MICRO ENTERPRISE DIGITAL MARKETING STRATEGY USING INSTAGRAM AND WHATSAPP DURING THECOVID-19 PANDEMIC

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ABSTRACT

This study describes the micro business digital marketing strategy using Instagram and WhatsApp during the COVID-19 pandemic. Indonesia implemented a Large-Scale Social Restriction (PSBB) policy during the COVID-19 pandemic so that many shopping centers were closed and all people have to maintain physical distance. This study aims to identify the reasons why sellers choose to use social media, the application features used, and the marketing strategy through social media. The literature review covers integrated marketing communications, the development of the internet and its benefits in integrated marketing communications, and internet/digital marketing strategies. This study used the qualitative method. Data were collected from in-depth interviews with three informants of micro-entrepreneurs in Surabaya. The results showed that micro-entrepreneurs chose to use Instagram and WhatsApp due to their ease to use for communication, targeting millennial customers who are active on social media, the importance of reviewing a product and service, the benefits of using paid advertising through applications, establishing brand communication, and the advantages and disadvantages in utilizing digital marketing.

Keywords: *Digital marketing strategy, Instagram, WhatsApp, micro-enterprise*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the economic pillars of Indonesia. MSMEs provide employment opportunities and broad economic services to the community as well as play a role in the process of public income increase and equity, encourage economic growth, and achieve national stability. Based on Law No. 20 of 2008 on MSMEs (Law No. 20 of 2008, 2008), MSMEs are based on kinship, economic democracy, togetherness, justice efficiency, sustainability, environmental-friendly, independence, the balance of progress, and national economic unity. To increase the capacity and role of MSME in the

national economy, the central government, local government, the business sector, and the community have to be involved in the empowerment process holistically, synergistically, and sustainably.

Referring to Article 6, a micro-enterprise is a business that has a net worth of a maximum of Rp. 50,000,000.00 (fifty million rupiahs) excluding land and buildings of the business place; or have annual sales of a maximum of Rp. 300,000,000.00 (three hundred million rupiahs). Almost all small household businesses that do not use large capital are included in the category of micro-enterprises. As micro enterprises have small capital, they do promotions independently by utilizing all available resources and one of the promotions done is online by utilizing social media.

Detik.com (2020) reported Indonesia has 175.4 million internet users out of a population of

million people in 2020. This means that 64% or more than half of Indonesia's population has experienced access to cyberspace. In terms of percentage, the internet users covered aged 16-64 years who own a mobile phone (96%), smartphone (94%), non-smartphone mobile phone (21%), laptop or desktop computer (66%), tablet (23%), console games (16%), and virtual reality devices (5.1%). The most used social media in Indonesia are YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, WeChat, Snapchat, Skype,TikTok, Tumblr, Reddit, and Sina Weibo.

However, Kompas.com (2020) explains that on average, Indonesian spends 4 hours 46 minutes every day surfing the internet. Most use internet access for social media. Besides, active users of social media in this country reached 160 million with a penetration of 59 percent of the total population. This figure increases by 8.1 percent or about 12 million users. On average, Indonesians spend 3 hours and 4 minutes on social media. Almost all internet users in Indonesia(99 percent) like to watch online videos and 79 percent like to watch vlog videos. Even, they enjoy accessing audio entertainment via the internet.

