

The Use Social Media for the Continuity of The Covid 19 Pandemic Era Business

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ABSTRACT

Pandemic Covid - 19 to share the impact that beyond the usual to the various areas, especially the zone 's economy , businesses Trigona stone frog that role is shared contribution that goodly great against the restoration of health is not separated affected from pandemic Covid - 19, in the study is looking at all where utilization social media face book for the sustainability of the business of aquaculture Trigona stone frog amid the pandemic Covid - 19. The study is wearing the procedure qualitative with approach of phenomenology . The study is to verify if the use of social media facebook that attempted by the group cultivation Trigona has suitable procedure is not only the Digital marketing has shared a positive impact amid the Covid -19 pandemic on the economic resilience of the trigona stone frog business by always carrying out the process of creating and distributing objects to consumers but always complying with the provisions of Social Distancing where . The use of media social via facebook calculated need for applied especially in the middle of the Pandemic Covid - 19 for reducing the loss of context with consumers but business is always running .

Keywords : Pandemic Covid- 19, Facebook, Trigona

INTRODUCTION

Pandemic Covid - 19 is the reality of global crashing order of beings human from the level of international until the home ladder . The virus is there at the end of the year 2019 hit anyone alone without looking at the country , race , tribe or religion. This virus has become a common enemy because of its unique characteristics . He is very easy to spread only just touch and gather in crowds By Therefore , the government has been practicing most of the strategy for limiting its spread , starting from the lock down, to the suggestion made away from the physical distancing, wear masks, wash hands as often as can be and so on . Not only that , the pandemic is also affecting the methods and strategies of worship each - each race of man (Guidance & Vol , 2020)

The results of the survey Nielson Indonesia that has been tried in Jakarta, Bodetabek , Bandung, Surabaya, Yogyakarta , Semarang, Medan, Makassar and Denpasar, said that Facebook as a medium of social were dominant in the entire Southeast Asia. Information shows 90% of consumer

digital in Indonesia has a profile active on facebook , where Indonesia so the country the most high and the second at the level of global after the United States (Marketing Number . 12 / XI / Desember2011 on (Awali, 2020). With the continued understanding and comfortable in wearing media social , level of participation of consumer digital in Indonesia increased . Site networking social so it continues to be popular in the category of consumer digital Indonesia as a facility for dealing with the organization As many as 20% of the consumer digital Indonesia has been connected with a brand, product , or company through the media of social years of 2020 's . More than half of digital consumers in Indonesia (52%) read other people's comments about brands and products online , and 22% have submitted opinions or reviews about products (Ekawati, 2012)

Social media holds a role like communications marketing terintegratif for ma mpu implement mix promotion is integrated (Bin Rustam, 2020) . Mix marketing stretcher among other advertising , promotional sales , sales people , a bond of citizens as well as publications , and sales directly. Customers already joined in friendship with the industry until the industry can speak directly be automated so that the industry can deliver products and carry out partial form of persuasion so that consumers sort out the goods (Verhoef & Bijmolt, 2019). The process of integrative is initiated from prospective customers and subscribers , shown to the industry , as well as conclusions go back again to prospective customers or subscribers (Tamansiswa & Yogyakarta, 2014).

The purpose of research it is to know the exploration of the use of networking social / facebook as media marketing in the era of pandemic Covid 19 in the group cultivating Trigona stone frog to avoid losing contact .

METHOD

This study uses a qualitative research approach (Sugiyono, 2010) . Research conducted in the hamlet of Stone Frog Desa Batu Jong-Jong. The research is aimed to explore media social are used in the marketing of honey Trigona . Information in research uses primary information . Primary information was obtained through interviews with the head of the Trigona Batu frog cultivation group. Secondary information in the form of data taken from industrial profiles, history , scientific writings , the internet is a literature review for the preparation of this research . The type of information in this study is a universal reflection of the company . In the study of this method that used is qualitative To obtain the required information , structured interviews are used.

RESULTS AND DISCUSSION

In business or association benefit requires a procedure to establish and protect themselves own that looks like there are or the way , when this can happen competitive business . Systems that which works to support the business needs a procedure to promote material that requires thought and investigation. Progress has become something that is beyond the ordinary and has the effect of critical in busines, so the goods or administration can be sold even known simple to be remembered by the client.

Table 1.1 Creating Successful Social Media Campaign

Step		Definitions
1	Monitor the conservations	Businesses must monitor and capture relevant social media conversational exchanges by customers and analyze them with respect to the context for glean information on customer behavior, customer influence and brand awareness.
2	Identity the influencers	Businesses should identity the right individuals who engage in these conversations. This can be achieved by identifying the specific factor that makes the individual the right candidate to spread the message
3	Identify Factors Of the Influencers	Businesses should determine the common fators among them to create influencer profiles.
4	Locate all the influencers	Businessess can use the drivers to locate allthe influencers throughtout the desired social media platforms so that the brand / product / service ca be communicated to have the maximum reach
5	Recruit the influencers	Recrut the influencer businesses must enlist the influencers in the social media campaign to spread positive WOM
6	Campaign product and services throught the influencers	WOM positives can help businesses retain customers, attaract prospect, and further identify potential brand ambassadors

7	Reap the rewards	Increase the rewards increase in financial performance, increased customer engagement and stronger brand awareness
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Social media can and does influence, and in some ways, drive the business world. Social media also behooves businesses, in that it allows firms to grow and manage their brand, directly interact with customers, as well as market new products and services to targeted customer base. The influence of WOM, which is the essence of social media, has become paramount for businesses. It can both help and hurt sales and have an impact on a company's brand. Social media offers a variety of benefits for companies and can translate into a healthy ROI when used strategically. Through the landscape of media social, companies can begin to measure, build and track the performance of the product and the brand, sell, highlights, and market their products to the public certain, as well as direct and sharp linking interactions with customers

CONCLUSION

Based on the analysis and discussion of the results of interviews with informants associated with urgency media social on sustainability impact of Pandemic Covid - 19, it can be drawn conclusions as follows. 1). Research is assured that the implementation of the use of social media via facebook that is done by the group cultivation Trigona stone frog had appropriate procedures. Starting from the register, post the products, reproduce information - information is important, as well as interact with consumers 2). Research is proving that by implementing e-marketing give effect positive amid the pandemic Covid - 19 on the resilience of the economy in the group cultivating Trigona stone frog to always apply the process of creation and always carry out the distribution of products to consumers and always implement social distancing the exact impact of these is not far away of the role of technology that makes it easier for entrepreneurs to keep running their business 3). The use of e-marketing through the marketplace alleged need for applied especially in the middle of the Pandemic Covid -19 which gave a result of the weak economy in all zones and the special zones industry, regarding it can ensure the sustainability of the business of SMEs due to fit with the concept of revolution industry 4. 0. 4). Revolution internship is also required to be applied where the implementing group cultivation Trigona stone frog that required literacy to the technology if the post-pandemic Covid - 19 the presence of the norm just in activity business related to the use of technology that is enhanced further.

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