month until now. This finding is in accordance with Hardilawati's research (2020) which reveals that business actors are able to survive in the pandemic era if they can adapt, especially in choosing several marketing strategies to survive, one of which is by utilizing social networks.

Taufik & Ayuningtyas (2020) added that some business fields may experience obstacles in its development and even a decline during the COVID-19 pandemic if it persists on direct visits from consumers (Zebua & Sunaryanto, 2021).



**Figure 1.** Top 10 E-Commers Users in 2020

### 3. Methods

This study utilizes a subjective technique with an unmistakable investigation approach, specifically a subjective way to deal with comprehend and depict the significance of scientific guidelines contained in advanced showcasing systems for business entertainers. Scientists utilize this technique to underscore an occasion or the main thing from a peculiarity as the occasion or peculiarity being contemplated. Subjective detail gives space to analysts to investigate illustratively about the peculiarity under study, to acquire an arrangement to make a move or disposition (Sari, 2020). Subjective examination checks out genuine normal foundations, positions people as exploration entertainers, conducts data investigation inductively, which is more worried about the interaction than the consequences of the exploration. The examination was directed and supported by the analyst and the exploration subject. The subjective examination technique is an exploration strategy that underscores the part of inside and out comprehension of an action rather than checking out issues for general examination (Hardilawati, 2020). The reason for this exploration procedure isn't a speculation yet an inside and out comprehension of the examination being considered. Subjective examination fills in as a considerable classification and theory in subjective exploration. The subjective illustrative methodology technique is a strategy for handling data by breaking down factors connected with the object of exploration by introducing data in more profundity on the object of examination (Listiano, Fauzi, Irviani, & Garaika, 2017). As a general rule, specialists observed essential and auxiliary information sources to help research execution. Essential sources were acquired through interviews with a few business entertainers who have utilized advanced promoting to advertise their items and prevailed with regards to expanding deals, while optional sources were gotten from diaries, books and writing concentrates on connected with computerized showcasing for business entertainers.

### 4. Results and Discussion

The COVID-19 pandemic immensely affects all parts of life, including business entertainers. As talked about before, business plays a significant part in keeping up with the country's economy. Not just that, business likewise retains 96.9% of the complete work and contributes 60.34% of Indonesia's (GDP). As per Putri Tanjung, Special Staff of the President and Chief of CXO CT Corp, 48% of organizations can last a limit of 90 days during the pandemic time. They likewise can't proceed with their business due to capital challenges and declining deals (Suswanto & Setiawati, 2020). All areas are feeling the cascading type of influence of this pandemic. In 2020, practically 48% of organizations can endure a limit of 90 days. In the event that the pandemic proceeds, 80% of organizations will have no cash and no investment funds of over 60%. With the huge number of business entertainers, the effect of this pandemic will be felt. Notwithstanding, mechanical advances, upheld by framework and simplicity of guideline, have empowered the development and improvement of computerized based organizations. This should be visible in the consequences of the 2020 E-Commerce Survey, where consistently there is an expansion in the quantity of new

organizations working. It is recorded that 45.93 percent of new organizations began working in the 2017 - 2019 territory. A sum of 38.58 percent of organizations have begun their business in the 2010 - 2016 territory, and just 15.49 percent of organizations have been working for over decade. On the other hand, the Director of Information Empowerment, Directorate General The Informatics Application of the Ministry of Communications and Informatics (Kemenkominfo), Septriana Tangkary stated that the growth in the value of e-commerce in Indonesia in 2018 reached 78 percent. This growth rate is the highest in the world. Indonesia is the 10th largest e-commerce growth country with 78 percent growth and is ranked first. While Mexico is in second place, with a growth rate of 59 percent (Hendarsyah, 2019).

