

## **Revealing Online Media Marketing Communication Strategies on Instagram and Whatsapp during COVID-19 Pandemic (Case Study at MSME in Malang, East Java, Indonesia)**

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**Abstract:** *The COVID-19 pandemic has spread rapidly throughout the world, including Indonesia. This pandemic has an impact on the economy sector in Indonesia, such as Micro Small and Medium Enterprise (MSME). Most of MSME cannot continue their business. Technology development make people life easier than before. It also makes people's enthusiasm for online shopping that makes it increase drastically. This study aim to understand the marketing strategy related with Social Media (Instagram and WhatsApp) in MSME Malang during COVID-19 pandemic. This study uses a qualitative descriptive research method. The results showed that three out of five informants experienced a decline in sales during the COVID-19 pandemic. The online marketing strategy that was implemented had a positive effect on increasing sales volume, the number of reseller and a good response customer*

**Keywords:** *COVID-19, MSME, Instagram, Whatsapp, marketing.*

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### **I. INTRODUCTION**

Corona Virus Diseases known as COVID-19 first appeared in Wuhan, China at the end of 2019. Based on epidemiological data, it shows that 66% of patients were exposed on seafood markets or live markets located in Wuhan, Hubei Province, (Huang, et al. 2020). Based on WHO, as of July 12, 2020, there were 12,552,765 confirmed positive cases of COVID-19 with 561,617 deaths worldwide (WHO, 2020) While in Indonesia, as of July 12, 2020 there were 75,699 confirmed cases of COVID-19 with 3,606 people died and 35,638 people have recovered.

The rapid spread of the COVID-19 had various negative impacts in all sectors, including the economy and business sectors. Based on a press conference on April 1, 2020 by the Ministry of Finance, it is known that the negative impact of this pandemic is a decrease in people's purchasing power and the level of public consumption also MSMEs cannot continue their business. According to KemenkopUKM there are approximately 37,000 MSMEs was reported that they are very seriously affected, which is indicated by: around 56% reported a decrease in sales, 22% had problems in the financing aspect, 15% had problems with the distribution of goods, and 4% had difficulty getting raw materials (Rahman, 2020). In addition, COVID-19 pandemic that is spreading rapidly can cause a decrease in the level of consumption and purchasing power of the community which will ultimately have an impact on the supply side, which is termination of employment and the threat of non-payment of credit (Pakpahan, 2020).

Some problems that are often faced by MSMEs are limited funds and lack of technology capabilities (Saputro, 2010). In addition, this small industry also has weaknesses in the managerial field, lack of skills in operations and lack of marketing strategies (Darwanto, 2013, Suci, 2017). If these MSMEs do not immediately fix themselves, their business will be threatened with losing competition and going out of business. For this reason, MSMEs need to improve themselves and build long-term relationships with consumers (Ghobakhloo, 2011, Saravanakumar, 2012).

The results of research conducted by the social media management platform HootSuite in 2020 revealed the percentage of the most active social media users in Indonesia, Youtube 88%, Whastapp at 84%, Facebook 82% and Instagram 79% (Hootsuite, 2020). The large user number of the Instagram and Whatsapp makes this online media becomes a very promising online marketing tool. However, the success of an online marketing must be accompanied by a marketing communication strategy. So it is necessary to do further research to reveal the marketing communication strategies of MSME's in Malang Raya using the online media Instagram and Whatsapp during the COVID-19 pandemic

## **II. LITERATURE REVIEW**

### **PANDEMIC OF COVID-19**

Pandemic is defined as an epidemic that occurs throughout the world or in a very wide area whose spread across the borders of several countries and generally affects large numbers of people (Last, 2001). The World Health Organization (WHO) states that Coronaviruses (Cov) is a virus that infects the respiratory system. The infection caused by this virus is called COVID-19 (Hanoatubun, 2020).

COVID-19 was first discovered in December 2019 in Wuhan Province, China. Based on epidemiological data, it shows that there are about 66% of patients who have been confirmed positive covid-19 at a seafood market in Wuhan Province, China (Huang, et al, 2020). It is known that in the first patient infected with the virus, it was transmitted from animals to humans (Unhale, 2020). However, in other cases it was found that the patient had no connection with the seafood market in Wuhan Province. Therefore it has been confirmed that humans can transmit the virus (Unhale, 2020).

