



## ANALYSIS OF ONLINE MARKETING STRATEGIES THROUGH SOCIAL MEDIA FOR MSMEs AFFECTED BY COVID-19 IN OKU DISTRICT

Rani Anwar<sup>1</sup>, Titie Syahnaz Natalia<sup>2</sup>, Angga wibowo Gultom<sup>3</sup>

<sup>1,2,3</sup>Department of Manajemen, Faculty of Economics and Business, Baturaja University, Jl. Ratu Penghulu No.2301, Karang Sari, Baturaja, Tj. Baru, Kec. Baturaja Timur, Kabupaten Ogan Komering Ulu, Sumatera Selatan 3211, Indonesia

### ARTICLE INFO

#### Keywords:

Strategy,  
Online Marketing,  
Social Media,  
MSMEs

#### E-mail:

E-mail: [mr.angga.gultom@gmail.com](mailto:mr.angga.gultom@gmail.com)

### ABSTRACT

This study aims to analyze online marketing strategies through social media used by MSMEs in OKU Regency affected by COVID-19. The type of research used in this research is descriptive qualitative. The population in this study is MSMEs in OKU Regency. The sampling technique used purposive sampling as many as 120 samples. Interviews and documentation are data collection techniques used in this study. Researchers use data reduction methods (data reduction) in analyzing the data. This study shows that there are two kinds of online marketing strategies used, namely free and paid online marketing strategies. The results of this study indicate that the online marketing strategy through social media contributes positively to the increase in turnover. The highest increase in turnover is a strategy that uses paid social media features.

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## 1. Introduction

The Covid-19 pandemic that began in early 2020 has had an impact on changes in the order of social life as well as the contribution of negative performance results in the economic sector for most countries in the world, including Indonesia (Statistik 2020). The results of data from the Organization for Economic Co-operation and Development (OECD) state that there is a significant influence in the supply and demand sectors. In terms of demand there is a decrease in the level of consumer confidence in the product and in terms of supply there is a reduction in sources of raw materials and labor. The OECD also explained that COVID-19 had a significant effect on decreasing turnover for MSMEs (Juergensen, Guimón, and Narula 2020). Currently, there are 82.29% of large medium enterprises and 84.20% of micro and small enterprises that have experienced a decrease in income or 8 out of 10 businesses tend to experience a decrease in income or business turnover (Statistik 2020).

In line with the Central Statistics Agency, data on the decline in MSME turnover due to the impact of COVID-19 was also released by the KemenkopUKM which stated that 56% of the 37,000 MSMEs reported a decline in sales and had an effect on overall turnover (Djatmiko and Pudyastiwati 2020). The decline in turnover for MSMEs occurred due to social restrictions where people were required to stay at home and not carry out various gathering activities and activities outside the home, this caused a change in shopping patterns for consumers from being offline to online shopping patterns.

Online marketing strategies are very possible for MSMEs affected by the COVID-19 pandemic, because this strategy is easy, cost-effective and does not require special places such as shop houses or rented houses to display the products being sold. To note, in January 2019, wear social hootsuite released data that internet users in Indonesia who access social media have reached 150 million users, in other words 56% of the population in Indonesia currently has access to social media on the internet (Alhadzik 2019).

The high number of social media users is certainly a potential that can be utilized by MSMEs affected by COVID-19 to carry out online marketing strategies considering that during this pandemic, the value of online sales has increased (Amri 2020). This potential is in accordance with the explanation of social media according to (Suryani 2014) who argues that social media is a web-based technology that allows everyone to edit and publish content in the form of promotions, news, photos, videos and articles more flexible, wider, interactive, varied, fast, effective and efficient.

The phenomenon of the Covid-19 pandemic that occurred in Indonesia is attacking the country's economy. Such as research conducted by (Aisyah 2020) entitled *The Impact of the Covid-19 Pandemic for MSMEs and MSME E-Marketing Strategies in Indonesia*. The results of the study found that MSME actors had to improve their ability to do E-Marketing to maintain sales turnover. Opportunities for marketing sales strategies via online via social media as a solution to increase turnover are things that have been done by MSMEs affected by COVID-19 in Ogan Komering Ulu Regency. The majority of these MSMEs use social media by posting their products as an effort to increase sales turnover. This phenomenon will be discussed in the study, to describe how the steps and processes of online marketing strategies through social media are implemented, followed by this research will provide recommendations for online marketing strategies through effective social media to increase turnover and be used by MSMEs affected by COVID-19 in Indonesia. Ogan Komering Ulu Regency.

