



# Brand Communication Strategy of MSMEs Malang Food Product in Covid-19 Pandemic Era

Tri Mega Asri<sup>1,\*</sup>, Amelia Ika Pratiwi<sup>2</sup>, Hapsari Dian Sylvatri<sup>3</sup>

<sup>1</sup>Faculty of Vocational Studies, University of Brawijaya

<sup>2</sup>Faculty of Vocational Studies, University of Brawijaya

<sup>3</sup>Faculty of Vocational Studies, University of Brawijaya

\*Corresponding author. Email: [trimega@ub.ac.id](mailto:trimega@ub.ac.id)

## ABSTRACT

The Covid-19 pandemic, which has hit since 2020, has resulted in a national economic crisis, including Micro, Small and Medium Enterprises (MSMEs). The existence of MSMEs that are spread all over Indonesia can be one of the drivers of economic recovery in Indonesia. Even able to provide jobs, cheap goods, and give birth to new entrepreneurs. The development of MSMEs has experienced several problems, one of which is a marketing problem, especially related to branding. This study aims to get an overview of the problems faced by MSMEs during brand development so that they can get input for the development process. The target of MSME in this study is MSME superior products, namely typical food in Malang and its surroundings. The analysis was carried out using a quantitative and qualitative descriptive approach. MSMEs have the potential to have a competitive advantage to be able to compete in the global market. This research is focused on creative planning, creative campaign strategy development strategy and brand communication.

**Keywords:** MSME, Creative Campaign, Brand Communication

## 1. INTRODUCTION

The Covid-19 pandemic has impacted various sectors of Indonesian society, especially the economic sector. Low consumption levels have affected a lowering in national real income, as a result, Indonesia's economic growth rate has become sluggish. Recently, the Indonesian economy is still in a recession after experiencing contractions for three quarters. The Corona virus outbreak, which is still shackling all countries in the world, is the culprit of the weakening of the domestic economy. (2022 Economy minus 2%, Worst since Economic Crisis 98, n.d) According to Digdowiseiso Small and medium-sized enterprises (MSMEs) are at the forefront of economic overflow caused by the Covid-19 epidemic. Regarding this (Digdowiseiso,2022)<sup>1</sup> it is indicated by the depreciation of turnover, depreciation of instructions, and depreciation of income as well as other obstacles related to business activities such as methods of invention, marketing, and distribution. MSME actors need an insistence on calculations or business capital, product marketing, and important willpower. They also produced health equipment that could support invention methods during the Indonesian epidemic. To reduce body contact in the aspect of digital efforts is one way out. The current endemic atmosphere requires everyone to change their routine patterns.

As known, MSMEs have a significant role in preserving the economic nation. Moreover, MSMEs absorb 96.9 % of the total employment and contribute 60.34% of Indonesia gross domestic product (GDP). According to Putri Tanjung, the President's special staff and Chief of CXO CT Corp, 48% of MSMEs can only last a maximum of three months. Moreover, they cannot continue their business due to capital difficulties and dropped sales. (Putri Tanjung explains the Impact of the pandemic on RI's MSMEs, n.d)<sup>2</sup>

The MSME sector in Malang Raya and its surroundings have as wide as possible opportunities, protection, and business despite being hit by a pandemic. Malang City Government continues to boost the creative industry sector, tourism, and ease of doing investment through strengthening human resources, simplifying the bureaucracy, and equally infrastructure distribution. The government helps enter MSME products into the marketplace. The special team continues to work; they are assigned to analyze the market. "Positive economic growth is contributed by MSMEs. The indicator is credit growth. Economic growth has now reached 3.70%, now it is almost 4%. (MSMEs have a role to overcome a potential crisis in the middle of the pandemic, n.d)<sup>3</sup> Sutiaji explained that growth was contributed by the online trader or e-commerce sector and fresh food products, which increased 123% in transactions.

© The Author(s) 2024

Y. A. Yusran et al. (eds.), *Proceedings of the 2023 Brawijaya International Conference (BIC 2023)*, Advances in Economics, Business and Management Research 294,

[https://doi.org/10.2991/978-94-6463-525-6\\_70](https://doi.org/10.2991/978-94-6463-525-6_70)

Based on the Malang City Government's policy regarding online trading, in line with smart cities whose infrastructure has been provided via free internet in the urban village. The result is positive regional performance.

To support the important role and potential of MSMEs, the government has moved quickly by issuing various packages and stimulus programs and relief. However, a more in-depth evaluation of its effectiveness is required. To achieve good efficiency and effectiveness, special studies especially studying the needs of MSMEs during and after the pandemic are needed. Many MSME entrepreneurs have not maximized in promoting their products through electronic and non-electronic media. This condition causes many MSMEs unable to compete in reaching their consumers. Malang MSMEs already have a website and social 2022 such as Instagram to advance their marketing activities, but unfortunately, they have not been maximized to elevate their brand and branding properly. Marketing activities are an effective strategy to deal with competitors, especially now that many MSMEs have emerged with unique and different products, so the competition among them is getting sharper. To win the competition, they need a creative campaign marketing strategy and the right brand communication.