The increasing spread of the COVID-19 pandemic certainly has a negative impact on the economy's world, including Indonesia. The following are economic impacts of pandemic COVID-19 in Indonesia as presented at the press conference on April 1, 2020 by the Ministry of Finance:

- Threats of health problems and life threats because of increasing positive cases COVID-19
- Threat of loss of income, especially for the poor and families who work in the informal sector
- Decrease in people's purchasing power and level of public consumption
- MSMEs cannot continue their business
- The corporate system has disrupted activities, such as manufacturing, trading, transportation and accommodation (hotels and restaurants)
- Disruption of business activities that causes layoffs to the point where the company is threatened with bankruptcy

### **MARKETING COMMUNICATION STRATEGIES**

Marketing communication is communication activities carried out by buyers and sellers which are activities in assisting decision making in the marketing sector and directing exchanges so that they are more satisfying (Sustina, 2002). The main purpose of marketing communication is to influence consumers.

Tyas permana explained that the marketing communication strategy is a planning and management which aims to achieve marketing objectives using a marketing mix, namely advertising, sales promotion, public relations, and personal Selling, Direct marketing, and online marketing. The marketing mix is the basic tools used to achieve the communication goals of an organization (Permana, 2015).

### **ONLINE MEDIA**

The online media is online mass media on the internet, including news sites and websites that contain actual information. Technically, online media is telecommunication and multimedia based media (computer and internet). This online media includes portals, websites, online radio, online TV and e-mail (Ismanto, 2017). Social media is an online media that makes everyone connect, interact, socialize and join a community. Social media is a marketing online tools favored by business people today, because of its low promotional costs. The examples of social media that are used as marketing communication are Facebook, Instagram and Twitter (Ismanto, 2017).

#### **Instagram**

Instagram is a social media application which is popular among smartphone users. The name of Instagram comes from the word "Insta" and "gram" from the word "telegram". Instagram can be defined as an application for sending information quickly, in the form of photos, including managing photos, editing photos, and share photo to another social networks. Instagram has a lot of users because of the ease and speed of sharing photos taken in an attractive retro style. Users can take advantage of various types of photo filters to change colors and give the photo a different feel. Instagram provides a new way of communicating on social networks throughout photos. The concept of social networking using "follow", "like" and "popular" makes Instagram becomes more attractive to its users.

#### **Whatsapp**

Whatsapp comes from the phrase "what's up" which is generally used to ask about news. Through the official whatsapp page <http://whatsapp.com>, the definition of whatsapp is a message service that uses the user's mobile internet connection to chat with other WhatsApp users. As an application, WhatsApp is equipped with several features that make it easier for users to communicate. These features include Emoticons, Group Chat,

WhatsApp on the Web and Desktop, Starred Messages, WhatsApp Voice and Video Calls, End-to-end Encryption, sending files, and WhatsApp Story ([https://www.whatsapp.com/about /](https://www.whatsapp.com/about/), 2020).

### **III. Research Methodology**

#### **RESEARCH METHOD**

The method used in this research is a qualitative method. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Lexy, 2014). Qualitative research methods are used to examine the condition of natural objects, where the researcher acts as a key instrument, the data collection technique is qualitative and the results of qualitative research emphasize the meaning rather than generalization (Sugiyono, 2009). The case study method is used to examine carefully and in detail about matters that have meaning in the present context and the researcher does not have the opportunity to control the existing phenomena so that any data found is a fact that actually occurs in the field. This research will produce something unique because it is a research that is focused on a single unit and the results of this research may be different if applied to other units or subjects. Based on this information, it can be seen that this case study research aims to describe the marketing communication strategy using online media Instagram and Whatsapp at MSME's Malang Raya during the pandemic of COVID-19.

#### **TYPES OF DATA**

a. Primary data

Primary data is the main data obtained directly in the field. The primary data collection method used by researchers is indirect interviews by telephone with sources. The interview was conducted in a semistructured questions, where the researcher made an open questions, which then the questions could be developed so that they could reveal the opinion of the informants in more detail.

b. Secondary Data

Secondary data is data used to support primary data as literature that is useful for completing research-related data. Secondary data can be obtained in several ways, such as literature study, documentation and internet sourcing.

