

HOUSEHOLD BUSINESS STRATEGY DURING THE COVID 19 PANDEMIC

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ABSTRACT

Objectives: *This study aims to describe and analyze household businesses and formulate a domestic business strategy implemented by women in Indonesia during the Covid 19 pandemic.*

Design / Methodology / Approach: *This study uses a quantitative approach by using numeric data to prove the hypothesis Research was conducted in May 2021. The sample is determined by purposive sampling with the criteria of research samples by conducting business for a minimum of 1 (one) year and the population of Indonesia is indicated by the address on the Identity Card. To provide solutions to this study, this study uses SWOT analysis which is an analysis used to identify various factors to formulate the company's strategy (Taghavifard et al., 2018).*

Findings: *The results showed that based on SWOT analysis the position of household businesses is in the second quadrant namely ST (Strength-Threats). ST (Strength-Threats) strategy is a strategy that uses the power of the household business to overcome the threat. With a focus on marketing mix that includes product, price, place and promotion, the strategy carried out by household businesses is to diversify products, diversify product sizes, increase stock / sales volume by expanding market share, maintain inter-goods services without additional costs and increase promotions through whatsapp as a promotional media that is considered very effective.*

Urgency: *This study has a high level of urgency especially in the household business sector managed by women. The Covid 19 pandemic has devastated the world economy, not least in Indonesia. Women-run household businesses in Indonesia are trying to survive in the midst of an uncertain economy. To achieve this, it is necessary to know what strategies should be taken to keep household businesses alive in this pandemic era.*

Keywords: Household Business, SWOT, Women, Marketing Mix, Informal Sector

INTRODUCTION

The Covid 19 pandemic has been sweeping the world for over a year. This pandemic has ravaged the world economy, impacting income, economic activity and spending. Household businesses are one of the informal sectors in the economy that are also affected by the Covid 19 pandemic (Sayuti & Hidayati, 2020; Hastomo, 2021). Therefore, it is very important for household businesses, especially household businesses managed by women to make a strategy so that their business can survive during the covid 19 pandemic that until now has not ended.

In early March 2020, the Covid 19 pandemic began to strike Indonesia (Umar & Nursalim, 2020; Sayuti & Hidayati, 2020; Hastomo, 2021; Azimah et al., 2020). In addition to the health sector, the Covid 19 pandemic has an impact on the economic sector, especially the sustainability of jobs and income (Azimah et al., 2020). So indirectly with this pandemic indonesia's economy is unstable. The impact of the Covid 19 pandemic affects various areas

including the real sector. Especially for people who are classified as middle to lower level, such as informal sector traders. This informal sector is a small business unit. In Indonesia, traders of this informal sector have a very important role, because it can describe the decline in the economy due to the impact of the Covid 19 pandemic.

The impact of the Covid 19 pandemic on independent businesses brought businesses to a standstill and partially decreased production. As many as 40% of independent businesses stopped their activities and 52% experienced a decrease in production activities. This impacted 35% of independent businesses without income and 28% of revenues decreased by 50%. It is predicted that 10 million independent entrepreneurs will be stopped and another 10 million will decrease their revenue by up to 40%. As many as 15 million free workers or families will be unemployed (LIPI, 2020). The household business sector that is part of the informal sector is also affected. This household business should not be ignored. So in order for them to survive during the Covid 19 pandemic, they must turn their brains using strategies that allow them to carry out their household business to keep running, still producing. Research in Kenya states that micro and small businesses contribute greatly to contributing to household income. One-third of all people working in micro and small businesses and the sector account for 13% of national income (Papadopoulou, Melton, Leggett, Daniels, & Osbourn, 1999).

LITERATURE RIVIEW

Marketing Strategy

Strategy is a plan that takes precedence over achieving that goal. Some companies may have similar goals, but the strategies used to achieve those goals may differ. So, this strategy is based on a goal. Strategy is a big plan and very important, where we know that every well-managed organization must have a good strategy then every company should be able to determine and choose the right strategy to apply in the company.

Marketing strategy is an effort made by the company to distinguish itself positively from competitors, trying to better meet customer needs in a particular environment (Tan et al., 2017). Marketing strategy is an integrated, integrated and unified marketing plan that provides guidance for activities to achieve a company's marketing objectives. marketing strategy. Marketing strategies require management decisions about the elements of the company's marketing mix. The strategy requires decisions in the areas of goods planning, pricing, determination of distribution channels (place) and physical distribution, as well as promotion planning. All four are called marketing mix.

