ONLINE MEDIA LITERACY OF CULINARY MSMES TO INCREASE SALES DURING THE PANDEMIC AND AFTER COVID-19

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ABSTRACT

This PPM activity aimed to provide literacy through socialization and direction regarding the use of various online media to culinary MSME actors in the district and city of Bandung, West Java in an effort to increase product sales in the midst of the Covid-19 pandemic and during the recovery period from pandemic conditions. The decline in economic levels in various sectors was one of the most serious impacts of the COVID-19 pandemic, as experienced by culinary MSME entrepreneurs in Indonesia, including culinary MSME entrepreneurs in the district and city of Bandung. The decline in sales levels for culinary MSME business actors had resulted in a decline in income and welfare levels. The presence of online media as a technology that could help and facilitate culinary MSME business actors as a strategy to carry out promotions with the aim of increasing sales in the midst and the recovery period of the Covid-19 pandemic. The method in this PPM activity was through literacy for culinary MSMEs through socialization activities, briefings, and sharing pamphlets. This PPM activity was expected to produce output to provide solutions for culinary MSME actors to be able to increase sales of their products through the use of online media in the midst and the recovery period of the Covid-19 pandemic. From this PPM activity, it is suggested that culinary MSMEs be more active in participating in activities such as workshops or training to improve their ability to do business digitally or online.
INTRODUCTION

The presence of online media is a technology that can help and make business easier for business people. Through online media as a strategy for carrying out promotions with the aim of increasing sales, the research results showed that online media had a positive effect on the stability of business life. Online media is considered the fastest medium for sharing information with consumers. Apart from the fact that consumers are very closely related to online media, this media is also very fast and cheap in spreading promotional messages to consumers. (Pasaribu, 2021) Business done online will be more profitable than business done offline. One of the reasons is the cheaper operational costs for running an online business compared to an offline business where operational costs such as renting a place, employee costs and tax costs can be reduced. (Lustono & Laila Cahyani, 2020). Apart from cheaper operational costs, another advantage of doing business online is that it can reach a wider marketing reach and there are no geographic and time limitations. Business people need effective marketing media with the aim of expanding their market share through social media as a marketing tool (Puspitarini & Nuraeni, 2019). While according to (Mardiani & Imanuel, 2013), The convenience and advantages of online transactions are time saving and energy saving.

The increasing number of online media users and the increasing public need for information encourages business people to use online media as a medium for marketing their products. One form of application of online media is social media. Social media is a marketing communication tool that can be categorized based on the reasons or motivations of marketers for using social media (antecedents) and the targets of marketing programs (consequences) that can be achieved by using social media. (Moriansyah, 2015). Social media has become the main pillar in conveying information. Social media can be used to socialize programs and policies, introduce Indonesian products and potential, restore and improve the image of tourism and social media can be used as a means of community learning (Suryani, 2015). Social media plays a very important role in increasing online sales during the Covid-19 Pandemic. During the Covid-19 pandemic, social media is a meeting place for buyers and sellers. Sellers sell their merchandise and buyers can search for the items they need (Manik Pratiwi, 2020). The results of the research showed that there was a positive and significant relationship between the use of digital media and sales levels of 60.2%, so it can be said that the higher the use of digital media, the higher the sales level. (Ayuni et al., 2019).

The use of online media is very much needed, especially in the midst of the Covid-19 pandemic and during the recovery period from the pandemic. Culinary MSMEs in the district and city of Bandung, most of which still rely on manual sales, are greatly impacted by the Covid-19 pandemic conditions, so starting from these conditions, in an effort to help culinary MSMEs in the district and city of Bandung, we took the initiative to carry out Community Service activities. In this Community (PPM). This series of PPM activities includes making pamphlets as a literacy medium for culinary MSME actors in the district and city of Bandung, compiling a questionnaire regarding the use of online media for culinary MSME actors, conducting surveys in the form of interviews and filling out questionnaires.
for culinary MSME actors, then conducting analysis and compiling reports on the results of surveys and interviews from culinary MSME actors, and in the final stage was carrying out follow-up actions by visiting MSME actors in the district and city of Bandung to provide literacy about strategies for increasing sales through online media, providing assistance and guidance on using online media and seeing sales progress after using online media.