#### **DATA COLLECTION TECHNIQUE**

Data collection techniques used in this study were tailored to the focus and objectives of the study, which consisted of:

a. Interview

Interviewing is one of the way to exchange information through question and answer face to face with respondents using a tool called an interview guide (Sugiyono, 2009). The interview technique in terms of how to conduct an interview approach is divided into two types,: 1) direct interviews are interviews conducted face-to-face. In this way the interviewer comes face to face with the interviewee, and 2) an indirect interview is what is done not face to face but by telephone, via radio, and so on.

b. Documentation

The technique of collecting data with documentation is a technique of finding data in the form of notes, transcripts, books, newspapers, magazines, meeting minutes and so on (Arikunto, 2002). Documentation can be in the form of archival data, or public documentation of respondents

#### **DATA ANALYSIS TECHNIQUE**

There are three flow of data analysis activities in this research, namely:

- a. Data reduction, is a process of selecting or selecting data, classifying, summarizing, directing, removing unnecessary and organizing data in such a way as to obtain conclusions.
- b. Data display, all data in the field in the form of interviews and documentation will be analyzed in accordance with the theory previously described.
- c. Verifying conclusion is an activity to describe the whole object under study in the process of drawing conclusions based on combining information that has been compiled in a form of accurate data presentation.

### **IV. RESULT AND DISCUSSION**

#### **GENERAL DESCRIPTION OF INFORMANT**

In this study, indirect interviews were conducted with 5 MSME's informants. The description of these informants can be seen in the table 1 below.

Table 1

Informants

No	Name	Age	Gender	Product	Online Media Use
1.	Roichatul Janna	28	Female	Keripik Tempe “Sederhana”	Instagram, Whatsapp
2	Nandra	27	Female	Kering Tempe “Tatita”	Instagram, Whastapp
3.	Mashudi	42	Male	Keripik Buah “Ramayana”	Whatsapp
4.	Dwi Nawangwulan	56	Female	Teh Apel Celup “Dhilanmesindo”	Instagram
5	Kharis	27	Male	Lele Fillet “Omah Lele”	Instagram

### **ONLINE MEDIA USED BY MSME IN MALANG RAYA**

Researchers distributed an open questionnaire to 16 MSMEs in Malang Raya to find out the online media used by MSME's in Malang Raya, MSMEs usually use more than one online media to promote their products. The most frequently used online media are Instagram (13 people) and Whatsapp (12 people). The two uses of social media are considered as online media that has many users spread throughout Indonesia. In addition, the selection of these two online media is considered simple and does not cost a lot. In the era of globalization, the use of online media to market products is considered more effective so that it is considered very helpful in marketing. This is in accordance with data provided by Napoleon Cat (2020), which states that there is an increase in the number of Instagram users in Indonesia from January to May 2020. Until May 2020 Instagram users in Indonesia reached 69.2 million users.

### **OFFLINE MARKETING BEFORE PANDEMIC COVID-19**

Based on the results of indirect interviews conducted by researchers, the five informants carried out offline marketing in several ways, namely:

#### 1. Canvassing

3 out of 5 informants stated that canvassing is very helpful in marketing their products. The canvassing method is one of the offline marketing methods commonly used by MSME. By using this method, informants can introduce and explain the advantages of their product compared to the other similar products. Continuously canvassing will have a positive impact on sales. In general, target of canvassing method is carried out with the closest one. Then with the Word of Mouth (WOM) effect from their family and colleagues, consumers will also increase.

Canvassing is a planned activity carried out by someone to offer, distribute or sell goods or services. Canvassing is one of the direct marketing methods (personal selling). Personal selling is a promotional method that uses people or individuals in its implementation. So the communication with consumers is more flexible (Freddy, 2009). The method of canvassing that is carried out continuously will have a positive impact on the Word of Mouth. The existence of a Word of Mouth from the closest people can form the trust of consumers (Hasan, 2010). WOM that is expressed by colleagues itself can have a strong impact because of the existence of independent trust and the sharing of personal experiences (Silverman, 2001).

#### 2. Collaboration with Store

3 out of 5 informants stated that they had collaborated with store, either using a regular system or a consignment system. Usually, the store will offer to cooperate using a consignment system. In cooperation with a consignment system, products of MSMEs are only paid based on the number of goods sold. Collaborating with stores will certainly have a positive impact on MSME sales. This can happen because store usually already have loyal customers.

#### 3. Participate in Bazaar

By participating in bazaars or exhibitions which are usually held by the local government, MSME's can attract a number of consumers. MSMEs use the bazaar to introduce and provide education related to their products. In general, in the bazaar, MSMEs will provide product testers and business cards or their contacts. Making it easier for consumers when they want to make a purchase.