Considering such great potential, many micro-enterprises use social media to market their products/services. The most used social media for marketing is Instagram and WhatsApp applications. These two applications are related because besides marketing products and services through Instagram, the seller can provide a WhatsApp link on the Instagram profile which is directly connected to WhatsApp.
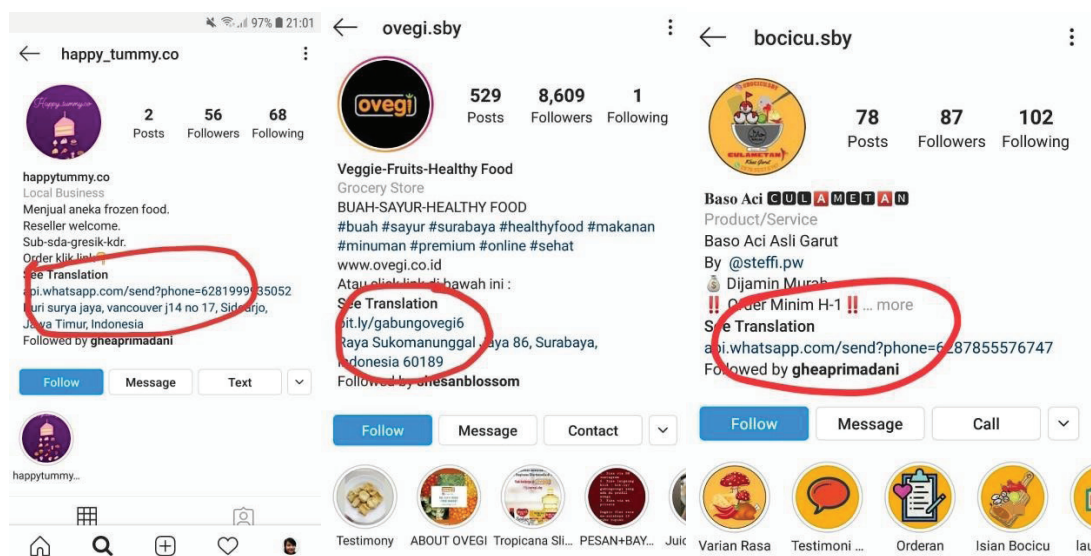

Figure 1. Samples of a WhatsApp link on a business Instagram account

It is easier for consumers to contact business owners by clicking the provided link. The link directly connects to WhatsApp to ask questions about the products or services or to order the product or services offered. Tempo-Institute.org (2019) data explain that WhatsApp is the 2nd widely used social media by Indonesian with a total of 83% of users of the population. Meanwhile, Instagram is the fourth most widely used social media with a total of 80% of users of the population using it. This combination provides a very strong advantage in marketing a product and service.

Most countries in this world are fighting a new SARS Coronavirus 2 (SARS-CoV-2) which causes Coronavirus Disease 2019 (COVID-19) pandemic. WHO (2020) mentions that this virus causes respiratory tract infections in humans ranging from coughs to colds to more serious ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The most common symptoms of COVID-19 are fever, dry cough, and feeling tired. Other less common symptoms are aches and pains, nasal congestion, headache, conjunctivitis, sore throat, diarrhea, loss of sense of taste or smell, skin rash, or discoloration of fingers or toes. To present, there is no medicine or vaccine to treat this COVID-19.

Referring to Covid19.go.id (2022) data, currently (21/10/2022), a total of 6.464.962 positive cases of COVID-19 have been confirmed with 18.919 treated, 6.287.663 recovered, and 158.380 deaths. In 2020, this condition has encouraged the government to implement a physical distancing policy by maintaining a physical distance of at least 1 meter from other people to prevent further spread and transmission of this virus as stated in Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB) in the context of Accelerating the Handling of Corona Virus Disease 2019 (COVID-19). This large-scale social restriction policy covers learning from home, working from home, praying from home, and restrictions on activities in public places or facilities.

The implementation of the large-scale social restriction policy reduces direct and close physical contact and restrictions on activities in public spaces like shopping centers, markets, and others. Therefore, to meet the daily need without direct contact online purchases. Thus, many sellers including micro-entrepreneur start to use online media intensively for marketing their products or services. This study tries to identify the micro-enterprise marketing strategy using Instagram and WhatsApp during the COVID-19 pandemic.

This study also examines why sellers choose to use social media, the features used, and the marketing strategy through social media. Besides, it focuses on the advantages and disadvantages of using social media. It is expected that this study can describe the marketing strategy of micro-enterprises to market their products and services during the COVID-19 pandemic using Instagram and WhatsApp.

This study used some theories as a basis and reference for the analysis. First, it used the theory of integrated marketing communication. This theory emerged in the 1980s when many companies began to take a broader perspective on marketing communications and recognized the need for the strategic integration of their promotional tools. These companies are moving towards Integrated Marketing Communication (IMC) which involves the coordination of various promotional elements and other marketing activities related to the company's customers (Belch & Belch, 2018). The American Association of Advertising Agencies ("4As") first defined integrated marketing communications: a marketing communication planning concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of various communication disciplines — for example, advertising, direct

response, sales promotion, and public relations — and combines these disciplines to provide clarity, consistency, and maximum communication impact.

