Digital Marketing to Support Business in Covid-19

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ABSTRACT

The existence of Coronavirus which is known as Covid-19 and The Government's decision to implement social distancing to deal with the spread of Covid-19 has changed people's lifestyle including restricting restaurants and cafes to serve dine-in. These restrictions affected a decrease in the business's income. Zona Kopi is one of the cafes in Pelaihari affected by Covid-19. In order to handle this problem, it is necessary to create an application as a digital marketing platform. Researchers conducted interviews with Zona Kopi's owner to find out the needs of application development. Application is built using the PHP language, MySql as database, and Laravel as a framework. Application has been successfully built can access by Zona Kopi's owner, Zona Kopi's employment, customer, and free user. It has features information about products and their price, customer order, payment options, and sales report both daily and monthly. Researchers have conducted a survey to employees and customers about an application that has been built. The results of the survey on the perception of appearance and enthusiasm for the existence of web-based Zona Kopi application are dominated by doubts, but this is a natural thing if you look at the characteristics of the community in Pelaihari when they are towards something new. While the results of the survey regarding perception and enthusiasm of management data showed positive results, which indicated that the application made was appropriate and useful for employees.

Keywords: Application, Covid-19, Digital Marketing, Laravel, PHP

1. INTRODUCTION

Covid-19 has been focused on the whole world since late 2019 [1]. According to [1] the best way to prevent Covid-19 is doing all health protocols. The government as a policymaker has implemented various measures to prevent Covid-19's transmission. In Indonesia, the government established several policies to limit the movement of people such as Large-Scale Social Restrictions and Enforcement of Restrictions on Community Activities [2]. Both of these policies have differences in the management of submission of restrictions, respectively is by the local government and by the central government [3].

The impact of this restriction is changed people's lifestyles in various aspects such as work from home, school from home, restrictions on opening hours of public places, restriction of restaurants and café to serve dine-in. This is in line with several surveys examining the impact of Covid-19, especially in the culinary field.

In McKinsey webinar discussed shopping trends in the US. There are (1) consumers adoption of shopping digital were growing since the pandemic, (2) consumers spend more their household income on essentials, such as food, (3) consumers prefer bought goods with good value, such as goods with lower prices or goods with promotion [4].

Then in [5] based on data, Indonesia ranked 2 in a survey to know customers who have tried new shopping. While in a survey to know consumers returning to carry out normal activities during government restriction, only 22 from 99 respondents answer that they already do that. More specifically in [6] show, 92% of Indonesian consumers have tried a new digital shopping method. This survey also gives a result that the growth of Indonesian consumer's online shopping to buy medicine, snacks, and groceries in the top three, respectively 83%, 74%, and 68%. In other research, [7] states that 56% of respondents have tried a new digital shopping method, and 47% of respondents have pick-up and delivery apps.

According to the result of a survey, a businessman who has business in the culinary field has to adjust their business to survive in Covid-19. Zona Kopi is one of them. Zona Kopi was established since 2017 that place in Banjarmasin and Pelaihari, Kalimantan Selatan. They provide coffee drinks, non-coffee drinks, and snacks in their café. They offer a comfortable hangout with indoor and outdoor places. They have used social media such as Instagram to promote their place, equipped with information products. After Covid-19, they have to rethink how to sell their product. Based on an interview with Zona Kopi's owner, they have using WhatsApp to receive orders, but they have new problems. There are (1) owner and employee have trouble tracking order via WhatsApp, (2) owner has trouble monitoring the progress of consumer's order, (3) employees have trouble to know the location of a consumer, (4) owner has difficulty to recap income from order via WhatsApp, and (5) consumers do not know information about menu in real-time. To solve these problems, it is necessary to create an application that functions as a digital market for Zona Kopi to do their business in Covid-19.

