

THE ROLE OF MARKETING MANAGEMENT IN DEVELOPMENT CONCEPT BUSINESS DURING THE COVID-19 PANDEMIC

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Abstract

During the COVID-19 pandemic, many business people have difficulty surviving and developing, so the role of marketing management is very much needed. Marketing management is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs to both existing and potential buyers. The formulation of the problem is: "What is the role of marketing management in conceptual business development during the covid-19 pandemic?". Looking for other business opportunities as other income besides the main income. Or with a marketing strategy through social media, namely the strategies taken to increase sales turnover in the business are: Create an online shop site, add networks and relationships, add interesting marketing content,

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A. Background

Along with advances in technology, science and rapid economic development, causing very tight competition and coupled with the COVID-19 pandemic. To be able to survive and be able to compete in the competition, a business or company must pay attention to effective service and efficiency in the utilization of its resources to achieve the company's goals that have been set.

To achieve the desired company goals, the company must carry out good functions including: finance function, marketing function, human resource function, and operational function. These four functions have their respective roles and are interrelated to achieve company goals which contain the concept that the company carries out activities effectively and efficiently. Effective relates to the goals to be achieved while efficient relates to the minimum possible cost. In carrying out the marketing function, the company requires good and solid marketing management.

Marketing management is a process of setting marketing goals for a company or organization by considering internal resources and creating, maintaining profitable exchanges with target markets that intend to achieve the company's main objectives. In marketing, there are concepts in carrying out its activities, including production concepts, product concepts, sales concepts, marketing concepts, social marketing concepts and global marketing concepts.

Business or commerce is the activity of buying and selling goods or services with the aim of making a profit. In economics, a business is an organization that sells goods or services to consumers in need and earns a profit. Although not all of these business activities are for profit, for example cooperatives. Etymologically, business means a situation where a person or group of people is busy doing work that makes a profit.

In a capitalist economy, most businesses are privately owned and businesses are formed to increase the wealth of their owners. Etymologically, business means a situation where a person or group of people are busy doing work that makes a profit. The word business has three users, depending on the scope. For singular users, the word business can refer to a business entity, namely a juridical (legal), technical, and economic entity that aims to seek profit or profit, for example PT, Firm, etc. For broader users, it can refer to certain market sectors (referring to all activities carried out by the community providing goods or services),

such as the television business. The broadest user refers to the activities carried out by the community of providers of goods and services.

The basic form of business ownership varies in each country, there are several forms that are considered common, namely individual companies, partnerships, corporations and cooperatives. Businesses can also be classified based on the activities carried out to generate profits, namely manufacturing, service business, retail and distribution, agriculture, finance, information business, real estate, transportation and online business. So this business can take shelter in the form of a company.

In order for a business or company to survive in a very tight competition, the company must be sensitive to competitive changes. Market-oriented companies must think about how to influence consumers, especially potential buyers, to be willing to buy the products produced and offered. As for what the company must do is determine what strategies can still attract the attention of consumers and increase sales.

The concept of global marketing is that consumers are faced globally or globally, so that an international scale marketing effort or technique is needed to follow up on global market threats and achieve the same potential in the global market. There are many ways to increase sales through the concept of global marketing, namely through applications. An application is computer software designed to perform a coordinated group of functions, tasks, or activities for the benefit of the user. At this time the application can not only be seen on a computer but can already be on an Android phone. This application can be installed via Android so that buying and selling activities are done online.

With globalization where the space for movement is not limited, it can reach the whole world. So that marketing and sales can be done online, thus the company has entered the online business. Even though online business can reach internationally, it is necessary to first study the advantages and disadvantages of this business so that companies can compete.

Online business is a business that is done online via the internet. In this business, any goods can be traded like in a business in general. To be able to do this business, there are many media that can be used, including Websites, Facebook, Twitter, Instagram and others which are applications on mobile phones.

With the description and explanation on the background above, the formulation of the problem is: "What is the role of marketing management in business development conceptually during the pandemic-19?".

B. Theoretical basis

1. Definition of Marketing Management

In general, the notion of marketing management is the process of setting marketing goals for an organization/company by considering internal resources and creating and maintaining profitable exchanges with the target market in order to achieve the main objectives. Below are some understandings of marketing management according to experts, namely:

According to Philip Kotler (2008;9):

"Marketing management is the process of planning, executing, contemplating, pricing promotions, and distributing ideas for goods and services to create exchanges that meet individual goals within the organization."