The result of Bank Indonesia Malang's research at the end of 2018, there were 10 commodities, products, and types of business (KPJU) (BI Records the Potential OF MSME Leading KPJU-Memontum.com, n.d)<sup>4</sup> superior MSME cross sectors in Malang Raya. The leading KPJU's include the tempe industry, the snack industry, gadget and accessory shops, the fruit chip industry, pastries, electronic stores, clothing stores, racket manufacturers, grilled fish stalls, and cafes and restaurants – Regional Liputan6.Com, n.d)<sup>5</sup>. The case study that will be raised in this research is MSMEs in Malang special food products, for several reasons, according to (The Potential of MSMEs in Malang City, Go Food Festival Gets a Positive Response – Surya Malang, N.d)<sup>6</sup> The potential for culinary business in Malang is very promising. Since 2010 the Tugu Shopping Tour in Malang City has been a tourist attraction that can contribute to local revenue (PAD) and according to (Hutabarat, 2015)<sup>7</sup> the problem faced by the culinary business owner in this cluster are various, such as culinary promotion both inside and outside Malang which is lack of product Research and development (R&D). The problem of rising fuel consumption causes consumer behaviors to be more observant in choosing culinary products.

To maximize the potential of MSME products in Malang City, the Malang City Government officially cooperates with the Surabaya Institute of Technology (ITS) and Brawijaya State University Malang. Brawijaya State University Malang has received accreditation A with the tagline World Class University and has just got 25th rank in Indonesia in the 4ICU version and 6th in the Webometrics version. Brawijaya University is the University of Business, World Class Entrepreneurial University. Under the Vision and Mission to become an excellent university with International standards, and able to play an active role in nation-building through the process of education, research, and community service, implies that there are two goals to be achieved, namely to become world-class university and beneficial for development (entrepreneur). The competition in the business sector that is fast in modern times not only requires business people and entrepreneurs to produce favorite products that are of good quality and economical, but they must be able to sell their products to customers.

During this epidemic, consumers no longer see a brand, so that communication using digital advertising will provide an increase in brand awareness (Theresia, 2017)<sup>8</sup>. Digital users provide encouragement to online consumers not only for the younger generation but also for the older generation that can easily access it (Estrin, 2016)<sup>9</sup>. These changes are an attempt or defense in the uncertain times of COVID-19. MSMEs experienced a very severe impact in the midst of the ongoing epidemic (Santoso, 2019)<sup>10</sup>. MSMEs are reported to have experienced a very drastic decline in the midst of this outbreak by 56%. Research conducted explains where MSME actors not only get a decline but also get raw materials, distribution and difficulties in financing (Estrin, 2016)<sup>11</sup>. This condition occurs due to disease outbreaks that occur and it is difficult to know when it will stop.

This research aims to find the brand communication for superior MSME brands in Great Malang, examine the problems faced during a pandemic, then develop competencies and creative campaign strategies in marketing activities so that they can compete and become superior products during and after the Pandemic.

## 2. METHOD

In-depth interviews with informants by making specific criteria determined by purposive sampling of MSMEs in the Malang area, especially in the affected food and industrial sectors. Digging information becomes more flexible if the interviews are not carried out systematically and structured, either directly or indirectly, such as marketing, advertising, and so on.

During the implementation of field data collection, the MSMEs have been guided, so access to informants became easier. Researchers also took advantage of their networking to gain access to related fields to government and large companies which will be used as models in making analysis strategies for product campaigns in Covid-19 Pandemic era.

Besides interviewing, there are several data collection processes, in this case study research, such as; Participatory Observation (Participant Observer), in this case, the researcher participates in MSME activities; for instance observing the making process, selling, and also using social media. Observation is a human activity by using the five senses of the eyes as the main tools despite the other five senses such as ear, smell, mouth, and skin. Therefore, observation is a person's ability to use his observations through the work of the five senses and is assisted by other senses (Bungin, 2017)<sup>13</sup>. The selected media observation is those found in the interviews.

### 3. RESEARCH DATA ANALYSIS

According to Patton in Lexi J. Moloeng, in a book entitled *Qualitative Research Methodology (2017)*<sup>14</sup>, "Data analysis techniques are processing sequences of data categories, organizing them into a pattern, category and basic description unit. This technique distinguished it from interpretation significantly toward analysis, explained description patterns and explained the relationship between the descriptions of dimension. Researchers carry out data analysis processes, process means the implementation has started since the data are collected and done intensively, for example after leaving the field, the work of analyzing data needs focus and direct physical and mental energy of researchers, they also need to explore the literature to confirm new theories that may be found.

Researchers made data reduction that was obtained from observation and in-depth interviews with informants. Existing data is summarized, and not only the main things are selected, but also focused on important things in line with researchers' needs. After that, the reduced data is compared, and grouped based on the research objectives and finding in the field. To deepen the study, in this case, the researcher uses theoretical references and looks for supporting references to make it easier for researchers to see patterns of relationship between one data to another. Temporary conclusions are drawn and then verified using data source triangulation techniques.

### 4. DATA VALIDITY TEST

Concluding has been done by conducting a comprehensive study of the data reduction process and continuous data presentation according to the dynamics. Data that has gone through the process of data reduction and data presentation is done by interpretative analysis. To test the validity of triangulation data, researchers conducted it. Triangulation of data sources, which is done by comparing the result obtained between one informant to another, cross-checking with the data in the literature that has been collected. Comparing systematically the data gained from various resources and literature in order to get data consistency or complementary data (Moloeng, 2017)<sup>14</sup>.

