



How Can Home Industry Survive After the Pandemic?

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Abstract

The purpose of this study is to find out how the home industry survived after the pandemic with the digital marketing strategy that has been implemented by the Java Store home industry. This research uses qualitative methods. Java Store home industry uses the Meta Business application to facilitate content upload time, this is not necessarily all home industries but needs to be implemented because the application can reach two social media platforms, namely Facebook and Instagram, and still uses organic social media marketing in every implication of digital marketing activities carried out. The results of the study are Facebook social media marketing strategies executed by setting target markets, utilizing marketing support features, paying attention to algorithms, implementing organic social media marketing, and using supporting applications. Content marketing strategy is carried out by paying attention to several important points starting from the use of hashtags, creating descriptions, compiling content calendars, determining content themes and content types, creating effective content, and using covert selling methods.

Keywords: *Social Media, Marketing Strategy, Digital Marketing.*

1 Introduction

An entrepreneur has different ways of marketing his products, one of which is by utilizing the development of digital technology through the internet network [1]. This method is carried out with the aim of attracting and reaching potential customers to purchase products in the form of goods and services offered. Jombang Regency has 21 sub-districts, one of which is Jombang District. Jombang District has 745 non-agricultural small and micro industries [2]. One of the non-agricultural small and micro industries in Jombang District is the Java Store. Java Store has started entrepreneurial activities using social media as a means of marketing activities since 2015. Java Store is a home industry engaged in the procurement of goods and services for various events or events. Located at Griya Anugerah Housing A14-A15 Denanyar Village, Jombang District, it was established in 2015.

The products produced by the Java Store include equipment for various events such as weddings, various merchandise, and viral products. Java Store does digital marketing through several social media platforms but only focuses on three social media, namely Facebook, Instagram, and TikTok. Among the three social media, Facebook has the

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most to boost the number of product sales because it is in accordance with the target market of the Java Store home industry. In Indonesia in 2020 Facebook users were 44.5% male and 55.6% female [1]. The strong number of Facebook users and internet utilization in Indonesia raises a potential and business opportunity for some people known as social media marketing [3] [4]. The use of Facebook is considered to be a business opportunity because it has a user database ranging from preferences, age, geography, demographics, and interests, which will then be synchronized with ad segmentation in Facebook advertising cooperation [2]. The shift in the use of social media for business, which was originally only used as a medium for exchanging information and communication electronically via the internet, gradually increased its function to become a marketing strategy.

Java Store home industry in utilizing Facebook social media marketing, promotional activities are carried out through the creation of content. Content creation is carried out in accordance with the content calendar. Social media branding activities are carried out by consistently uploading content every day. The types of content produced include photos, videos, and quotes. This is done so that it can attract followers to make purchases and increase engagement. The Facebook social media marketing strategy implemented by the Java Store home industry to boost the number of product sales uses organic social media marketing, as well as supporting Meta Business applications. In the Java Store home industry content applies the covert selling method. The covert selling method is applied through the story text in the description column. Based on information on We Are Social, shows that the total number of internet users amounted to 204.7 million in the country of Indonesia in February 2022. The internet penetration rate in Indonesia is up to 73.7 percent of the total population in February 2022. The number of active social media users in Indonesia amounted to 191.4 million people in February 2022. This number increased by 12.35 percent compared to 2021 of 170 million people.

The impact of increasing by using digital technology through the internet network can provide opportunities for business people, to attract and reach a wider range of consumers [5]. The use of social media in home industry activities is also used as a means of communication with customers and suppliers because it is considered more intensive, effective, and efficient [3]. The spread of the Covid-19 virus has had a huge impact on the economies of countries in the world, including Indonesia. This is reinforced by an analysis of the survey results of the impact of Covid-19 in 2020 on business actors carried out by the Indonesian Central Bureau of Statistics, which shows that there is a decrease in income, in Micro and Small Enterprises (MSEs) 84.20 percent, while Large and Medium Enterprises (MSEs) 82.29 percent. The government also issued a policy regarding a new order of life or what is called the new normal era. Conditions like this can be challenging for MSME players, including home industries as MSEs, as they would need to increase sales by carrying out various innovations and creativity, one of which is through digital marketing. Digital marketing has only been widely recognized by the public, especially MSME players since the pandemic. This research has the aim of understanding, knowing, and analyzing digital marketing

strategies with Facebook social media and content carried out by the Java Store home industry.

