

USING SOCIAL MEDIA APPLICATIONS AS A NEW STYLE OF SELLING IN THE DIGITAL ERA AND OVERCOMING GLOBAL DYNAMICS

Mahesa Andrian
andrianfauzi001@gmail.com

Abstract

Corona virus disease 2019 has a negative impact on the economic sector, especially for small business activists. Small business actors bear the heaviest burden because they are at the lowest level. This was caused by the declining purchasing power of the people due to mass layoffs and business closures, the pandemic crisis that occurred within a period of several weeks made it difficult for business actors to survive let alone develop their businesses. The Ministry of Cooperatives and SMEs collects data and receives complaints from affected SME entrepreneurs to find out the progress of KUMKM during the current pandemic. Data collection has been carried out since March 17 2020 via the call center 1500-587 and Whatsapp. At this time the results of data collection and the number of temporary complaints made by the Ministry of Cooperatives and SMEs have begun to be seen.

Keywords: Digital marketing, Social media, Online Article, Organic promotions, Sales

REFERENCE

- Bartik, A. W., Bertrand, M., Cullen, Z., Glaeser, E., Luca, M., & Stanton, C. (2020). The impact of COVID-19 on small business outcomes and expectations. *Proceedings of the National Academy of Sciences*, 117(30), 17656-17666. doi:DOI: 10.1073/pnas.2006991117
- Chaffey, D. (2002). *Digital Business And E-Commerce Management Strategy, Implementation And Practice Strategy, Implementation And Practice*. Harlow: Pearson.
- Danim, S. (2002). *Menjadi Peneliti Kualitatif Rancangan Metodologi, Presentasi, dan Publikasi Hasil Penelitian untuk Mahasiswa dan Penelitian Pemula Bidang Ilmu Sosial, Pendidikan, dan Humaniora*. Bandung: PT. Remaja Rosdakarya.
- Forbes. (2020, July 2). Retrieved 13, 2021, from Forbes.com.
- Harras, H., Sugiarti, E., & Wahyudi, W. (2020). *Kajian Manajemen Sumber Daya Manusia Untuk Mahasiswa*.
- Harto, B., & Komalasari, R. (2020). Optimalisasi Platform Online Internet Marketing Untuk Sme Little Rose Bandung. *Empowerment in the Community*, 1(1), 1-6. doi:http://dx.doi.org/10.31543/ecj.v1i1.357.g38.
- Wahyudi, M. (2019). PENGARUH DISIPLIN DAN MOTIVASI TERHADAP KINERJA KARYAWAN. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 2(3), 351-360.