The bazaar or product exhibition aims to introduce a product to the public so that they are interested, then buy it. The exhibition consists of 8 categories classified by target audience, by type, by nature, by frequency, by geographical scope, by scale, by location, and by time (Evelina 2005). The exhibition or bazaar has several benefits for producers, including (Evelina, 2005):

1. An alternative place to sell products,
2. Improve and maintain the image of the product / service / company,
3. Introducing a new product or service,
4. Provide examples and dialogue directly with prospective buyers,
5. As a marketing intelligent system,
6. Exploring competitor's activities,

7. Learn sales and promotion methods from other companies, and
8. Studying business partners, cooperating with investors, financial institutions, suppliers, distributors, and other partners.

### **THE OBSTACLES OF OFFLINE MARKETING**

#### **I. Delivery Process**

3 out of 5 informants stated that the product delivery process was one of the obstacles in offline marketing. This can happen because the process of distributing goods includes many aspects, namely

1. Availability of shipping fleets. Unavailability of sufficient shipping fleets can hamper the product delivery process. This problem usually occurs during high season and many stores and resellers need products quickly.
2. Driver availability, If the driver who sends the goods does not enter or permits suddenly, the process of sending the goods will be hampered.
3. Road access, road access can become an obstacle if there is a traffic jam or other things that can hinder the delivery of goods, such as road repairs and road access closures so that they are directed to alternative routes.

In general, delivery of goods is preparing for physical delivery of goods from the warehouse to their destination according to order and delivery documents and in conditions that are in accordance with the requirements for handling the goods.

#### **II. Time Management**

Improper time management will certainly have an impact on sales. In general, MSME have difficulty dividing their time between production and marketing. Furthermore usually all the work is done by the owner himself without employee intervention. Usually the production process takes a long time so that it can hinder marketing. Of course, the delivery will experience delays when the production process is not on time.

#### **III. Inadequate Number and Quality of the Employee**

2 out of 5 informants agreed that the obstacles that are often faced in offline marketing are the inadequate number and ability of employees. This is because offline marketing requires quite a lot of human resources, from the production process to the delivery of goods. Often MSMEs who have just started their business do everything themselves without employees so that it can hinder sales.

This is in accordance with the statement of Irfan (2016), the obstacle that is very often faced by MSMEs is the low quality of human resources. In addition, the managerial abilities of MSME players also need to be improved. Likewise, the MSME's regeneration system still needs to be built. Inadequate quality of human resources often affects the production and time management of business actors.

#### **IV. Multiple Returns of Goods**

The informant stated that offline marketing in collaboration with third parties has a considerable risk of returning goods. This risk can occur in the system of regular purchase or consignments. This can happen if the product that was deposited in the store is not selling well and is approaching its expiration date. The shop owner will return the product to the business actors. Usually the agreement has been stated in the MoU of cooperation between the store and the MSME.

### **IMPACT OF PANDEMIC COVID-19 ON OFFLINE SALES**

3 out of 5 informants stated that the COVID-19 pandemic had a significant impact on decreasing offline sales. The decline in sales that occurred on average was due to the policy of closing tourist attractions and souvenir centers in Batu and Malang. With the closure of tourist attractions and a number of souvenir centers, it will reduce the number of tourists visiting. So that the sales of MSME products have also decreased.

Meanwhile, 2 other informants stated that COVID-19 had no impact on the decline in sales of their products. This can happen because the 2 informants rely more on online marketing than offline marketing. The two informants also did not cooperate with the stores which were mostly closed during the CoVID-19 pandemic. So that sales of its products have remained stable during this pandemic.

## **V. ONLINE MARKETING**

### **a. ONLINE MARKETING USING INSTAGRAM**

Informants who use Instagram as a tools for marketing their products stated that the use of Instagram is associated with its users, who are mostly young people and middle-upper class consumers. To increase consumer interest through Instagram, MSME must be creative by displaying practical products using interesting content. This is because Instagram is a photo-based social media. So that the photos displayed must be attractive and able to provide information about the products.

The informant's statement which revealed that the average Instagram user is a young person or young mother is in accordance with the research conducted by Napoleon Cat. From Napoleon Cat's research, it is known that the average Instagram user is millennial with an age category between 18-24 years. The percentage of Instagram users at that age ranges between 36% - 38%. This is in accordance with the target market set by the informants, namely young people and young mothers.

