

CULINARY BUSINESS ONLINE MARKETING STRATEGIES IN THE POST-COVID 19 PANDEMIC ERA

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ABSTRACT

The Covid-19 pandemic has had a major impact on the culinary industry in Indonesia, especially on small and medium enterprises. Many culinary business actors have been forced to close their businesses because they are affected by the pandemic. The purpose of this study is to analyze and examine the phenomena and symptoms of online product marketing by culinary business people in Jakarta in the midst of the Covid-19 pandemic that has hit Indonesia, especially in Jakarta. The research method used is a qualitative approach by conducting direct observations, literature studies and in-depth interviews with key informants as business actors and microeconomic observers. Analysis and discussion of observations of the phenomena and symptoms of online marketing Culinary Sales in Jakarta shows that online culinary marketing has experienced a significant increase in income. Theoretically, marketing online product sales is the most appropriate strategy, both in the midst of the Covid-19 pandemic and in the midst of normal conditions. The conclusion of the results of this study is that online product marketing today and in the future is the best choice for middle to lower economic actors who are difficult to avoid.

Keywords: *strategy, marketing, online, small medium business*

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INTRODUCTION

Due to the outbreak of the Covid-19 pandemic, people are required to carry out activities at home to decide the spread of the virus according to government policy. As a result of the policy, many activities that require physical interaction should be avoided and community activities restricted from leaving the house (Rakhmanita, 2021). The Covid-19 pandemic has had a huge impact on business people, especially for micro, small and medium enterprises (MSMEs) engaged in the culinary sector such as food and beverages (Komalasari et al., 2022). These impacts include a decrease in sales and loss of customers so that the economy does not rotate and many people experience poverty. Due to the increasing number of MSME business actors in the culinary industry, competition between sellers is getting tighter. Although during this pandemic, MSME business actors are trying hard to maintain their business, in the post-pandemic period they must be able to compete innovatively with other culinary MSME business actors (Wulandari, 2022).

The Covid-19 pandemic has forced many businesses, including culinary businesses in Jakarta, to close temporarily or even close permanently. Jakarta is an important city and is the capital of the State of Indonesia as well as the economic center in Indonesia. This economic improvement is expected to improve people's welfare through business development, especially the creative sector. The following is data on the distribution of MSMEs by region in DKI Jakarta Province:

Table 1.
Distribution of MSMEs by DKI Jakarta province

No	Region	Total MSMEs	Percentage
1.	North Jakarta	136.985	16.35
2.	East Jakarta	179.188	21.39
3.	South Jakarta	180.517	21.54
4.	West Jakarta	177.952	21.23
5.	Central Jakarta	163.118	19.47
6.	Thousand Islands	165	0.02
Total		837.905	100

Source: (Hertadiani & Lestari, 2021)

In this post-pandemic era, culinary businesses in Jakarta have begun to bounce back and have begun to shift to online marketing strategies in response to changes in consumer behavior that are increasingly digital. Online marketing strategy is any marketing activity carried out through the internet to increase sales and strengthen brand awareness (Chaffey & Ellis-Chadwick, 2019). This is done to expand the reach and increase sales in a more efficient and effective way. In the face of increasingly fierce competition in the culinary sector, online marketing strategies are believed to be able to help culinary business people in Jakarta to maintain and improve their business.

Therefore, research on online marketing strategies for culinary businesses in the post-Covid-19 pandemic era in Jakarta is relevant to provide an overview of how small and medium culinary businesses can survive and grow again through the use of technology and online marketing strategies. This study is expected to provide recommendations for effective online marketing strategies for small and medium culinary businesses in Jakarta to be able to maintain and increase their market share amid changes in consumer behavior that are increasingly digital. Based on this background description, researchers are interested in conducting research entitled "Online Marketing Strategy for Culinary Business in the Post-Covid-19 Pandemic Era".

METHOD

Research methods

The research method used is a qualitative approach. According to Moleong (2018), qualitative research is a type of research that aims to understand the phenomena experienced by research subjects, such as behavior, perception, motivation, action, etc. as a whole and is explained using words and language. This research is conducted in a specific natural context and utilizes a variety of natural methods to achieve that goal.

Data collection techniques

The data collection techniques used in this study were direct observation, literature studies and in-depth interviews with small and medium culinary business owners in Jakarta who used online marketing strategies after the Covid-19 pandemic. In addition, researchers will also make direct observations on culinary business actors who are running online marketing strategies.

Data analysis

Data obtained from interviews and observations will be analyzed using qualitative analysis, namely by reducing data, presenting data, and drawing conclusions (Muhson, 2006).

RESULTS AND DISCUSSION

The Covid-19 pandemic has had a significant impact on the culinary business in Jakarta. The Large-Scale Social Restrictions (PSBB) and Community Activity Restrictions (PKM) policies have forced many culinary businesses to temporarily close or even close permanently because they are unable to survive (Masriansyah, 2020). The decline in the number of buyers and visitors in shopping centers and tourist attractions that are usually places where the culinary business develops is also an influential factor in the decline in the income of culinary business people (Azimah et al., 2020). However, in the post-pandemic era, the culinary business has begun to bounce back with online marketing strategies in response to changes in consumer behavior that are increasingly digital. Many culinary business people are turning to online marketing to expand market reach and increase sales (Pasaribu, 2020). MSME culinary businesses in Jakarta even experienced a significant increase in income after switching to online marketing (Kusumaningrum et al., 2021).