The development of a similar application has been carried out by several previous researchers. [8] Information system web-based is developed to help the owner in sales and purchasing process in a café. Researchers used Unified Modelling Language (UML) to design and PHP programming to develop their system. [9] Develop an information system web-based to order food at a restaurant, and then researchers did collect data to know customer and employee perceptions about their system. The result of this research shows that food ordering information system is not yet solved the queue problem, but the satisfaction of customers and employees with system has been achieved. [10] Develop an information system to support De La Sirra Café & Resto. This application can be used by admin, manager, employee, and consumer. These are a menu to manage user, booking, product, event, and about café. The researchers also surveyed the employee to know how useful their system is, and the result shows that this application can help employees of De La Sirra Café & Resto help their job.

Therefore, researchers will develop an application for Zona Kopi that can be used by owner and employees to track consumer's orders and to recap income. Besides that, this application will be offering a map to help employees to deliver their product and options method payment to consumers. This application is expected to help Zona Kopi run its business and help the government with social distancing programs during the Covid-19 Pandemic.

2. METHOD

To achieve the research goal, the following steps are described:

The first stage is identification, in this step researchers will conduct interviews with Zona Kopi's owner to get information about their business flow and to collect data of their employee, product, detail product, and price. The business flow includes how to order, payment methods, and financial reports desired by the owner.

The second stage is design, at this stage researchers will design Entity Relationship Diagram (ERD), UML, and application interface.

The third stage is development, at this stage researchers will build an application as a digital market to Zona Kopi. MySql is used as a database, PHP is used as a programming language, and Laravel is used as a framework in this research. Then the application is tested to make sure all functions can be used.

The fourth stage is operational assistance, at this stage team will give training to the owner and employee to operate the application. If they have an understanding application overall, then the application has ready for implementation.

The last stage is survey, at this stage researchers will get an opinion from respondents about the application. The respondents consist of employees and consumers. This stage is needed to find out how successful the application has been made.

3. RESULT AND DISCUSSION

Interviews with Zona Kopi's owner, Atika Amalia, have been done. The result of the interview is researchers will build an application that can be used by 2 users, there is admin and customer. Admin gets access to view sales reports, manage employees, determine order distribution by route, can monitor distribution products, manage product, product price, product promotion, map of customer's address, and fill in daily product sales data. Role admin gives to owner and employee. While customers get access to view products and its detail, information about product promotions, order products online from anywhere, and choose payment methods. Based on discussion between the owner and researchers, the development application got focused on Zona Kopi that place in Pelaihari.

According to the results of an interview, researchers design a use case as a part of UML that shown in Figure 1.
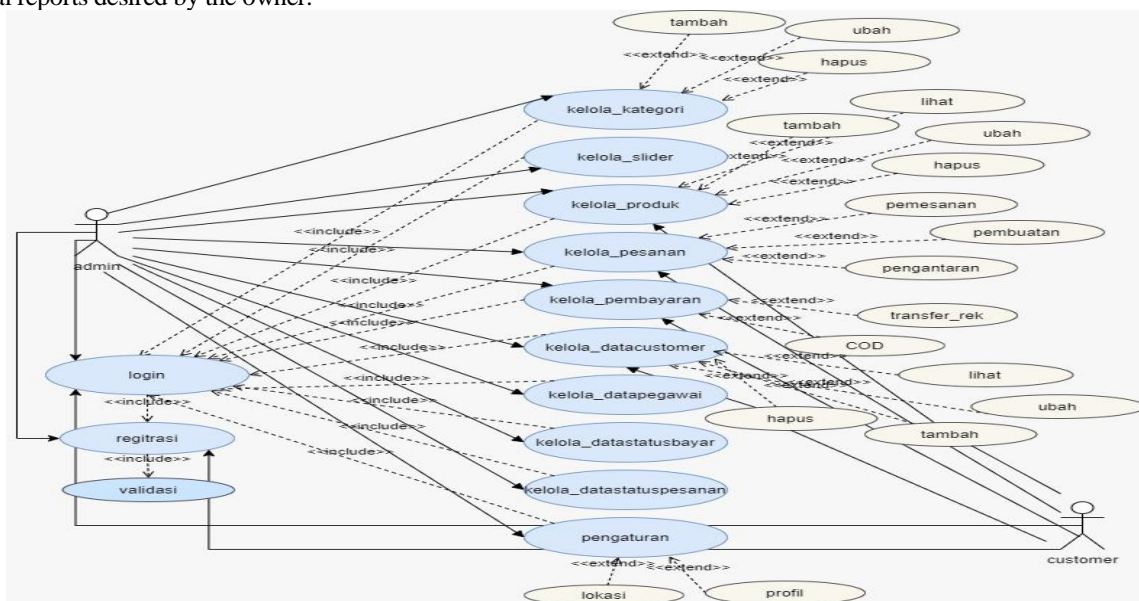

Figure 1 Use Case Zona Kopi Application

Application has been build shown in Figure 2 until Figure 18.