2 Literature Review

2.1 Digital Marketing

Digital marketing is an effort to market products, through the use of technology in every process [6]. According to [6] digital marketing can be interpreted as an effort to offer a product using digital media to reach potential customers in a relevant, personalized, and timely manner. Digital marketing can also be defined as an effort or effort in achieving marketing goals through digital media, data, and technology [6]. It can be concluded that digital marketing is all forms of business carried out in terms of marketing by using several devices and digital media through the internet network with the intention of expanding the market and increasing the number of product sales in the form of goods and services.

2.2 Digital Marketing Strategy

Digital marketing strategy is a marketing stage by utilizing various internet-based media, internet media which are currently widely used as a means of marketing products, namely Facebook, YouTube, Instagram, TikTok, and other social media [6]. In practice, digital marketing strategies focus on controlling various forms of online company or competitor presence, such as through websites, social media pages, and mobile applications, which are connected to online communications including social media marketing, online advertising, search engine optimization, email marketing, as well as partnerships with a website base, this technique is used to have the aim of acquiring new customers, providing services to existing customers, and help develop customer relationships through customer relationship management or CRM [6].

Digital marketing strategies can include elements of ease of finding the desired product, promo availability, skills to identify buyers, how to make potential buyers interested in the product, complete product information, ease of recognizing and memorizing brands, the existence of personal communication facilities, customer service assistance, product illustrations in the form of photos or videos, and guaranteed return of goods [7].

2.3 Social Media Marketing

Social media is defined as a group of internet-based applications that use Web 2.0 ideology and technology, where users can exchange and create information through applications [7]. For an entrepreneur, this can certainly be used as a great opportunity or opportunity for marketing communication tools. In the business world, social media is one of the supporting channels for marketing communication where marketers can quickly market the products offered quickly, precisely, and profitably compared to

conventional or offline sales [8]. Social media marketing is the process of empowering an individual and company to carry out a website promotion, product, or service online through media channels to communicate much wider than traditional advertising channels [7]. Social media marketing has 4 elements that are used as success variables, including content creation, content sharing, connecting, and community building [9]. The content produced must be interesting and can represent the personality of a business to create a sense of trust in the target market, sharing content with social communities helps a business or business to expand its network and online audience or followers [10].

3 Literature Review

In this research, the method used is qualitative case studies. A qualitative research method is a research method based on the philosophy of post positivism, used in researching a natural object condition, in which the researcher is the key instrument, in data collection techniques carried out by interview, observation, and documentation, data analysis is inductive, and research results focus on meaning rather than generalization [11]. The technique of taking informants uses purposive sampling. Purposive sampling is a technique for retrieving data sources through the use of certain considerations. The informants of this study consisted of Informant 1 as the key informant, namely the owner of the Java Store home industry, Informant 2 as a supporting informant from the digital marketing team, and Informant 3 as a supporting informant from the content creator.

This research uses two data sources, namely primary and secondary sources. Data collection techniques were carried out through observation, in-depth interviews, and documentation. Supporting tools or equipment needed in the data collection process are smartphones, book notes, and ballpoint pens. There are four criteria that can be used to maintain trust in qualitative research: credibility, transferability, dependability, and confirmability [12]. The triangulation used includes source triangulation, theory triangulation, and method triangulation. Qualitative data analysis in this study was carried out using 3 stages, namely first-order concepts, second-order themes, as well as aggregate dimensions [11].