A successful marketing strategy is generally determined by one or more variables of its marketing mix. So companies can develop product distribution or promotion, strategies, pricing, combining those variables into a comprehensive strategic plan. Tjiptono, (2019) there are types of marketing strategies that include: marketing strategies that do not discriminate the market, marketing strategies that discriminate the market and concentrated marketing strategies. Some of the marketing strategies implemented will be able to penetrate and develop the market, develop products, diversify, low cost, and focus the market. It is necessary to identify and carefully consider the various related and necessary matters when a strategy will be used. Therefore, in the process of identifying a specific competitive strategy that is considered appropriate for the company, it is necessary to conduct an analysis strategy against the company using SWOT analysis.

Marketing Mix

Marketing strategy can be implemented through the determination of marketing mix strategy. Keller & Kotler, (2012) the marketing mix is a set of marketing tools that companies use to continue to achieve their marketing objectives. The marketing mix is a controlled

marketing variable tool that companies combine to generate the desired responses in the target market. Marketing mixes are variables that can be controlled by companies consisting of products, prices, distributions, and promotions. Actually, the marketing mix is an internal factor of the company itself, namely strengths and weaknesses as strategic factors that can be controlled, which is an element of marketing strategy derived from the internal company.

Product

Product policies include product planning and development. This activity is important in a changing environment therefore companies are required to produce and offer products that are valuable and in accordance with consumer tastes. Products based on the purpose of their use can be distinguished into two, namely consumer goods and industry. Products produced by each company have special characteristics tailored to the conditions of each company.

Price

Price is the amount of money a customer must pay to obtain a product or service. The price of a product can be said to be a fairly important marketing tool, compared to other marketing mixes. This is because the price change of a product will result in a change in distribution and promotional channel policies. While there is no denying that a price level should be able to cover the cost of the marketing mix.

Promotion

Promotion is an activity that conveys the benefits of a product or service and persuades customers to buy it. The effort to drive the most aggressive-looking increase in sales volume is by means of promotion and the basis of promotional development is communication.

Distribution

Venues include corporate activities that make products or services available to target customers. Distribution of products to the market is part of the marketing development process, to achieve the target market for the company and its objectives, especially when it comes to strategic marketing planning. Long before the product is finished, management must determine what method to use to deliver the product to the market.

Female Entrepreneurs

Nowadays there has been a lot of progress from women in various fields. Indonesian women have been able to enter jobs such as jobs in the fields of health, trade, security, land transportation, sea and air, and so on. We also find women who are engaged in business, better known as Women Penguasaha, women who have business. All fields of business are open to women.

Savk et al., (2019) one of the forms of entrepreneurial profile is home-based Entrepreneurs, namely housewives who start their business activities from home, such as mothers who are good at making cakes and various cuisines, sending pastries to retail stores around their residence. In general, people are encouraged to open their own businesses, because of the desire to profit, fulfill personal desires, open opportunities to become "Boss" and freedom in management (Savk et al., 2019).

SWOT Analysis

In formulating a marketing strategy, the company must pay attention to the environment that affects it. David et al., (2017) explained that in order to succeed for a long period of time, the company must adjust to the corporate environment. The corporate environment consists of internal and external environments; therefore, the company needs to consider internal and external factors of the company that can affect the company's performance in marketing the products it produces, in order to be able to know the opportunities and threats for the company in marketing its products.

Environmental analysis needs to be considered by the company. There are three reasons companies need to do environmental analysis, namely: The environment can change rapidly so it needs to conduct systematic analysis. Companies need to seek information from their surroundings to determine what factors exist in the current environment that are a threat or what factors are an opportunity. The Company systematically conducts analysis and recognizes the environment will be able to work more effectively and efficiently. Environmental analysis is intended to identify opportunities that need immediate attention and at the same time be directed to know which threats need to get anticipation. These environments are differentiated into internal environments and external environments. Analysis of strengths, weaknesses, opportunities and threats needs to be known by a company to determine the right strategy to execute for the successful marketing of the resulting product. Therefore, conducting an analysis strategy against the company using SWOT analysis is the right thing.