Ultimately, this PPM activity is expected to produce output that can provide solutions for culinary MSME actors to be able to increase sales of their products through the use of online media in the midst of the Covid-19 pandemic and during the recovery period from the pandemic conditions. Apart from that, increasing sales from culinary MSME actors will indirectly increase national economic growth.

This PPM activity aimed to provide literacy through socialization, direction, assistance and guidance regarding the use and utilization of various online media to culinary MSME actors in the district and city of Bandung to increase sales of their products.

COMMUNITY SERVICE METHOD

This activity is a form of Community Service (PPM) activity at Universitas Padjadjaran, Bandung carried out by four lecturers and six students. The partners who were respondents in this activity were culinary MSME actors in Bandung district and city, totaling 60 culinary MSMEs consisting of 45 MSMEs in Bandung city and 15 MSMEs in Bandung district. The MSME owners consisted of 40 male owners and 20 female owners with a range of ages and education as in table 1 and figure 1.

<table>
<thead>
<tr>
<th>Range of Ages</th>
<th>Number of Owners (people)</th>
<th>Ratio (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 21 Years</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>21-30 years old</td>
<td>21</td>
<td>35</td>
</tr>
<tr>
<td>31-40 years old</td>
<td>7</td>
<td>11.67</td>
</tr>
<tr>
<td>41-50 years old</td>
<td>16</td>
<td>26.67</td>
</tr>
<tr>
<td>Over 50 years old</td>
<td>13</td>
<td>21.67</td>
</tr>
</tbody>
</table>

Source: Survey results

The age range of culinary MSME owners was dominated by the age range of 21-30 years, namely 21 people or 35%. Meanwhile, the education of culinary MSME owners was dominated by high school education, 25 people or 41.67%.

Figure 1. Education of Culinary MSME Owners (people)

Source: Survey results

For the products sold, 36 MSMEs sold food products only, 6 MSMEs sold beverage products only, and 18 MSMEs sold food and drinks. Meanwhile, the number of employees was shown in table 2. Most of the MSME respondents had a number of employees between 1-5 employees.
The survey results obtained that 50 MSMEs or 83% of respondents were culinary MSME business actors using their own capital.

The method for this PPM activity was through literacy for culinary MSME actors through outreach activities, briefings and sharing pamphlets. The stages of implementing activities are as follows:

1. Making pamphlets as a media for literacy for culinary MSME actors. The lecturer's involvement in this program was designing and making pamphlets as a media for literacy for culinary MSMEs in the district and city of Bandung.

2. Developing a questionnaire, namely the lecturer designed and compiled questionnaire questions for interview material for culinary MSME actors in the district and city of Bandung.

3. Conducting surveys and interviews with culinary MSME actors in the district and city of Bandung online, offline and hybrid. Students conducted surveys and interviews with culinary MSME actors in the district and city of Bandung online, offline and hybrid. The people surveyed and interviewed were culinary MSME actors in the district and city of Bandung.

4. Preparing a report on the results of surveys and interviews from culinary MSME actors. The lecturer compiled a report on the results of surveys and interviews from culinary MSME actors in the district and city of Bandung.

5. Following up on survey and interview results by providing literacy to culinary MSME actors. Lecturers followed up on

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**Table 2. Number of employees**

<table>
<thead>
<tr>
<th>Number of employees (people)</th>
<th>Number of employees</th>
<th>Ratio (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No employees</td>
<td>17</td>
<td>28.33</td>
</tr>
<tr>
<td>1-5 employees</td>
<td>29</td>
<td>48.33</td>
</tr>
<tr>
<td>6-10 employees</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>11-20 employees</td>
<td>5</td>
<td>8.33</td>
</tr>
<tr>
<td>Above 20 employees</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Survey results

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**Figure 2. Business Place Category**

Source: Survey results

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Of the 60 culinary MSMEs who were respondents, the majority of culinary MSMEs, namely 20 MSMEs (33.33%) had business premises in the form of permanent stall buildings and 17 MSMEs (28.33%) had business premises in the form of shops or shophouses.