4 Result and Discussion

4.1 Result

Facebook Social Media Marketing Strategy. The Java Store Home Industry was founded by a married couple, namely Mrs. Elok Lailatul Maghfiroh and Mr. Budi Setiadi in 2015. The product is marketed on Facebook social media. Based on observations on the store's Facebook account, they have quite a number of followers amounting to 7,982. In accordance with the data from in-depth interviews, it is revealed that the implementation of social media marketing strategies through Facebook begins with setting the target market. As for some things that are applied by the Java Store home industry, namely utilizing several available features, using meta business support

applications, paying attention to Facebook algorithms, and running organic social media marketing. The application of Facebook social media marketing is categorized into five themes including target market, Facebook features, meta business, Facebook algorithm and organic social media marketing. The research results can be summarized and illustrated in accordance with Figure 1, as follows:

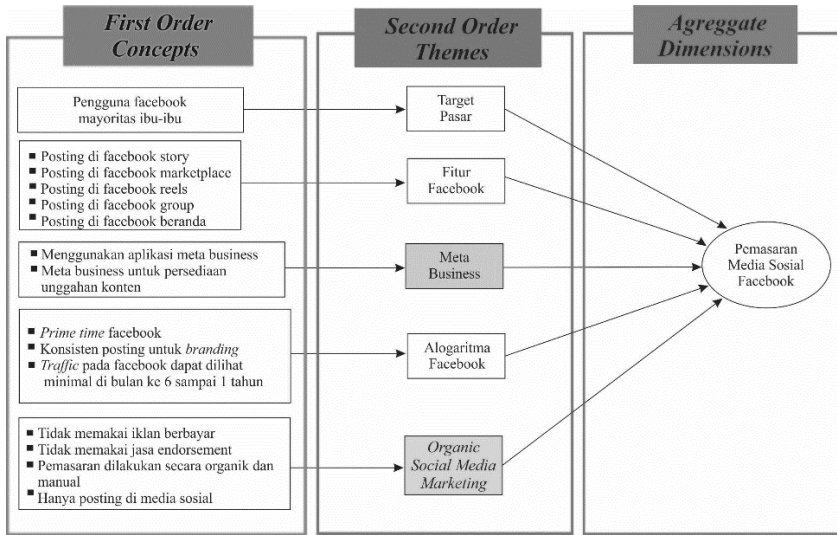


Figure 1. Facebook Social Media Marketing Data Structure
 Source: Primary Data Processed (2023)

Target Market. The first informant, the owner of the Java Store home industry stated that when determining the social media that is managed, the target market should be determined first. The target market for the Java Store is mothers, thus among the social media managed, Facebook provides the most number of product sales. This is also reinforced by the statement of third informant who stated that Facebook social media users are mostly adults but there are also young people or teenagers. Informant 1 as the owner of the Java Store home industry stated that when determining the social media that is managed, it should determine the target market first. The target market for Java Store is mothers, thus among the social media managed, Facebook provides the most number of product sales. This is also reinforced by the statement of third informant who stated that Facebook social media users are mostly adults but there are also young people or teenagers.

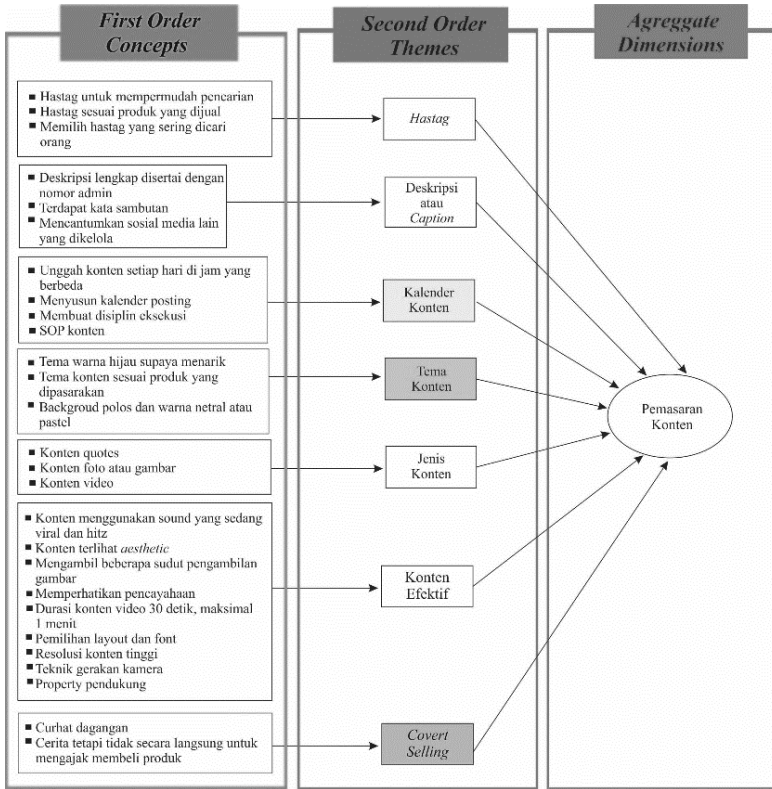
Facebook Features. According to the statements of the three informants in the study, it shows that in carrying out digital marketing activities through social media, the Java Store home industry utilizes several available features including stories, marketplaces, reels, groups, and homepages. This is done in an effort to expand the reach of the target market so that the audiences are interested in purchasing products.