### 5. RESULTS AND DISCUSSIONS

The impact of the COVID-19 Pandemic has made MSMEs able to reduce the national economy. Including Malang Specialty Food Products of MSME, this crisis obviously will affect product sales regarding lack of strategy in doing business, especially on brand weakness and marketing strategies. For MSMEs, increasing product brand awareness is not a top priority when companies determine their marketing budget. That is why the brand owned by MSMEs is not comprehensively known by consumers.

They focus more on the selling aspect of their product because they can survive because of good selling. A brand is a combination that has meaning and is communicated through certain names or symbols so that it can influence the consumers' minds in the process of selecting a product (Rufaidah, 2015)<sup>15</sup>. A brand is the name, term, sign, symbol, design, or combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate those from their competitors. Brands can be used to identify sources or producers and enable consumers to make choices about certain producers or distributors. (Shavira, 2020)<sup>16</sup> Today, brands have become more complex. It is not only about what the brands sell or about the benefits of the product. Consumers also want brands that give them inspiration. Consumers choose a brand not only based on three elements (Attributed: physical or tangible aspects of a product or company; consequences or benefits: solutions offered by-products or companies; end value: lifestyle). The corporate identity behind the product or brand has become more important to create preferences with consumers.

Several strategies need to be considered in building product brands, such as making product logo designs that are proper to the business, determining the right target market, using partnerships to build brand awareness, being consistent, designing offers and images so that they can provide different values, brand identity, brand personality, and brand communication. The following is a description of the strategy for building a product branding for MSME Malang Food Product selected by DISKOPERINDAG Malang (Pak Noegroho). There is also a list of MSME profiles as follows :

Table 1. Product Category and Brand

No	Product Category	Product Brand
1.	Sambal	Mana Ni
2.	Kripik Tempe	Kripik Tempe Rudi
3.	Kripik Tempe	Kripik Tempe Bu Karsi
4.	Mendol Krispy	Mendol Krispy
5.	Bolen	Bolen Malang Fairuziba
6.	Bolen Pisang	Kharinda
7.	Stick Keju	Momqizz Cheesestick

The following is MSMEs' Malang Product branding strategy from the result of observations and interviews of the seven MSMEs mentioned above. Branding strategy mapping is planned to gain data regarding segmentation/ target settings, understanding 4P (Product, Price, Place, and Pack), understanding promotion and business strategy.

6. SEGMENTATION/ DETERMINING THE TARGET MARKET

In branding strategy, segmentation or determining the target market is very important, to obtain sales targets and get loyal consumers. Especially when they have the same product, the in-depth interview respondents in this study have two MSMEs with the same product. They are Keripik Tempe and Bolen. To map the segmentation of the respondents, the indicators are arranged into four questions including the following:

a. Who are the regular customers of this product?

Most MSMEs in Malang Special Food Products have regular consumers, as evidenced by the fact that most respondents can remember and mention who are their regular consumers. Among them are as follows, Bolen Fairuziba answered, " People around East Java, outside the city and island to the reseller in Hongkong". Momqizz, " Mostly from civil servants, such as from BUMN, PLN, and others". Keripik Tempe Rudi : " Resellers who have shops, especially in Makasar, Jombang, and Karawang". Mama Ni : "Spicy food lovers and household mothers". Keripik Tempe Bu Karsi: " Consumers from outside and inside Malang".

b. Are there any consumers from outside Malang who become regular consumers of this product?

All respondents answered that they had regular consumers from MSMEs Malang Special Food Products. There was also only one MSME that gave a specific answer accompanied by reasons, namely, Momqiz: " Yes, because the system is a reseller, so most are from outside Malang".

c. Is this product marketed outside Malang?

Most of the MSME Malang Special Food Product who became respondents have sold their products outside Malang. Respondent Bolen Fairuziba said, " People around East Java, outside the city and island to the reseller in Hongkong". Momqis MSMEs, " Sold out almost all over Indonesia". Keripik Tempe Rudi MSMEs:"There are, in Makasar, Jombang, Karawang to Hongkong". MSME Mama Ni: " All over Indonesia, because sales are online so it can reach all over Indonesia." Kharinda MSME: "Yes, this product is sent out of Malang, but it is still slow-moving". Keripik Tempe Bu Karsi: " Marketed to various cities including big cities like Surabaya".

d. Can this product be consumed by anyone?

All respondents answered that all ages can consume their food products. MOMQiz MSME: "Anyone from children to the elderly". Mama Ni MSME: "Anyone who likes spicy food". Bolen Kharinda MSME: "All ages can consume it, children can too". Bu Karsi MSME: "Anyone from children to the elderly".