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**Figure 3. Type of Business Ownership**

Source: Survey results
the results of surveys and interviews by providing literacy to culinary MSME actors through outreach, briefings and sharing pamphlets. The people who received literacy were culinary MSME actors in the district and city of Bandung.

IMPLEMENTATION AND RESULTS OF SERVICE

This PPM activity raised the topic of Literacy in the use of online media among culinary MSME actors in the district and city of Bandung in an effort to increase sales during the pandemic and recovery period from the Covid-19 pandemic. In this activity, the author divided it into 2 time periods, namely the pandemic period starting in mid-March 2020 and the pandemic recovery period starting in early 2023.

The form of literacy carried out was by making pamphlets regarding the introduction and use of online sales through various online media. To find out the problems and obstacles faced by culinary MSME actors, a survey and interviews were conducted with culinary MSME actors in the district and city of Bandung.

From the results of surveys and interviews conducted with 60 culinary MSMEs which were divided into 45 culinary MSMEs in the city of Bandung and 15 culinary MSMEs in Bandung district, all of the MSMEs surveyed and interviewed already knew about online media but those who understood how to use online media were 48 out of 60 culinary MSMEs or 80%. The online media used included: WhatsApp, Instagram, Line, Facebook, GrabFood, GoFood, ShopeeFood, Tokopedia, Blibli, and Tiktok.

The obstacles or difficulties experienced by culinary MSME actors in the initial stages of using online media for business purposes were difficulties when carrying out registration administration with online media companies, confirming the product registration process on online applications which took quite a long time, and difficulties in creating product content to be sold. Apart from that, there were several technical problems that became obstacles, for example difficulties in operating the application, internet quota problems, and internet connection problems.

From the survey results, it was also found that there were disadvantages for culinary MSME actors in using online media, namely if there was a cancellation of orders from consumers due to difficulties in finding drivers to deliver food orders.

**Figure 4. Use of Online Media by Culinary MSMEs Before and During the Covid 19 Pandemic**

![Graph showing use of online media before and during the pandemic](Source: Survey results)

Before the Covid 19 pandemic, 41 of the 60 culinary MSMEs interviewed or 68.33% had used online media to sell their products, while 19 MSMEs or 31.67% had not used online media. During the Covid 19 pandemic, there were 56 MSMEs or 93.33% of MSMEs interviewed who used online media to sell their products. This showed an increase in the use of online media
During the pandemic by 25%, while those who did not use online media during the pandemic were only 6.67%.

During the Covid 19 pandemic, the income of most culinary MSMEs had decreased. From the results of a survey of 60 culinary MSMEs, culinary MSMEs experienced a decline in income during the pandemic of 41.67%. Meanwhile, culinary MSMEs experienced an increase in income of only 26.67% and those that were not affected by the pandemic were 31.67%.

**Figure 5. Culinary msme income during the covid 19 pandemic**

Source: Survey results of culinary MSMEs in the district and city of Bandung

The decline in income due to the Covid 19 pandemic had triggered MSMEs to struggle and try to maintain their businesses, one of which was by utilizing online media facilities. From the survey results, it was found that since using online media, 78.33% of culinary MSMEs had experienced an increase in sales so they felt the importance of online media in helping market their products. Another benefit felt by culinary MSMEs since using online media was the ease of marketing products on a wider scale.

In terms of making sales during the pandemic, 41 out of 60 MSMEs or 68.33% chose to make sales face to face while using online media, 18.33% made sales face to face, and those who chose to only use online media was 10%, while the rest chose to make sales in accordance with government regulations.

From the results of surveys and interviews conducted with 60 culinary MSMEs, information was obtained on several sales strategies used by culinary MSMEs during the Covid-19 pandemic, including:

- Providing discounts for those who had been vaccinated
- Providing purchase bonuses and purchase packages at cheaper prices than buying individually
- Carrying out promotions using a unique name, for example: pandemic package/Covid 19 package) at a cheaper price
- Creating various new menu variants
- Creating member cards for customers
- Holding promotions on big days or holidays
- Providing free testers to customers
- Promoting on social media through unique posters and creative videos
- Collaborating with other culinary MSMEs through collaborative culinary events

The restrictions on operating hours during the pandemic caused culinary MSMEs to experience a decline in income. This caused culinary MSME actors to hope that there would be leeway in their activities by increasing operational hours so that culinary MSME actors could carry out offline sales optimally. Apart from that, another hope was that there would be assistance and support from the government in making it easier to obtain business capital, reducing prices of
raw materials, and holding various training or workshops for culinary MSME actors.

