



## Utilization Of Social Media As A Strategy For Micro Business Actors In Dealing With The Covid 19 Pandemic

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### ABSTRACT

Micro-enterprises, which run their businesses around campus, have been greatly affected by the COVID-19 pandemic. The decrease in income from micro business actors occurs because reduced customers due to social distancing and Work From Home (WFH) policies. The negative impact of the COVID-19 pandemic has become a focus for researchers to reveal the impact of the COVID-19 pandemic, as well as the efforts made by micro business actors around campus to maintain business continuity. In order to obtain the information and data needed, the researchers used qualitative research methods with empirical juridical approaches. Research subjects were selected using purposive random sampling technique. Data were collected using in-depth interview techniques. The data that has been collected was analyzed using qualitative techniques with an interactive analysis model. The results of the study show that the negative impact of the COVID-19 pandemic is because micro businesses around campus are still using the traditional marketing model, namely marketing from one person to another. This condition requires changes from business actors, to change their business marketing model. Changes in business marketing models, it has become a must to take advantage of social media. Marketing activities using social media turned out to have a positive impact on increasing omzet sales for micro business actors around campus. Micro-enterprises can carry out their business continuity and maintain their business. Social media has become one of the means to change the behavior of business actors in facing the challenges of technological progress. Social media is also a solution to face government policies by implementing social distancing. The purpose of this article is to describe the problems faced



by micro-enterprises around campus in Semarang City, Central Java Province, which are experiencing the impact of the COVID-19 pandemic and provide solutions for using social media in marketing their products.

**Keywords: Covid 19; Micro Enterprises; Omzet; Social Media**

### INTRODUCTION

The COVID-19 pandemic has had an impact on the social, educational, health and economic sectors. The economic impact of the COVID-19 pandemic was stated by the Minister of Finance Sri Mulyani. The Minister of Finance, Sri Mulyani said that there were three major economic impacts in the COVID-19 pandemic, namely the impact on household consumption or a decline in people's purchasing power, weakening investment amid the uncertainty of the COVID-19 pandemic, and the weakening of the entire world economy which resulted in Indonesia's exports stalling. The COVID-19 pandemic has also resulted in a decrease in people's activities outside the home, which automatically also causes a decrease in the number of buyers. This has a direct impact on the reduced income from the business carried out<sup>1</sup>.

The COVID-19 pandemic has socially resulted in a decrease in community activities outside the home due to social distancing and Work From Home (WFH) policies. This directly results in a decrease in the income of business actors due to the reduced number of consumers experienced by large, medium, small and micro business actors.

The negative impact of the COVID-19 pandemic is not only felt by large industries, but also by Micro, Small and Medium Enterprises (MSMEs) in Indonesia. With the government's policies trying to overcome the corona-19 pandemic, such as social distancing policies. Social restrictions are based on the provisions of Government Regulation No. 21 of

<sup>1</sup> Anggun P. Situmorang, Sri Mulyani: Corona Beri 3 Dampak Besar Ekonomi Indonesia, *Liputan6.com*, Juni 30, 2020, <https://m.liputan6.com/bisnis/read/4292763/sri-mulyani-corona-beri-3-dampak-besar-ke-ekonomi-indonesia>.



2020 concerning Large-Scale Social Restrictions (PSBB), and Presidential Decree No. 11 of 2020 concerning the Determination of Public Health Emergency.

Policies to overcome the COVID-19 pandemic, such as social restrictions (social distancing), Work From Home (WFH) and online learning, have resulted in decreased social and economic mobility of the community. This also has negative consequences for business actors around campus, who rely on students as the main consumers, such as boarding businesses, food and beverage businesses as well as photocopying and laundry services as well as stationery and office supplies. These efforts are generally carried out around the campus area with students as consumers. With the implementation of the Work From Home (WFH) policy, it has a direct impact on their business units.

The conditions faced by micro business actors around campus require real solutions in the form of creativity and behavior change from business actors. This is done so that his business can continue to run in order to meet the needs of his daily life. This situation has attracted the attention of researchers to further reveal the strategies used by business actors to maintain their business properly.

The conditions faced by micro-entrepreneurs around campus require real solutions in the form of creativity and behavior change from business actors. Changes in the behavior of business actors are useful, so that their business can continue to run in order to meet their daily needs. This situation is very interesting for researchers to reveal further the strategies used by business actors, in order to keep their business running. Therefore, a fundamental question arises, namely what marketing methods are used by micro-entrepreneurs, in order to keep their business running in the midst of the covid-19 pandemic.