### **b. ONLINE MARKETING USING WHATSAPP**

The use of Whatsapp as an online marketing tool was considered very simple. This is because MSME only need to upload photos or videos via WhatsApp story and whatsapp chat group. Through Whatapp story, uploaded photos or videos can be seen by colleagues whose WA number has been saved in the contact. In addition, currently there is a group whatsapp feature that allows marketers to offer their products in group chat.

## **ONLINE MARKETING COMMUNICATION STRATEGIES DURING PANDEMIC COVID-19**

### **1. Promotion of the Product**

The covid-19 pandemic has caused some stores to rely solely on online marketing. This is because almost all tourist attractions are closed and the number of tourists visiting Malang area has also decreased. To attract consumer interest, marketers can provide promos or discounts every day. Products that are given discounted prices can be the same or different items every day.

The purpose of giving a discount or promo on a particular product includes:

1. Encourage consumers to make purchases in large quantities so that sales volume is expected to increase.
2. With a discount on a product it can increase the number of new customers and retain loyal customers
3. Discounts can be used as a sales service so that sale and purchase transactions occur.

### **2. Looking for Reseller and Dropship**

One of the online marketing strategies that can be applied during the COVID-19 pandemic is to attract more resellers and dropshippers. MSME only need to upload photos or product videos through online media. With resellers and dropshippers, it can expand marketing reach. In general, MSME will provide special discounts to resellers. Furthermore, resellers and dropshippers will have a margin and be able to sell products at standard prices (not too expensive).

There are two online buying and selling systems that are currently widely used by business people in marketing products, namely reseller and dropship systems. Dropshipping is a buying and selling system where the seller sells products that are not owned and do not have stock. The seller only has a sample of the supplier's goods, usually a photo, which is then marketed to the consumer. If there is a sale of the goods, the seller asks the supplier to send the goods to consumers on behalf of the seller. Reseller is a seller who sells goods owned by other sellers (not his own). So that the reseller can help market sales from other sellers. The system applied by resellers is included as an indirect distribution strategy. Indirect distribution is the distribution or sale of goods from producers to consumers through intermediaries carried out by agents, brokers or resellers

### **3. Creating more attractive content**

Informants who use online media stated that one of the keys to increasing consumer interest in their products is by uploading interesting product photos or videos. Various ways can be done to attract consumer interest through online media WA and IG, among others, namely

- a. Editing the product's photo then upload it to online media,
- b. Add a short videos related to product descriptions and product prices
- c. Add an interesting caption on every product's photo uploaded
- d. To increase followers and consumer attractiveness on Instagram, you can upload photos that contain guesses and other content whose related to the product being sold. Like uploading recipes for products related to raw food
- e. Including testimonials from consumers who have purchased the product, the testimonials uploaded can be in the form of chat screenshots or short videos sent by consumers. These testimonials are useful for increasing consumer confidence in buying products through online media.

With interesting content, it can increase consumer interest in buying these products. This is in accordance with the research conducted by Mahdi (2018) which states that using interesting stories and photos gives a positive response to consumer visits to Komunikafe. Upload photos via Instagram with updates, creative and contains clear information can influence followers to visit the café.

#### **4. Launching New Products and Creating New Packaging**

The addition of product variants is expected to increase interest and the number of consumers. This was done as a strategy to increase sales during the COVID-19 pandemic. Nandra made a new product breakthrough, namely mbote chips. Because she realized that each consumer has different tastes. So that MSME should be creative in making a product that suit market demands.

This is in accordance with the main objective in developing a product, namely

- a. Fulfill consumer desires
- b. Winning the competition
- c. Increase the number of sales
- d. Utilizing production sources
- e. Prevent boredom in consumers (Buchari, 2011)

#### **5. Purchasing a Product and give a free goods**

Purchasing a product and have free goods or what is known as a gimmick is an online marketing strategy that can be applied during the COVID-19 pandemic. The prizes given can be various according to the MSME's budget. As was done by Mrs. Dwi Nawangwulan, she worked with craftsmen to make a limited edition of mugs which contained a tea bag logo on it. This mug will be given to consumers who buy an adventure themed apple tea bag package. The product of the apple tea is also packaged in a special designed packaging with the theme of adventure. By applying the free gift limited edition, it is hoped that it can increase consumer interest in buying the product.