Online marketing strategies have become the right choice for culinary businesses in the post-Covid-19 pandemic era. The pandemic has changed consumer behavior to be more digital and made culinary businesses have to adjust to new ways of interacting with customers (Al-Hakim, 2021). With an online marketing strategy, culinary businesses can be more effective in promoting their products on time and on target, and providing high speed of service (Alfin, 2021). In addition, online marketing strategies can also help culinary businesses save a large enough budget, because there is no need to spend large costs on conventional promotions such as advertisements in print media or promotions through live events (Tresnawati & Prasetyo, 2018). In the long run, online product marketing has also increased economic growth and people's income (Marlinah, 2019).

The use of online marketing strategies in the culinary business in the post-Covid-19 pandemic era has significant advantages. One of the advantages is that it can reach a wider target market at a more affordable cost compared to traditional marketing. In addition, online marketing strategies also allow business actors to be more flexible in determining the time and place of marketing, so that they can adjust to consumer needs (Wijoyo, 2021). However, the use of online marketing strategies in the culinary business also has its own challenges. One of the challenges is the increasingly fierce competition in the online world (Malau et al., 2020). Business actors must be able to pay attention to the latest trends and update their marketing strategies continuously to stay relevant and compete with other business actors. In addition, consumer confidence in product quality and safety also needs to be considered in online marketing strategies, because consumers cannot see and taste products directly before buying them (Sawlani & SE, 2021). Therefore, business actors need to ensure that the products they offer are of good quality and safe for consumption.

Today's culinary business actors are increasingly aware of the importance of online marketing strategies in increasing sales and reaching potential consumers. Some factors that influence the decision of culinary business actors to use online marketing strategies include changes in consumer behavior that are increasingly digital, ease of accessing the internet and

social media, and wider market potential through online marketing. In addition, the relatively cheaper and affordable cost compared to conventional marketing media is also an important factor that influences the decision of culinary business actors to use online marketing strategies. With a more affordable cost, culinary business actors can expand their marketing reach and reach a wider market without having to spend a lot of money.

Middle-to-lower business economic actors in Jakarta tend to be more interested in the online product marketing model because of resource savings, especially very large budgets. In traditional marketing, business actors must spend considerable costs for advertising in conventional media such as television, radio, newspapers, and others. However, with online marketing, business actors can save advertising costs and product distribution costs. Business actors only need to create a website or online store, manage website content, and utilize social media to promote their products. In the long run, business actors can also save on product storage costs and transportation costs because of direct delivery to customers. Thus, cost savings can help middle to lower businesses to increase profits and survive in market competition.

Online product marketing has advantages in terms of time and the right goals. In online marketing, the response time to customer queries can be very fast because the interaction is done electronically. In addition, online marketing also allows businesses to target consumers appropriately based on their location, preferences, and shopping behavior. By using existing data and technology, business people can reach the right audience with the right message at the right time (Irawan, 2020). In terms of speed of service, customers can place orders quickly and easily, and get the product information needed instantly through online platforms provided by business people (Chakti, 2019).

Online product marketing has contributed significantly to economic growth and increased income of MSMEs in Jakarta. In the growing digital era, it is increasingly easy for consumers to find the products they need through online platforms, such as e-commerce websites, social media, and mobile applications. Business actors who are able to utilize the platform well can reach a wider target market and increase their sales volume. In the context of culinary business in the post-pandemic era, online product marketing also helps businesses to stay connected with consumers during difficult times and social restrictions. By offering online ordering and delivery services, culinary businesses can continue to operate and meet consumer needs even though access to physical stores is limited.

The increase in sales resulting from online product marketing can also increase people's income. Along with economic growth, businesses may also consider expanding their businesses and creating more jobs. Therefore, online product marketing can help improve the economic welfare of the community as a whole (Kadeni, 2020).

Online product marketing today and in the future is the best choice for middle to lower economic actors who are difficult to avoid. This is due to the increasing number of consumers who switch to purchasing products online, especially during the Covid-19 pandemic which forced many people to avoid crowds and excessive social interaction. By utilizing online marketing platforms, business actors can reach a wider target market and promote products at a lower cost compared to conventional marketing. In addition, by using online marketing strategies, business actors can obtain consumer data more easily and quickly, so that they can make more informed decisions in developing products and marketing strategies in the future.

In the long run, online marketing can also help increase economic growth by opening up new opportunities for businesses to grow their businesses more effectively and efficiently.

CONCLUSION

The Covid-19 pandemic has had a major impact on the culinary industry in Indonesia, especially on small and medium enterprises. Many culinary business actors have been forced to close their businesses because they are affected by the pandemic. Therefore, an effective and efficient marketing strategy is essential in dealing with this situation. One strategy that is growing is online marketing. In this study, several important results were obtained related to online marketing strategies in the culinary business in the post-Covid-19 pandemic era. First, middle to lower-business actors tend to be interested in online product marketing models because they can save a large budget. Second, online product marketing is more timely and on target with high service speed. Third, online product marketing has increased economic growth and people's income. Therefore, the conclusion of this study is that online product marketing today and in the future is the best choice for middle to lower business actors that is difficult to avoid.

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