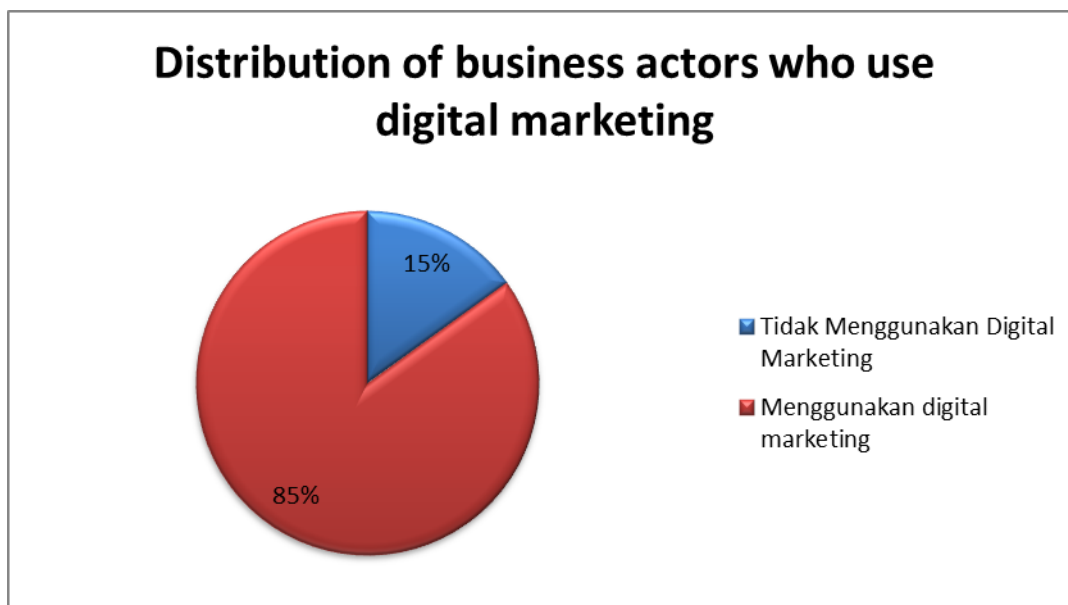
The enormous improvement of web innovation lately affects different fields, including the exchange area. The quality and amount of exchange increments alongside the simplicity of getting to the web. Numerous business entertainers who at first sold with traditional frameworks, are presently beginning to be keen on starting organizations on the web (Awali, 2020). As portrayed in this review, selling through the web has filled quickly lately. Of the 16,277 E-Commerce organizations examined, 71.18 percent of the organizations began selling by means of the web during the most recent three years. In the mean time, 26.90 percent of organizations began selling on the web from 2010 to 2016, and just 1.92 percent of organizations began before 2010. Throughout the most recent three years, the classification of giving convenience and food and drink has filled a ton in selling on the web. contrasted with earlier years. When seen from the quantity of laborers, organizations with 1 to 4 additional specialists began selling internet during that period (Santoso, 2020). When looked at between the year it began working with the year it began In completing E-Commerce exercises, fascinating peculiarities arose, in particular: 53.52 percent of organizations quickly began E-Commerce exercises when they recently began working, 16.96 percent of organizations just began E-Commerce exercises 1-2 years in the wake of working, and 11 percent of organizations just began E-Commerce exercises 3-5 years subsequent to starting business tasks. Of the 53.52 percent of organizations that quickly completed E-trade exercises when they began working, 51.97 percent were organizations occupied with the Wholesale and Retail Trade, Car and Motorcycle Repair and Maintenance Sector.

#### 4.1. E-Commerce Sales Media

The advanced time with the utilization of the web and cell phones has carried many changes to individuals' conduct in shopping. This is upheld by the presence of different web-based deals media destinations that are effectively available so that trading exchanges can be done in a useful, quick, and productive way. From the business side, the presence of online deals media is an amazing chance to build benefits and extend the objective market in the internet. The media for selling merchandise/administrations through the web comprises of different sorts of media, one of which is the Marketplace. Commercial center is a spot for trading items where dealers and customers meet on a stage. The following media can be as a site claimed by the actual business and utilized as a spot for trading. Furthermore, Social Media and Instant Messaging are likewise beginning to be utilized as online deals media by numerous organizations (Maulidasari & Damrus, 2020). In view of the study results, practically all example organizations sell online through the Instant Messaging application, which is 90.56 percent of organizations. Texting can be as Whatsapp, Line, Telegram, etc. All examples in the Business Category of Water Management, Wastewater Management, Waste Management and Recycling, and Remediation Activities, utilize this media to go through with web-based deals exchanges. The study results likewise expressed that the greater part (65.14 percent) of the example of organizations selling on the web through Social Media, like Facebook, Instagram, Twitter, etc. Moreover, just 25.72 percent of organizations in this review have a business account on Marketplace/Digital Platforms and just 4.96 percent have a Website.