IMC is also known as relationship marketing which aims to build interactive relationships with certain individuals using certain messages through special media (Blakeman, 2018). The messages conveyed in the IMC campaign are designed according to the needs and lifestyles of the target audience. The goal is to reach a specific target audience that will create long-term relationships and build brand-loyal consumers who continuously purchase the brand without the need for ongoing advertising.

Moreover, Shimp & Andrews (2013) defines IMC as the coordination of the promotional mix elements (advertising, public relations, sales promotion, personal selling, direct marketing, and online marketing or social media) and with other elements of the brand marketing mix (product, place, price) which speak in one voice. Concerning the philosophy and implementation of IMC, it is important to understand 5 aspects, namely starting from consumers or prospects, using various forms of relevant contact or touch points, speaking one language; building relationships, and influencing behavior.

Belch & Belch (2018) describe 6 promotional mixes of IMC tools including advertising, direct marketing, digital/internet marketing, sales promotion, publications/public relations, and personal selling. Advertising is the most widely used tool due to its persuasive nature and ability to reach large audiences. In direct marketing, the company tries to communicate directly with its target audience to get a response and make a transaction. Digital/internet marketing provides a space for two-way communication in which users can participate in and modify the form and content of the information they receive in real-time. This tool is increasingly important with the development of social media, which allows online interaction and communication between individuals to create, share, and exchange content including information, insights, views, and others. Sales promotion is a marketing activity that provides additional value or incentives to salespeople, distributors, or end consumers to stimulate direct sales.

Publicity refers to non-personal communications about an organization, product, service, or idea that are not directly paid for or run under an identified sponsor. Meanwhile, public relations (PR) is "a strategic communication process that builds mutually beneficial relationships between organizations and their publics." Generally, PR has a broader purpose than publicity, as the goal is to build and maintain a positive image of the company. Personal selling is a form of person-to-person communication in which the seller tries to assist and/or persuade potential buyers to purchase products or services or to act on an idea. Different from advertising, personal selling involves direct contact between the buyer and seller, either face-to-face or telephone sales.

To support the success of IMC, the company has to adopt the message into its corporate philosophy to ensure the target receives a consistent message and a reliable product or service. Blakeman (2018) explains that IMC planning should include some aspects including research, database development, internet utilization, application of correct media tactics, building brand loyal consumers, building interactive relationships, brand building, projecting consistent visual/verbal images, promotional & media mix, and evaluation.

This present study tries to find out the relationships between the development of the internet and its benefits in integrated marketing communications. The development of the Internet in the last three decades of the 20th century resulted from a unique blend of military strategy, great cooperation in the fields of science, technology entrepreneurship,

and countercultural innovation. Castells (2010) explains that the internet started with innovative research from the Advanced Research Projects Agency (ARPA) of the United States Department of Defense. At first, the idea was to design a communication system that was immune to nuclear attack in 1960 during the cold war between the United States and the Soviet Union. The next development of digital technology allows all types of messages including voice, images, and data where the network can communicate them without going through a control center. The first computer network in 1969 was called ARPANET. At one point it became difficult to separate military-oriented research from scientific communication and private chat. Then, they were separated in 1983 where the ARPANET was specifically for scientific purposes and the MILNET was for the military. Today's internet was developed from ARPANET.

Blakeman (2018) explains that the use of internet databases to identify target audiences and the growth of the internet as a source of information are the start and continuation of the success of IMC. The Internet has created personal communication between buyers and sellers, moving from talking to the target to talking to the target (particularly using social media). Consumers use a variety of brand pages like viewing brand video content, playing games, and interacting through social media such as Facebook, Instagram, YouTube, and others. Thus, the internet plays an important role in the implementation of IMC.

In this internet era, it is necessary to build brand knowledge. Brand knowledge is considered a unique source and has different brand values in transactions, and affects sales and profits (Langaro et al., 2015). The construction of brand knowledge is usually cognitive, constructing mechanisms related to memory, and consisting of a collection of knowledge that consumers store in their memory regarding a particular brand. Communicating the brand through the internet can create brand awareness in the minds of consumers which can influence purchasing decisions. Building brand awareness covers 2D brand recall and brand recognition. Brand recall relates to consumers' ability to retrieve brands from memory about product categories or usage situations. Meanwhile, brand recognition covers the consumers' ability to recognize the brand and its products as 'better known'. In this case, one of the important elements is strong brand communication.