Therefore, the problem that will be revealed in this study is how the marketing strategy used by micro-enterprises around the campus to maintain their business continuity in the face of the covid-19 pandemic.

## METHOD

This research is a qualitative research with an empirical juridical approach. Researchers determine the specifications of the research, on changes to the product



marketing model carried out by individual micro business actors around the campus of Diponegoro University (UNDIP), Semarang State University (UNNES) and Satya Wacana University Salatiga.

The research subjects were selected using a purposive random sampling technique<sup>2</sup>, with a minimum age limit of 55 years and over, and had never used social media as a marketing tool. Information was obtained by using in-depth interview techniques. This study uses observation as a data collection tool, and triangulation techniques as a test of the validity of the data.

The data obtained were analyzed using qualitative techniques with an interactive analysis model, namely the analysis that moves in three components, namely; First, data reduction (reduction). Second, data presentation (display.) Third, drawing conclusions and verification (conclusion drawing)<sup>3</sup>.

## RESULTS AND DISCUSSIONS

Micro-enterprises in this study refer to the notion of micro-enterprises, which are stated in Article 1 paragraph (1) of Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises. Law No. 20 of 2008 states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro-enterprises as regulated in this Law. The Micro Business Criteria are regulated in Article 6 paragraph (1) of Law no. 20 of 2008 which states that productive businesses are owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the Law. Have a net worth of at most Rp. 50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises; or have annual sales of a maximum of Rp.300,000,000.00 (three hundred million rupiah).

Based on the definition of micro-enterprises in Law no. 20 of 2008, the data obtained are 39 (thirty nine) micro business actors who are in accordance with the targets in this study,

<sup>2</sup> Soemitro, Ronny Hanitijo. *Metodologi Penelitian Hukum dan Jurimetri*. Jakarta: Ghalia Indonesia, 1988, page 12.

<sup>3</sup> Milles B, Mathew and A. Michael Habermen. *Analisa Data Kualitatif*. Jakarta: UI Press, 1992, page 16-21

which are spread across campuses located in Central Java Province, namely: Semarang State University which is located, totaling 14 (fourteen), at Diponegoro University, there are 16 (sixteen) and at the SWCU campus there are 9 (nine) business actors, selling the following products.

The research was continued to obtain data on the types of products from micro-enterprises around the campus which became their line of business. Data on the types of business products are then presented in the following table:

**Table 1: Products sold by business actors**

No	Types of products	Number of business actors	Percentage (%)
1	Food	11	28,2
2	Drink	8	20,5
3	Grocery	7	17,9
4	Photocopy	8	20,5
5	Laundry	5	12,8
	<b>Total</b>	<b>39</b>	<b>100</b>

Source: processed from 2020 research data

Data from Table 1, provides information that food products are the most common products sold by micro-enterprises around campus, with the number of business actors being 11 or 28.2%. Then beverage products and photocopies with 8 business actors or 20.5% each, 7 grocery business actors or 17.9% and laundry business actors as many as 5 business actors or 12.8%. The selection of products marketed by business actors is based on the assumption of the needs of students and campus residents in carrying out their daily activities. Food is the main primary need of students and campus residents, and is the largest share for micro-enterprises around the campus. Beverage products and photocopying services accompany the activities of the two campus activities, which are then followed by grocery and laundry businesses.

Based on data on products sold by micro-entrepreneurs, the researchers tried to get data on the impact of covid-19 faced by micro-enterprises around campus on the decline in daily income. The results of the study indicate a decrease in daily income from business actors around the campus. The data obtained are then presented in the following table:

**Table 2: Data on Decreasing Income of Business Actors per Day**

No	Types of products	Income Before Corona Pandemic (Rp)	Income after Corona Pandemic (Rp)	Decrease in Revenue (Rp)	Percentage Decrease (%)
1	Food	2.000.000,-	350.000.-	1.650.000,-	82,5
2	Drink	1.600.000,-	300.000,-	1.300.000,-	81,3
3	Grocery	1.800.000,-	400.000,-	1.400.000,-	77,8
4	Photocopy	1.500.000,-	400.000,-	1.100.000,-	73,3
5	Laundry	900.000,-	250.000,-	650.000,-	72,2

Source: processed from 2020 research data

Based on the data in table 2, it is known that food business actors experienced a decrease in income of 82.5%, beverage business actors experienced a decrease in income of 81.3%, grocery businesses experienced a decrease in income of 77.8%, photocopy business actors experienced a decrease in income of 73.3% and laundry business actors 72.2%.