The web based showcasing framework is viewed as ready to work on the government assistance of the local area considering the quantity of web clients in Indonesia is expanding each year. Business entertainers who amplify the utilization of advanced promoting can expand deals and benefits. To make due amidst the COVID-19 pandemic, business entertainers can work around this by beginning to zero in on advanced advertising through sites that are utilized as internet business, web-based media and web indexes (Wella & Chairy, 2020). What additionally should be focused on is, by and large shoppers today have become clients of web-based media, particularly youthful buyers. Concerning the consequences of exploration on the impact of computerized showcasing methodology on shopper purchasing revenue in light of a contextual analysis on the internet based shop Ozora Official Store, it is realized that advanced advertising procedure and purchaser purchasing revenue are viewed as very great with a complete normal score of 336.67 for web based promoting system and 343.33 for customer purchasing interest. From this exploration, it can likewise be inferred that the coefficient between internet promoting methodology and buyer purchasing interest

has an exceptionally cozy relationship. In the event that the merchants and buyers here have a decent relationship, this can be a main consideration in expanding purchasing interest in business entertainers.



**Figure 2.** Distribution of business actors using digital marketing (in Indonesia)  
Source: Central Statistics Agency 2019 (bps.go.id)

Online media can be a solution for business people to maintain their business in the midst of the COVID-19 pandemic. The development of the digital economy industry at this time has made several e-commerce successful in maintaining their existence in the midst of the COVID-19 pandemic. Several factors can influence consumer buying interest, for example a combination of brands that describes how a company symbol, brand, or product diversity, communication with customers to how to use digital media as an advertising place, such as Shopee which has become an e-commerce site with the largest monthly website visitors (Sholihin & Oktapiani, 2021). The increasing online marketing activities carried out by marketers such as attractive advertising designs, complete images and information, testimonials from previous consumers, including ordering methods, and payment methods, the consumer's buying interest is increasing, this is in line with the statement. The existence of the internet as an online marketing tool has an impact on the wider consumer buying interest (Dewi & Kusuma, 2021).

#### 4.2. Discussions

Coronavirus has brought many changes for business entertainers, searching for benefits as well as how to make due amidst the assault of the downturn wave. One compelling way is to utilize a computerized showcasing procedure that is still seldom utilized by business entertainers. Online media that are frequently and utilized are YouTube, Facebook, Instagram, Twitter and other web-based media. Moreover, advanced promoting can likewise utilize commercial centers like Gojek, Grab, Shopee, Tokopedia, Bibli, Bukalapak, Lazada and others. The advanced advertising media that has been referenced will keep on growing so it should be perceived by business entertainers. Research directed states that advanced promoting has a positive impact and huge outcomes in expanding business deals execution. 85% of finance managers who have utilized computerized advertising expressed that advanced promoting will be the fundamental methodology in showcasing, though traditional stores might be a supplement. This is a direct result of the simplicity and capacity of computerized promoting to arrive at more purchasers. This assertion is additionally in accordance with research led by the individuals who say that business entertainers should have the option to develop boldness in attempting new things, for example, computerized showcasing to have the option to keep on fostering their business by making online media accounts and routinely advancing or working together with commercial centers so they will be certain and sharpen themselves innovativeness in item showcasing.

The reception of the utilization of the commercial center for the purpose of selling items is a work to keep up with or increment deals turnover during the pandemic. This expansion in deals turnover is connected with the lessening in

functional costs while utilizing advanced means. (Santoso, 2020). Internet users are increasingly increasing influence on the development of e-commerce in Indonesia, especially online buying and selling forums. E-Commerce is the process of buying and selling services and goods electronically with transactions computerized business using the internet, networks, and other digital technologies (Wahyuni, Irman, & Gunawan, 2019). The advantages of having an online marketplace according to Soulofren (Irawati & Prasetyo, 2021) include: (1) Greater opportunities through the community, (2) No need to be afraid of losing consumers, (3) Good online marketplace features and regulations, (4) No need for big capital, (5) Can help business development with the insight feature. With this feature we can monitor how many people visit the store, the number of people responding, the number of people who communicate and the number of people who buy the product.