According to Basu Swastha (2014), 5):

"Marketing management is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy needs to both existing and potential buyers".

According to Sofyan Assauri (2013; 12):

"Marketing management is the activity of analyzing, planning, implementing and controlling programs that are structured in the formation, development, and maintenance of profits from exchanges/transactions through target markets with the hope of achieving organizational (company) goals in the long term".

Based on the understanding of the experts above, it can be concluded that marketing management is a system of all business activities carried out by organizations/companies that aim to meet consumer needs. The marketing concept can go through a marketing process. The marketing process includes two aspects, namely:

- a. The physical aspect concerns the movement of goods to where they are needed.

b. The non-physical aspect in the sense that the seller must know what the buyers want and the buyer must also know what is being sold.

2. Marketing Management Function

In marketing management there are marketing management functions including:

- a. To conduct/conduct consumer research
- b. For developing/making new products
- c. To do distribution / shorten distribution
- d. To provide services to customers wherever they are.

3. Objectives of Marketing Management

In marketing management there are several objectives of marketing management including the following:

- a. Introducing the results of the production of goods or services that are lived and get customers or consumers.
- b. To get or get profit/profit
- c. So that the company can compete with other companies
- d. To increase the number of customers/consumers.

4. Marketing Management Concept

In marketing management there are basic concepts in the implementation of marketing activities, namely:

- a. Production concept, namely consumers will prefer cheap products, this concept is oriented towards directing customers/consumers to like the products offered, as well as ensuring products are widely available. So management focuses only on improving production and distribution efficiency to meet customer demands.
- b. Product concept, namely consumers will prefer products that have the best features from several aspects among quality and have other best characteristics. So management focuses on making products that have value or quality.

- c. The Selling Concept, namely consumers will not buy the company's products in large quantities without large-scale advertising and sales efforts. So the management attaches importance to making trade deals and aggressive promotion efforts
- d. Marketing Concept / Marketing Concept, namely understanding consumer needs through analyzing customer needs and then making decisions to meet the needs of these customers / consumers in a better way than other competitors, because it provides customer / consumer satisfaction.
- e. The Social Marketing Concept, which is in addition to providing customer satisfaction but also paying attention to the benefits for others by placing the welfare of the community above company profits and customer satisfaction. So that companies will be socially and environmentally responsible to meet the needs of consumers and companies today, but also maintain or enhance the ability of future generations to meet their needs later.
- f. The Global Marketing Concept/Global Concept is that consumers are faced globally or globally, so that an international-scale marketing effort or technique is needed to follow up on global market threats and achieve the same potential in the global market.

5. Marketing Mix (Marketing Mix)

In facing the competition of a business, the company in order to increase sales volume by combining variables in the marketing mix (marketing mix) such as product with price, distribution with promotion, product with promotion, and so on. The elements of the marketing mix in service companies are as follows:

- a. Product is something that is produced by a company that is expected to provide benefits, meet consumer needs, and can satisfy consumers (customers).
- b. Price is the determination of the selling price of the product is an important thing, it must be done with full consideration because the pricing will be able to affect the total revenue and costs.
- c. Place / location (Place) is the range of places to be something that must be considered carefully. Things to consider when choosing a place:
 - 1). Strategic
 - 2). In accordance with marketing targets

3). Reachable

4). Attract consumers' attention

d. Promotion is a basic marketing principle where companies are required to provide incentives for potential buyers of the products or services offered. These incentives can be in the form of price discounts, conveying a product in an attractive way, to providing examples of the products offered to potential consumers.

e. Human Resources (People) are human resources in the company must have high performance and high performance to meet consumer needs so that consumers are satisfied and loyal.

f. Process or business activity (Peocess) is the process of delivering services to consumers. Because the driving force of the company is the employees themselves, to ensure service quality, all operations must be carried out in accordance with standardized systems and procedures by competent, committed and loyal employees.

g. Physical evidence is physical evidence that can be felt by the human senses both by sight and smell. This physical evidence is in the form of buildings such as shops or shops.