## **2. Literature Review**

### **2.1 Online Marketing Strategy**

Strategy is an activity that is carried out differently from competitors or carries out the same activity but in various ways (Ulkhayq et al. 2018). Strategy is also defined as a tool to achieve long-term goals that have been set and are future-oriented (Saprijal 2014). Meanwhile, marketing strategy is a very important tool to achieve company goals through sustainable development of excellence with the market (Putri 2016). The most important focus of implementing a marketing strategy is to allocate and coordinate resources effectively to achieve the goals set by the company in specific market products (Mullins et al. 2013). As for the understanding of online marketing strategy itself, it is all the efforts and efforts that business people do to market products and services using internet media (Setiawati 2017). Direct online marketing will make online transactions which means the exchange of products or services with internet media where buyers and sellers agree to transact goods or services with a payment method in the form of money without having to meet in person (Putri 2016).

### **2.2 Marketing On Social Media**

Social media is a digital marketing tool that is able to reach all circles at low costs and even free of charge and is used to create communities, build relationships and exchange information in an unlimited time (Hartono, Arifin, and Hufroon 2020). Social media is also a place for online groups to be able to exchange information and socialize with the aim of building loyalty and closer relationships with consumers (Joseph 2011). Today's social media network is a new form of consumer-to-consumer (C2C) and business-to-consumer (B2C) communication that has a specific influence on marketers (Kotler and Keller 2016). Promotion through social media has a positive and significant effect on purchasing decisions, and consumer purchasing decisions are influenced by marketing strategies carried out on social media (Ningsih, Hidayat, and Rusno 2020).

### **2.3 Aspects In E-Marketing Mix**

There are 4 aspects of the E-Marketing mix (Frost and Strauss 2016), namely:

- a. Products or benefits that are able to meet the needs and expectations of consumers or for people who are willing to exchange their money or goods with the appropriate value for the product (Frost and Strauss 2016).
- b. Price or the total amount of value (energy, time, money including psychic costs) that consumers are willing to exchange for the benefits of the product or service they want or need (Frost and Strauss 2016).
- c. Place or a place to market the products and services of a company. With a place, it will show all the activities needed so that products or services can reach consumers on time (Grewal, Motyka, and Levy 2018).
- d. Promotion or collection of activities in the form of short-term incentives designed by companies to stimulate the purchase of certain products and services to consumers (Kotler and Keller 2016).

### **2.4 Small And Medium Micro Enterprises (MSMEs) And Covid-19**

Micro, Small and Medium Enterprises (MSMEs) are business groups that can be categorized based on their total assets and turnover. For the micro business category, the maximum assets owned are IDR 50 million while the maximum turnover is IDR 300 million, for the small business category the

assets owned are > IDR 50 million -500 million and the turnover is > IDR 300 million – 2.5 billion and the last is the medium business assets> IDR 500 million - < 1 billion and turnover > IDR 2.5 billion - 50 billion (Suci, Tinggi, and Ekonomi 2017). It was recorded that there were 64,194,057 MSMEs in Indonesia in 2018 which means that 99% of the total business units were dominated by MSMEs, not only that, there were 116,978,631 labor absorptions, which means 97% of the total workforce in the economic sector is in MSMEs (Dinas Koperasi and Perdagangan 2018). There are at least 3 important roles for MSMEs, namely being a means of breaking the poverty gap, equitable distribution of the people's economic level and contributing to the country's foreign exchange (Hafni, Rozali, and others 2015).

The presence of the covid outbreak has a very large decrease in turnover effect for MSMEs, it is recorded that there are 82.29% large medium enterprises and 84.20% micro and small businesses that experience a decrease in income or 8 out of 10 businesses tend to experience a decrease in income or business turnover (Statistik 2020). Data on the decline in MSME turnover due to the impact of COVID-19 was also released by the KemenkopUKM which stated that 56% of the 37,000 MSMEs reported a decline in sales and affected overall turnover (Djarmiko and Pudyastiwi 2020). Quick action is needed so that MSMEs can immediately get a solution to this pandemic condition (Pakpahan 2020).