The utilization of web-based media as the beginning stage for advanced advertising in promoting items should focus on the arrangements in showcasing with the goal that the outcomes are most extreme in drawing in shoppers and making exchanges. The progression to win the opposition is to carry out an advertising technique that is flawless both as far as quality, cost, and intensity of the items it produces (Maskarto, 2021). Here are some computerized promoting methodologies that business entertainers can use in utilizing online media:

### 1) Create intriguing and intelligent substance

- a) Serious distribution of item photographs and recordings via online media accounts. The online media calculation is to expand web-based media accounts that have high traffic, consequently the serious distribution of item photographs and recordings will assist with uniting business entertainers and their objective purchasers via web-based media. The utilization of online media is likewise changed in accordance with the item fragment claimed.
- b) Use Facebook promotions, Instagram advertisements, YouTube advertisements, Twitter promotions, Google adsense which can be effortlessly gotten to by business entertainers through web-based media. The utilization of promotions (publicizing) on social media, despite the fact that it requires beginning capital, the advantages acquired are tantamount and might be a lot more prominent than the capital spent. This is on the grounds that the utilization of advertisements can arrive at customers in a more designated way with the measures that we still up in the air, beginning from age, city of beginning, occupation, orientation and even what records are regularly seen by target shoppers.
- c) Make and delivery advertising item recordings and afterward broadcast them through online media records or do live advancements of items sold with the goal that they should be visible to customers who follow business entertainers' web-based media. This methodology, whenever done accurately and reliably, will positively affect the business being run.
- d) Including customers in the determination of items sold (type, shading, model), leading training and prologue to the nature of business items seriously and really via online media. Likewise, the utilization of inventive words, entrancing composition (hypnowriting/copywriting) and utilizing the fitting hashtag (#) will make it more straightforward for customers to track down items. With this, brand mindfulness will be framed and can impact customer choices to purchase the item they are searching for.

### 2) Studying the advancement of promoting content

The development of E-Commerce is exceptionally fast in Indonesia with the eventual result of making individuals' spending designs shift towards gadgets or web based shopping, which raises new issues, the effect of the present circumstance has brought about retail outlets in Indonesia to quit working altogether in the beyond couple of years (Suswanto and Setiawati, 2020). Content advertising should be the principle focal point of business entertainers considering the significance of content in online media, web indexes or commercial centers. Numerous money managers actually don't comprehend the significance of content advertising that underlies advanced promoting. Content is the premise of the technique and is vital to make brand mindfulness and increment online media traffic.

### 3) Develop portable showcasing

Cell phone clients are expanding each day. This makes showcasing content for portable applications become a need that should be created by business entertainers in the wake of having a considerable amount of steadfast clients. The advertising content of the portable application is as items, special data or item buy includes that customers are searching for. In this manner, business entertainers ought to bit by bit make or foster sites and online journals. For the quality of the display, the average student assessed that the layout, font type and color selection were appropriate because the appearance of the Mobile Marketing Dictionary application was attractive to use as an alternative learning resource and students felt motivated to learn Marketing subjects. The appearance of the media as a learning

resource greatly affects students' interest in learning because currently students are more interested in things that are creative and have artistic value. When the display of a media or learning resource has an attractive visual composition, students will also be motivated to learn (Nino Amalina, 2018). Segmentation, and more scalable. Mobile marketing or mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers on smartphones, tablets and other mobile devices, through websites, email, SMS and MMS, social media, and applications (Pradiatiningtyas, 2021)

#### 4) Integration of computerized promoting

Web-based media and the substance introduced plays a significant part in query items. Google has made Google+ with different purposes and advantages including one of them is to catch social signs across advanced media. Consequently, business entertainers should guarantee that each advanced advertising can arrive at shoppers through a few incorporated online media so that showcasing content is spread ideally. The substance of one web-based media with other online media has a relationship or transfers a similar substance, particularly on Instagram, Facebook and Twitter in a configuration that is adjusted to the web-based media utilized (Narto, N., & HM, 2020). Trusov in a diary composed by Indika and Jovita said that electronic WOM and promoting through online media help advertising and draw in buyers at lower costs and quicker (Katrin and Vanel, 2020).

#### 5) Sustainable

Promoting the utilization of advanced showcasing can make maintainable advertising. This is what business visionaries anticipate. Actually all that is tracked down online through web-based media, and looking through Google requires steady SEO (site improvement), making content and promoting so everything coordinates into reasonable advertising that will keep on conveying results for organizations. Digital technology will help company management so that marketing activities will lead to two things, namely increased revenue and reduced costs which ultimately effectively increase the value of the company. As Zarella's opinion quoted from the journal Iman K et al, that social media in marketing can reduce costs and is carried out by Neti who is quoted from the same journal that the role of social media in marketing includes: a) social media can provide identity about the products offered, b) serving as marketing research in an effort to find information about consumer needs, c) Social media can be used as a communication link between marketers and consumers, this aims to maintain relationships with consumers, d) social media brings companies closer to consumers. Consumers can reduce the time that may be used only to see the product directly, social media serves to display the product every time and e) social media is aimed at building customer engagement (quality of interaction) (Naimah, Wardhana, Haryanto, & Pebrianto, 2020)