SWOT analysis identifies various factors in developing a company strategy. SWOT analysis This analysis relies on logic which maximizes strengths and opportunities but at the same time reduces weaknesses and threats. The company's strategic decisions must consider both internally and externally, with strengths and weaknesses, and with opportunities and threats. Therefore, there needs to be important considerations for SWOT analysis (David et al., 2017). The SWOT analysis is a strong tool in the performance of strategic analysis, the effectiveness of which lies in the ability of company determinants to maximize the role played by strength factors and the use of opportunities in order to serve as a tool to reduce weaknesses and to eliminate the impact of the threats to which they are and must face. SWOT analysis is a practical methodology used by managers to build successful strategies by analyzing strengths, weaknesses, opportunities and threats (Rauf, 2014). SWOT analysis to make accurate decisions (Nixon, 2010). Organizations build strategies to increase strength, eliminate weaknesses, seize opportunities, and avoid threats.

SWOT analysis to achieve a regular approach to decision making (Kotler, 1994; Wheelen & Hunger, 1986; Kajanus, 2012). Many researchers in various fields apply SWOT analysis (Taghavifard et al., 2018). An overview of swot analysis applications provided by Helms and Nixon (Helms and Nixon, 2010). SWOT analysis has been implemented in the educational domain by Dyson (Dyson, 2004). It has also been applied to health care, government and non-profit organizations, to address state-level issues (Chang and Lin, 2005) and to decisions related to sustainable investment (Khatri and Metri, 2016). It has been recommended for use when studying relations between countries (Mehta et al., 2006). Especially qualitative SWOT analysis.

External Opportunities and Threats

Companies must develop strategies for using external opportunities and preventing or minimizing external threats. External threats and opportunities refer to economic, social, and demographic trends and events that have the potential to materially harm or benefit an organization in the future. (David, 2017). The Company must be able to take advantage of opportunities to reduce or address the threats of its companies/businesses. So the company must know what the threats and business opportunities are.

Internal Strengths and Weaknesses

Internal strengths and weaknesses are activities under the control of organizations that produce exceptional good or bad results. Recognizing and evaluating an organization's strengths and weaknesses across its various functional areas is a critical strategy management activity. Organizations strive to develop strategies that capitalize on their internal strengths and address their internal weaknesses. The relative strengths and weaknesses of competitors are determined. Strengths and weaknesses may be set relative to the company's own objects. Companies should be able to reduce or eliminate weaknesses to build strength. So the company must know what its strengths and weaknesses are (David, 2002).

Previous Research

Some previous studies used as references in this study include: Khairunnisa, et al. (2020). SWOT Analysis of Sambel Alu Restaurant Marketing Strategy. The conclusion of this research is the marketing strategy for Sambel Alu Restaurant is to maintain the image of the restaurant, maintain the quality of consumer services, innovate products, increase cooperation with various parties, expand public knowledge, use the latest technology for marketing, improve the effectiveness of promotion and conduct marketing innovations in the restaurant. Research from Amalia (2016) titled Marketing Strategy Planning With Marketing Mix approach and SWOT On Popsy Tubby Company, concluded that popsy tubby company's position is in quadrant III using turn-around strategy. Popsy Tubby's company will focus on strategies of leveraging market opportunities and minimizing internal weaknesses. Meanwhile, Agusetyaningrum, et al. (2016), with a study entitled Small and Medium Business Development Strategy (UKM) to Improve the Image of Malang As a Culinary Tourism Destination, concluded that the inhibitory factors that influence the development strategy of culinary SMEs are the land of places. While the supporting factors are licensing, training, marketing and community. Strategies are training, business protection, partnerships and promotional development.

RESEARCH METHODS

This research is a type of descriptive research with the research approach used is qualitative (Juanamasta, 2019; Luwihono, 2021; Prabowo, 2020; Prasetyo, Aliyyah, Rusdiyanto, Chamariah, et al., 2021; Prasetyo, Aliyyah, Rusdiyanto, Nartasari, et al., 2021; Prasetyo, Aliyyah, Rusdiyanto, Suprapti, et al., 2021; Prasetyo, Aliyyah, Rusdiyanto, Tjaraka, et al., 2021; Prasetyo, Endarti, et al., 2021; Shabbir, 2021; Susanto, 2021; Rusdiyanto, Agustia, et al., 2020; Prasetyo, Aliyyah, et al., 2021a; Rusdiyanto, Hidayat, et al., 2020; Rusdiyanto, Karman, 2020; Prasetyo et al., 2021; Kalbuana, Prasetyo, et al., 2021; Kalbuana, Suryati, et al., 2021; Kustiningsih et al., 2020; Prasetyo, Aliyyah, Rusdiyanto, Nartasari, et al., 2021a; Prasetyo et al., 2021; Prasetyo, Endarti, et al., 2021). Descriptive research shall be used for the analysis of data by describing or defining the data collected, without any intention of drawing public conclusions or general conclusions. Qualitative research is a research study aimed at understanding a phenomenon in a natural social context by giving priority to the process of the deep communication between researchers and the studied phenomenon (Moleong, 2010). In this case, researchers aim to describe and analyze strength, weakness, opportunities and threats to formulate marketing strategies for household businesses during the Covid 19 pandemic.

