

## Increasing Sales Through The Marketplace For Smes Affected By The Covid-19 Pandemic

Azizah Zakiah<sup>1</sup>, Viddi Mardiansyah<sup>2</sup>, Yenie Syukriyah<sup>3</sup>, Ovyawan Herlistiono<sup>4</sup>

<sup>1</sup>Widyatama University

<sup>2</sup>Widyatama University

<sup>3</sup>Widyatama University

<sup>4</sup>Widyatama University

azizah.zakiah@widyatama.ac.id<sup>1</sup>, viddi.mardiansyah.@widyatama.ac.id<sup>2</sup>, yenie.sukriyah@widyatama.ac.id<sup>3</sup>

**Article History:** Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

**Abstract:** Indonesia as one of the countries affected by the Covis 19 pandemic has suffered many losses. One of them is the impact on the people's economy. Where many SMEs have closed, it is due to social distancing, which requires markets / malls and offices to close. Economist of the Institute for Development of Economic and Finance (INDEF) Aviliani revealed that MSMEs were the first sector to be affected by the corona pandemic. The reason is, the activity restrictions during the PSBB or PPKM made sales plummet. Bank Indonesia said as many as 87.5 percent of MSMEs were affected by the Covid-19 pandemic. Of this number, around 93.2 percent of them have a negative impact on the sales side. Based on the situation analysis and the results of previous interviews with partners, the problems faced by partners today are as follows: Lack of competitiveness in marketing products due to conventional sales, resulting in a decline in sales at the reseller level. Lack of mastery of science and technology, especially information and communication technology (ICT), especially the use of marketplaces to support digital product marketing. This community service program has been carried out well and smoothly online via zoom. The survey results indicated that this training was very useful and easy to implement.

**Keyword :** Marketplace, SMEs, Selling

### 1. Introduction

In health terms, pandemic means an outbreak of a disease that attacks many victims, simultaneously in various countries. Meanwhile, in the case of COVID-19, the world health agency WHO has designated this disease as a pandemic because all citizens of the world have the potential to be infected with the COVID-19 disease. With the stipulation of the global status of the pandemic, WHO at the same time confirmed that COVID-19 was an international emergency. This means that every hospital and clinic around the world is advised to be able to prepare themselves to treat patients with the disease even though no patient has been detected. Indonesia as one of the countries affected by the Covis 19 pandemic has suffered many losses. One of them is the impact on the people's economy. Where many SMEs have closed, it is due to social distancing, which requires markets / malls and offices to close. Economist of the Institute for Development of Economic and Finance (INDEF) Aviliani revealed that MSMEs were the first sector to be affected by the corona pandemic. The reason is, the activity restrictions during the PSBB or PPKM made sales plummet (Erlangga, 2021). Bank Indonesia said as many as 87.5 percent of MSMEs were affected by the Covid-19 pandemic. Of this number, around 93.2 percent of them have a negative impact on the sales side (Saputra, 2021). Based on the situation analysis and the results of previous interviews with partners, the problems faced by partners today are as follows:

Lack of competitiveness in marketing products due to conventional sales, resulting in a decline in sales at the reseller level.

Lack of mastery of science and technology, especially information and communication technology (ICT), especially the use of marketplaces to support digital product marketing

### 2. Literatur review

E-commerce is usually associated with buying and selling over the Internet, or carrying out transactions that involve the transfer of ownership or rights to use goods or services over computer-mediated networks. E-commerce has enabled companies to build a market presence, or to enhance their existing market position, by providing cheaper and more efficient distribution chains for their products and services. E-commerce makes it easy to offer services or goods 24 hours a day, seven days a week (Anil Khurana 2015)

The adoption of e-commerce in SMEs is influenced by the following factors (Syed Zamberi Ahmad 2014):

1. a perceived relative advantage,
2. perceived compatibility,
3. the manager / owner's knowledge and expertise,
4. characteristics of management and external change agents.

MSMEs conduct electronic commerce (e-commerce) to create new ways of creating added value, services and new business models. To develop e-commerce strategies aimed at expanding business internationally, and increasing effectiveness and entering into electronic partnerships with large companies that are customers or suppliers or with industry-wide associations (Mesut Savrul 2014).

