

Optimizing Practices Digital Marketing to Increase Sales Results of Kumara Photography Services. Idn Amid the Covid-19 Pandemic

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ABSTRACT

This study aims to determine the extent to which digital marketing is used to stimulate sales of a specific service product, namely photography services. This pandemic makes it difficult for almost all efforts to market products, due to restrictions imposed by policy makers. Digital Marketing is one of the solutions for companies in marketing, because with digital marketing everything that is limited is very unlimited, and of course will affect the purchasing and promotion decisions made by Kumara. Idn as a photography service company. This study uses a descriptive qualitative approach that is utilizing literature studies and literature studies that focus on strengthening each description in this study. The results of this research are to provide an idea that digital marketing can be an alternative promotional strategy to influence purchasing decisions and will certainly affect product sales in Kumara Idn.

Keywords

Digital marketing, promotion, purchase decision

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Introduction

The business world in 2019 to 2020 was greatly influenced by the extraordinary event that we know as the Covid-19 pandemic, the last survey conducted by the Indonesian Institute of Sciences (LIPI) of 39.4% of businesses were categorized as bankrupt. A very large number amidst the government is seeking to increase Indonesia's economic figures through various economic stimulus programs, and of course this is a big blow.

One of the real sector businesses that was affected, starting from the category of micro, small and medium enterprises and medium to large businesses was affected by this extraordinary incident. Adaptation is the key word to be able to survive in a crisis like this, because the strategy of any company will be difficult if it cannot adapt to this situation.

Service companies, in particular, must be able to remodel and redesign their management strategies, especially in areas where engineering can be done in order to maintain a company. Lots of companies have finally decided to cut their human resources which of course are not in the condition of the company's assets. Then in order to survive the company issued its reserve funds to

just survive this crisis. Even to follow government regulations, all companies have a strategy of regulating their operational time.

What is interesting to discuss is how the company is able to optimize marketing when all physical activities are limited, meaning that the company must be able to reformulate the marketing concept that can be done in the midst of the Covid -19 pandemic conditions.

When physical activities with the concept of physical distancing are limited, all companies that want to survive must take advantage of digital marketing as the only way that companies can do it.

Kumara Idn, is a photography service company that explicitly specializes in photography lifecycle such as maternity, baby born, birthdays and graduations. Kumara Idn was born based on human needs in this era to fill their content social media with photos that contain elements aesthetic and have meaning.

The step marketing taken by this company is to optimize digital marketing, the authors assume that with optimization digital marketing, marketing steps will still be carried out even

though there are physical activity restrictions due to the Covid-19 pandemic.

This is also supported by the rapid development of information technology, where people are currently very concerned about information that can indeed be obtained from devices or gadgets that have been reached by the wider community. This data can be seen from the following table:

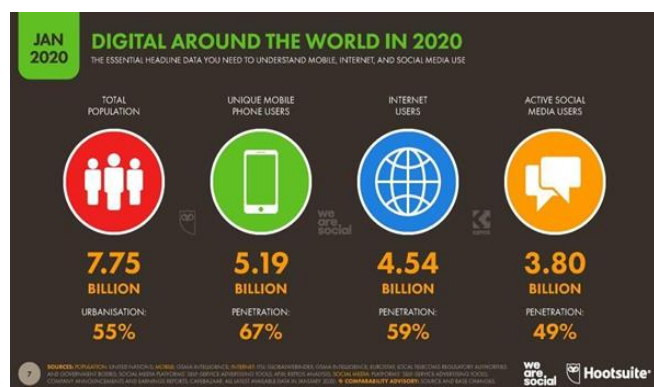


Figure 1. Hootsuite official website

With the figure above, you can imagine the magnitude of the role of the community in finding information through the platform social media and all internet-based services. For this reason, one of the marketing strategies in the present era is how to optimize all platforms internet-based as a promotional tool to influence purchasing decisions in society.

The purpose of this study is to determine optimization steps digital marketing what have been carried out and what the results are, for this reason the author gives the title of this research is Optimizing Practices Digital Marketing to Increase Sales Results of Kumara Photography Services. Idn Amid the Covid-19 Pandemic.