A message is needed to reach the target audience in brand communication. The message supported by strong brand communication is one of the success factors for IMC. Brand equity (BE) is a set of assets and liabilities associated with a brand, where the name and symbol can increase or decrease the value provided by the product/service to the company or the company's consumers' (Anabila, 2019). Marketing communication activities vary in the content of the message about the brand they want to project. Different marketing messages have to be consistent to add value to the mix of communication options, adjusted to the 'one voice' epigram. The consistency is not only between messages sent by different sources but also between previous messages because all communications have to bind to articulate the same brand promise.

A study by Anabila (2019) shows that IMC helps project the brand's name, identity, and value with its ability to inform, influence, remind, and strengthen consumer decisions about a brand and what they offer. It is gained by providing positive behavior and influencing consumers' knowledge about a brand. A good combination of messages and consistent strategy coordination is needed to create a strong message in the market to get optimal IMC results. Besides, understanding the strengths and weaknesses of the selected elements and building mutually beneficial interactions to minimize deficiencies is also important. One of

the media that can be used is the internet, with all its advantages and disadvantages so that companies can cover all their shortcomings.

The third piece of literature used in this study is related to internet/digital marketing strategies. At first, when the business sector began to explore the internet, companies created a website for one-way information and communication only. This means that it is not different from an online catalog. However, the development of the next website is changing quickly. Now, websites have many purposes and become more creative and interactive by promoting brand images, product information, promotional offers, and products and services that are on sale. Therefore, consumers can provide feedback that sellers can use to understand consumer needs better.

Belch & Belch (2018) have listed some goals of companies using the internet including growing consumer awareness of the company, getting people interested, disseminating information, creating an image, creating a strong brand, providing trials, creating buzz/issues, and gaining understanding. The internet also provides an opportunity to sell directly to consumers, both goods for daily needs and business which is known as e-commerce. A study by Social Media Examiner found that 97% of marketers used social media in their marketing and 92% stated that social media played an important role in successful marketing. Popular social media used cover Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn, YouTube, and others.

In the development of the digital world, many new jobs have emerged related to social media such as social media strategist, social media planner, social media buyer, social media coordinator, and others (Shimp & Andrews, 2013). Besides, attempts to establish social media departments and social media agencies have been made recently. However, the use of social media has to be integrated with other IMC tools. In other words, the use of social media should also be followed by the implementation of other IMC strategies because social media is only one of the tools of IMC and can be implemented and integrated with other tools to help solve marketing problems.

The formats of using the internet for advertising include (Shimp & Andrews, 2013) search engine advertising (by using word adjustments or targeting content for a specific audience); display or banner advertising; rich media, or dynamic ads with motion and sound (pop-ups, interstitials, superstitious, video ads); websites and advertising sites; blogs and podcasts; advertising via email (Opt-in vs Spam, E-zines); mobile advertising; and advertising through targeted behavior (only consumers who are genuinely interested and have the potential to buy get advertising).

Meanwhile, Belch & Belch (2018) list the advantages and disadvantages of using internet/digital marketing. The advantages are its ability to target specific targets both individuals and groups with small expenses; adjust the message conveyed as the target is specific; provide interactive potential; access as an open source of information; have potential sales; have creative website design; provide broad exposure through the website; provide fast information via the internet; complement each other with other IMC elements; and punctuality.

Shimp & Andrews (2013) add the advantages of digital marketing including individualization, interactive, direct publication, and cost savings. Individualization refers to how internet users can control the flow of information and marketers can directly target their audience. Interactive means companies can establish two-way communication with their audience. The publication is direct, not limited by location and time, as found in other me-

dia, while also being the most cost-effective media.

Meanwhile, the disadvantages of digital marketing cover measurement problems; too many ads cause consumers to lose focus; the potential for fraud; privacy concerns; and potential website crashes (Belch & Belch, 2018). Then, Shimp & Andrews (2013) add the disadvantages of internet media such as the presence of disturbances or interruptions; too broad choices; international coordination; rapid change; very short time; and cause difficult internal IMC choices.