Figure 2 is home view when the customer access web for the first time. There are several menus in home view, such as searching, categories, promotions for a selected item, and help.
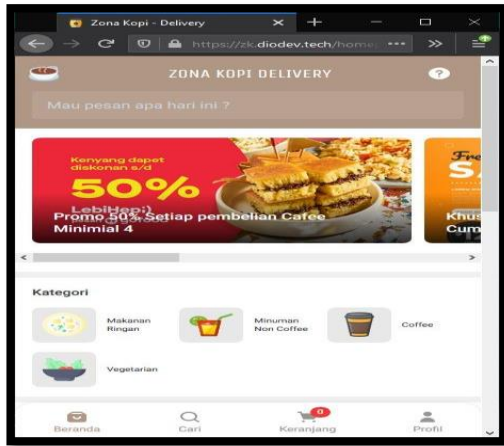

Figure 2 Home View Page

There is several choices in categories menu such as snack, non-coffee drink, coffee drink, and vegetarian. For example, if a customer selects a snack by clicking on snack icon then the page will be changed to snack page is shown in Figure 3. And if a customer selects fried onion in Figure 3, then page will be changed to detail of fried onion as shown in Figure 4.
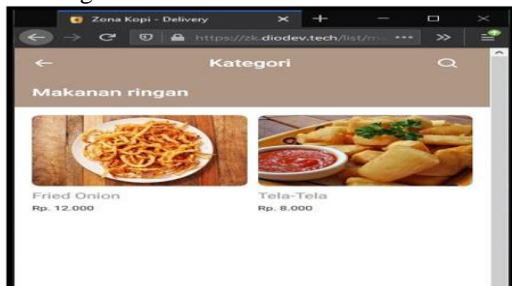
Figure 3 Snack Page
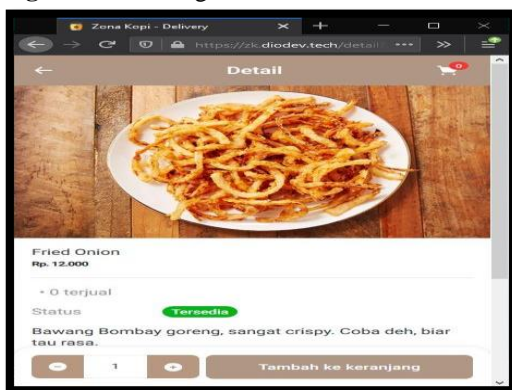
Figure 4 Detail of Snack Page

The ordering application in Zona Kopi is equipped with search feature shown in Figure 5. This feature to help user to search any menu already in Zona Kopi. In addition, this feature also stores a history of searches that have been made by customers as shown in Figure 5.
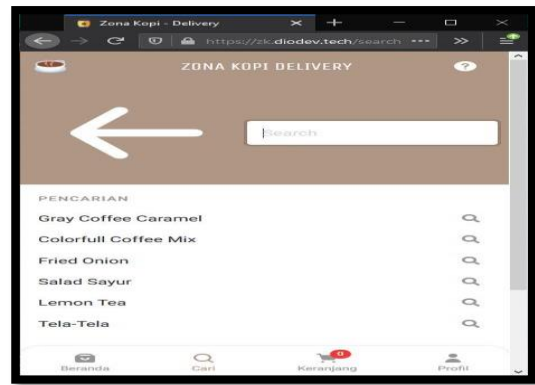