The relationship between previous research and this research is as follows, the first is a study entitled the urgency of using E-Marketing on the Sustainability of MSMEs in Pekanbaru City Amid the Impact of Covid-19 (Awali 2020), the similarities in this study are the methods used, namely qualitative by conducting interviews directly with MSME actors who implement E-Marketing during the covid-19 pandemic. However, this study only looks at the use of E-Marketing in the marketplace, it does not discuss the application of E-Marketing in social media as a whole, this is what distinguishes previous research and research currently being conducted. The results of previous studies show that the use of E-marketing in this case the marketplace has a positive impact on the resilience of MSMEs during the COVID-19 pandemic.

The second previous study entitled the effectiveness of the implementation of online marketing strategies by MSMEs during the large-scale social restrictions (PSBB) Corona viruses' diseases 2019 (covid-19) (Anugrah 2020). The similarity in this study is the use of qualitative methods in analyzing research results, but they are very different in the data source section. Previous research obtained data based on secondary data through literature studies, while in this study used secondary and primary data sources obtained from direct interviews with MSMEs who implemented marketing through social media during the COVID-19 pandemic. In addition, the conditions studied by previous studies were in a condition of large-scale social restrictions (PSBB), while in this study, MSMEs in OKU Regency had never experienced this condition. The results of previous studies show that online marketing has a positive impact on MSME actors.

The last previous study that was used as a comparison in this study was entitled the effect of online sales during the covid-19 pandemic on MSMEs using the interview method (case study of SME salad Nyoo Timoho Yogyakarta) (Cahya et al. 2021). The similarity in this study is the qualitative method with direct interview data sources to MSME actors affected by COVID-19. However, in this previous study, we only looked at a case study of one MSME, while in this study we looked at all MSMEs affected by COVID-19. For online marketing objects, previous research included marketing through online motorcycle taxis, while in this study only focused on social media, given the absence of online motorcycle taxis such as grabfood and gofood in OKU Regency. The results of this previous study indicate that the involvement of MSMEs in collaborating with online platforms, marketplaces and social media is very helpful as a medium for marketing, promotion and online sales.

### 3. Methods

The type of research used in this research is descriptive qualitative. Qualitative research itself means research methods with an entrepreneurial philosophy foundation to be used in researching the condition of natural objects with researchers who will be the key instrument (Sugiyono 2017). The sampling technique used purposive sampling, namely the sample was taken based on certain considerations (Sugiyono 2017). In this study, samples came from SMEs affected by COVID-19 who carried out online marketing strategies through social media in Ogan Komering Ulu Regency as many

as 120 samples. The criteria for the sample of MSMEs selected from this research are MSMEs that do online marketing regularly at least 8 hours per day through social media when the COVID-19 pandemic hit in OKU district. The criteria that will be seen are the comparison of online turnover only, not the overall turnover of MSMEs from the results of combining offline and online sales. For MSMEs that do not use an online marketing system through social media and only rely on offline sales during the COVID-19 pandemic that hit the OKU district, they will not be included in the criteria in this study.

Interviews and documentation are data collection techniques that will be used in this study. The type of interview used is an in-depth interview or in-depth interview to find problems more openly, where the interviewer can more freely ask for opinions and ideas from the interviewee (Sugiyono 2017).

The documentation technique will be used to collect internal data consisting of screenshots of social media and photos of the results of interviews. To test the validity and reliability, the triangulation method is used, namely data collection techniques with the nature of combining various types of data collection techniques from existing sources. In this study, documentation and interviews (in-depth interviews) were carried out for the same data source simultaneously (Sugiyono 2017). For data analysis, the researcher used the data reduction method (data reduction), namely choosing the main things, summarizing and focusing on the important things (Sugiyono 2017). The steps to be taken in analyzing the data are described in the following chart:

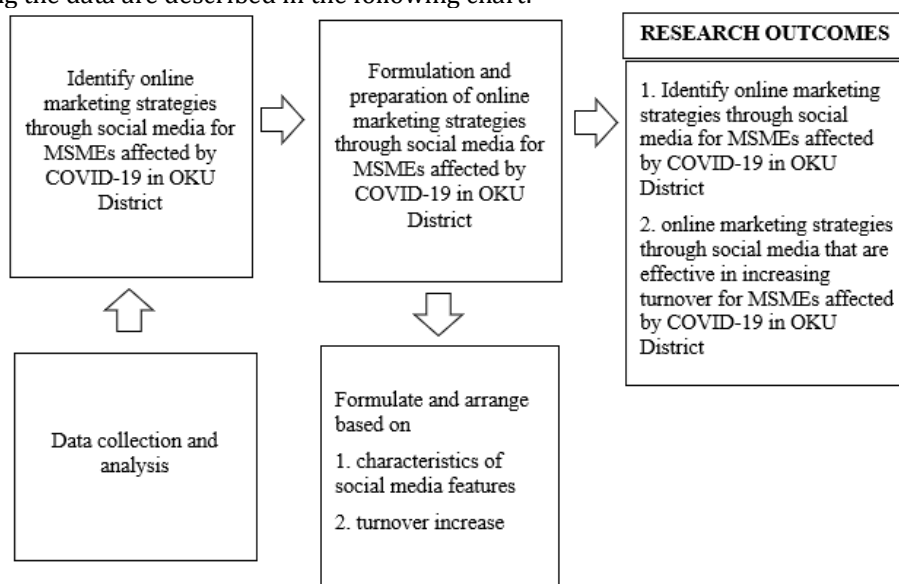


Figure 1. Research flow chart for online marketing strategy analysis through social media for MSMEs affected by COVID-19 in OKU district

#### 4. Results and Discussion

This study discusses online marketing strategies through social media for SMEs affected by COVID-19 in OKU district, the results of this analysis and discussion will describe the characteristics of the social media features used and the increase in turnover that occurs. As is known, social media issues special features to support online marketing (Arifah 2015).

The characteristics of the social media features used in this study are as follows;

##### 4.1 Free Social Media Features

It is a function of publishing content from social media that can be used by users, in this case the SMEs affected by COVID-19 in the OKU district for free and freely, as long as they have an internet connection. The feature indicators of this free social media are divided into three contents, namely;

- a. Image content

Is information published by users on social media in the form of images. Even though it is in the form of an image, it does not mean that it contains only images, users can also add written text and descriptions in the image.

b. Video content

Is information published by users on social media in the form of videos. Even though it is in the form of a video, it does not mean that it contains only videos, users can also add written text and descriptions in the video.

c. Written content

Is information published by users on social media only in written form.

The results of the analysis of the use of social media features carried out by MSMEs affected by COVID-19 in OKU District Free Social Media Feature Indicator

Table 1.  
Indicators of free social media features; Processing 2021

No	Free Social Media Features	Percentage of Use	Criteria
1	Image Content	100%	Very high
2	Video Content	100%	Very high
3	Post Content	100%	Very high

Based on table I on indicators of free social media features, it can be seen that all MSMEs in this study always use all the content provided by free social media features, namely image content, video content and written content with a 100% usage percentage or have very high results. This is because the social media they access does require them to be able to produce and post the three contents. This is in line with the results of research which states that the marketing potential of the modern era is dominated by marketing through social media (Hariyanti and Wirapraja 2018).

For image content, the results of the study show that image content is commonly used by MSMEs affected by COVID-19 in OKU district to publish photos of products, production processes, sales locations, or process sales and delivery transactions. The dominance of social media image content published by MSMEs affected by COVID-19 in OKU district is the publication of product photos. The advantage of photo content is that the description of the product form posted is clearly visible, but has a weakness in the maximum number that can be uploaded.

For video content, the results of the study show that video content commonly used by MSMEs affected by COVID-19 in OKU district tends to be more creative than image content, in addition to product videos, production processes, sales locations, or sales and delivery transaction processes, video content. It is also commonly used for entertainment and information that can attract consumers to be actively involved in social media. The dominance of social media video content published by MSMEs affected by COVID-19 in OKU district is the publication of product promotion videos. The advantages of video content are content that is more creative and interesting, but has a weakness in the maximum amount of time that can be uploaded.

In contrast to image and video content that can provide information visually, written content cannot provide information visually because it can only provide messages in the form of words. However, the results of the study still show that written content has an intensity that is always used by MSMEs affected by COVID-19 in OKU district because it is considered simple, easy and fast. MSMEs use this type of content for announcement information and promo status. The advantages of written content are that it is simpler, easier and faster to upload, but has a weakness in visualizing the information provided.