Moreover, a study by Smith (2011) reveals that digital marketing is more successful in the millennial generation (born between 1981-1994). The millennial generation often asks for opinions from their friends in making decisions about a product or service. Thus, reviews in online media are as important as reviews from professionals or experts in their field. The existence of a review forum has a strong influence on the purchase decision of the millennials. Word of Mouth (WOM) is more credible than advertising and highly influential. Millennials often use online reviews to determine the popularity of a product because it is considered representative of the market.

Another study by Smith (2011) shows that digital marketing is more successful in grabbing millennials' attention, making them visit the site repeatedly, and providing online reviews. To attract millennials' attention, marketers have to use panel ads, coupons, and ads on YouTube. Millennials also like websites with bright designs but they don't like ads that pop up or can't be closed because they are annoying. Therefore, companies that target millennials can use digital marketing in creative and interactive ways. These theoretical foundations were then used as the basis for analyzing to address the problem related to the micro-enterprise marketing strategy using Instagram and WhatsApp during the COVID-19 pandemic.

METHODOLOGY

This study used a qualitative approach. The qualitative approach aims to shape social reality and cultural meaning which focuses on interactive processes and events and it assesses current and explicit phenomena, uses mixed theory and data, depends on the situation with few subjects, and thematic analysis by involving the researcher (Neuman, 2018).

A qualitative approach is used to discover or develop the existing theory. It emphasizes that reality is interactive, plural, and an exchange of social experiences that are interpreted by individuals (Pujileksono, 2016). Qualitative research aims to understand social phenomena from the subject or participant's point of view. Subjects are people who are involved in reality and provide data or information to researchers about the studied reality. The type of this study is descriptive. A descriptive study presents a specific picture of a situation, social arrangement, or relationship (Neuman, 2018).

Data were collected from in-depth interviews. In the qualitative study, in-depth interviews are a primary data collection technique by conducting face-to-face interviews with informants using "interview guidelines". Generally, these interviews involve one or more people who are present in the field. In-depth interviews are informal and undirected where members can conduct interviews in various directions (Neuman, 2018). In this present study, the researcher interviewed three micro business owners in Surabaya who used Instagram and WhatsApp in promoting their products.

The list of questions for the in-depth interviews:

1. Why do sellers use Instagram which is then connected to WhatsApp for promotion and sales?

2. How do sellers use Instagram and WhatsApp for their promotions? What features areused both on Instagram and WhatsApp?
3. Have you ever used paid advertising through Instagram?
4. Who created messages for promotion on Instagram and WhatsApp? Is there a specialteam? How is the work divided?
5. Have you ever used other social media for promotion? How does it compare to promotions via Instagram and WhatsApp?
6. When did you start using WhatsApp for promotions?
7. What are the perceived advantages and disadvantages of using Instagram and WhatsApp?
8. How are sales/profits after using Instagram and WhatsApp?

RESULTS AND DISCUSSION

The analysis focused on the data obtained from three micro-entrepreneurs in Surabaya called informants 1, 2, and 3. The first informant is Ghea Primadani, 30 years old, who has a business in the frozen food and snacks sector with an Instagram business account at @ happy_tummy.co. The second informant is Dr. Boedi Raharjo Sinto, 41 years old, who has a business engaged in healthy food products with an Instagram business account at @ovegi. sby. The third informant is Stefia Maharani, 29 years old, who has a business in the food sector (Garut *Bakso aci*) with an Instagram business account at bocicu.sby.

Based on the results of the interview, the first informant chose to use Instagram which was then connected to WhatsApp (WA) for sales promotions because it made it easier for buyers to directly place orders online, especially during this COVID-19 pandemic. Then, the second informant also stated that he did the same thing to facilitate communication with customers. The third informant said that Instagram is a social media that is widely used by Indonesian.

> "And if you see the pattern of consumers today, most of them like to follow trends, what's new, what's viral they always want to follow to be a modern person. It is expected that my product will also be accepted and 'rated viral' on IG." (Informant 3)

Besides, the third informant added that by connecting Instagram to WhatsApp, communication can be done easily and practically. Customers can get a quick and direct response, while sellers can also quickly get orders or purchases. It is in line with the statement that digital marketing, as part of IMC has the goal of building relationships by conveying messages that suit consumer needs and creating loyal consumers through special media (Blakeman, 2018).

