

The Increase of Social Media-Based Home Business During Pandemic

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Abstract: Business is one sector that affected by Covid 19 pandemic. The Micro, Small, and Medium Enterprises (MSMEs) actors have to find a strategy to preserve the business run well during and after pandemic. Increasing the selling program by using the social media is one effort since the pandemic requires people to do social distancing, stay at home and facing the swift of lifestyle to use digital tool. This study dealt with observation on how business sector especially in micro, small and medium enterprises improved its products or services promotion and marketing communication amid the decrease of people consumption during pandemic quarantine and new normal eras that led to digital usage. The methodology of this research used a descriptive qualitative approach by analysing various literatures on digital marketing. The results of this study found that social media had been used actively as a marketing tool by home business during the pandemic and makes many conventional home businesses changed to be a social media-based home business.

Keywords: Digital Marketing, Communication, Information, Consumers

1. INTRODUCTION

The spread of Corona Virus intensely transformed the global trends. It has taught a new phenomenon on how the real world should be shifted into digital life. Business sector is one that affected hard because of this situation, moreover in the Micro, Small, and Medium Enterprises (MSMEs) fields. In term of marketing communication, the business actors or entrepreneurs face some lacks of the way to promote their product as well as services in quarantine times during pandemic. Improving the creativity ideas to make the business still runs well amid the decrease of people consumption during pandemic[1] is required.

Digital communication gives some advance solve since the use of new media[3] such as social medias can take new challenge as a digital marketing tool[4] for MSME during pandemic quarantine and new normal eras. Since the use of digital phenomenon is rapidly increase during its times.

As a part of Micro, Small, and Medium Enterprises (MSMEs), home businesses[6] are also facing the same problems, namely how to adopt the switch of conventional marketing way to the digital one that mostly helped by the existence of social medias. This step could be done in order to keep the home business still exist, at least still be known by people.

In this study, the factor that the existence of transactions and purchases made by individuals is included the explicit assumptions to be elaborated like strategies for both buyers and sellers by also looking at humanistic sides.

This study was conducted by using descriptive qualitative method and analysis by doing literatures study of the new occurred phenomenon that appeared in the community since The Covid-19 Pandemic in the use of social media.

According to the above findings, this study aims at an analysis of increasing the numbers of social media use as marketing media and selling products as well as services that done by home business in the times of pandemic quarantine and new normal. The result of this study is achieving to answer this research inquiry: "What is the appropriate strategy in using social media as a marketing tool for home businesses?" Finally, the main objective of this study was to find a huge strategy in using social media as a marketing tool for small or home business.

2. LITERATURES REVIEW

Communicating the home business product and/or services to people by switching its way from conventional marketing method to a digital marketing method that already done by social media, nowadays is rapidly increasingly spreading. It is just like a new phenomenon in the marketing communication realm that thrives amid the pandemic.

This phenomenon becomes very interesting because of the background to choose its communication tool when there was a crisis. It becomes increasingly common, where in fact the use of internet-based platforms as a supporting facility to promote home business had existed before pandemic. But these days it is more rapid and plenty. That is why this can be an interesting phenomenology to be observed. As Patrik Aspers emphasized in May 2015, that the Phenomenology asks us to take a look a very brief but surely occurred things around us.

And about an empirical phenomenon, Patrik Aspers (May 2015) also added, it comes from an interpretation that a scientific elaboration has a foundation on the meaning structure of those that are observed. It means that in the analysis, the actors' perspective is required.

In order to elaborate on how the empirical phenomenology is practised, Patrik Aspers (2015) was emphasizing with a flash background to its philosophical notions especially already highlighted by philosophers Edmund Husserl, Martin Heidegger and Alfred Schütz. According to philosophers Edmund Husserl and Martin Heidegger (Aspers, 2015), phenomenology is in a line with something to look at a single change in a community that happen as new habit.

The use of social media has become a trend since before the pandemic occurred and during pandemic quarantine because the use of social media was increasing drastically. The significant increasing of social media use has also happened in business and industry, for instance in micro, small, and medium enterprises. Even, for home business, the use of social media is a must.

Social media has taken over the purpose to communicate home business in order to provide promotion facility as well as marketing tool. During the pandemic quarantine, when people just stayed at home and have to do social distancing with others, the use of social media as an interactive communication tool that real-time and over a live-three-dimension-visual media was a brilliant thing. And this is a great phenomenon for home business as well.

Some home business that before pandemic run by conventional marketing method was also change its method by became a social media-based home business. Many home business switch to be a social media-based home business[7].

Nonetheless, to what extent the use of social media as a marketing strategy is effective remains unclear. Studies on the impact of social media as a marketing tool for small business are also scarce.

There are many factors to keep the business run well by the MSMEs especially home business in order to promote their businesses. Among others are limited financial resources, which restrict efforts by MSMEs to continue to grow actively. Moreover, MSMEs also need to compete with large business organizations. Especially during pandemic, when the level of selling goes down causing by the decrease of consumers' demand, they should be managed seriously (Huang and Brown, 1999).

Solving this problem, small businesses are able to use social media in order to increase product sell and marketing. Social media give home businesses a chance to conduct low cost and even free marketing activities despite limited financial resources, lack of sources, and competition with large business organizations. Social media could be as an answer to a lack of marketing strategy. And this is a phenomenon, indeed. As Springborg in 2015 emphasis that:

Using the scientific or empirical method, will bring to find out that phenomenology is just like when we face problem, and then the world can be known or paradoxical, a term used by Einstein. Or, that the most incomprehensible thing in the world is that this world can be understood.