Theory Study

In this research, there are several theories which are used as the basis for this research. Here are the theories used:

Basic Concepts of Digital Marketing Technology

Digital has changed the way people communicate, act and make decisions. Marketing activities cannot be separated from the influence of

technology digital. Marketing strategy according to Kotler is the marketing logic used by companies in the hope that business units can achieve company goals [1]. The term-based marketing digital (Digital Marketing) has evolved from the initial marketing activities of goods and services using channels digital to a broader definition, namely the process of acquiring consumers, building consumer preferences, promoting brands, maintaining consumers, and increasing sales.

The concept of digital marketing originates from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as Search Engine Optimization (SEO). The use of searching through the internet developed in 2006 and in 2007 the use of devices mobile increased dramatically which also increased the use of the internet and people from all over the world began to connect with each other through social media [2].

Definition of Digital Marketing according to the American Marketing Association (AMA) is activities, institutions, and processes that are facilitated by technology digital in creating, communicating, and conveying values to consumers and other interested parties [3].

Sawicky defines digital marketing as the exploitation of technology digital that is used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs [4].

Digital Marketing is also defined as marketing activities that use internet-based media [5]. Social media allows businesses to reach consumers and build more personal relationships.

Zhu and Chen divide social media into two groups according to the nature of connection and interaction [6]: 1. Profile-based: that is, social media based on profiles that focus on individual members. This group's social media encourages connections that occur because individuals are attracted to the social media users (e.g. Facebook, Twitter, WhatsApp).

Content-based namely social media that focuses on content, discussions, and comments on the content displayed. My main goal is to connect individuals with content provided by certain profiles because they like them (e.g. YouTube, Instagram, Pinterest).

Social media has opened the door for businesses to communicate with millions of people about their products and has created new marketing opportunities.

Search Engine Optimization (SEO)

Search Engine Optimization is a series of processes carried out systematically with the aim of increasing the volume and quality of traffic from search engines to certain website addresses by utilizing the natural working mechanisms of the search engine algorithms.

According to Hernawati, SEO is a series of processes carried out systematically and aims to increase the volume and quality of traffic through search engines to websites certain by utilizing the search engine algorithm, which is called PageRank. The goal of SEO is to place a website in the top position of search results based on certain targeted keywords. Websites that occupy the top position in search results have a greater chance of getting visitors [7].

One of the SEO techniques is On Page. SEO optimization On page is an SEO method that is carried out directly on the blog or on the web itself and the results and effects can be felt directly by visitors' blog by looking at them graphically and also by search engine spider robots (by reading the code HTML pages). The application of these SEO techniques can be done by optimizing keywords website, web structure, content and images. In addition, optimization is also on the sitemap, link and robot.txt [8].

Unlike the SEO Technique On-Page which is more dominant in the optimization of the page web itself, SEO Technique Off-Page is an optimization process carried out from outside, namely by looking for backlinks and promoting the website. If both are done well, it will get good results too. Several ways can be done in optimization of Off-Page SEO, including by

promoting websites, social buzz, and backlinks. Maximizing SEO is Off-Page more likely to promote a website on social media or other. For backlinks it can be done with anchor text where there are sentences or words that directly lead to the website. Meanwhile, for promotion website and social buzz, it only includes social media features on the website.

Social Media Marketing

Social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues through internet technology [9]. Digital marketing facilitates sales promotion, such as the use of social media which is widely used by marketers [10]. Social media marketing is a process of promoting website their, product or service online and using social media to communicate with a much larger community. Social media marketing generates benefits for businesses, namely: (1) Providing exposure to the business; (2) Increase website traffic; (3) Increase search rankings; (4) Generate qualified leads; (5) Reducing marketing costs; (6) Increase sales.

According to As'ad and Alhadid, the indicators of Social Media Marketing are as follows [11]:

1. Online Communities: A company or a type of business can use social media to build a community around the interest in its product or business. Community spirit to build loyalty, encourage discussions, and contribute information, very useful for the development and progress of the business
2. Interaction: In social media allows for greater interaction with online communities, through information that is always up-to-date as well as relevant from customers.
3. Sharing of content: Sharing of content talks about the scope of individual exchange, distribution and receiving of content in social media rules.
4. Accessibility: Accessibility refers to the ease of access and minimal costs for using social media. Social media is also easy to use and does not require special skills.
5. Credibility: Credibility is described as sending clear messages to build credibility for what is said or done that relates emotionally to the target audience.