6. Business

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In economics, business is an organization that sells goods or services to consumers or other businesses, for profit. This advantage allows the company not only to survive but also to support its employees at an even better level and standard of living. In order to obtain these benefits, companies must realize that consumers are truly kings. Therefore it is most important to have the following thoughts:

a. In modern business, business people are required to be professionals in their field. They are required to have expertise and business skills that exceed the expertise of most other people.

b. In the fierce business competition, modern business people can really profit and survive in a competitive market is the extent to which a company can seize the money and maintain consumer confidence.

c. Modern companies are also increasingly realizing that employees are not a force that is ready to be exploited for the sake of maximizing profits.

Etymologically, business means a situation where a person or group of people are busy doing work that makes a profit. The word business has three users, depending on the scope, namely:

a. For singular users, the word business can refer to a business entity, namely a juridical (legal), technical, and economic entity that aims to seek profit or profit, for example PT, Firm, etc.

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c. For users, the broadest refers to activities carried out by the community of providers of goods and services.

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C. Research Methodology

1. Research Stages

The stages carried out in this research are as follows: starting with conducting a survey through online business observations carried out using applications on Android, besides looking for additional data from the literature such as previous research and the literature to find the theories needed. The next stage is processing the data obtained and comparing it with the theories that have been obtained, then conclusions are drawn which strategies should be carried out by online business actors for business development through concepts and applications.

2. Data Collection Techniques

a. Types of research

In this study, this type of research uses qualitative research, namely research that intends to understand the phenomena of what is experienced by research subjects such as consumer behavior, types of business, and applications on Android, and others holistically and descriptively in the form of words. and language in a special context that is natural by utilizing various scientific methods. This research is intended to describe how the role of marketing management in business development in concept and application.

b. Method of collecting data

In this study, the data collection methods that the author did are:

- 1). Interview is a tool to gather information by asking a number of questions orally to be answered orally as well.
- 2). Documentation is the researcher seeking and obtaining primary data through archives in the form of recorded images or photos, manuscripts and so on.

3. Data Analysis Techniques

Qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing, searching and finding what is important and what is learned and then deciding what to tell. The analysis was carried out after the data needed in this study were collected. The analysis process is from reading, studying, and analyzing the data obtained regarding the implementation of marketing concepts for business development in applications. Furthermore, from the analysis process, the writer draws conclusions from general problems to specific problems.

D. DISCUSSION

1. Marketing Management Process

Along with the rapid development of science and technology, business people must be able to compete, especially when the COVID-19 pandemic is sweeping the world. The existence of this pandemic really hit business people, thus companies must be able and willing to follow the development of science and technology in order to survive and continue to exist in their field. Market-oriented companies must think about how to influence consumers, especially potential buyers, to buy the products they produce and offer. This is where the role of marketing management is as the spearhead in order to survive and develop with modern marketing strategies

Modern marketing strategies are no longer seen as just marketing quality products, but blindly selling products at low prices and placing products that are easily accessible to consumers. Now companies have to think about how to communicate profitably with consumers to introduce their products intensively, one of which is the form of communication between producers and consumers. In order for this to be carried out, it is necessary to pay attention to the marketing management process with the following stages:

a. Marketing Situation Analysis

- 1). External environmental analysis (marketing opportunities)
- 2). Internal resource analysis (resource capacity)

b. Market Strategy

- 1). Market segmentation is dividing a market into distinct groups of buyers.
- 2). The target market is an activity that conducts and assesses and selects one or more market segments to enter

3). Market placement: product alignment according to market needs

c. Marketing Mix Strategy

1). Finished goods marketing

The marketing mix used in companies that produce finished goods uses the 4 P's: product, price, distribution, and promotion.

2). Service marketing

Companies that produce services as their products use the 7 P marketing mix, namely product, price, distribution, promotion, human resources, infrastructure, process

d. Marketing Program

1). Product decisions and programs

2). Pricing decisions and programs

3). Location decisions and programs

4). Promotion decisions and programs

5). Human resource decisions and programs

6). Decisions and program processes

e. Marketing Implications

1). Marketing organization

2). Budget

3). Procedure

f. Marketing Control

1). Monitoring

2). Evaluation

3). Performance

3). Sale

4). Market share

5). Profit

g. Factors Affecting Marketing

The overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs to both existing and potential buyers.