Giving a free gift or bonus package (gimmick) is an item that is offered at a relatively low or free price as an incentive for purchasing certain products (Kotler and Keller 2009). Gifts in sales promotions can also lead to an incentive for consumers to make purchases. So that the existence of a gift or bonus package will have a direct impact on the process of product buying behavior (Putra, Pangestuti and Devita, 2018).

### **ONLINE MARKETING COMMUNICATION STRATEGY IMPACT DURING THE COVID-19 PANDEMIC**

#### **a. The Positive Impact of Online Marketing Communication Strategies During COVID-19 Pandemic**

##### **- There is an increase in sales and the number of resellers**

Based on the results of an indirect interview with Mr. Mashudi, it is known that during the COVID-19 pandemic there was an increase in sales and an increase in the number of resellers after he used WA Story as a media to marketing his products. Even though before using WA Story, there was no income for several months. This is due to the closure of tourist attractions and souvenir stores in the Batu area so that there are no sales or orders.

##### **- There is an increase in sales volume**

The informants agreed that there had been an increase in sales using online media as a tools for marketing their products. The implementation of different marketing strategies during the COVID-19 pandemic had a positive impact on increasing the sales volume of their products. Although there were informants who experienced a decrease in margins due to the provision of discounts, she stated that the sales volume had increased compared to before applying the discount every day.

##### **- Good Consumer Responses**

Based on the results of indirect interviews with the five informants, it is known that the implementation of marketing communication strategies using online media has been proven to get a good response from consumers. As we know, during the COVID-19 pandemic, people had limited access to both shopping centers and souvenir stores. People spend more time using online media in terms of shopping. Furthermore, the online marketing strategy adopted by business people will certainly have a positive impact on consumer response.

#### **b. The Negative Impact of Online Marketing Communication Strategies During COVID-19 Pandemic**

##### **- Unable to see the product directly**

By using online marketing media, consumers can only see product photos and know product information in general. So it is necessary to include testimonials from consumers who have bought the product. With this testimonial, it can increase the trust and interest of new consumers who intend to buy the product.

##### **- The rise of Fraud in Online Media**

During the COVID-19 pandemic, fraud was increasingly prevalent through online media. This causes MSME to think hard in order to increase consumer trust, especially new consumers who have never bought their product. One way to increase consumer trust is by including testimonials on the online media accounts of MSMEs. The testimonials that are listed can be in the form of screenshot chats between MSME and consumers who have bought their products. Testimonials can also be in the form of photo or short videos of consumers who are consuming these UMKM products.

Another way to increase consumer trust is by implementing writing standards both regarding product descriptions and prices that are listed on every online media account. This can be applied to inform consumers that the online media that is managed is not a fake account.

- Plagiarism of product photos

Based on the results of indirect interviews with informants who use Instagram as an online marketing media, it is stated that plagiarism is one of the risks that must be faced by online media users, especially photo-based online media. With the easier internet access, there is more plagiarism in online media. In general, photos without a watermark or special tags are prone to be "stolen" and misused. So that business people who use online media to market their products must be able to operate photo editing applications properly to minimize "theft" of product photos.

## VI. Conclusions And Recommendations

### Conclucions

From this study it can be concluded that three out of five informants revealed that the COVID-19 pandemic has caused a decline in sales of their products. Offline sales have decreased. So they can only rely on online marketing by utilizing Instagram and Whatsapp.

Based on the results of the analysis and discussion of this research, it can be concluded that there are several strategies applied by the informants in increasing sales during the COVID-19 pandemic, namely giving discounts or discounts, looking for more resellers and dropshipping, providing an attractive content or product photos, launching new products and giving gimmicks or products with prizes.

From the marketing strategy that has been implemented, MSME have experienced an increase in sales volume. Even the informant reseller network is increasing. In addition, the five informants stated that the consumer response to the products offered was good.

### Recommendations

1. For MSME's in Malang Raya

The strategies that have been implemented by each of these MSME's can be imitated and implemented by other MSMEs. So that it can help in increasing product sales.

2. For Further Researchers

This study only focuses on the marketing communication strategies carried out by MSMEs in Malang Raya through online media Instagram and Whatsapp during the COVID-19 Pandemic. Future research can add other online media, such as Facebook, Telegram and Marketplace. In addition, further research is expected to focus on the impact of marketing strategies that have been implemented by MSME.

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