Meta Business. The Java Store home industry has used the Meta Business application to facilitate uploading content to the Facebook page using the desired features. Meta business helps to upload content automatically according to a compiled time or schedule. This is according to the statements of the three informants in the study.

Facebook Algorithm. Home industry Java Store pays attention to algorithms on social media Facebook the steps applied are using prime time in uploading content, consistent to always upload content with the intention of branding. This is in accordance with the informant's statement as follows.

Organic Social Media Marketing. The informant's statement shows that the Java Store home industry in digital marketing activities through social media is carried out manually, organically, and without a special budget. The informant also stated that all the Java Store Facebook social media marketing activities never use paid advertising services or endorsements.

Strategy Marketing Content. According to the in-depth interview data, the implementation of the Java Store home industry content marketing strategy is categorized into seven themes, namely hashtags, descriptions, content calendars, content themes, content types, effective content and covert selling. The results of the research are summarized and illustrated in accordance with Figure 2, as follows:



Source: Primary Data Processed (2023)
Figure 2. Content Marketing Data Structure

Hashtags. According to informants 1 and 3, the use of hashtags aims to reach social media users widely, thus potential customers or users can easily search for the desired product. The use of hashtags is chosen if it has a connection to the product and keywords that users often search for.

Description. Content uploaded on the Facebook page is accompanied by a complete description to clarify the information conveyed, containing related products, purchase admin numbers and other social media to facilitate access to information.

Content Calendar. The content calendar implemented by the Java Store home industry schedules the content upload time on the Facebook page. The Java Store home industry also organizes a schedule called execution discipline where each content creator and digital marketing team has a target to create content or content SOP and upload content every month. the following interview excerpt is an example of the content calendar category.

Content theme. The Java Store home industry applies a content theme that has a characteristic green color that is adjusted to the products being marketed. The green color was chosen because according to the informant, the green color can make the resulting

content look attractive. The use of pastel-colored and white plain backgrounds in content creation because according to informants these colors fall into the category of neutral colors, not too many ornaments so that they are considered to highlight the product and increase the aesthetic impression on the content and products marketed. One of the informants' statements related to the content theme applied by the Java Store Home industry.

Types of content. Java Store Home industry applies several types of content including quotes, images/photos, and videos.

Effective content. Effective content is content that is right on target, in creating effective content the Java Store home industry pays attention to several important points, namely the use of viral sound, content has beauty (aesthetic), choosing the right shooting angle, paying attention to lighting, the duration of video content is 30 seconds maximum 1 minute so that it can be right on target so that the audience is not bored, layout selection, font selection, camera movement techniques, supporting property, and high content resolution so that when the content is shared it looks clear.

Covert selling. The covert selling method is applied by the Java Store home industry through a story in the description column on the Facebook page. Stories in the form of text have the aim of attracting potential customers (audience/followers) to make purchases but not directly but in other words covertly. This is done so that followers/audiences are not bored with content that directly invites people to buy the products offered. The following are informant statements related to the covert selling category.