A collection of institutions that carry out the task of marketing, goods and services, ideas and environmental factors that influence each other and shape and influence the company's relationship with its market. In the marketing system there are several factors that influence each other depending on each other including:

- 1). Organization in marketing
- 2). Something on the market
- 3). Intermediaries (traders, agents)
- 4) Environmental factors can be in the form of demographics, economic conditions, social and cultural factors, political and legal forces, technology and competition.

2. Business Strategy During the Covid-19 Pandemic

a. Employee Work Arrangements

With the Covid-19 pandemic, business activities have experienced a sluggishness, resulting in a decline in company profits and even many businesses that cannot survive and eventually close. In the midst of a pandemic like this, businesses must be able to adapt, that is, they must be able to adapt as quickly as possible. In addition to adapting, the company must build a solid team strength so that all the burdens and difficulties experienced by the company become lighter and easier to overcome.

The situation in the pandemic is due to a government regulation, namely PPKM (Enforcement of Restrictions on Community Activities) so that the company's activities in operations experience a reduction in the number of employees attending, this will disrupt operational activities in the company which in the end the performance of employees decreases so that income or profits decrease. With the decline in profits will have an impact on the survival of a company. To avoid this the company must be able to regulate the way employees work to be more effective and more efficient, namely by:

- 1). Set the right time through the attendance schedule and the right work duration.

- 2). Regulate employee work procedures, both for work that must be done at the office location (place of business) and work that can be done from home.
- 3). Arranging SOPs that have been adjusted to the pandemic so that production continues as expected
- 4). Prioritizing the priority of a work implementation.

b. Business Development during the Covid-19 Pandemic

The situation of the covid-19 pandemic, where almost all business businesses have decreased turnover but there are several business businesses that are able to survive and even benefit from the sales of their products such as the business of medical devices, food and beverages, fruits, herbal medicine, and business-based businesses. hobbies. In a situation like this (pandemic) running a business is not just about making a profit, but also providing what consumers or the market needs. If the company's choice is to have additional capital in order to develop its business in order to survive, then business people should look for low-risk funding (with affordable interest) and avoid the trap of moneylenders. In addition, look for business opportunities during the pandemic as other income besides the main income, for example:

- 1). The business of health equipment such as masks, face shields, hand sanitizers and PPE (Personal Protective Equipment).
- 2). Healthy food and beverage business or basic necessities
- 3). Medicine business and supplemental products such as vitamins and other supplements
- 4). Fruit, vegetable, fish and animal husbandry business
- 5) Herbal medicine business, namely making herbal medicine for health from processing ginger, turmeric, kenjur, cinnamon and others
- 6). Hobby-based businesses such as ornamental plants, ornamental fish and graphic design.

c. Online Business Strategy

Strategies taken to increase turnover in business can be done in various ways, which can also be adapted to current conditions using the internet or manually, namely:

- 1). Create an online shop site

- 2). Add networks and relationships
- 3). Add attractive marketing content
- 4). Maximizing the use of digital marketing
- 5). Have a target as a starting point
- 6). Take advantage of Facebook marketing to place ads
- 7). Join the marketplace
- 8). Try google dwords
- 9). Convincing unfamiliar buyers to buy products online

E. Conclusion

Based on the discussion, it can be concluded that the role of marketing management in conceptual business development during the COVID-19 pandemic is very important, because with the role of marketing management, it is possible to develop a business during the COVID-19 pandemic, namely with marketing concepts and marketing management processes. The right way is by analyzing the marketing situation, market strategy, marketing mix strategy, marketing implications and marketing control, and besides looking for opportunities that can be used as new businesses and are really needed by consumers during the COVID-19 pandemic while consumers cannot leave the house because of regulations. PPKM (Enforcement of Restrictions on Community Activities) for example by selling medical equipment, medicines, both chemical or herbal medicines, as well as basic needs such as food ingredients, namely vegetables and fruits, as for what can be used to market them with online business strategies, including: creating an online shop site, adding networks and relationships, creating more creative marketing content, maximizing digital marketing, joining with the marketplace and take advantage of existing applications such as Facebook and Instagram.

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