Informants in this study are women household businesses, namely those who try as sellers and open food stalls, namely selling rice, cooking oil, eggs, instant noodles, soy sauce, and others. This study was conducted in May 2021. Primary and secondary data are the types of

data used in the study. Data are collected primarily by observations and interviews. Secondary data is obtained from existing sources, namely from media, websites, internet, books and others (Sekaran and Bougie, 2016). So to get data that has to do with the problems that are being studied in this study researchers use interviews, documentation, observations, study libraries.

The focus of this research is strength, weakness, opportunities and threats in household businesses in terms of product, price, place, promotion (Marketing Mix). Marketing strategies conducted by household businesses are also the focus of this research. Researchers use data validity techniques in the form of data triangulation. According to Kuncoro (2013), there are two kinds of triangulation methods, namely triangulation with multiple sources and triangulation with many techniques (multiple methods). This study uses triangulation method with multiple sources, namely data obtained based on interviews from several informants / sources and documentation.

Analytical Techniques

The analysis technique used in this study is SWOT analysis. SWOT analysis is an analysis to identify internal strengths and weaknesses and identify external threats and opportunities (Fitzsimmons and Fitzsimmons, 2006). In analyzing the data, researchers used the interactive models miles and Huberman, namely data collection, data reduction, display data and verifying.

RESULTS OF RESEARCH AND DISCUSSION

Strength Analysis, Weakness, Opportunity and Threats of Household Businesses

Interview results with research informants on products, prices, promotions and distribution channels used by female household businesses that are associated with the strengths, weaknesses, opportunities, and threats faced by the household business, obtained results and can be listed as follows:

	Internal Factors	Weight (B)	Rank (P)	Weight Score (BxP)
Strength (S)				
1	The product does not break down quickly	0,28	4	1,12
2	No purchase size of product quantity	0,19	3	0,57
3	Price competes with other retailers/stalls	0,17	3	0,51
4	Goods delivered to the house	0,21	4	0,84
5	WhatsApp group	0,15	2	0,30
Sub Total		1		3,34
Weakness (W)				
1	Products are not unique (many sell)	0,25	3	0,75
2	Standard quality products only (only for one segment, i.e. medium to lower)	0,10	2	0,20
3	Simple packaging	0,10	2	0,20
4	No brand (bulk)	0,09	1	0,09
5	Not using delivery services	0,10	2	0,20
6	Doesn't have a permanent place to sell	0,16	2	0,32
7	Only via whatsapp	0,20	3	0,60
Sub Total		1		2,36
Total				0,98

The total weight score of the five strength factors owned by household businesses amounted to 3.34. While the number of weight scores from seven factors of weakness in household businesses amounted to 2.36. The value shows that the strength is greater than the weakness of the household business.

Table 2 EKSTERNAL STRATEGIC FACTOR ANALYSIS SUMMARY (EFAS)				
	External Factors	Weight (B)	Rank (P)	Weight Score (BxP)
Opportunity (O)				
1	All households need such products all the time	0,40	4	1,60
2	Product price fluctuations are not very high	0,15	2	0,30
3	Many delivery services are available to deliver goods	0,25	3	0,75
4	Social media is a very effective medium for promotion	0,20	3	0,60
Sub Total		1		3,25
Threats (T)				
1	The number of competitors who sell similar products	0,38	4	1,52
2	Many competitors sell products at the same price	0,27	4	1,08
3	The number of competitors who use more effective delivery services	0,15	3	0,45
4	The number of competitors who use better promotional media	0,20	3	0,60
Sub Total		1		3,65
Total				-0,40

The number of weight scores from the four opportunity factors owned by household businesses amounted to 3.25. While the number of weight scores from the four threat factors felt by household businesses amounted to 3.65. The value indicates that the odds are lower -0.40 than the threat that will occur.