4.2 Discussion

The following is the implementation of digital marketing with social media marketing strategies and content marketing that has been carried out by the Java Store home industry, as illustrated in Figure 3:

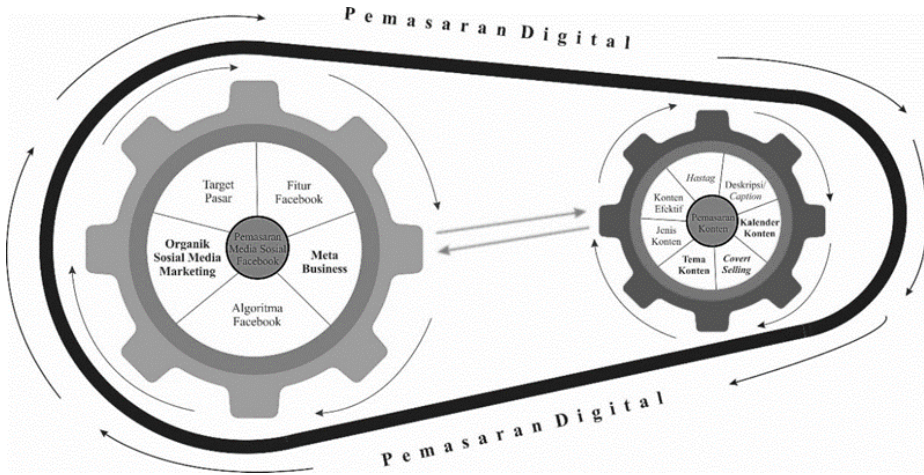


Figure 3. Java Store Home Industry Digital Marketing Model
Source: Primary Data Processed (2023)

Chaffey, 2013 explains that digital marketing is defined as the use of technology with the aim of supporting marketing activities to expand consumer knowledge by adjusting needs. Digital marketing strategies used include social media marketing and content marketing during the new normal of the Covid-19 pandemic.

The Java Store home industry uses digital marketing strategies because it sees the very rapid development of technology and user categories, especially on Facebook social media which produces the highest number of product sales compared to other social media managed by the Java Store home industry, such as Instagram, and TikTok. In accordance with the results of in-depth interviews conducted with key informants and supporting informants, it can be seen that the use of Facebook social media is a promotional medium to broadly reach the target market set by the Java Store home industry. In Indonesia in 2020, 44.5% of Facebook users are male and 55.6% are female [13]. Therefore, determining the target market can be used as a consideration in choosing the right social media in implementing a digital marketing strategy. Seeing from the reality that occurs in the community, the Facebook social media application finally launched a digital marketing feature, namely the marketplace where this feature is a development of the Facebook group [14].

Using Facebook features for marketing activities, the Java Store home industry uses several features including stories, marketplace, reels, groups, and homepage. Utilizing the available Facebook features can expand the audience, allowing users to view uploaded content related to product and service offerings, both in the form of images (photos) and product videos. Facebook can also read and view user profiles and personal information, thus it can be utilized as a database which can then be accessed by sellers through communities (groups), communities that are followed, and items that are liked [14].

To make it easier to upload content on several features and Facebook pages, the Java Store home industry uses a supporting application, namely Meta Business. The meta business suite is also a center for a variety of features that can help users to expand their audience so that they can connect with consumers and achieve good business results. Meta business makes it easy to view notifications, and schedule business content uploads. The Java Store home industry in using the meta business application has a goal as an alternative solution in the process of uploading content on Facebook social media because it is a reservoir or supply and can be uploaded automatically to the Facebook page, equipped with several features such as content schedules, and can reach two social media applications, namely Instagram and Facebook. In managing Facebook as a digital marketing medium, the Java Store home industry always pays attention to algorithms. The Facebook algorithm is a system that regulates and determines the content that appears on Facebook and changes. Things marketers can do in marketing to implement the Facebook algorithm system include using Top Series systematics, creating ideal post designs, organizing submissions, and paying attention to post themes [14]. Some of the things that have been applied by the Java Store Home industry are always consistently posting aimed at branding on Facebook social media pages and uploading content.

Digital marketing activities carried out by the Java Store home industry are still implementing Organic social media marketing. Organic social media marketing is an alternative step to digital marketing through social media carried out without special costs for marketing or for free. Organic marketing or organic marketing is any form of digital marketing activity that does not use paid advertising [14]. Java Store home industry applies organic social media marketing or organic social media marketing because in marketing activities it does not issue or schedule a marketing budget. digital marketing activities are only carried out for free. In this case, it also never uses endorsement services, and paid advertisements, all uploads and content produced are done manually or organically.