Trust is considered one of the keys to improving relationships with customers or with a particular brand, and it has been recognized that trust is a core variable for building long-term relationships with customers [12]. Social media marketing can be a solution as a means of interacting, exchanging information and presenting products or services to increase trust. The use of social media as a marketing tool is carried out because this marketing strategy offers various opportunities to achieve business goals, one of which is to build brand trust and people engagement. In a business context, people engagement can lead to profit creation [13].

Content Marketing

Content Marketing is a marketing strategy in which we plan, create, and distribute content that is able to attract the right target audience and bridge the needs of buyers with services that are sold which are expected to influence buyer behavior such as registering, buying, remembering or doing other goals. according to the content created. Content marketing has 2 important goals, namely attracting the audience and encouraging the audience to become customers. Content marketing can attract consumers by creating an engagement between customers through sharing content and the creativity of content with content that is relevant, meaningful, valuable and able to be an inspiration for potential customers of a company. Content Marketing has 5 dimensions, namely reader cognition, sharing motivation, persuasion, decision making, and factors [14].

Content on social media can be divided into four categories, namely informative, educational, entertainment, and testimonials. Informative content is content created to spread information. Educational content is content that aims to increase the knowledge of the target audience. Entertainment content is entertainment type content. This content tends to be more easily accepted and disseminated by the public because it is taken lightly and not too seriously. The last is testimonial content that contains third party opinions regarding information / products / services provided by the brand.

Results and Discussion

Keyword Planning and Analysis

Keyword Planning is the process of identifying keywords or keywords, which get a high number of search volumes per month. On the website Kumara Idn. the keywords that will be applied are "Family Life Cycle Photography" and "Photography to Bandung homes". Analysis of these keywords using the platform Google Trends. It is concluded that these keyword searches increased significantly in the middle of the mid-year between July and December 2020, and continued to increase in early 2021. So now is the right time to implement digital marketing on the Kumara Idn website.

Google Analytics

Google Analytics functions to calculate how the conditions website traffic conditions Website traffic can be seen from audience, acquisition, and behavior. In the category audience that will be used as a parameter include: (1) Overview/ Summary; (2) Technology/ Technology; (3) Mobile/ Cellular.

Apart from the audience, there is also acquisition. Use acquisition to see which channels the Kumara. Idn website was visited from. Behavior is used in order to find out how the habits user or users while browsing the website Kumara Idn. User analysis on the website Kumara Idn. will use time periods per 1 week.

Audience:

Overview/ Summary:

- a. Period 20 July 2020 - 27 July 2020, there were 8 users who visited the website Kumara Idn, but only saw 1 page in one session because there had not been any additional content on the website.
From 27 July - 03 August 2020, 17 users visited the website Kumara Idn. During this period there was no additional content added to the website either.
- b. Period 10 August 2020 - 17 August 2020, there are 20 users who visited the website Kumara Idn. where 5 of them are new users visiting. In this period, additional content has been added, especially in the section Gallery. So that traffic on the website has increased.
- c. From 18 August 2020 - 25 August 2020, there were 10 users who visited the website Kumara