In a previous study by Smith (2011), the millennial generation is the main target of digital marketing. Millennials spend most of their time online. If a brand or promotion succeeds in reaching them and becomes viral, as revealed by the third informant, brand awareness will be obtained. Brand awareness is important as it can influence consumers' purchasing decisions. Moreover, the first and second informants use social media to facilitate communication with their consumers who are also active on social media.

To create strong brand awareness, a strong message that directly reaches consumers is needed. It is expected that the message can build brand recall and brand recognition in the minds of consumers (Langaro et al., 2015). Thus, the first informant displays information related to their products as completely as possible complete with pictures on Instagram, so that consumers can see the products and determine which ones are appropriate for them.

The second informant also does the same thing by uploading pictures of products on Instagram and WhatsApp Group to communicate with customers directly.

Then, the third informant also does the same by using simple features such as Canva to create promotional advertisements and the B612 Apps to make the picture of her products look more attractive.

Shimp & Andrews (2013) explain that one of the uses of the internet in marketing is for advertising. All informants stated that they used paid advertising on Instagram to promote their products. However, the third informant stated that she had used advertisements for a while but then felt that it was not suitable.

> "Yes, I once ask and look for information but the results do not match and do not meet my expectations. Sometimes I try to find something else but the price is too expensive, so I don't dare to try again because the results are not necessarily as expected."

Advertising through the internet is indeed interesting. However, consumers are presented with too many advertisements each day, which often causes boredom so they skip the advertisements without looking at them first. The experience gained by the third informant concerning the un-match condition above is caused by many factors, for example, a non-suitable message conveyed to the consumer or mistakenly determining the target audience. Anabila (2019) explains that the match between the message and the target audience is important to create Brand equity (BE). When a message is formed and is consistent and on target, then BE will be formed which then leads to an understanding with consumers so that they make purchase decisions.

It is hoped that the use of advertising in digital marketing, it will lead to a decision to buy. However, from what the informant did, the use of advertisements did not meet their expectations, so the informant was hesitant to use them again. Because the costs incurred are not in accordance with the expected results, for example in terms of profits and the expected number of purchases of goods. According to the author, the doubts that occur in the informants can also be influenced by the ignorance of the informants in determining their target audience so that the expected results are not maximized. Therefore, here it can be said that BE has not been formed so that the message conveyed by the resource person does not reach the expected consumer, so there is no buying decision.

The increase in the use of the internet, especially social media as promotional media, requires people who can manage social media more professionally. Shimp & Andrews (2013) reveal that many new jobs related to social media have emerged, for example, social media strategist, social media planner, social media buyer, social media coordinator, and others. On the other hand, this present study was carried out on micro-enterprises that are privately owned so that their social media promotion activities are still managed personally. The first informant manages the social media account herself because she can still do it by herself. The second informant also manages the social media himself with the help of his wife because he also has 6 WhatsApp groups for promotions. Meanwhile, the third informant has a promotion team with her closest one, her fiancé.

> "My fiancé made it, starting from arranging the words, theme, and other creative ideas. Everything is self-taught, learning from YouTube and other people's Instagram. In terms of job distribution, sometimes I am in charge of product photos, while my fiancé is in charge of the editing." (Informant 3)

It can be seen that the micro-entrepreneurs still do everything themselves with a little help from others due to close relationships, not professional working relationships. The

secondinformant is assisted by his wife and the third informant is assisted by her fiancé. The same thing will not be found in large-scale enterprises or large companies as they have a marketing team and PR team working together in managing the company's social media to provide productinformation and attract awareness from the public.

Even though informant 2 is almost close to big because it has 6 active WhatsApp groups. However, having a special team related to social media may not yet be deemed necessary because the business being carried out is still on a micro-scale. If the source's business is large and has various forms of business and the form of business already has a legal entity, so that the specified target market will be more and more diverse, the informant must have a special strategist for business branding on social media, especially amid intense business, competition also getting tighter. This special team must have knowledge about what strategies will be used to increase sales and also to maintain and find out what market trends are happening on social media.

