



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

<sup>1</sup> Eva Ervani, <sup>2</sup> Dini Indrawati, <sup>3</sup> Amelia Hayati, <sup>4</sup> Karsinah

<sup>1,2,3</sup> Faculty of Economics and Business, Universitas Padjadjaran, Bandung <sup>4</sup>Faculty of Economics, Universitas Negeri Semarang, Indonesia  
<sup>1</sup>eva.ervani@unpad.ac.id, <sup>2</sup>dini.indrawati@unpad.ac.id, <sup>3</sup>amelia.hayati@unpad.ac.id, <sup>4</sup>iinkarsinah@mail.unnes.ac.id

### ARTICLE INFO

#### Article History:

Received June 4, 2024  
Accepted June 25, 2024  
Available June 30, 2024

#### Keywords:

Online Media,  
Culinary MSMEs,  
Increased Sales

### ABSTRAK

Kegiatan PPM ini bertujuan untuk memberikan literasi melalui sosialisasi dan pengarahan mengenai pemanfaatan berbagai media online kepada para pelaku UMKM kuliner di wilayah kabupaten dan kota Bandung, Jawa Barat dalam upaya membantu meningkatkan penjualan produk di tengah kondisi pandemi Covid-19 dan dimasa pemulihan dari kondisi pandemi. Turunnya tingkat perekonomian pada berbagai sektor menjadi salah satu dampak pandemi COVID-19 yang paling serius, seperti yang dialami oleh para pengusaha UMKM kuliner di Indonesia, termasuk para pelaku UMKM kuliner di kabupaten dan kota Bandung. Penurunan tingkat penjualan para pelaku usaha UMKM kuliner tersebut menyebabkan turunnya tingkat pendapatan dan tingkat kesejahteraan. Hadirnya media online sebagai salah satu teknologi yang dapat membantu dan mempermudah pelaku bisnis UMKM kuliner sebagai salah satu strategi untuk melakukan promosi dengan tujuan untuk meningkatkan penjualan di tengah pandemi Covid-19 dan setelahnya. Metode dalam kegiatan PPM ini adalah melalui literasi kepada para pelaku UMKM kuliner melalui kegiatan sosialisasi, pengarahan, dan sharing pamflet. Kegiatan PPM ini pada akhirnya diharapkan menghasilkan output untuk memberikan solusi bagi para pelaku UMKM kuliner untuk dapat meningkatkan penjualan produknya melalui pemanfaatan media online di tengah kondisi pandemi dan masa pemulihan pandemi Covid-19. Dari kegiatan PPM ini disarankan para UMKM kuliner untuk lebih aktif mengikuti kegiatan-kegiatan seperti workshop atau pelatihan untuk meningkatkan kemampuan dalam berbisnis secara digital atau online.

### 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.

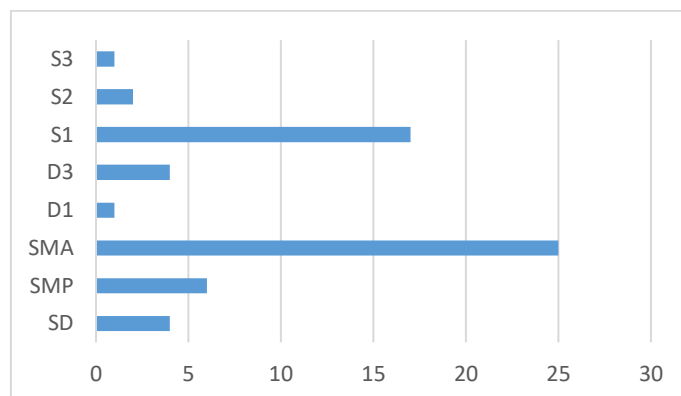
**Table 1. Age of Respondent (Culinary MSME Owners)**

Range of Ages	Number of Owners (people)	Ratio (%)
Under 21 Years	3	5
21-30 years old	21	35
31-40 years old	7	11,67
41-50 years old	16	26,67
Over 50 years old	13	21,67

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)**



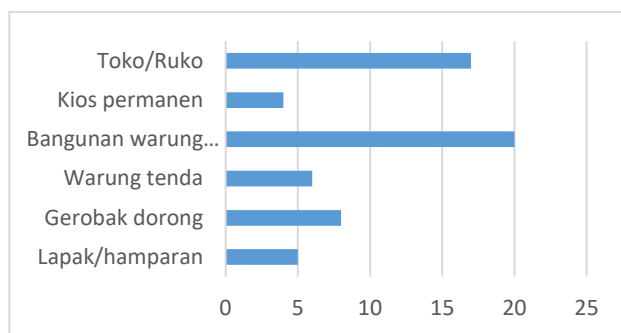
Source: Survey results

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.