## 7. UNDERSTANDING 4P (PRODUCT, PRICE, PLACE, AND PACK)

Understanding 4P (Product, Price, Place, and Pack) as a marketing mix, which is a series of variables that can be controlled and the level of variables used by companies to influence the target market. The four elements or variables of the marketing mix or the so-called four P, are as follows:

1. Product Strategy
2. Pricing Strategy
3. Channeling/ Distribution Strategy
4. Promotion Strategy
5. Packaging Strategy

The marketing mix is very important to be considered at the beginning of the formation of the MSME business for Malang Special Food Product. The food product business should be handled from food costs, labor costs, rent costs (if the business location is not privately owned), promotion and advertising, food quality, customer services, profits, and of course the attitude to continue this business type. In the interview section of this research, the marketing mix strategy was added to the packaging. Its function is to display, carry, store, and protect the product, as well as to identify or reflect the personality and product's identity. Packaging also is used as a means of sending important product messages or information to consumers about benefits and differentiation. In the packaging section, questions are asked about logos and packaging form in general. Logos can make the created brand look more special, unique, and luxurious. Making a logo must be following the product and brand product. MSME owners can establish communication through a logo or symbol that is easily understood and remembered by society. The logo is the identity of an MSME business. (Bayquni, 2010)<sup>18</sup> Packaging becomes part of the consumer's point of contact with the product, as a means of sending messages that provide an understanding of the product, and ultimately facilitate penetration of the message into the memories of the target audience.

To be able to map the understanding of the 4P marketing mix (Product, Price, Place and Pack) from the respondents, the indicators are arranged into four questions including the following:

### a. Pack

What does the logo on the packaging mean?

Mama Ni: "Leave it to the designer, with a note that the brand name is still shown so that it can be remembered.", Keripik Tempe Bu Karsi: "Name of the business owner.", Kharinda: "The logo was made by a friend and the shape of the logo is small.", Keripik Tempe Rudi: "Use the bird's head logo because the owner wants to be known outside the city. The correlation between a bird's head and outside the city is how the owner's logo can be recognized by consumers, the philosophy is that if production must be able to cover everything, it must be known outside the city, like birds that can fly freely".

What is the reason for choosing the packaging form?

Mama Ni: "to be carried easily because the packaging is small and practical". Keripik Tempe Bu Karsi: "because transparent packaging is cheaper and consumers can easier see the content of the product.", Bolen Kharinda: "Just select simple packaging form of a transparent standing pouch because it is not too expensive.", Mendol Krispy: "the packaging uses a standing pouch because it is cheap."

### b. Product

What are the flavors of these food products? Why determine those variants of flavors?

Mama Ni: "Because of customers' request there are 23 variants which are 4 bestsellers, including onion chili, smoked tuna, smoked squid, and sambal klotok.", Kharinda: "There are several variations of flavors such as chocolate banana, cheese banana, chocolate cheese banana, durian, shredded, cheese and you can request but the best seller is durian flavor because it comes from real durian and cheese rolls."

What is the appeal/ uniqueness of this product that is not owned by competitors?

Mama Ni: "The taste, the number of variations, the packaging is practical and be able to be used as a cooking spice." MOMQIZZ: "Because mostly intended consumers like cheese and this product is very unique because it makes cheese in the form of a stick."

How long does this food product last?

Mama Ni: "6-8 months after opening the package",

How to maintain product quality?

Mama Ni: "Making SOP and also a patent recipe." Keripik Tempe Rudi: "still using the same ingredients and maintaining the taste of the product."

#### c. Price

What is the price range of this product?

Mama Ni: "Starting from IDR 23.000" Kharinda: "all variants of chocolate banana, cheese banana, and chocolate banana (IDR 40.000/ box) contain 10 Bolen, for Durian, shredded, cheese IDR 55.000/ box contain 10 Bolen." Keripik Tempe Bu Karsih: "1 kg = IDR 50.000,- 100 gr keripik tempe IDR 4.000,- 150 gr IDR 7.000,-" Momqizz: "IDR 15.000 – IDR 110.000" Keripik tempe Rudi "IDR 45.000,-" Mendol Krispi start from IDR 23.000,-

#### d. Place

Where are the branch stores of this product?

Almost all respondents as MSMEs answered that their food product sales were produced and sold at and from home. Meanwhile, in the other marketplace beside their home, most respondents answered that their products were kept in various souvenir shops and stores which generally sell Malang Special Products.

Mama Ni: "At home and products are available in several supermarkets (Transmart Malang, Sidoarjo, Surabaya, Firdaus Souvenir shop, and Sardo Pandaan Supermarket. Etc".

How do you reach your consumers (in the same/ different cities)

Mama Ni: "Through the marketplace and social media." Keripik Tempe Rudi: "outside town resellers can order the product via Whatsapp which is listed on Instagram and Google accounts."

## 8. UNDERSTANDING PROMOTION

As part of the marketing mix, it is very important to pay attention to it at the beginning of the formation of the MSME business, especially for Malang special food products. For the sub-question of understanding promotion, we differentiated it so that we could map the results of the interview properly and make it easier when processing the interview. There are four questions for understanding the promotion carried out by MSME respondents for Malang special food products.

#### a. Then, what and how do you promote your product so that it is widely known by target consumers?

Kharinda: "The promotion yesterday used influencer, Ms. Amel, from Brawijaya, accompanied in detail. There is a promotion on Instagram too, gift and price discounts every Friday." Keripik Tempe Bu Karsi: "Products are entrusted to shops that have been researched having many consumers, for example Patata Surabaya and Malang Royal ATK, via Whatsapp, Facebook, and E-commerce Maknyus." Momqizz: "With reseller buying and marketing it all over Indonesia," Bolen Malang: "Marketing the product in Surabaya Patata Outlet, Malang Struddle, Reseller in outside Malang." Keripik Tempe Rudi: "This is the first experience collaborating with grab and gojek, but we have been

*working with Tokopedia and Shopee for a long time. Promoting via YouTube and Instagram using videos and photos.”* Mama Ni: *“Word of mouth is the most effective, promoting on Instagram, hiring influencers, and also entrusting it to supermarkets and gift shops.”*

b. What media are used for promoting? Mention it.