And Springborg added:

The term *phenomenology* was mentioned by Kant as something that refers to an emergence, the way in which things show themselves, that is to say, reality interceded by an awareness.

Social media as marketing communication tool focuses on the transaction and purchases performed by individuals (Springborg, 2015). The main idea is to give a chance to product or service to be exist. In the digital world, marketing communication focuses on three important steps namely to build the existence of products and/or services, to create relationships, and provide high value to customers (Rowley, 2002).

As Buchanan (1998) suggested that in elaborating the background of a phenomenon in community, five theory can be used; namely humanistic, making assumptions explicit, understanding, sense-making, sensitization and critique.

3. METHOD

Social Media And Business

The term social media is described as modern tool to spread and create some information, profile, thinking, professional interests and other people expressions that based by an interactive computer-mediated technology and available in virtual communities and networks[8].

This description can also be enforced for all social media platforms, such as Twitter, Facebook, Instagram, LinkedIn, Blogging platforms, WeChat, and Whatsapp. By the use of social media as a part of acting a comprehend life every day, including in doing business, it means that the way people communicate has rotated gradually.

Even social media has now become one of the most profitable promotion tools to be used by home business, but still it need other supported digital or manual facility such as digital platform-based courier or online driver or conventional driver in order to deliver the product that bought by customers.

A survey by GlobalWebIndex.com that has been analysed by Khazim and Lase (2020)[9] mentioned, that since Covid 19 was declared as a global pandemic, there have been a lifestyle changes in society from April 2020. The existence of social distancing has limited people's activities. Based on datas, the top three activities that carried out by people are content viewing, whether a news, streaming services, or short vlog from social media platform like YouTube. This phenomenon indicates that there is a change in content consumption patterns affected by social restriction policies implemented globally including in Indonesia.

Pandemic condition affected consumers effort to do more effective and efficeience lifestyle transformation (Khazim, D., & Lase, D., 2020). One such transformation is by doing marketing communications that really touch the people. And this is done by home business[10].

The lack of activity causes a decrease in people's purchasing. This brought an impact on the home business world. but often with the need to maintain health, the interest in consuming home products such as culinary, honey and healthy processed products typical of home makes businesses meet their hopes.

4. RESULT AND DISCUSSION

The existence of a pandemic required people to stay at home, reduced activities outside the home and outside the office, did social distancing and stay healthy.

Nevertheless, it was because they had to stay at home, many consumers bought from home and use social media to find information on the desired home products. Therefore, the sale of home-based business products using social media had met its hopes to rise.

As it's mentioned by Supriyono, S. (July 2020) in Media Sosial Sebagai Alat Promosi yang Efektif Bagi Usaha Rintisan di Era Normal Baru:

In the current new normal era, every business owner is required to start making new innovations and breakthroughs. One of them is by utilizing technology, namely Digital Marketing. By using this kind of strategy, entrepreneurs able to promote the products or services efficiently even though they do not directly meet with consumers. Marketing activities using social media can reduce promotional costs. In addition, social media also has a wider reach and is easily accessible in promoting products compared to conventional marketing.

And Adrian Wong, Serene Ho, Olusegun Olusanya et. al. (2020) found that:

There were definite benefits to the use of social media as succesful communication tool in times of pandemic where time urgency, physical distancing, and the need to widely distribute information had compelled us to find alternative ways of working and learning included do bussines. Furthermore, one of the importance things was the social media users try to control the information exchanged for quality and reliability life, as well to buy consumers' needs.

For buyers, there were also strategies that must be applied when shopping using social media. The use of social media as a tool for promoting a home business was effective if it was prepared using the right strategy. For example, by paying attention to the quality of information consisting of the quality of product information, the quality of site information and the quality of service information (Supriyono, 2020).

Meanwhile, for home-based entrepreneurs, the working from home method is very helpful. That's because of the marketing media or the store is in online media. (Puspitasari, A. D. et. El., 2020). It is needed an online sale via various social media platforms such as Facebook and Instagram. Those two platforms are researched more easily. In using media online, entrepreneurs or sellers are also have to do interaction with consumers. Then, for advanced promotion, hire influencers can be a big deal on it. sIt was because social media, especially Facebook and Instagram, more accessible and easier to find and display attractive contents.

5. CONCLUSIONS

The above discussion provided a fact that social media had been used actively as a marketing tool by business during the pandemic to askpeople to stay at home and do social distancing. It was especially facing the small business that based at home or home business/industry. Moreover, itmade many conventional home businesses changed to be a social media-based home business in term of marketing activity.

However, MSMEs, the use of social media in business was still at its infancy. In addition, there were limited studies on the strategic use of social media in marketing for small businesses. Development of a strategy for using social media as a marketing tool in a small business had to be conducted.

For buyers, good strategies in using social media as a tool for buy something namely paying attention to the quality of information consisting of the quality of product information, the quality of site information and the quality of service information. And for entrepreneurs, the strategy was to find the most efficient platforms to sale, for instance Facebook, Instagram, WhatsApp, or YouTube.

ACKNOWLEDGEMENTS

The authors gratefully acknowledge to IIB Darmajaya Lampung who had fully supported the author.

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