#### 4.2 Paid Social Media Features

It is a function of publishing content from social media that can only be used by users, in this case the MSMEs affected by COVID-19 in the OKU district in a paid way. The feature indicators of this free social media are divided into three contents, namely;

a. *Advertisement*

Is content published by users on social media which will later be distributed in the form of advertisements by social media platforms so that the ad content can be seen by the desired target market with a large number of views. Each social media platform has its own designation for this feature, but most of them are known as ads or an abbreviation of advertisements, for example, Facebook is known for Facebook ads, while Instagram is known as Instagram ads. The advertising feature is the most powerful feature to use in spreading the content that the user wants because it is able to reach as much of the target market as desired by the user.

b. *endorse*

Is content published on social media by users who have a good reputation or very high post interaction. These users are public figures such as artists, including key opinion leaders or people who are experts in certain fields. In contrast to paid advertising where the person who advertises will pay directly to the official social media platform, with the endorse feature, people who want to advertise will pay the cost directly to the endorser which in this case is to the private public figure or key opinion leader. This endorse system is very simple, where endorsers are obliged to be involved in creating product review content that they want to endorse and posting it on their social media, the content of this content is usually in the form of videos that discuss the advantages of the product and an invitation to use the product.

c. *Paid Promote*

Almost the same as the endorse system, the paid promote system is content published on social media by users who have a good reputation or very high post interaction. These users are not only public figure accounts such as artists including key opinion leaders or people who are experts in certain fields, non-personal business accounts can also do this paid promote system while their posting interactions are high. In contrast to the endorse system which requires endorsers to be obligated to be involved in creating product content, in the paid promote system, endorsers are only obliged to post content, meaning that the content has been completed by consumers whose products they want to be posted on the endorser's social media or on non-personal accounts with interaction. tall. The purpose of doing this paid promotion remains the same as other paid features, which is to increase the reach of product postings in the hope of getting lots of purchases to increase turnover.

The results of the analysis of the use of social media features carried out by MSMEs affected by COVID-19 in OKU District Free Social Media Feature Indicator

Table 2.

Indicators of paid social media features; Processing 2021

No	Paid Social Media Features	Percentage of Use	Criteria
1	Advertisement	13%	Very low
2	<i>Endorse</i>	76%	High
3	<i>Paid Promote</i>	8%	Very low

Based on table 2 on indicators of paid social media features, it can be seen that MSMEs in this study use all content provided by paid social media features, namely advertising, endorsement and paid promote but with different percentage levels. Two very low value features are advertising and paid promote, while endorse is of high value. This is because the level of knowledge and technical limitations of MSMEs in accessing paid social media features is a separate obstacle that causes the level of use of paid features to be different.

For advertising features, the results of this study show that a total of 13% of MSMEs in OKU district are new users of this advertising feature, they initially never used the paid advertising feature, but when they faced the wave of the covid-19 pandemic they tried to be adaptive and immediately learn and find out. how to use access to this paid advertising feature in the hope of increasing the reach of product content and increasing their sales turnover. The reach of product content with online marketing is indeed very important, based on research (laura Hardilawati 2020) it appears that one of

the recommended survival strategies for MSMEs during the pandemic is doing digital marketing to reach more consumers. This is the advantage of this system is that it has a broad and targeted reach, but it has a disadvantage because it is not yet user friendly for beginner MSMEs who want to try to access paid advertising features for the first time. So it is very reasonable if this feature has a very low criterion value, not because it does not have a positive effect on reach, but more because of technical problems that are not widely known by MSMEs.

For the endorse feature, the results of this study indicate that the endorse feature is the highest feature to be accessed by MSMEs in OKU Regency when compared to other paid features, namely advertising features and paid promote features. This is because the endorse system was familiar among MSMEs before the COVID-19 pandemic hit, they have also experienced direct benefits from local endorsers who inadvertently promote their products. The biggest hope of MSMEs using this feature is an increase in turnover from the sale of endorsed products. The advantage of this system is that the level of public trust in endorsed products will increase because they are considered trusted by public figures or key opinion leaders. brand and brand awareness in the minds of consumers. while the weakness of this system is that the endorsement price does not have a standard, it can be cheap, but sometimes it is also too expensive and the challenge faced by MSMEs is that they have to be able to have a public figure or key opinion leader that really fits the characteristics of their product.