The decrease in income from micro business actors around campus will indirectly reduce the welfare level of micro business actors. With reduced business capital from micro-enterprises, it will indirectly affect the capital turnover. Another impact of reduced capital is the emergence of new problems such as difficulties in paying off loans, paying electricity, gas bills, and even paying employee salaries.

### **Traditional Micro Business Marketing Model**

The policy of social distancing (social distancing) and Work From Home (WFH) are not the main factors in the decline in daily income of micro-enterprises around campus. Based on observations from researchers, information was obtained that business actors around campus only use marketing models from one person to another. This marketing model has been used for generations so that the marketing area is very limited. With the policy of social restrictions and WFH, the marketing model with a person-to-person model becomes very ineffective.

The use of traditional marketing models used by micro-entrepreneurs around campus shows that there is no marketing model that utilizes advances in information technology, as shown by the results of research from Cesaroni and Consoli. Cesaroni and



Consoli's research states that micro, small and medium-sized companies have not been able to take full advantage of social media in their business<sup>4</sup>. This is in stark contrast to small businesses in the United States, where approximately 73% of micro-enterprises have used social media as a means of marketing their products<sup>5</sup>.

Changes in the new marketing strategy must be immediately carried out by micro-entrepreneurs, so that their business can survive. Advances in technology in the field of information and telecommunications, namely the internet has changed consumer behavior in meeting their daily needs. This change in consumer behavior must be followed by changes in the marketing model made by micro business actors, by utilizing the internet network which has various advantages in order to introduce and market goods or services faster and cheaper and has a very broad reach.

The use of the internet as a means of product marketing is motivated by the increasing number of smartphone and tablet users, as well as the increase in social media users in Indonesia in people's lives. The use of smart phones (smartphones) results in changes in shopping behavior that switch to online shopping. Social media such as Facebook, Instagram, Twitter, WhatsApp, and so on are becoming a trend among young people, in order to express themselves as well as being a great opportunity as advertising media and business promotions.

Product promotion through social media has become a must because of the Covid-19 pandemic. Everyone is required to do physical distancing, so it is not possible for business actors to directly promote products through person to person. Social media allows users to communicate with millions of other users<sup>6</sup>.

### **Utilization of Social Media in Marketing**

<sup>4</sup> Cesaroni, Francesca Maria, and Domenico Consoli. "Are small businesses really able to take advantage of social media?." *Electronic Journal of Knowledge Management* 13.4 (2015): pp257-268.

<sup>5</sup> Barnes, David, et al. "Web 2.0 and micro-businesses: an exploratory investigation." *Journal of small business and Enterprise development* (2012).

<sup>6</sup> Williams, David L., et al. "The use of social media: an exploratory study of usage among digital natives." *Journal of Public Affairs* 12.2 (2012): 127-136.

Kaplan and Haenlin<sup>7</sup> define social media as a group of internet-based applications that use the ideology and technology of Web 2.0, where users can create or exchange information on these applications. Van Dijk said that social media is a media platform that focuses on the existence of users, which facilitates them in doing activities and collaborating<sup>8</sup>. Social media can be categorized into 6 (six) major categories of social media, namely<sup>9</sup>:

Social media, which is currently a trend for young people to express themselves, has become a great opportunity as an advertising medium and business promotion. Social media such as Facebook, Instagram, Twitter, WhatsApp, and so on are now widely used for business media, from well-known products to homemade products. We often see advertisements from sellers on social media platforms.

Nasrullah said there are 6 (six) major categories of social media, namely:

1. Social Networking

Social networking is a tool that can be used to interact, including the effects resulting from these interactions in the virtual world. The main character of social networking sites is that users form a new network of friends. The formation of this new network of friends is based on an interest in the same thing, such as a common hobby. Examples of social networks are Facebook and Instagram.

2. Blog

Blog is a social media that facilitates users to upload daily activities, provide comments and share with other users, such as sharing web links, information, and so on.