- Idn. Two of them are new users visiting. In this period, there is no additional content, so traffic website decreases.
- d. From 26 August 2020 - 2 September, 12 users visited the website Kumara Idn. but only see 1 page because no additional content has been done on the website.
 - e. Period 3 September 2020 - 09 September 2020, there was an increase in visitors, namely 19 new users who visited the website Kumara Idn. In this period, the content has not been added to the website. Even during this period, new modules were being created.
 - f. Period 10 September 2020 - 16 September 2020, there is an increase from the previous period. There are 23 users, 7 of whom recently visited the website Kumara Idn. There has also been an increase in the number of page views, pages / sessions, average session duration and number of sessions per user. The bounce rate also decreased to 42.5%. During this period, content was also added, and has started promoting the website on social media Instagram.
 - g. For the period 23 September 2020 - 30 September 2020, there was an increase from the previous period, namely in users visiting the website, as well as page views and behind the scenes. Users seem more enthusiastic about viewing content the website Kumara Idn. And then there was an increase in the Bounce rate, namely to 71.43%.
 - h. Period 01 October 2020 - 07 October 2020, there was a decline in performance from the previous period. There are 10 new users out of 16 who visited the website Kumara Idn. The decline also occurred in other parts besides the Bounce rate, where the Bounce rate in this period was reduced to 56.67%.
 - i. The period 08 October 2020 - 15 October 2020, there was a slight increase in performance from the previous period. There are 16 new users out of 12 who visited the website Kumara Idn. There was also an increase in page views and user sessions as content was regularly updated. The bounce rate also decreased from 56.67% in the previous period to 39.11%.
 - j. Period 16 October 2020 - 22 October 2020, there are improvements and decreases in performance in certain parts. The increase occurred on the user part, while the decrease occurred in the user session share. The bounce rate also increased to 81.02%. This situation is caused by a lack of content updates.
 - k. The period 23 October 2020 - 30 October 2020, there are improvements and decreases in performance in certain parts. The increase occurred in the section on user sessions with the website Kumara Idn. What increased significantly was the user's average session duration to 1 minute 36 seconds, which was due to the added content. Bounce rate was slightly reduced to 81%.
 - l. Period 31 October 2020 - 06 November 2020, there was a decline in performance compared to the previous period. The decline was caused by the absence of adding or updating content. However, the Bounce rate decreased to 74.33%.
 - m. Period 07 November 2020 - 13 November 2020, there are improvements and decreases in performance in certain parts. There is a decrease in users visiting the website. A significant increase occurred in the user sessions of visitors' website Kumara Idn. visitors Website seem to take longer to visit the website with an average duration of 10 minutes 23 seconds. The bounce rate has also decreased to 50%. This situation is caused by adding content to the website.
 - n. Period 14 November 2020 - 20 November 2020, there is an increase and decrease in performance in certain parts. There is an increase in users visiting the website. The decrease occurred in the user sessions of visitors' website Kumara Idn. visitors Website increased to 28 new users from 36 users who visited. The bounce rate in this period increased to 86.33%.
 - o. Period 21 November 2020 - 28 November 2020, there is an increase and decrease in performance in certain parts. There is an increase in users visiting the website. The decrease occurred in the user sessions of visitors' website Kumara Idn. visitors Website increased to 32 new users from 38 users who visited. The bounce rate in this period increased to 88.44%.
 - p. Period 29 November 2020 - 05 December 2020, there are improvements and decreases in performance in certain parts. There is a decrease in users visiting the website. A significant increase occurred in the user

sessions of visitors' website Kumara Idn. visitors Website seem to take longer to visit the website with an average duration of 11 minutes 23 seconds. The bounce rate has also decreased to 45%. This situation is caused by adding content to the website.

This section describes the technology (in this case the web browser) that users use to visit the website Kumara Idn. From all the data obtained from Google Analytics, a trend graph has been created that describes the browser users use to visit the website from the first week to the last week. The graph is as follows.

Technology

Table 1. User browser

Period	Chrome	Safari	Internet Explorer	Safari (in-app)	Android Webview	Firefox	Edge	Opera
Week 1	1	1	0	0	0	0	0	0
Week 2	4	0	0	0	0	0	0	0
Week 3	3	1	0	0	0	0	0	0
Week 4	0	1	1	0	0	0	0	0
Week 5	2	0	0	0	0	0	0	0
Week 6	3	0	0	0	0	0	0	0
Week 7	5	1	0	0	0	0	0	0
Week 8	8	3	0	2	1	0	0	0
Week 9	7	2	0	0	0	1	0	0
Week 10	9	2	0	1	1	0	0	0
Week 11	9	1	1	0	0	0	0	0
Week 12	6	0	0	1	1	1	0	0
Week 13	4	0	0	1	2	0	0	0
Week 14	5	0	0	2	0	0	0	0
Week 15	9	7	0	1	2	1	2	1
Week 16	11	9	0	1	2	1	2	1
Total	78	21	2	8	7	3	2	1

Table 1 shows the data statistics of browsers that users use. From this table and figure it can be concluded that users who visit the website Kumara Idn, more using Google Chrome browser with 78 total users and more users visiting per week based on trend graph.