Electronic commerce (e-commerce) is considered as an appropriate strategy for marketing, selling and integrating online services which can play an important role in identifying, acquiring and retaining customers. E-commerce optimizes and improves relationships and communication between organizations, manufacturers, distributors and customers (Mahdi Choshin 2017).

### 3. Method

Action research method or classroom action to measure user skills in using social media to support product promotion. The stages are as shown below

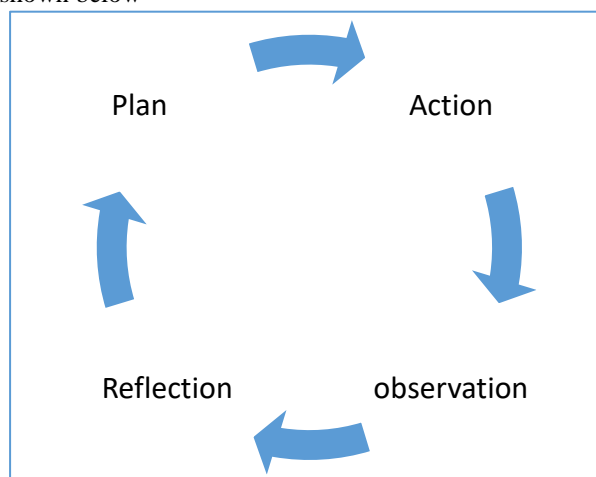


Figure 1. Action Research

#### Plan

The stage where the team plans to determine the strategy and schedule the implementation of the training by discussing with partners, namely UMKM, Ujung Berung sub-district. The results obtained from the discussion were the stipulation of the implementation of the training on Thursday, April 14, 2021

#### Action

In this second stage, namely action, where the team carries out / implements activities by providing training on the use of social media as a means of product promotion.

#### Observe

Conducting observational research to measure the success of the training by giving a questionnaire.

#### Reflect

### 4. Results and discussion

Based on the above background, the objectives of this training are as follows:

1. Conducted training on the use of marketplaces for promotional means. The lack of competitiveness in marketing products is due to conventional sales, resulting in a decline in sales at the reseller level.
2. Providing science and technology training, especially information and communication technology (ICT), especially the use of the marketplace to support digital product marketing

The implementation methods that will be implemented in this community service program are as follows:

1. Survey and Partner Analysis
2. Planning in accordance with the results of the analysis of partner needs
3. Discussion of the agreed solutions to be implemented
4. Implementation of the agreed upon Solutions.
5. Final report

### 5. Conclusion

This community service program has been carried out well and smoothly online via zoom. The survey results indicated that this training was very useful and easy to implement.

## **6. Acknowledgement**

Thanks to p2m univeristas widyatama

## **References**

1. Erlangga, C. (2021, 01 22). UMKM Jadi Sektor Pertama Terdampak Corona. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/ekonomi/20210122140016-92-597179/umkm-jadi-sektor-pertama-terdampak-corona>
2. Saputra, D. (2021, 03 19). Survei BI : 87,5 Persen UMKM Indonesia Terdampak Pandemi Covid-19. Retrieved from Bisnis.com: <https://ekonomi.bisnis.com/read/20210319/9/1370022/survei-bi-875-persen-umkm-indonesia-terdampak-pandemi-covid-19#:~:text=Bisnis.com%2C%20JAKARTA%20-%20Bank,UMKM%20terdampak%20pandemi%20Covid-19.>
3. Anil Khurana, Jyoti Mehra. "E-commerce: Opportunities and Challenges." *The International Journal Of Business & Management*, 2015: 182-186.
4. Mahdi Choshin, Ali Ghaffari. "An investigation of the impact of effective factors on the success of e-commerce in small- and medium-sized companies." *Journal Computers in Human Behavior*, ELSEVIER, 2017: 67-74.
5. Mesut Savrul, Ahmet Incekara, Sefer Sener. "The Potential of E-commerce for SMEs in a Globalizing Business Environment." *Science Direct Journal : Social and Behavioral Sciences* , 2014: 35-45.
6. Syed Zamberi Ahmad, Abdul Rahim Abu Bakar, Tengku Mohamed Faziharudean & Khairul Anwar Mohamad Zaki. "An Empirical Study of Factors Affecting e-Commerce Adoption among Small- and Medium-Sized Enterprises in a Developing Country: Evidence from Malaysia." *Journal information technology for Development*, 2014: 555-572.