

# Digital Marketing Communication in the Covid-19 Outbreak

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## ABSTRACT

Digital marketing communication is directed to profiled targets, which are active in the communication process. Every communication flow can ask for an information answer from the market. Marketing communication is a form of communication that aims to strengthen the marketing strategy and communication applications to help the marketing activities of a company. In addition, the marketing communication activities are intended to introduce, establish and create interactions between companies with business partners and customers, and is an attempt to communicate the company, the products or services to outside business partners, suppliers and consumers. Marketing communication strategies in consumer goods marketing should be able to achieve the goal of marketing, that is satisfy to the customers. The purpose of this research is to see how digital marketing communication strategies can affect the increase in sales and number of customers' in Indonesian Chamber of Commerce and Industry in the Covid -19 outbreak. The research method used is descriptive qualitative. The results of this study show that the development of information technology is necessary for the community to support a variety of business activities both large and small. One of them is using digital marketing in the marketing system of a business unit to increase sales volume and the number of consumers that affect competitiveness in the Covid -19 outbreak.

## Keywords

Marketing communication; digital marketing, Covid -19

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## Introduction

The Pandemic Corona Virus Disease 2019 (COVID-19) was announced by WHO (World Health Organization) on March 11 2020. Reported Covid-19 incidents to the public for the first time on the 31<sup>st</sup> January 2020 in Wuhan, Hubei Province, PRC. Entering the third week of April 2020, there were more than 170,000 victims died, as many as 640,000 recovered of the total that was confirmed positive as many as more than 1.4 million people (www.corona.help.com, 2020). Bhargavaa (2020) stated that survival figure the high life will give positive contribution to growth the economy. On the other hand, Covid-19 has resulting in mortality rates is high (Taufik, 2020). Covid-19 has caused economic shocks, which affect economy, individually, micro, small, medium or large, even affect the country's economy by coverage scale from local, national, and even global. McKibbin (2020) stated that the Covid-19 outbreak can occur significant impact on the economy global in the short term. Scenario it shows the scale of the costs could possibly be avoided by investing in the health system communities in all countries especially in least

developed countries and those with high population.

Indonesia is announced to be affected virus by President Joko Widodo on 2 March 2020, at the same time as a disaster. National Agency Disaster Management (BNPB) online specifically called Covid-19 as non-natural disasters (non-natural disasters) on a national scale. Compared to events on 2003, when the SARS case occurred impact on slowing it down the Indonesian economy up to 0.03 percent. Covid-19 Dressing Up spread faster than SARS (Liu, 2020) and victims' deaths were higher than SARS and MERS (Wu, 2020).

In developing new business innovations, an understanding of customers is needed, the benefits that the company provides to customers, and the benefits derived from these innovations (Hargadon, 2015). Business innovation is one of the strategies that companies can use to strengthen the company's position in the market. This also applies to our country Indonesia, where the acceleration of innovation also plays an important role as one of the key strategies to strengthen the position of the Indonesian state in business

competition in Southeast Asia, as can be seen that the projected economic growth with accelerated innovation will increase from year to year. To prepare for an increasingly selective situation in facing economic projections, companies must not forget the consumer culture that is currently developing. Companies must realize that in today's technology era, there is a shift in consumer culture. Consumers are no longer just looking for information through conventional media but there has been a switch to digital media.

### Literature Review

#### Digital Marketing Communication

The role of digital technology as a business enabler is substantial in cutting transaction costs, boosting efficiency and productivity, reaching markets, creating engagement with consumers, and sharing resources. Digital marketing communication also combines psychological, humanist, anthropological, and technological factors which will become a new medium with a large capacity, interactive, and multimedia. The result of the new era was the interaction between producers, market intermediaries and consumers. There are four components as the biggest drivers that make the digital marketing communication industry very promising in the next five years. First, Indonesia has a huge market. Meanwhile, only 0.1 percent of goods or products enter the digital industry. Second, there will be massive amounts of money going into the digital marketing industry. Third is government support, in this case Jokowi made an e-money regulation targeting the lower middle class - which incidentally has a very large market in Indonesia. Technology will follow where money moves and it is predicted that within the next year Indonesia will become the largest e-money player in the world. Fourth, Indonesia will become a high level distribution, with a new government plan to build toll roads that can connect all islands in the archipelago (Yadav, 2015).

Business people must have different knowledge, paradigms and skills about the world of online business and marketing. The internet is a very large distribution channel. There are many opportunities as well as challenges that must be faced by marketers who want to successfully run

marketing programs in this digital era. Nowadays, doing traditional marketing is not enough. Marketers need a "modern marketing" model with digital marketing as a solution (Pickton, 2005).

The concept of digital marketing communication is a marketing concept that focuses on developing the internet or digital marketing communication with three development categories: namely (1) content marketing, (2) search engine marketing and (3) website & social media strategy. These three things are a solution for Small and Medium Industry to compete and succeed in the digital era. The main benefits that are felt after implementing the concept of digital marketing communication are being able to reach a better target market, increase sales, and build digital branding at a more efficient cost (Kotler 2012).