This section describes the devices mobile that users use to visit the "X" website. From all the data obtained from Google Analytics, a trend graph has been created that describes the devices mobile that users use to visit the website from the first week to the last week. The graph is as follows:

Mobile/ Cellular

Table 2. Device mobile user

Period	Apple	Samsung	OPPO	ASUS	Xiaomi	(Not Set)	Vivo
Week 1	1	0	0	0	0	0	0
Week 2	0	0	0	0	0	0	0
Week 3	1	0	0	0	0	0	0
Week 4	1	0	0	0	0	0	0
Week 5	0	0	0	0	0	0	0
Week 6	0	0	0	0	0	0	0
Week 7	1	1	0	0	0	0	0
Week 8	5	0	1	0	0	0	0
Week 9	1	0	0	0	0	0	0
Week 10	2	1	0	1	0	0	0
Week 11	0	0	0	0	2	0	0

Week 12	0	1	0	0	0	1	0
Week 13	1	2	0	0	0	0	1
Week 14	2	1	0	0	0	0	0
Week 15	9	3	1	1	0	0	0
Week 16	12	4	1	2	0	0	0
Total	27	10	2	3	2	1	1

Table 2 and Figure 2 show the trend graph of the device mobile users use. From this figure it can be concluded that users who visit the Kumara Idn more use devices mobile Apple-branded with 27 total users.

Acquisition

In the sub-chapter of acquisition, we will discuss how and where the "X" website has been accessed. Many users visit the website directly without going through other media (directly typing in the web address and visiting the web). Followed by using social media. These 2 media are the most widely used media to access websites.

Instagram



Figure 2. Instagram Kumara Idn.

Instagram for Kumara Idn, already has some content. There were 116 posts and 1,273 followers before the stage was carried out digital marketing. Here are the details:

- (1) Posts: 114 posts;
- (2) Followers: 324 followers;
- (3) Following: 296 following

Instagram Kumara Idn's before carried out, it was digital marketing was not connected to the Website or Facebook, because the two media had not been created.

Some of the deficiencies in the social media used are in the content of the content and the time to upload the content. The content of the content in question is lacking, such as a lack of information about contacts, and limited audience because it only uses 1 social media. These deficiencies are caused by a lack of staff experience, limited time in managing social media, and limited content uploaded.

The processes that will be carried out in order to achieve the target on social media Instagram are as follows: (1) Determining the right content that matches the Target Audience; and (2) Analyzing the right time to upload content on Instagram.

After carrying out these stages, the next stage is to carry out and analyze the stage Digital Marketing. Examples of content implementation are as follows:



Figure 3. Example of posting

In Figure 5, some elements in 1 post are shown, including: (1) Captions that are interesting and invite users to use services; (2) A description of

the website and Facebook in the caption; (3) The use of hashtags to attract more audiences.

After applying the elements above, we can analyze the insights contained in the posts that have been uploaded.

With some of the things that have been discussed above, after done digital marketing is by utilizing several types of platforms internet-based.

The following is the sales data of Kumara Idn for a period of 16 weeks spanning 20 July 2020 - 5 December 2020:

Table 4. Table of sales results based on information sources customer so that they decide to use services

Period	Website	Walking Costumer	Social Media
Week 1	2	1	2
Week 2	1	2	2
Week 3	1	1	2
Week 4	3	1	1
Week 5	4	1	2
Week 6	2	1	1
Week 7	1	0	1
Week 8	2	1	3
Week 9	3	2	4
Week 10	3	2	6
Week 11	2	1	5
Week 12	1	0	4
Week 13	4	0	6
Week 14	2	1	5
Week 15	3	2	4
Week 16	5	2	5
Total	39	18	53

From the above table, we can see that the total acquisition customer by 39 clients then the website is currently considered effective to do because in addition to costs that are affordable, but still must be maintained in terms of the provision of information and content that is always interesting as a part of decision-making use of the service.

For walking costumers, as we can see from the acquisition, it can be concluded that with the Covid-19 pandemic, where many people have not been able to mobilize much, it can be predicted and confirmed that in terms of numbers the cost of the customer is not optimal.

The last and most significant figures were obtained from social media or explicitly, namely accounts Instagram which reached 53 clients. For a figure of this size and the biggest among platforms other, social media, if managed properly, can be very significant for sales. The influence of Social Media Marketing through Instagram on consumer purchase interest is significant. Based on the results of partial

hypothesis testing, it was found that the context, communication and connection sub-variables had a significant effect on buying interest (Arif, 2015).

Conclusion

Changes in strategy during the current Covid-19 pandemic are things that must be done by companies, especially changing conventional marketing concepts by optimizing digital marketing. With a variety of facilities or platforms different and varied. So the company can be very easy to maneuver or implement its corporate strategy according to market segmentation and potential market.

Through this research, it can be concluded, for the photography service business carried out by Kumara Idn, it has obtained many clients from its social media, although platforms other also have potential, they must focus on being developed and paid attention, especially regarding updates from the information itself.

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