**Figure 6. Counseling/Training on the Use of Online Media**

Of the 60 MSMEs interviewed, only 26.67% had attended counseling/training on the use of online media for business. Meanwhile, 73.33% had never received counseling/training about using online media for business.

During the Covid 19 pandemic, the majority of culinary MSME actors, namely 80%, had never received assistance from the government, and only 20% had received assistance from the government. This was thought to occur due to limited access to information. The assistance provided by the government for MSMEs during the pandemic was in the form of BPUM (Productive Assistance for Micro Enterprises), BLT UMKM was IDR 1.2 million, basic foodstuff assistance, and cash assistance of IDR 1 million.

**Figure 7. Assistance from the Government during the Pandemic**

Based on the results of surveys and interviews, it was found that several plans for culinary MSME actors after the pandemic ended included opening a restaurant for 24 hours, opening a new branch, renovating their business premises, expanding their business premises, innovating products, franchising, collaborating with other brands, holding culinary events, and establishing collaboration with other culinary MSMEs.

**CONCLUSION**

MSMEs played a big role in marketing products. The COVID-19 pandemic that had occurred had forced all individual economic actors to adapt in every aspect of life, including marketing culinary products by MSMEs. One way for culinary MSMEs to adapt was by implementing a digital sales strategy through online media.

Based on data, culinary products produced by MSME actors in Indonesia were products that had great potential for development. Surveys and interviews regarding the use of online media to increase sales during the pandemic and the recovery period from the pandemic were conducted with 60 culinary MSMEs in the district and city of Bandung. From this PPM activity, the results obtained that since using online media, 78.33% of culinary MSMEs in the district and city of Bandung had experienced an increase in sales so that culinary MSMEs had benefited from online media in helping market their products. Another benefit felt by culinary MSMEs since using online media was the ease of marketing products on a wider scale.
Some suggestions that can be given regarding literacy in using online media for culinary MSMEs are as follows:

1. Culinary MSMEs can use online media to market their products.
2. Culinary MSME actors are advised to be more active in participating in activities such as workshops, seminars or training to improve their abilities in doing business digitally or online.

THANK-YOU NOTE

Thank you to the Directorate of Research and Community Service (DRPM) of Padjadjaran University for supporting and financing the implementation of this Community Service activity (PPM). Also thanks to business activity partners MSMEs in Bandung Regency and City were the respondents in this activity.

REFERENCES


Lampiran

Pamflet 1

PENJUALAN BANGKIT TANPA TAKUT TERJANGKIT

Makan dan minum di restoran, karaoke, bar, atau kedai kopi meningkatkan risiko terjangkit Covid-19

Peran serta diberi otorisasi oleh Department of Health, beberapa restoran terkait Covid-19 dan halal masih menyimpan risiko dibandingkan mereka yang tidak.

PERUBAHAN PERILAKU KONSUMEN

Pandemi COVID-19 mengubah habis-habisan perilaku konsumen. Sokong suntuk adalah pengertian Saya al hector Uly

TFR konsumen lebih memilih memasak makanan dan minuman secara online (Sudah MUCI)

Asosiasi E-commerce Indonesia (AEE) memperkirakan, hingga Maret 2021, jumlah GMH yang sudah tergabung dalam berbagai marketplace telah mencapai 4.8 juta. Angka ini naik dari kandu sekitar 2021 sebesar 3.9 juta pelaku usaha.

MANFAAT PENJUALAN ONLINE

1. Menciptakan risiko terjangkit Covid-19
2. Menjaga kesehatan konsumen lebih lama
3. Menambah kemajuan keterampilan digital bagi konsumen untuk membeli kebutuhan

Pamflet 2

ONLINE IN AJA!

Apa itu?

Bentuk & Platform Pembuatan:
Website
Aplikasi
Keuntungan Bisnis Online

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Dokumentasi Kegiatan Pengabdian