Kharinda: *“I’m recently using Instagram, have not reached the market place.”* Keripik Tempe Bu Karsi: *“Whatsapp, Facebook, Tokopedia and Shopee.”* Momqizz: *“Via Whatsapp then the resellers promote it at Shopee and Tokopedia.”* Bolen Malang: *“Instagram and Tokopedia.”* Keripik Tempe Rudi: *“Online Shop such as Tokopedia and Shopee.”* Mama Ni: *“Instagram, Whatsapp, Facebook and also marketplace.”* Mendol Krispi: *“Instagram, Whatsapp, Facebook, Tokopedia”.*

c. How can you know/ be sure that the media and promotions can reach your target consumers?

Keripik Tempe Bu Karsih and Momqizz: *“Living in the modern era makes technology the easiest way to market products that can be reached throughout Indonesia. After trying it, the results are satisfying and making big profits.”*

Bolen Malang: *“Many consumers buy because they know from Instagram rather than from resellers.”*

Keripik Tempe Rudi: *“Since mostly they come in the production site after seeing reviews on Google and Tokopedia, that is why Tokopedia is a promotional medium, but buyers come directly to the production site using maps in Tokopedia.”*

Mama Ni: *“Because of the promotion, the closing sales occurred”.*

Mendol Krispi: *“Because many people order after seeing the product on Instagram/ Facebook.”*

d. Have you ever collaborate with shops/ financial institutions/ even participation? If Yes, State it.

Keripik Tempe Bu Karsi, Bolen Malang & Momqizz: *“Following Jatim Fair event for MSMEs product and joining Malang MSME community and collaborating with Royal ATK Malang and Patata Surabaya.”*

Keripik Tempe Rudi: *“participating in Jatim Fair MSME. Collaborating with some gift shops, there are 10 in Bali.”*

Mama Ni: *“Yes, Transmart Malang, Sidoarjo, Surabaya, Firdaus gift shop and Sardo Supermarket in Pandaan.”*

Mendol Krispi: *“for the past 14 years, we have collaborated with agencies and local governments for MSMEs training. Have been represented in the Jatim Fair MSME.”*

## 9. BUSINESS STRATEGY

In general, every company wants its product brand to be well-known by its consumers. A well-known brand is one of the many important goals that every company wants to achieve with its marketing budget. Entrepreneurs must prioritize management and brand building while continuing to improve product quality. In MSMEs, product brands are representing their owners, which is why the entrepreneurs must try to introduce and communicate their brands to consumers in good performance and image which is related to them.

In this part of business strategy, there are seven questions to be able to understand how the history of developing small business processes initiated by each MSME of Malang specialty food product is running. To map the MSME business strategy from respondents, the indicators are arranged into four questions such as following:

a. What is the experience/ story of the business establishment of this product?

Kharinda: *“starting from 2017-2018 in Tuban. Self-taught bolen selling, demands of children because no one sells bolen in Tuban. Primarily bolen delivered in stores, resellers, etc. Then, it spread to Malang because the children’s school was in Malang.”*

Keripik Tempe Bu Karsi: *“Initially, I only helped my husband to sell Tempeh, then tried to make chips and mendol tempe for the rest, after a while there were many customers and it made a good profit.”*

Momqizz: *“Initially, it was just for fun to make this and kept trying to offer it to several people, then they ordered it and in the end, I was able to produce a lot in a day and even produce more than 2 kilograms.”*

Bolen Malang: *"Trying to make it since 2015, but it is not being marketed. Then in 2018, the focus was on producing Bolen Malang and marketing it. Having a product beside Bolen Malang, but its production only during Eid."*

Keripik Tempe Rudi: *"At first I went with my brother using his name. In 2020, I will just change my name and start my own business."*

Mama Ni: *"Starting to love spicy food and often buying sambal packages which are famous in Surabaya. Because it is very far away, I finally made it myself. First of all, it was slowly served for personal consumption when there was an event and some friends said that it was delicious, so they suggested selling it."*

Mendol Krispi: *"from 2004 I wanted to have my own business, I wanted to create a job, so in 2004, I immediately was known as keripik tempe and menjes. The President, Susilo Bambang Yudhoyono, also liked it. I was asked to represent MSME, at first I just delivered it only to the shops, a couple of years of getting accidents, then using resellers and facebook and Google business but it did not work because it was difficult. Nowadays, it is getting better and improved, once had 11 employees and then all of them were fired, now they are more"*

b. What is the meaning of the product name?

Kharinda: *"This product does not want to be known as bolen name, but it emphasizes in Kharinda name,"*

Keripik tempe bu Karsi: *"The name used is based on the owner's name and product so that people know this product immediately."*

MOMQIZZ: *"the name used is according to the product itself to be known by people immediately."*

Keripik Tempe Rudi: *"Given the name Keripik Rudi (by using his name) it has the purpose to be able to market them outside the city."*

Mama Ni: *"The meaning of Sambal Mama Ni is Mama Heni who is the owner of this business."*

Mendol Krispi: *"Kahuripan, which means the Java Kingdom, like the description of mother's Jfa life."*

c. How long has this product been in the market?