For the last paid feature, namely paid promote, the results of this study show that the paid promote feature is the feature with the least frequency for use by MSMEs in OKU Regency with a value of only 9% and is included in very low criteria. In contrast to paid advertising which is not accessed by many MSMEs due to technical difficulties, paid promote is actually very easy to do, but has problems because most MSMEs do not know that this feature exists, they are still confused when asked about this paid promote. Even though this feature has advantages in terms of cheap promotional prices when working with non-personal accounts but still produces high interactions according to the desired target market. As for the weakness, in terms of creating content that will be paid for promotion, MSMEs must be really creative and able to create high-quality content considering that the content is the responsibility of the MSMEs themselves, content that is not of high quality will make the paid promote feature not run in accordance with the requirements desired goal

Social media features which consist of free and paid features basically function to spread content to reach more consumers, more easily and most importantly can go directly to the intended target market without having to gather, direct contact and meet, this is what makes social media a a solution for MSMEs in OKU district in marketing their products during the covid-19 pandemic. This solution to reach consumers without having to meet face-to-face is, of course, expected to attract consumers and buy MSME products in the OKU district so that the offline MSME turnover lost during the COVID-19 pandemic can be overcome by implementing an online marketing strategy through this social media.

To see the effectiveness of the turnover obtained by MSMEs affected by COVID-19 in OKU district who implement online marketing through social media, in this study a turnover indicator will be made to measure the extent of the influence of the level of online marketing through social media during the COVID-19 pandemic on MSME turnover. in OKU district. The indicators of turnover in this study are as follows:

Table 3.

Indicators of the influence of online marketing through social media on the turnover of MSMEs affected by COVID-19 in OKU district

Percentage	Criteria
>50%	Very high
25% - 50%	high
10-24%	Fairly high
5-9%	Low
1-4%	Very low

Based on table 3. above, it can be seen that the level of increase in turnover felt by MSMEs affected by COVID-19 in the OKU district that implements online marketing through social media can be measured by the number of percentages and clear criteria. The amount of this turnover percentage will be seen from the difference in MSME income from online marketing results through social media before and after the covid-19 pandemic in OKU district. The results of the analysis of the use of social media features and the increase in turnover of MSMEs affected by COVID-19 in OKU District

Table 4.  
Use of social media features and increase in turnover; Processing 2021

No	Social media	Turnover Percentage Increase	Criteria
Free features			
1	Picture	11%	Fairly high
2	Video	14%	Fairly high
3	Writing	8%	Low
Paid features			
1	advertisement	70%	Very high
2	<i>Endorse</i>	184%	Very high
3	<i>Paid Promote</i>	33%	High

Based on table IV regarding the use of social media features and the increase in turnover of MSMEs affected by COVID-19 in OKU district, it can be seen that paid features on social media have a very high impact, while free features have a fairly high impact on increasing turnover. The highest percentage increase in turnover is found in the paid content feature with the endorse type, while the lowest percentage increase in turnover is found in the free content feature with the type of writing. The table results illustrate that MSMEs affected by COVID-19 in OKU district can use social media as an online marketing medium to increase their turnover, if you want to increase turnover very high then use paid features, but if you want high enough, you can use free features. The following will describe the matrix results from an analysis of the use of social media features and the increase in turnover of MSMEs affected by COVID-19 in OKU district

Table 5  
Matrix of the use of social media features and the increase in turnover; Processing 2021

Social Features	Media	Turnover Criteria			
		Very high	high	Fairly high	Low
Free features		X	X	1. Video 2. picture	3. writing
Paid features		1. <i>Endorse</i> 2. <i>Advertisement</i>	3. <i>Paid Promote</i>	X	X

Based on the matrix above, the results of the analysis of online marketing strategies through social media carried out by SMEs affected by COVID-19 in OKU district are as follows;

1. Use a paid feature strategy on social media

The matrix data shows that the paid features of social media have a very high effect on turnover. Paid feature strategies can be grouped with the following results;

- a. The endorse strategy is in the first place which gives a very high turnover effect, this proves that the people in OKU district really believe in public figures and key opinion leaders, they really obey what famous people say, so it is important for SMEs affected by covid-19 in OKU district to choose an online marketing strategy with this endorse system if the product wants to be quickly recognized and bought by the public.
- b. The advertising strategy is in second place which gives a very high turnover effect, this strategy basically spreads our content to many people, so it can be concluded that content

reach is the keyword that MSMEs affected by COVID-19 in OKU district must do if they want to increase their turnover marketingly. on line.

- c. The paid promote strategy is in third place which gives a very high turnover effect, this strategy can be chosen last by the MSMEs affected by covid-19 in the OKU district who have the budget to try paid features because it gives a lower turnover effect compared to the two previous strategies.

It is important for MSMEs affected by COVID-19 in OKU district to start compiling and have an online marketing budget and start using paid features on social media, because it is proven that paid features on social media have a very high effect on turnover.