Figure 5 Searching Page

If users click the profile in right below, then the profile page is shown in Figure 6. Then if users click login in right above profile page shown in Figure 7. The login page display has been integrated with Google, so users do not have to bother to fill in their data, just by entering the Google mail address that they have previously owned. This page is also equipped with a 'remember password' feature. This is certainly very easy for users who often forget their passwords.
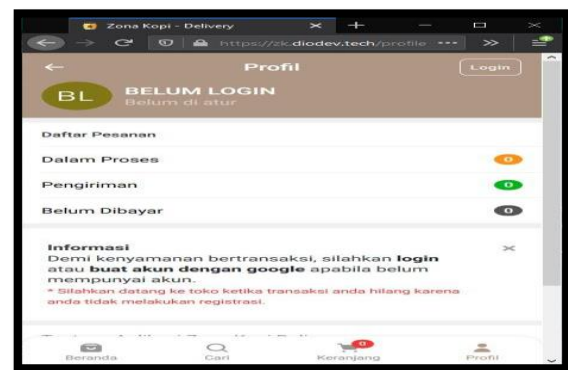
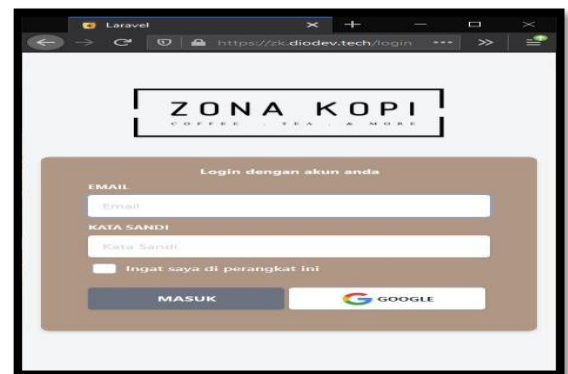

Figure 6 Profile Page

Figure 7 Login Page

If admin inputs email and password on the login page, page will be changed to admin dashboard page. This page also presents a graph of product sales every month in Zona Kopi. Then if admin clicks icon ≡, the application will display Figure 8. In this page, admin can view a master management menu consisting of products, transactions in the form of orders and payments, and master of data customer.
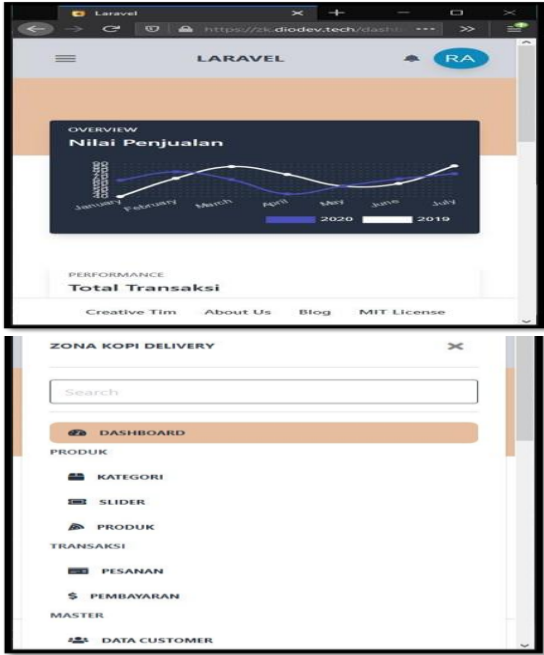
Figure 8 Dashboard and Management Menu Page

Management of products consisting of search, view, add, edit, and delete product data. Feature of search and view product data shown in Figure 9 with category details, price before and after promotion.
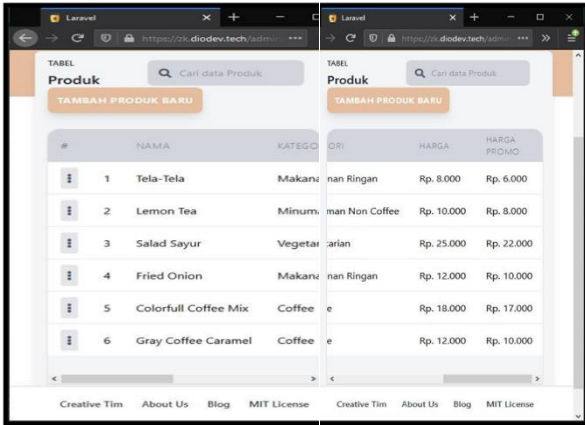