**Table 2. Number of employees**

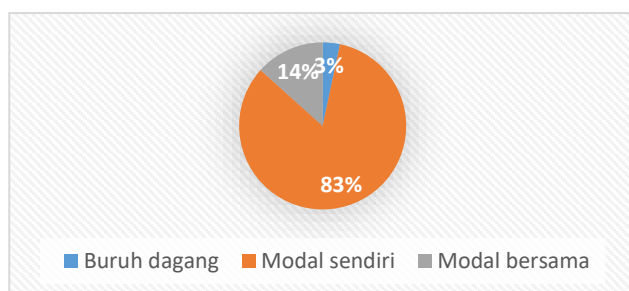
	Number of employees (people)	Ratio (%)
No employees	17	28,33
1-5 employees	29	48,33
6-10 employees	6	10
11-20 employees	5	8,33
Above 20 employees	3	5

Source: Survey results

**Figure 2. Business Place Category**

Source: Survey results

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.

**Figure 3. Type of Business Ownership**

Source: Survey results

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

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.

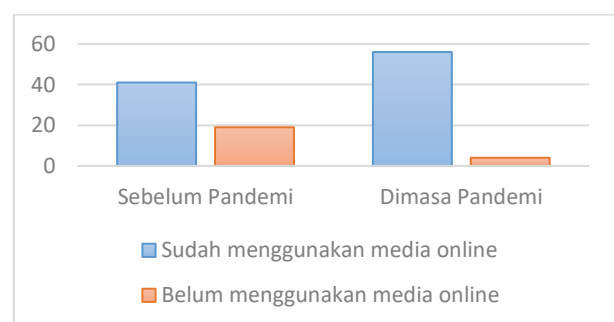
The form of literacy carried out was by making pamphlets regarding the introduction and use of online sales through various online media. To find out the problems and obstacles faced by culinary MSME actors, a survey and interviews were conducted with culinary MSME actors in the district and city of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



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.

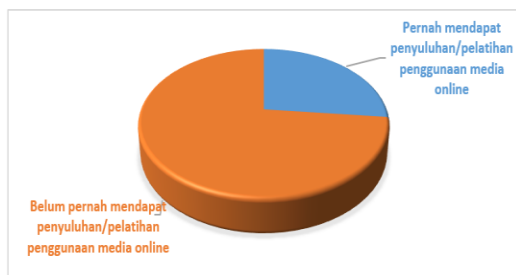
From the results of surveys and interviews conducted with 60 culinary MSMEs, information was obtained on several sales strategies used by culinary MSMEs during the Covid-19 pandemic, including:

- 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**

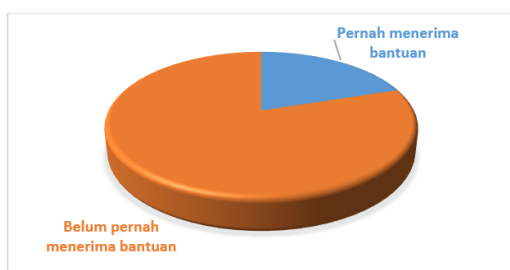


Source: Survey results of culinary MSMEs in the district and city of Bandung

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**



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

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

- Ayuni, Q., Cangara, H., & Arianto, A. (2019). The Influence of Digital Media Use on Sales Level of Culinary Package Product Among Female Entrepreneur. *Jurnal Penelitian Komunikasi Dan Opini Publik*, 23(2). <https://doi.org/10.33299/jpkop.23.2.2382>
- Lustono, L., & Laila Cahyani, F. (2020). Pengaruh Media Promosi Digital Atau Online Dan Viral Marketing Terhadap Keputusan Pembelian Pada Belanjadolo Online Shop Di Kecamatan Banjarnegara. *Jurnal Medikonis Stie Tamansiswa Banjarnegara*, 20, 11–24.
- Manik Pratiwi, A. A. (2020). Peran Media Sosial Dalam Meningkatkan Penjualan Online Saat Pandemi Covid-19. *Jurnal Ilmiah Satyagraha*, 3(2), 73–81. <https://doi.org/10.47532/jis.v3i2.179>
- Mardiani, I. E., & Imanuel, O. J. (2013). Analisis Keputusan Pembelian Konsumen Melalui Media Online (E-Marketing). *Analisis Keputusan Pembelian Konsumen Melalui Media*, 4(2), 151–161.
- Moriansyah, L. (2015). Pemasaran Melalui Media Sosial. *Jurnal Penelitian Komunikasi Dan Opini Publik*, 19(3), 187–196.
- Pasaribu, R. (2021). Optimalisasi Media Online Sebagai Solusi Promosi Pemasaran Umkm Di Semarang Pada Masa Pandemi Covid-19. *Jurnal Komunikasi Dan Media*, 1(1), 33–44. <https://doi.org/10.24167/jkm.v1i1.2848>
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, 3(1), 71–80. <https://doi.org/10.34010/common.v3i1.1950>
- Suryani, I. (2015). Jurnal komunikasi, ISSN 1907-898X Volume 8, Nomor 2, April 2014. *Pemanfaatan Media Sosial Sebagai Media Pemasaran Produk Dan Potensi Indonesia Dalam Upaya Mendukung ASEAN Community 2015. (Studi Social Media Marketing Pada Twitter Kemenparekraf RI Dan Facebook Disparbud Provinsi Jawa Barat)*, 8(April 2014), 123–138. <https://journal.uui.ac.id/jurnal-komunikasi/article/view/6471>

## Lampiran

## Pamflet 1

## PENJUALAN BANGKIT TANPA TAKUT TERJANGKIT

Makan dan minum di restoran, kafe, bar, atau kedai kopi meningkatkan risiko tertular Covid-19

Penelitian oleh Central Disease Centre (CDC) melaporkan bahwa orang terinfeksi Covid-19 dua kali lebih sering makan di restoran dibandingkan mereka yang tidak.



### Level Risiko Penularan Covid-19 di Sektor Kuliner

**LOWER RISK**



Pre-order delivery

**HIGHER RISK**



Outdoor seating at least 1 foot apart

**Risiko rendah :** Menggunakan layanan pesan antar  
**Risiko Sedang :** Tempat makan di luar ruangan dengan kapasitas dikurangi dan berjarak minimal 1,8 meter  
**Risiko Tinggi :** Di dalam dan luar ruangan dengan kapasitas dikurangi dan berjarak minimal 1,8 meter  
**Risiko Tertinggi :** Di dalam ruangan dengan kapasitas normal dan tidak menjaga jarak

### PERUBAHAN PERILAKU KONSUMEN

Pandemi COVID-19 mengakibatkan terjadinya perubahan perilaku konsumen. Salah satunya adalah peningkatan **Stay at home lifestyle**.

78% konsumen lebih memilih memesan makanan dan minuman secara online (Survei FMCG).



### MANFAAT PENJUALAN ONLINE

1. Menurunkan risiko terjangkit Covid-19
2. Menjangkau konsumen dengan lebih luas
3. Membantu meredakan kecemasan dengan menyediakan cara yang aman bagi konsumen untuk mendapatkan kebutuhan



## Pamflet 2

## ONLINE IN AJA!

JUAL MUDAH  
BELI MUDAH  
BISNIS KOPRI AMAN DI  
MASA PANDEMI

### DI E-COMMERCE

### Apa itu?

Electronic commerce atau Perdagangan Secara Elektronik adalah aktivitas penyebaran, penjualan, pembelian, pemasaran produk (barang dan jasa), dengan memanfaatkan jaringan telekomunikasi seperti internet, televisi, atau jaringan komputer lainnya (Online).

#### Bentuk & Platform Pembuatan:

**Website** : kumpulan halaman web yang dapat diakses publik dan saling terkait yang berbagi satu nama domain (URL) dibuka di Google Chrome, Mozilla, Safari, dll.  
**Platform Pembuatan**: tokosial.com, Websitebuilder.com, Sitem.com, Jindo.com, Sitebeat.com  
**Aplikasi** : perangkat lunak atau software yang dikembangkan untuk tujuan melakukan tugas-tugas tertentu dibuka di PC/laptop, tablet, HP.  
**Platform Pembuatan**: rahmandi.com/justapp, Figma, Kodular.io (Android), Appguyser.com

#### Keuntungan Bisnis Online

Mempermudah komunikasi antara produsen dan konsumen	Mempermudah pemasaran dan promosi barang atau jasa	Memperluas jangkauan calon konsumen dengan pasar yang luas
Mempermudah proses penjualan dan pembelian	Mempermudah pembayaran karena dapat dilakukan secara online	Mempermudah penyebaran informasi




ShopeeFood