3. Microblogging

Microblogging is a type of social media that facilitates users to write and upload their activities and opinions. Historically, the presence of this type of social media refers to the emergence of Twitter which only provides a certain space, which is a maximum of 140 characters.

<sup>7</sup> Kaplan, Andreas M., and Michael Haenlein. "Users of the world, unite! The challenges and opportunities of Social Media." *Business horizons* 53.1 (2010): 59-68.

<sup>8</sup> Nasrullah, Rulli. *Media Sosial Perspektif Komunikasi, Budaya, dan Siosioteknologi*. Bandung: Simbiosis Rekatama Media, 2016, page 11.

<sup>9</sup> Nasrullah, Rulli. *Media Sosial*. Bandung: Simbiosis Rekatama Media, 2015, page 39



#### 4. Media Sharing

This social media allows its users to share and store media, such as documents, videos, audios, images online. Examples of these social media are Youtube, Flickr, Photobucket, or Snapfish.

#### 5. Social Bookmarking

Social bookmarks are social media that work to organize, store, manage, and also search for information or news online. Popular social bookmarking sites are Delicious.com, StumbleUpon.com, Digg.com, Reddit.com, in Indonesia itself namely LintasMe.

#### 6. Wiki

Wiki or A shared content media is a site where the content is the result of the collaboration of users. Any web user can change or edit a published content. The social media used in this research is Instagram. Instagram is included in the type of social media in the social networking category.

The existence of various kinds of social media attracts researchers to reveal whether micro-enterprises around campus are familiar with social media? Based on the results of the research, data and information were obtained that actually micro business actors around campus were very familiar with social media with the data presented in the following table:

**Table 3: Known Social Media**

No	Respondent's Answer	Sum	Percentage (%)
1	Facebook	9	23,08
2	Instagram	5	12,82
3	Twitter	7	17,95
4	WhatsApp	18	46,15
	Sum Total	39	100

Source: processed from 2020 research data

Based on table 3, information is obtained that micro business actors around campus are familiar with WhatsApp social media, as the social media that is best known by business actors around campus. WhatsApp was chosen by 18 respondents or 46.15%, then Facebook social media was known by 9 respondents or 23.08%, and Twitter social media was known

by 7 respondents or 17.95% and Instagram social media was known by 5 respondents or 12, 82%. The identification of micro-entrepreneurs to social media turned out to be only limited to what they heard from the conversations of their consumers, without ever trying or using social media that they had heard of.

### Impact of Using Social Media

Changes in social life as a result of the Covid-19 pandemic, inevitably must be addressed wisely by micro business actors around campus to maintain their business, by trying to use social media as a means of marketing their business products. Therefore, the researchers tried to get data and information on social media used by micro-entrepreneurs around campus as a means of product marketing.

Based on the research data, information was obtained that 20 respondents or 51.28% of micro business actors around campus used WhatsApp as a marketing medium, 10 respondents or 25.64% used Facebook social media, 6 respondents or 15.39% used Twitter social media, and Instagram is used by 3 respondents or 7.69% as presented in the following table:

Table 4: Social Media Used

No	Respondent's Answer	Sum	Percentage (%)
1	Facebook	10	25,64
2	Instagram	3	7,69
3	Twitter	6	15,39
4	WhatsApp	20	51,28
Sum Total		39	100

Source: processed from 2020 research data

Research data on the use of social media as a means of marketing in reality is not fully carried out by micro business actors, but is carried out by employees or children (family) of micro business actors. Based on the social media data that has been used, the researcher tries to uncover the reasons for choosing social media used by micro business actors. WhatsApp social media is the social media that is best known by micro business actors due to the ease



in operating WhatsApp which has similarities to short messages (SMS), so that business actors are very familiar with how to use it.

Twitter social media is constrained by providing a certain space, which is a maximum of 140 characters. Facebook and Instagram are social media that are not well known by micro-entrepreneurs around campus, because they are considered complicated and less flexible. Facebook and Instagram were formed based on the same interests, such as similar hobbies, so they are considered less flexible when used to market products.

The use of social media has turned out to be able to move micro-enterprises as expressed by Hendarawan, (aged 55) micro-business actors around the Semarang State University campus in Sekaran who stated "since the Covid outbreak, the business they were involved in had to close. Though his food business is the only source of income. So that during the covid outbreak there is clearly no income. Besides that, if the shop is opened, there are not many buyers. Then my son suggested to use whatsapps. Since using whatsapps, there are quite a few buyers and they don't violate government regulations that must keep their distance. Although the buyers are still limited to people I already know, but there is quite a lot of income from being lost..."