Figure 9 Detail Product Data Page

While adding product data as shown in Figure 10 which represent several text fields that must be filled in, namely product name, price, promo price, and description as well as photos of the product.
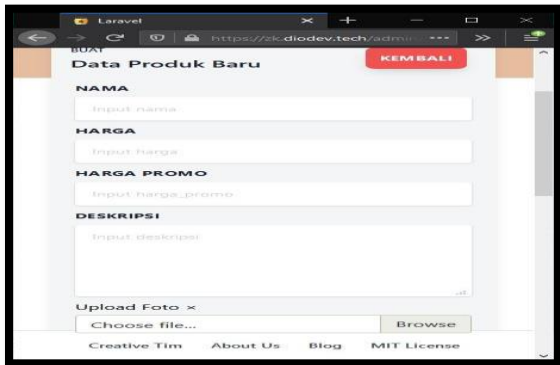

Figure 10 Add Product Data Page

Display of ordering page as shown in Figure 11. This page provides information on the status of both paid and unpaid orders. Orders that appear can be searched by order date in the search field.
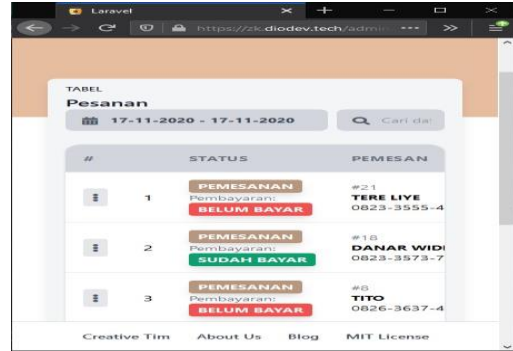

Figure 11 Ordering Page

If admin wants to validation the order, admin selects the order that he wants. The page will be changed to order validation page as shown in Figure 12.
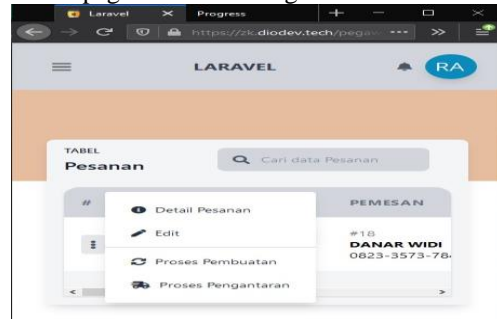

Figure 12 Order Validation Page

If admin selects the making process, then the status becomes order-making. However, if admin selects the delivery process, then the status becomes delivery.

Whereas display transaction on the customer page, starting from adding products to a shopping cart is shown in Figure 13, order processing, payment confirmation, and the transaction has been completed.
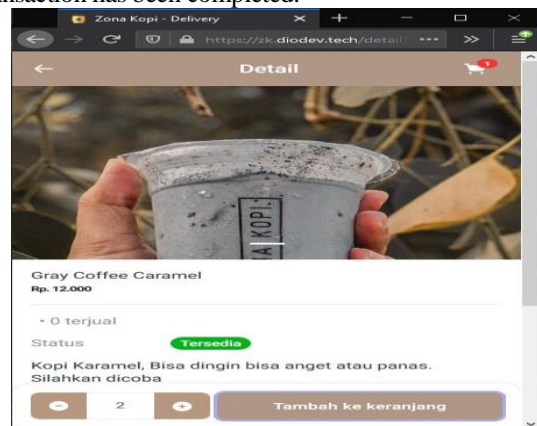

Figure 13 Page of Add Product Order

On the page of a shopping cart, customer can add the volume of their selected product. If they want to add another product, they have to click the arrow button on the left above page. But if they have set their choice, they can click the ordering process. Then the page will be changed to page as shown in Figure 14 where customer has options to pay their order. There are e-wallet or on-cash delivery. If they have