#### Digital Marketing

The basis of marketing is communication and marketing can be so powerful if combined with effective communication and efficient. How to attract consumers or the public becomes aware, knows and wants to buy a product or service through a communication channel is not something that is easy (Prisgunanto, 2006). Definition of communication according to Hovland et al. read, "Communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of the other individuals". The definition implies that communication is a social process that occurs between the least two people, where the individual sends the stimulus to others. The stimulus can be referred to as messages which are usually in verbal form, where the delivery process is carried out through channels communication, and there is a change or response against the message conveyed.

Definition of marketing according to Kotler and Keller (2007), "Marketing is a process social in which individuals and groups get what they need and want by creating, offering, and freely exchange that product value with other parties ". From that definition it seems that marketing is all-encompassing business activity system starting from planning, pricing, promotion and distribution goods and services to meet needs and consumer desires with service quality. The relationship

between marketing and communication is a close relationship. Communication is a process by which thinking and understanding is conveyed between individuals, or between companies and individuals. Communication in complex marketing activities, not as simple as talking with friends or family. Form of communication the more complex ones encourage delivery message by the communicator to the communicant, through the right communication strategy with the process careful planning. Marketing consists of a mix strategy marketing (marketing mix) where the organization or companies develop to transfer value through exchange for its customers. Kotler and Armstrong (2008) argue that, "The marketing mix (marketing mix) is a collection of controlled tactical marketing tools which the company combines to produce the response it wants in the target market". The marketing mix consists of four components usually called the "four P's (4P)" namely the Product, Price, Place and Promotion. Product means a combination of goods and services that the company offers to the market target. Price is the amount of money that is must be incurred by the customer to acquire product. Place includes activities companies that make products available to target customers. Promotion means activities that convey product benefits and persuade customers to buy it. When combined, marketing communications represents a combination of all elements in marketing mix, which facilitates exchange by targeting brands for a group customer, differentiating brand position with competitor brands by creating a meaning disseminated to its customers.

Kotler and Keller (2012) stated that, "Marketing communications are means by which firms attempt to inform, persuade, and remind consumers - directly or indirectly - about the products and brands they sell". That is, marketing communication is a means that the company uses in an attempt to inform, persuade, and remind consumers either directly or indirectly direct about the products and brands that they are selling. Combining marketing studies and communication will produce a new study called marketing communication. Marketing communications is a form of communication that aims to strengthen the marketing strategy, use reach a wider market segment. Company using various forms of communication marketing to promote what is they

offer and achieve financial goals. Marketing activities that involve activities communications include advertising, salespeople, store signage, place of purchase display, product packaging, direct-mail, product samples freebies, coupons, publicity, and communication tools other. Overall, the activity mentioned above are components promotion in the marketing mix (Shimp, 2003). The marketing aspect is that aspect most important among other aspects. This matter because marketing is an aspect productive. And because it is productive that is, marketing communication is the cutting edge of the company is not just for just maintain life, but also to be able to compete with other competitors.

### Promotion

According to Fill (2002), "Promotions are all forms of communication used to give (inform), to persuade, or remind people about the products the organization produces, individual or household". Promotion is one way companies do message-through-message communication designed to stimulate conscious events (awareness), attraction (interest), and ending with the act of purchase which is carried out by the customer for a product or service company. Companies usually use advertising, sales promotion, manpower mobilization sales, and public relations as conveying the message with aim to be able to attract attention and interest society. The purpose of promotion is simple (Kotler, 2003) is divided into three types, namely, provide customer information about the product or new features such as creating a need, influence customers to buy brands others, and remind customers about brands that belong to standard setting brand approach. In real, promotional purposes contains three elements of giving information, influence and remind to its customers about the company and products offered.

In marketing studies, promotional activities effective and efficient can be entered as part of the Mix marketing communications. Mix marketing communications is an amalgamation of the five modes of marketing communication, advertising, sales promotion, public relations, personal selling, and direct selling (Mishra, 2012). In communication there are elements which supports communication behavior. Process communication

occurs when supported by the existence source, message, communication channel and receiver. These elements are presented from several models communication experts then who became the main element in the communication process.

### Methodology

This research used a descriptive qualitative method which focuses on the interaction process between researchers and existing events to understand these events naturally. Pop (2011) stated that qualitative descriptive research is one of the types of research included in the type of qualitative research. The purpose of this research is to reveal events or facts, circumstances, phenomena, variables and circumstances that occurred during the study by presenting what actually happened. This research interprets and describes data related to the current situation, attitudes and views that occur in a society, the conflict between two or more conditions, the relationship between variables that arise, the differences between existing facts and their effect on a condition, and so on. The methods of data collection are carried out by observation, interviews, and documentation. Observations were made on Indonesian Chamber of Commerce and Industry's website and Instagram to find out more about the activities carried out so far. While interviews, using in-depth interview techniques with sources. In-depth interviews are not rigid, unstructured, non-standard, and open with conducting online meetings through the zoom application to understand the views of the resource persons related to the research problem being discussed. There were five informants who were interviewees. Then the documentation used in this research was a screen capture of the researchers' observations on Indonesian Chamber of Commerce and Industry's website and Instagram.