The use of social media whatsapps is also carried out by Parmin (57 years old), a coffee shop businessman who is around the UNNES Sekaran campus, said: "Since the Covid outbreak, the business has been closed. The customers who are mostly students are returning home. But Alhamdulillah, since I've been using WhatsApp, there have been quite a few buyers, although not as many as before. But we are grateful that there is income so that there can be a circulation of money"

Krismiarta (56 years old) a pecel rice seller around the UNDIP Pleburan campus said that my business was quiet, my customers, students, had already returned to their respective villages. Practically no income. But since I use social media there are quite a few buyers....even though it's only 3 or 7 people, but there's quite a bit of income". The use of social media was also carried out by Angga Nugraha who explained, "the demand for orders has increased to around 50 portions. Previously without these two applications, the number of orders only reached about 20 servings. Food orders that initially only came from the



surrounding area are now getting wider. Not only that, we also use Instagram social media to increase the popularity of the food products we sell. The food products we sell consist of takoyaki, okonomiyaki, grilled octopus, egg sausage (sostel). We also open a stall on Jalan Imam Bardjo on Car Free Day (CFD) every Sunday morning.”

The use of social media to market products during the COVID-19 pandemic is the right action, where producers and consumers do not meet directly in one place but have a very wide marketing reach<sup>10</sup>. With social media, business actors can explain product specifications, quality, and prices so that consumers can more freely choose the goods they need according to their abilities<sup>11</sup>.

The use of social media for business actors is because social media has 7 (seven) potential functions in business, namely: (1). identify the customer, (2) hold reciprocal communication, (3) share information to find out the object that the customer likes, (4) the presence of the customer, (5) the relationship between customers based on the location and interaction pattern, (6) the reputation of the company where the customer and (7) forming groups between customers. Puntoadi<sup>12</sup> stated that social media can be used to:

- a. The advantage of building personal branding through social media is that you don't know tricks or pseudo popularity, because the audience will decide.
- b. Social media provides an opportunity to interact more closely with consumers.

The social media used by micro business actors, although only limited to people who are members of the group, has been able to provide income for micro business actors around campus. Even though the income earned is not the same as before the COVID-19 pandemic, it still contributes to the income of the micro business. The existence of income from micro-

<sup>10</sup> Ulya, Husna Ni'matul. "Alternatif Strategi Penanganan Dampak Ekonomi Covid-19 Pemerintah Daerah Jawa Timur Pada Kawasan Agropolitan." *El-Barka: Journal of Islamic Economics and Business* 3.1 (2020): 80-109.

<sup>11</sup> Purbohastuti, Arum Wahyuni. "Efektivitas Media Sosial Sebagai Media Promosi." *Tirtayasa Ekonomika* 12.2 (2017): 212-231; Rusdiono, Rusdiono. "Peran Media Sosial Sebagai Upaya Pemasaran Bisnis Online Shop Pada Online Shop Antler MakeUp-@ antler. makeup." *Widya Cipta: Jurnal Sekretari dan Manajemen* 3.2 (2019): 195-202.

<sup>12</sup> Puntoadi, Danis. *Meningkatkan Penjualan Melalui Media Sosial*. Jakarta: Gramedia Pustaka Utama, 2011, page 5.



enterprises has been able to provide confidence and optimism for micro-entrepreneurs to continue running the business they have been engaged in.

### CONCLUSION

Social distancing and Work From Home (WFH) policies aimed at preventing and overcoming the COVID-19 pandemic. Social restriction activities have had a negative impact on micro and small businesses around the campus, due to the decrease in income derived from their business results due to reduced consumers. The decrease in income from micro business actors is also influenced by the marketing model used by micro business actors around campus, which uses a direct marketing model and has not utilized social media as a marketing tool for their products.

Therefore, the use of social media is a necessity for micro-enterprises around the campus, as a means of marketing the products offered to keep pace with technological developments in the field of communication and the trends of modern society based on social media. The use of social media has had a positive impact on micro-entrepreneurs around campus by obtaining income, although it is not as large as the income before the COVID-19 pandemic.

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