The results of the IFAS and EFAS studies are then included in the matrix with the following four indicators:

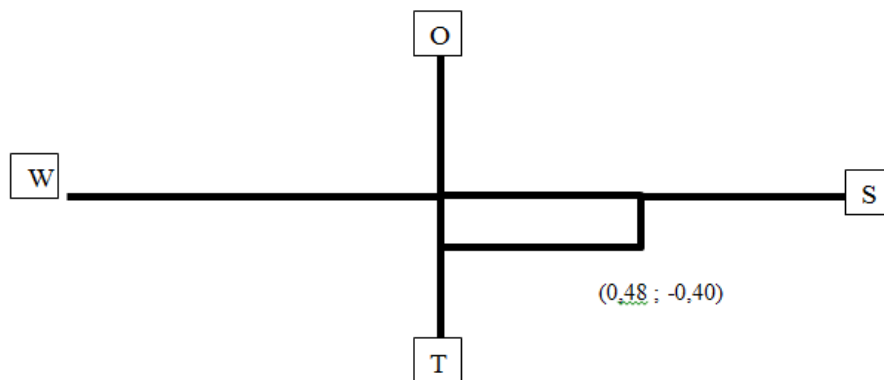


FIGURE 1
SWOT MATRIX OF HOUSEHOLD BUSINESS

The position of household businesses in the picture above shows the quadrant of two household businesses have a large internal strength to the market but at the same time household businesses are also experiencing threats. The focus of the strategy on this quadrant is competitive quadrant is ST (Strength – Threats) strategy by using the power owned by the household business to overcome the threat (Rangkuti, 2016). Based on the discussion of SWOT analysis, now household businesses know the position of companies that feel in quadrant two

namely ST (Strength- Threats. Planning a ST (Strength – Threats) strategy using the power of the household business to overcome the threat, described in the following table:

Strengths (S)		Threats (T)	
1	The product does not break down quickly (S1)	1	The number of competitors who sell similar products (T1)
2	No purchase size of product quantity (S2)	2	Many competitors sell products at the same price (T2)
3	Price competes with other retailers/stalls (S3)	3	The number of competitors who use more effective delivery services (T3)
4	Goods delivered to the house (S4)	4	The number of competitors who use better promotional media (T4)
5	WhatsApp group (S5)		

Based on the results of the study, some of the things that become a threat to household businesses are the number of competitors who sell similar products (T1), many competitors sell products at the same price (T2), the number of competitors who use more effective delivery services (T3) and the number of competitors who use better promotional media (T4). On the other hand, household businesses also have the power that can be used to overcome threats, namely products not quickly damaged (S1), no size of purchase of the number of products (S2), competitive prices with other retailers / stalls (S3), goods delivered to the home (S4) and the use of WhatsApp group (S5).

No	Combination Strategy	Strategy Plan
1	S1, T1	Adding a variety of products sold (product diversification), so as to minimize the lack of sales volume of certain products because consumers buy similar products to competitors
2	S2, T1	Maintain about the size of the number of products purchased by consumers (diversification of product sizes). So there is no minimum purchase
3	S3, T2	Maintain the price by increasing the stock of products, so that the price per unit becomes cheaper, adding services between goods without additional costs, as well as expanding market share
4	S4, T3	Speed up the time between ordering and distributing goods without any additional inter-charges charged to consumers.
5	S5, T4	Maintain whatsapp promotional media. Because consumers are very familiar with the use of WA and the environment served has not been so extensive.

In detail, the strategy carried out by household businesses, which based on swot analysis of household businesses are in quadrant two namely ST (Strength- Threats), then st strategy (Strength - Threats) by using the power owned by household businesses to overcome the threat is by diversifying products, diversifying product size, increasing stock / sales volume by expanding market share, maintaining inter-goods services without additional costs and increasing promotion through whats app as a promotional media that is considered very effective. The following marketing strategies delivered by household businesses are analyzed through Marketing Mix (Product, Price, Place and Promotion) based on the strengths and threats faced by household businesses.