#### 6) Effectiveness of personalization advertising

Advertising in ordinary media, for example, papers and TV turns out to be less powerful due to the immersion of the media clients. The data or content introduced isn't focused on straightforwardly to the customers being looked for. With customized showcasing via web-based media, web based business locales, email and sites that adjust to promotions and clients to assist purchasers, what happens is the point at which somebody visits a web-based store once and afterward visits once more, the site will know who the guest is on the grounds that has a past history. Resulting messages have been customized and connected with the item the customer has visited while shopping on the web. The web will catch customer propensities, for example, perusing information from shopper perusing trails, then, at that point, introducing significant data. This pattern is driven by innovation utilizing enormous information which is firmly connected with advanced promoting systems so it can build the advertising viability of business entertainers. This ought to be contemplated by business entertainers with the goal that they can additionally reinforce their situation in the pandemic period.

#### 7) The benefits of Involving Computerized Showcasing For Business Entertainers

The advanced advertising system is viewed as an answer for business entertainers in confronting contest in the pandemic period, this is on the grounds that computerized showcasing enjoys a few benefits, specifically: a. Ready to associate makers and purchasers through the internet. Computerized advertising can associate without the need to meet eye to eye, even without the need to know who the purchaser is reaching. It is the advanced history that will store buyer information for additional administration by business entertainers. b. Produce higher deals levels in light of the fact that the utilization of advanced showcasing further limits distance and time limitations. There is no requirement for shoppers to invest energy visiting the store, just with their fingers, item buys can be made immediately. c. Computerized promoting costs are substantially more proficient than publicizing in different media like print, TV, or radio. With more effective expenses, advanced showcasing can receive a larger number of rewards than involving promoting in different media. d. Advanced advertising permits venders to serve their clients

progressively. Interfacing business entertainers with customers through advanced mobile phones anytime and anywhere. Business entertainers don't have to remain in one spot or keep on being in the store to serve clients. e. Create an ostensible benefit more noteworthy than the limited time costs that have been brought about. This is one of the central things that can be gotten from business entertainers who utilize computerized advertising. The utilization of advertisements with insignificant costs can create different advantages. Assisting business entertainers with settling the place of a brand according to shoppers from different brands or the like as contenders, on the grounds that the higher traffic purchasing an item will naturally expand the brand on the web. g. Helping business entertainers to rival enormous organizations without needing a huge capital or spot. h. Give more extensive open doors to business entertainers to mark their items so they are known all the more generally and get their own position in the hearts of shoppers. Business entertainers who utilize advanced advertising are relied upon to continuously learn and think straightforwardly to innovation that keeps on creating. Advanced advertising clients should think about the fitting media and the correct approach to imparting the chose market division, so computerized promoting will be more compelling and not misled.

Notwithstanding computerized promoting, business entertainers should likewise focus on the nature of their items. The type of item quality improvement that should be possible is quality control or QA (Quality Control) which is more definite and guarantees item tidiness and wellbeing. What's more, business entertainers should change item sturdiness and bundling in light of the fact that the more deals there are, the more powerful the toughness and the more alluring bundling of their items.

## 5. Conclusion

The COVID-19 pandemic has created many new issues in different fields and has impacted the economy along these lines diminishing pay. Deals of business items are one of the gatherings encountering the effect of declining incomes. Advanced advertising system is one of the right arrangements in keeping up with business activities. Computerized showcasing can likewise be a successful technique to expand deals of business entertainers. This expansion in deals should be visible from how much promoting through online media and compelling commercial centers to draw in the consideration of purchasers. Business entertainers need to involve advanced promoting to procure pay as before the COVID-19 pandemic. A few things that business entertainers need to dominate in utilizing advanced showcasing are the utilization of web-based media or commercial centers, content advertising, versatile promoting, computerized promoting reconciliation, reasonable advertising and personalization promoting. In this way, a computerized advertising procedure for business entertainers is one of the right arrangements and doesn't struggle with approaches in the pandemic time. What's more, computerized advertising systems are additionally expected to win the opposition in the pandemic time.

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