### Results and Discussion

#### Community Brand Awareness to Positioning of Indonesian Chamber of Commerce and Industry

Regional Leading Product Development Program in the form of Utilization of [www.kadin-indonesia.com](http://www.kadin-indonesia.com) as the implementation of digital

marketing communication based on local wisdom was greeted enthusiastically by the Industry and Trade Service and partners, namely representatives from MSMEs. Therefore, it is important for MSMEs. as a business actor to understand and understand how to effectively provide information through the use of Search Engine Optimization (SEO) and also viral communication.

#### Implementation of Digital Marketing Communication in Website Utilization [www.kadin-indonesia.com](http://www.kadin-indonesia.com)

The marketing concept that they understand is still dominated by conventional marketing concepts that are far from the 4.0 Industrial Revolution. Therefore, the participants were very grateful to the service team for their efforts to increase the capacity of partners. Indonesian Chamber of Commerce and Industry is actually good in branding because the existing brand attributes use local wisdom. The concepts of Business to Business (B2B) and Business to Customer (B2C) in world marketing were introduced by the service team to the participants. Using a digital platform, it will open up wide opportunities for industry players in metal centers to meet buyers (in this case B2B practice), or meet directly with end users (B2C). But the difference is that communication is no longer one-way, but there is interactivity between the parties involved.

Digital marketing communication is introduced as a marketing concept that focuses on internet development or digital marketing communication with three development categories: namely (1) content marketing, (2) search engine marketing and (3) website & social media strategy. Digital marketing strategies have an effect of up to 78% on the competitive advantage of MSMEs in marketing their products. There are many advantages that can be obtained, among others, Target is set according to demographics, domicile, lifestyle, and habits; Results can be seen quickly so that marketers can take corrective action or changes that occur are deemed inappropriate; The cost is much cheaper than conventional sale; The reach is wider because it is not limited; Can be accessed anytime without limited time; Results can be measured, for example the number of site visitors, the number of consumers who make



online purchases; The campaign can be personalized; Can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

Meanwhile, Cahnyani (2019) has successfully identified the business value of the use of digital marketing for MSMEs, including the creation of sustainable marketing channels; increase in short-term income and long-term sales; decrease in advertising costs by up to 70%; reduction in overall marketing costs; creation of competitive advantage; ease of promotion across new media platforms; increased popularity of brands and products; and the introduction of the organization or company to the community.

The development of local content and character is an important key to optimizing digital technology. Local wisdom that can be used in the adoption of digital marketing communication. The right implementation of digital marketing communication can bring high engagement to consumer emotions. Comprehensive involvement also means paying attention to local wisdom and integrating it in activities. Local wisdom is an idea or basic knowledge that develops in society regarding the balance of life and nature, which is continuously passed down and becomes a guide for life in society. Many literatures explain that local wisdom can be abstract or concrete and is constantly believed, can be in the form of norms, customs, culture, language and daily habits. Comprehensive involvement in digital marketing communication can increase and strengthen consumer loyalty to certain brands.

### **Significance of [www.kadin-indonesia.com](http://www.kadin-indonesia.com) Content in Brand Building**

Content is one of the keys to success in building a brand. Some things that must be considered in creating content are consistency, relevance, value and brand story. Content is made not only to provide information to the target audience but also to touch emotions for those who read or see it so that it can create engagement with consumers, reach a wider market, and open up the potential for sharing resources or collaborating.

Content marketing at small and medium industries in Indonesian Chamber of Commerce and Industry, which used to be only perfunctory, was changed with a contemporary touch that was positive and informative and directly involved consumers. Storytelling is key here. The partners were given the task of exploring the experiences of their buyers, which were then translated into a marketing content uploaded on [www.kadin-indonesia.com](http://www.kadin-indonesia.com). In creating content, participants are taught about creating a clear strategy based on the SWOT and PESTLE analysis that have been made together, for several weeks' partners are invited to think about what they want to convey to buyers or consumers, how partners will package an integrated and complete story through storytelling and copywriting to describe the brand you want to build and what things you want to achieve through this content. Because the market shares for overseas, the language provided is also bilingual, namely using Indonesian and English as well. In addition, the content used is not only in the form of writing but also combines product visuals and videos to provide the desired brand story holistically.

### **Conclusion**

The Covid -19 outbreak has an impact on human life, including in the industrial world. In the era of the internet of things, sentiment changes in market behavior predominantly lead to digitalization efforts. This is what must be addressed wisely and responsively by the Government and Indonesian Chamber of Commerce and Industry as policy makers and regulators, as well as Small and Medium Industry players in order to survive in a competitive climate. As a developing country, improving the quality of technology-based Small and Medium Industries in Indonesia must be encouraged. This is because they are one of the main drivers of the domestic economy in the midst of global economic conditions.

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