Marketing Mix	Current Strategy	Strategy Plan
Product	Limited range of products sold	Adding variety / variety of products sold (product diversification). If currently only selling eggs, it will add more with sachet beverage products, such as whitecoffee, and

		others.
Price	Survive at a minimum price equal to the price of a competitor's product	Expanding market share, thus increasing sales volume. As a result the price per unit becomes cheaper Delivery service at no additional charge
Place	Delivery of goods to consumers is carried out by the seller himself with a long interval of time	Speed up the time between ordering and distributing goods Without any additional costs between goods charged to consumers.
Promotion	Using word of mouth, whats app	Promotion using whats app, facebook, Instagram, banners installed in front of the stall Promoting its products at events in the village, for example during PKK meetings or other gatherings

From the table above can be explained that the marketing strategy that must be done by household businesses if associated with the Marketing Mix that includes product, price, place and promotion there are several things.

Product

Adding a variety of products sold (product diversification), so as to minimize the lack of sales volume of certain products because consumers buy similar products to competitors; Maintain about the size of the number of products purchased by consumers (diversification of product sizes). So, there is no minimum purchase amount.

Price

Maintain the price by increasing the stock of products, so that the price per unit becomes cheaper, adding services between goods without any additional costs, as well as expanding the market share.

Place. Speed up the time between ordering and distributing goods without any additional costs between goods charged to consumers. This is still one of the reasons why mothers buy in the household business, because it reduces household expenses for the cost of purchasing goods when compared to using delivery services. The necessary items get to the house quickly, without them leaving the house, and the most important thing is that there are no additional costs.

Promotion

Almost all mothers have whats app on their android and housewives are very familiar with the use of whats app, so the use of whats app is very effective to promote their merchandise. Because the environment served has not been so wide.

Discussion

Based on the discussion of SWOT analysis, the position of household businesses is in the quadrant of two household businesses that have great internal strength to the market but at the same time household businesses are also experiencing threats. The focus of the strategy on this quadrant is the Competitive quadrant is the ST (Strength – Threats) strategy by using the power that the household business has to overcome the threat. Marketing strategies that include product strategy, price, place and promotion (Marketing Mix) must be run by household businesses.

In relation to the product, adding a variety of products sold (product diversification), is a must do. This is in anticipation of reduced consumer purchases of one type of product, so that it can be replaced with other products that experience increased sales. This supports the research

results of Khairunnisa, et al. (2020). In the current situation, where the purchasing power of consumers is low, the pricing strategy becomes very important. The presence of competitors becomes a thought material also to determine competitive prices. Therefore, maintaining the price by adding product stock for the purposes of expanding market share becomes his choice. With so much sales volume, the price per unit becomes cheaper. This can make the selling price competitive. Porter (2008) states there are several factors that determine the intensity of competition in the industry. Among them are competitors.

In relation to the distribution channel (place). Where the purpose of the distribution channel is to make it easier for consumers to get the goods they need (Kotler, 2012), household businesses are trying to speed up the time between ordering and distributing goods without any additional costs between goods charged to consumers. This can be understood because consumers of household businesses are mothers who pay close attention to the practical economic side, in the sense that the goods needed get to the house quickly, without them leaving the house, and the most important thing is that there are no additional costs. This is in accordance with the results of Hino's research, (2005), where consumers have a tendency to buy products that are closer (traditional outlets), meaning the distance factor is a concern.

Women's home businesses use whatsapp promotional media. This is understandable because the consumers of this business are mothers. Almost all mothers have whats app on their android and housewives are very familiar with the use of whats app, so the use of whats app is very effective to promote their merchandise. Likewise, because the environment served has not been so extensive. So household businesses use promotions although it is still very simple. This is in accordance with the research of Agusetyaningrum, et al. (2016), that promotion is used as one of the marketing strategies.

CONCLUSION

Based on SWOT analysis discussion, the position of household businesses carried out by women in Indonesia is in the second quadrant, namely ST (Strength-Threats). Strategies that must be implemented using the power that household businesses have to overcome the threat.

RECOMMENDATIONS

For household businesses. With the increasing number of competitors, household businesses are advised to increase the variety of products they sell (product diversification), expand market share, speed up delivery times, conduct promotions using whats app, face book, instagram, banners and when there are events in the village, such as PKK arisan, and others. For SME Policy Makers. Consistently, periodically and continuously always provide assistance to SME actors in which there are household businesses run by women. For other researchers. Researchers suggest researching similar topics with different focuses (not Marketing Mix), because household business problems are not only a matter of product, price, place and promotion. Or do research on other kinds of business topics.

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