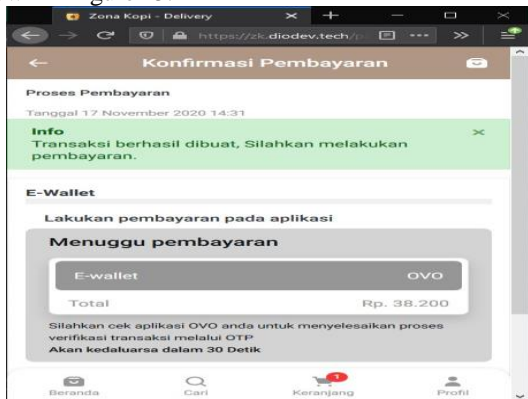finished their payment, the page will be changed to page as shown in Figure 15.

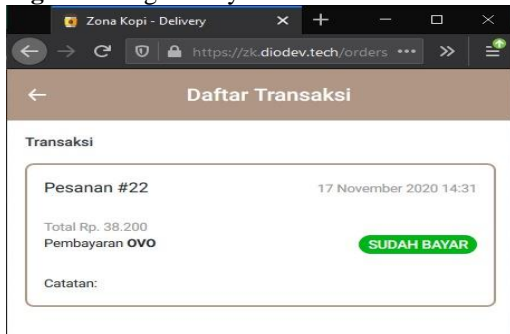

Figure 14 Page of Payment Confirmation

Figure 15 Page of Transaction Complete

After developing and testing all functions in the application, researchers have to teach the owner and employees of Zona Kopi. The process of training this application can be found in [11]–[15]. The last stage is surveying, researchers have given surveys to employees and customers. The result shown in Table 1 until Table 4.

Table 1. Perception employees and customers to appearance of web-based Zona Kopi application

Responses	Total	Percentage
Strongly Agree	8	32%
Agree	7	28%
Doubt	10	40%
Disagree	0	0%
Strongly Disagree	0	0%

Based on the result in Table 1, although the largest value is occupied by the doubtful response, it is not much different from the strongly agree and agree on response. This is still in normal stage for a new application. It takes some time to get used.

Table 2. Perception employees to data management of web-based Zona Kopi application

Responses	Total	Percentage
Strongly Agree	6	86%
Agree	1	14%
Doubt	0	0%
Disagree	0	0%
Strongly Disagree	0	0%

Based on the result in Table 2 it can be seen that the data management in Zona Kopi application has been satisfactory so that the application made is appropriate and useful for employees.

Table 3. Enthusiastic employees and customers to existence of web-based Zona Kopi application

Responses	Total	Percentage
Strongly Agree	3	12%
Agree	5	20%
Doubt	15	60%
Disagree	2	8%
Strongly Disagree	0	0%

Based on the result in Table 3, the majority of employees and customers feel doubt about the existence of the application. This is still reasonable if you look at the social conditions of the people in Pelaihari. For example, the Gojek application, which is famous in the majority of cities in Indonesia, is not even found here. But with time and movement limitations due to covid, this application will be very useful for employees and customers.

Table 4. Enthusiastic employees to suitability of data flow of web-based Zona Kopi application

Responses	Total	Percentage
Strongly Agree	5	71%
Agree	2	29%
Doubt	0	0%
Disagree	0	0%
Strongly Disagree	0	0%

Based on the result in Table 4, it can be seen that the suitability of the application data flow with the flow in Zona Kopi application has been satisfactory so that the application made is appropriate and useful for employees.

4. CONCLUSION

In this paper, researchers have presented stage by stage to develop Zona Kopi application with Laravel and PHP. This application has been building as a digital market to survive their business in Covid-19. The application can be used by owner and employee as admin and customer. With a login system, admin can manage products and its detail, product promotion, progress of ordering, customer data, and report financial. Whereas customers can order what product that they want. The application also provides payment methods for customers and search feature to make product search easy. The survey results show that the application is following the business flow in Zona Kopi and is well received by employees and customers.

AUTHORS' CONTRIBUTIONS

Jaka Permadi, Herfia Rhomadhona, and Winda Aprianti contributed to build the application, to the analysis of the results, and the writing of the manuscript.

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