Kharinda: *"more or less 3-4 years".*

Keripik tempe Bu Karsi: *"since 2003 and registered brand in 2007, so it has been around 12 years."*

Momqizz: *"Since 2013, it has been running 8 years in the market."*

Bolen Malang: *"3 years"*

Keripik Tempe Rudi: *"since 2004."*

Mama Ni: *"Since September 2013."*

Mendol Krispy: *"16 tahun."*

d. What business (regarding what?) have been made during the running of this business?

Kharinda: *"sales are still made by order because of the cake category and lack of human resources and production tools. There are two resellers, and the order schedule is divided to avoid getting overwhelmed. Everything is still being done by myself, from production, packing to taking orders, but posting on social media is being assisted by my children and they are still not selling in the MarketPlace."*

Keripik tempe Bu Karsi: *"the effort that has been made to attract the customers are by promoting via Facebook and Whatsapp and other e-commerce such as Shopee and Tokopedia and then placing them in the trusted shops."*

Momqizz: *"the effort that has been done is attracting as many as possible resellers to market the product broadly and they also promote through e-commerce."*

Keripik tempe Rudi: *"the goal and effort are to market outside the city."*

Mama Ni: *"adding product variants, selling online, and collaborating with gift shops and supermarkets."*

e. What are the opportunities and obstacles experienced during this Covid-19 Pandemic?



Kharinda: *"There is an opportunity during Covid-19, there were increasing sales in hampers orders. Hampers are ordered for people who were isolated so there were more sales. When the sales were decreasing, the promotion strategy used the influencer, however, word-of-mouth promotion was still very effective and there was a special budget for product testers as long as there was the margin."*

Keripik Tempe Bu Karsi: *"The obstacle happened at the beginning of the Pandemic, it was a bit of difficulty in sales promotion because sales were only done by promoting from shop to shop."*

Momqizz: *"in the early Pandemic, our income fell so desperately which made production getting slow. Then it gradually rose and we reproduced it little by little."*

Keripik tempe Rudi: *"the small resellers are not affected."*

Mama Ni: *"Opportunity to intensify sales on the marketplace. Obstacles, sales decreased because most of the sales went to mothers who were waiting for the children who went to school."*

Mendol Krispi: *"During the Pandemic, we carried out routine production for instance ginger, Curcuma, and instant turmeric products because they were needed by the community. We produced masks as well. The obstacle was that mendol production was not selling well, so the main production shifted to herbal products. The number of resellers also decreased."*

f. What will you do when you experience challenges and obstacles during the Covid-19 Pandemic?

Keripik tempe bu Karsi : *"Expanding product promotion through Whatsapp, Facebook, and e-commerce such as Shopee and Tokopedia with the name Maknyus Store, with the satisfying result and getting big profit."*

Momqizz: *"Continuing to promote the product via Whatsapp and from shop to shop, with satisfactory results and getting good profits."*

Mama Ni: *"Adding new resellers, making attractive promos, and also hiring influencers to boost sales. With progressive results."*

Mendol Krispi: *"Producing herbal products, with very satisfying results, selling well."*

## 10. DISCUSSION

The development of a creative strategy campaign and branding communication of MSME Special Food Product Malang in the Covid-19 Pandemic era started with a marketing strategy that has been done by MSME Specialty Food Product Malang. Marketing is a human activity that is directed to fulfil the consumers' wish and need by exchanging. Marketing must be able to interpret consumer needs and combine them with market data such as consumer locations and preferences (Anggrahini and Surwati, 2014)<sup>17</sup>. According to Dharmesta and Handoko (2012)<sup>18</sup>, a marketing mix is a combination of four variables: product, price structure, promotion activities, and distribution system. Those elements are connected and influenced by one another, so efforts must be made to produce a marketing policy that leads to effective service. (Kusumawaty, 2020)<sup>19</sup>

### 10.1 Product Strategy

Product is anything that can be offered by producers to be noticed, requested, searched for, purchased, used, or consumed by the market to fulfill market needs of desire (Mevita and Suprihadi, 2013)<sup>20</sup>. Based on product classification according to Kotler (2009)<sup>21</sup>, food products including Specialty Food Product Malang which were respondents including keripik tempe, bolen, sambal and cheese stick were classified as non-durable goods which were consumed quickly.

### 10.2 Branding

The brand has a significant role in the company's improvement. The brand is not only just the name of the product, but also it is very decisive in the condition of rising competition because consumers will notice the brand first. It can be said that the brand is something that is purchased by consumers. (Utami, 2012)<sup>22</sup>.

Most of the respondents in this study gave the branding of their MSME Specialty Malang Food Product mostly based on their creator or manufacturers names, and residence with the purpose being to make them easy to remember. This is also related to the type of promotion that originally relied on word of mouth. Moreover, some of the MSMEs have had logos and label designs simply due to cost, but already had reasons and goals (philosophy) and had a strong desire to develop them.

### **10.3 Packaging**

Packaging involves activities, designing and giving packs or product wrappers. According to the Unsoed Faculty of Economics and Business (2018)<sup>23</sup>, not all business people realize that the product packaging they offer turns out to have a big influence on product sales. Moreover, some new business owners generally only focus on creating products but do not pay attention to the packaging they use. The packaging that is often used is just ordinary plastic packaging that is no different from other businesses.