Content marketing carried out through Facebook social media to date has not strengthened content by using influencers or endorsement services but already has a content calendar that is compiled every month, and uses the help of additional Meta Business applications. Content marketing is a marketing activity involving relevant, interesting, sparkling, and consistent content to keep visitors or audiences so that they can encourage the purchase of the products offered [14]. It is necessary to develop a content marketing strategy to be able to increase awareness of followers or followers as well as attract other potential followers at large. The steps taken by the Java Store home industry in terms of content marketing include starting with the selection of hashtags.

A hashtag is a sign symbol (#) used to facilitate user searches to find videos and photos with certain categories [15]. The use of Java Store home industry hashtags also performs search tricks in advance of what words people are often looking for and are related to the products being marketed. In addition to hashtags, the Java Store home industry creates a complete description that contains a contact person or admin number, this is an alternative so that followers or consumers can access information related to the product completely and clearly. The function of the description itself is to provide additional information about a content uploaded in the form of photos or videos.

The Java Store home industry also organizes a schedule of execution discipline. The schedule is like a content calendar, where each content creator and digital marketing team has a target to create content and upload content every month, content creation in 1 month is targeted at 35 content because every day must post content on Facebook. Every day post at least 10 posts. The function of the content calendar itself is so that the time of content viewing via Facebook social media can be adjusted to the promo that is being run [16]. Java Store home industry marketing content has its own characteristics for the color theme, namely shades of green. The shades of green in the design and video are also adjusted to the product. The use of green is used because the owner likes the green color of the Java Store Store home industry because it is considered to be able to give an attractive impression, but in this case, the researcher sees that the consistent application of green in marketing content can form awareness and attract followers to the characteristics (iconic) of the Java Store home industry. In adding aesthetic value to the content, informants use a plain background with neutral colors such as white and pastel in order to highlight the product side.

Regarding the type of content, the type of content produced by the Java Store home industry when viewed based on the purpose is product review content. When viewed according to its form, there are three created, namely quotes, photos or images, and videos. The choice of content type is determined according to the characteristics of the target market, so that it can attract followers to purchase products. According to [16] states that there are types of content that can be seen based on purpose and form. Content that is right on target is effective content, to create effective content there are several points that are considered by the Java Store home industry. These points include the use of sound or viral music, aesthetic value, layout and font selection, supporting property, camera movement, and relatively high resolution of the content created so that when uploaded on social media the image or video looks clear and not blurry, as well as the angle of shooting or product angel. In addition, lighting is also a supporting factor in creating effective content so that the quality or resolution of the content is maintained. Something that also needs to be considered in creating content is duration. Content only contains 30 seconds to 1 minute so that the audience is not bored or entertained.

The use of the cover selling method is also applied by the Java Store home industry. Covert selling is a marketing technique where a marketer provides information about the product or service being offered but is conveyed indirectly or implied either in the form of sentences or stories [17]. The covert selling method is applied by the Java Store home industry through the story text in the description column, covert selling is a way of inviting people to buy the products offered by the storytelling method through text whose content does not directly invite people to buy (veiled) this is done so that followers are not bored with content that invites them to buy products directly.

5 Conclusion

For the Java Store home industry in implementing social media marketing strategies, things that need to be considered are the target market so that they can determine the right social media, use some of the features on Facebook social media, apply content upload time with a prime-time system, pay attention to Facebook social media

algorithms, do social media branding. In this study, the Java Store home industry uses the Meta Business application to facilitate content upload time, this is not necessarily all home industries but needs to be implemented because the application can reach 2 social media, namely Facebook and Instagram, and still uses organic social media marketing in every implication of digital marketing activities carried out.

The steps taken in carrying out a content marketing strategy include using hashtags to facilitate searches, creating a complete description, organizing a content calendar, determining content themes, choosing several types of content, creating effective content, and applying the covert selling method. The covert selling method some people have not applied this method but it needs to be done by other home industries. Covert selling is a way of inviting people to buy the products offered by telling stories through text whose content does not directly invite people to buy.

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