#### 2. Optimize the strategy of free features on social media

If the MSMEs affected by COVID-19 in the OKU district do not have a marketing budget at all, then use the free social media feature optimization strategy because this strategy has been proven to have a positive effect on turnover. The free feature strategies can be grouped with the following results;

- a. The video content strategy is in the first place which gives a fairly high turnover effect, this proves that people in OKU district prefer to see products in moving visual form, it is important for MSMEs affected by covid-19 in OKU district to start focusing their social media content in the form of videos which is proven to increase sales turnover.
- b. The image content strategy is in second place which gives a fairly high turnover effect, the visual strategy is proven to be able to attract the attention of consumers to buy, therefore MSMEs affected by covid-19 in OKU district must be diligent in taking photos and uploading products on social media, if they want to increase turnover in marketing on line.
- c. The writing strategy is in third place which gives a low turnover effect, this strategy can be chosen last by the MSMEs affected by covid-19 in the OKU district who really don't have time to make videos or take photos of products to be uploaded on social media, posting written content is still more important compared to not posting anything, because it is proven that written content still has a positive effect on increasing turnover even though the value is low.

#### 3. Immediately transform offline to online business

The results of the matrix above show that online marketing in any form, both free and paid, still has a positive effect on increasing turnover and this is a very good strategy to apply for SMEs affected by COVID-19 in OKU district. In the current condition, the recovery of offline marketing conditions is still uncertain and returning to normal will certainly take a long time. For this reason, the transformation of business from offline to online is something that cannot be avoided so that MSMEs can survive during the current covid-19 pandemic. This is in line with research conducted by (Rofiq et al. 2020) which states that the transformation of the online trading system through social media can expand market share and maintain business continuity.

#### 4. Expand social media reach

An important keyword of an online marketing strategy based on the matrix above is the amount of reach. Both the free features and the paid features that make the difference is the amount of reach. For this reason, it is important for MSMEs affected by COVID-19 in the OKU district to start building their social ecosystem with more people following and producing content that triggers mass interaction. The more people we can reach on social media, the more product sales opportunities are wide open and this is the beginning of the creation of increased turnover.

The results of this discussion and data processing provide findings that it is very important for SMEs affected by COVID-19 in OKU Regency to carry out online marketing strategies through social media because it has a positive impact on sales turnover. The marketing strategies that can be used on social media are divided into two parts, namely marketing strategies by utilizing free features and marketing strategies by utilizing paid features. If MSMEs affected by COVID-19 in OKU Regency want to increase sales quickly and increase very high, then MSMEs can use online marketing strategies with

paid features, while MSMEs can use free features if they want to increase sales but with low to high effects.

This study also resulted in the finding that MSMEs affected by COVID-19 in OKU district had very low knowledge of accessing paid features on social media, especially in the field of online advertisement. Currently, MSMEs affected by COVID-19 in OKU Regency only rely on online marketing through free features on social media. This finding shows that the use of low paid features is caused by a low level of knowledge, not because of low interest, this also recommends for further researchers to conduct research related to the interests and technical capabilities of MSMEs affected by COVID-19 in using social media marketing platforms with paid features

## 5. Conclusions

Based on the results of the analysis of online marketing strategies through social media for MSMEs affected by COVID-19 in OKU district, it can be concluded that online marketing through social media has a positive impact on increasing turnover for MSMEs affected by COVID-19 in OKU district. Online marketing through social media with paid features will provide a very high turnover increase for MSMEs affected by COVID-19 in OKU district. Online marketing through social media with free features provides an increase in turnover, which is quite high for MSMEs affected by COVID-19 in OKU district. Online marketing through social media with paid features has better results in increasing turnover compared to free features. For MSMEs affected by COVID-19 in OKU district, the suggestions that can be given are; MSMEs affected by COVID-19 in OKU district that are still focused offline should start changing their marketing system to online marketing through social media because it has been proven to increase turnover. For MSMEs affected by COVID-19 in OKU district who have used social media with free features, they should start to be brave to try paid features, because research results prove that paid features have a much higher turnover effect than free features. For MSMEs affected by COVID-19 in OKU district who have used social media with paid features, they should start developing their technical and literary skills to try paid content other than endorsements, namely paid promote and advertising, considering that the presentation of paid promote and advertising is still included. very small category because MSMEs do not yet have the technical ability and literature to use it

## 6. References

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