Mostly, the MSME product packaging of Malang Product used is easy and simple packaging due to price considerations. Some products are sold through retail or reseller stores or to be sent outside town. The packaging adjusts to the delivery destination.

### **10.4 Pricing Strategy**

Price is the selling value set by the seller for something purchased, by consumers, based on the desire to get profit. Generally, consumers buy at retail stores which provide a lot of varied products at competitive prices, at least in line with product quality. A good quality product will be sold at high prices, meanwhile, low-quality products will be relatively sold at cheap prices. Prices have affected consumer satisfaction (Shbastian and Samuel, 2013). Most MSMEs put competitive prices to attract loyal consumers.

### **10.5 Business Strategy/ Promotion**

According to Laksana (2019: 129)<sup>24</sup> "promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product."

Promotional mix strategies that can be implemented are advertising, personal selling, sales promotion, and publicity. Forms of promotion strategies include (1) Advertising (through television, radio, newspapers, banners, brochures, and calendars; (2) Sales Promotion through discount coupons/ raffles at certain moments, competitions, and price discounts; (3) Public relations and publicity (for example through seminars, workshops); (4) Personal sales, for example, sales promotion, (5) Direct marketing (for example, delivery orders and presentations) (Amanah, 2015)<sup>25</sup>.

The promotion strategy for most MSMEs is in the form of placing a business name plate in front of the business unit. Besides, promotions are done using social media and joining all bazaar events held by DISKOPERINDAG.

## **11. CONCLUSION AND RECOMMENDATION**

The development of creative campaign strategy and brand communication for Malang specialty food products in the Covid-19 Pandemic era began with a marketing strategy that has been implemented by MSMEs Malang Specialty Food Product. The brand communication strategy developed from the marketing mix, which is the combination of four variables, namely product, price structure, promotional activities, and distribution system.

Food products, including Malang Special Food products, which respondents, including Keripik Tempe, Bolen, Sambal, and Cheese Sticks were classified as non-durable foods which consumed quickly. Most of the respondents in this study gave the branding of MSMEs Malang Specialty Food Products, for instance, the names of product creators or manufacturers of these products/ places of residence with the reason/ purpose being them remembered easily. This is also in line with the type of promotion that originally relied on word of mouth. Furthermore, most of these MSMEs already have logos and label designs, even though they are simply due to cost, already had reasons and goals (philosophy), and had a strong desire to develop them. Most of the MSMEs product packaging for Malang Specialty Food Products used is easy and simple packaging considering the price. Some products are sold through retail or reseller stores or are sent outside town, and the packaging adjusts to the delivery destination. Most MSMEs put competitive prices to attract consumers. The promotion strategy for most MSMEs is in the form of placing a business

name plate in front of the business unit. Besides, using social media and participating in various bazaar events held by DISKOPERINDAG.

Although the focus on sales techniques for mostly MSMEs is to resellers because of the limited type of non-durable product, they still try to maintain product quality, and this type of MSMEs marketing is B2B resellers. But, the impact from the last consumer side is evidenced by the results of distributing questionnaires that the result of the MSMEs Malang Specialty Food Product Marketing Strategy have led to significant brand awareness for instance cheese stick, Keripik Tempe, Bolen Malang.

1. When MSMEs reach end consumers, they have to develop online stores/ e-commerce.
2. To build brand awareness, MSMEs must be able to put up even better logos and packaging designs.
3. Every MSME must be able to develop promotions through social media and creative campaigns on social media because most of the end consumers know about Malang's special food products from social media.
4. In addition, it is important to maintain the balance of price stability, promotion, and product quality.

### AUTHORS' CONTRIBUTIONS

Conceptualization, T.M.A. and T.M.A.; methodology, H.D.S; validation, A.I.P, and N.; formal analysis, H.D.S; investigation, T.M.A and T.M.A.; resources, T.M.A and T.M.A.; data curation, N.; writing—original draft preparation, T.M.A; writing— review and editing, T.M.A; visualization, T.M.A; supervision, T.M.A; project administration, T.M.A; funding acquisition, A.I.P All authors have read and agreed to the published version of the manuscript.

### ACKNOWLEDGMENTS

I would like to thank the editor and reviewer.

### REFERENCES

- [1] Ekonomi 2020 Minus 2%, Terburuk Sejak Krismon 98. (n.d.). Retrieved February 7, 2021, from <https://finance.detik.com/berita-ekonomi-bisnis/d-5362202/ekonomi-2020-minus-2-terburuk-sejak-krismon->
- [2] Digdowniseiso, Kumba. (2022). Implementation of Marketing Communication on MSME Business Strategies during the Covid-19 Pandemic. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 3, August 2022, Page: 20515-20523.
- [3] UMKM Punya Peran Atasi Potensi Krisis di Tengah Pandemi. (n.d.). Retrieved February 8, 2021, from <https://mediaindonesia.com/ekonomi/342694/umkm-punya-peran-atasi-potensi-krisis-di-tengah-pandemi>.
- [4] Putri Tanjung Beberkan Dampak Pandemi terhadap UMKM RI. (n.d.). Retrieved February 8, 2021, from <https://www.cnbcindonesia.com/entrepreneur/20201126200053-25-205012/putri-tanjung-beberkan-dampak-pandemi-terhadap-umkm-ri>.
- [5] BI Catat Potensi KPJU Unggulan UMKM - Memontum.Com. (n.d.). Retrieved February 12, 2021, from <https://memontum.com/80035-bi-catat-potensi-kpju-unggulan-umkm>.
- [6] Kabar Baik untuk Pelaku UMKM di Malang - Regional Liputan6.com. (n.d.). Retrieved April 3, 2021, from <https://www.liputan6.com/regional/read/4069880/kabar-baik-untuk-pelaku-umkm-di-malang>.
- [7] Potensi UMKM Kota Malang Besar, GoFood Festival Dapat Respon Positif - Surya Malang. (n.d.). Retrieved April 3, 2021, from <https://suryamalang.tribunnews.com/2020/01/03/potensi-umkm-kota-malang-besar-gofood-festival-dapat-respon-positif>.
- [8] Hutabarat, L. R. F. W. M. (2015). Strategi Pengembangan Usaha Kuliner di Kota Malang Berbasis Ekonomi Kreatif | Hutabarat | Jurnal Ekonomi dan Studi Pembangunan. <http://journal.um.ac.id/index.php/jesp/article/view/5312/1967>.
- [9] Pradiani, Theresia. 2017. Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. JIBEKA 11(2): 46–53.
- [10] Rudi Santoso, 2019. Review of Digital Marketing & Business Sustainability of E- Commerce During Pandemic COVID-19 In Indonesia. Jurnal Ilmu Ekonomi Terapan, Vol. 5, No.2,36-48.
- [11] Estrin, S., Tomasz Mickiewicz, and Ute Stephan. 2016. Human Capital in Social and Commercial Entrepreneurship. Journal of Business Venturing 31(4): 449–67.
- [12] Yahya. Muh. (2022). A Study of Marketing Communication in Improving the Ability of MSMEs to Survive in the COVID-19 Pandemic: Digital Literacy Perspective. Advances in Economics, Business and Management Research, volume 205.

- [13] Bungin Burhan. 2017. Penelitian Kualitatif : Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya. Jakarta : Kencana Prenada Media Grup
- [14] Shavira, P. A. (2020). Jurnal Ilmu Komunikasi ANTRPOMORFISME BRAND : KAMPANYE DIGITAL PENCEGAHAN COVID-19 OLEH TRAVELOKA Pendahuluan Novel coronavirus telah memberikan dampak besar kepada dunia . Virus yang saat ini menjadi pandemi mengakibatkan perubahan pada banyak sektor di. 10(2).
- [15] Rufaidah, P., Padjajaran, U., & Rufaidah, P. (2015). Branding Strategy Berbasis Ekonomi Kreatif : Triple Helix vs . Quadruple Helix Branding Strategy Berbasis Ekonomi Kreatif : Triple Helix vs . Quadruple Helix. *Researchgate*, (July). <https://doi.org/10.13140/RG.2.1.4132.7208>
- [16] Bayquni. (2010). Memahami Bergerilya Lewat Komunikasi Pemasaran Oleh Bayquni.S.Sos. M.Pd.
- [17] Anggrahini, Devi dan Surwati, C.H.D. 2014. Kegiatan Komunikasi Pemasaran Rown Division dalam Media Sosial (Studi Deskriptif Kualitatif Mengenai Kegiatan Komunikasi Pemasaran Rown Division di Solo melalui Media Sosial Facebook dan Twitter dalam Meningkatkan Jumlah Konsumen).<http://www.jurnalkommas.com/docs/JURNALDevi%20Anggrahini.pdf> (diakses 28 Agustus 2021)
- [18] Kusumawaty, Y. (2020). Strategi Pemasaran Produk Makanan Ringan Khas Riau. *Jurnal Agribisnis*, 20(2), 124-138.[https://journal.unilak.ac.id/index.php/agr/article/view/223598?utm\\_term=echoboxauto&utm\\_campaign=detikcomsomed&utm\\_medium=oa&utm\\_content=detikfinance&utm\\_source=Twitter#Echobox=1612543996](https://journal.unilak.ac.id/index.php/agr/article/view/223598?utm_term=echoboxauto&utm_campaign=detikcomsomed&utm_medium=oa&utm_content=detikfinance&utm_source=Twitter#Echobox=1612543996).
- [19] Rahab. (2009). Penerapan Manajemen Merek Pada Usaha Kecil Dan Menengah (Ukm). *Jurnal Bisnis Dan Ekonomi*, 16(1), 18–25.
- [20] Mevita AS dan Suprihadi.H. (2013). Pengaruh Bauran Pemasaran Terhadap Kepuasan Konsumen. *Jurnal Ilmu & Riset Manajemen* 2 (9).
- [21] Amanah, D. (2015). Pengaruh Bauran Pemasaran Terhadap Kinerja Usaha Kecil dan Menengah. *Jurnal Pengabdian Kepada Masyarakat*, 21
- [22] Utami, Agustin Dyah dan Triyono, Ramadhan Agus, 2012. Pemanfaatan Blackberry Sebagai Sarana Komunikasi dan Penjualan Batik Online dengan Sistem Dropship di Batik Solo 85. <http://ijns.org/journal/index.php/>, Diakses pada
- [23] Fakultas Ekonomi dan Bisnis Unsoed. 2018. Pentingnya Kemasan Produk. Diunduh dari <http://feb.unsoed.ac.id/id/article/pentingnya-kemasan-produk>
- [24] Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. Sukabumi: CV Al Fath Zumar.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