Furthermore, both the first and second informants stated that they had never used other social media for promotions other than Instagram and WhatsApp. Meanwhile, the third informant also used Facebook for promotional media, but she feels that it is less optimal and prefers to update via Instagram rather than Facebook. Indeed, many social media can be used like Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn, YouTube, websites, and others (Belch & Belch, 2018).If the informants are more creative and explore many other potential applications on the internet, the relationship built with consumers can be wider. And it can also support the sale of products and services for better and wider coverage of exposure.

The development of the internet started in the 20th century (Castells, 2010) where previously the use of the internet was for military purposes, it started to penetrate the business sector in the last decade. As more and more people are connected to the internet, it can be utilized as a database for sales promotions. All informants have just used the internet for promotion since 2019 or 2020. By having a network on social media, entrepreneurs can promote their products and services to friends or even more people with the existence of search engines or the hashtag method on Instagram.

From 2019 to 2020 there has been a sales boom through the internet and sellers see opportunities for using social media to increase high sales, this caused sellers to flock to promote their products and services through their social media pages. Social media pages used to only contain information, pictures, and short messages between users, but with the development of the times, these social media pages can be used to display advertisements for various products.

The display of advertisements on social media is made as effective as possible by social media developers so that these advertisements can appear and be seen by users on their social media. The social media developers made the ad impassable, so social media users had to watch the ad to the end. Although this sometimes makes users uncomfortable and even doesn't want to watch the ad more clearly, it makes social media users able to find out about the products even though sometimes the messages contained in the advertisements can't be received by social media users as well.

Furthermore, the first informant explained that using social media help him find out which consumers were online at that time. Thus, she can determine the right time to start promotions.

"The advantage of using IG is that it be seen by more people while promoting

using WhatsApp make my friends know that I am selling, so if they need, they can directly contact me." (Informant 1)

According to the first informant 1, the perceived advantage of using digital marketing is the interactive elements as stated by Belch & Belch (2018) that one of the advantages of digital marketing is its ability to target specific targets, both individuals and groups with small expenses because of a specific target, possibility to adjust the message conveyed, providing interactive potential, access as an open source of information, potential sales, creative website design, providing broad exposure through the website, providing fast information via the internet, and complement each other with other IMC elements, and punctuality. In terms of disadvantages, the informant said that there is no disadvantage so because she only uses social media for promotional media and has not encountered any significant obstacles. This means that informant 1 has understood and successfully utilized the use of social media for marketing business. But it can also mean that there are not many features on social media that are used so that they have not experienced obstacles.

The second informant also expressed the same thing. He chose to use Instagram and WhatsApp because of their nature which could be seen by many people and targeted. Likewise using WhatsApp. Informant 2 also argues that the use of this WhatsApp application can be used to promote its products on target. This targeted use is because in WhatsApp you can directly promote products through WhatsApp groups or WhatsApp statuses, thus informant 2 can directly interact with the target market.

This shows the perceived advantages by Shimp & Andrews (2013) that the advantages of using the internet are individualization, interactive, direct publication, and cost savings. The information conveyed is individual because it goes directly to the target audience. So that the purpose of marketing is right on target and is needed. Can reduce the chance that the message is not used or does not fit the purpose of the audience.

The communication is also 2-way interactive because consumers can directly ask questions via WhatsApp. This is the main advantage of social media and the main reason why social media is widely used as an effective marketing tool. Ease of communication provides a wide space for consumers to ask questions and for sellers to explain. Therefore, the possibility of a sale is also greater.

Third, the nature of the publication can also be seen directly through IG and information shared in the WhatsApp group as informant 2 did in managing the business, Ovegi. Because almost everyone uses a mobile phone and social media in their daily life, it is not impossible if there is information about a new product that has just appeared directly visible to consumers. For example, the current trend of information related to discounts on a product is provided through social media. Hence, who knows quickly then they can get a discount. This also encourages consumers to turn on notifications on social media accounts for the sellers/stores they are interested in. Broadly speaking, this will also encourage influencers in the future.

Another advantage is that by utilizing internet media, there are no costs incurred automatically, so it is efficient. This is what causes all shops and sellers to use social media in this modern era. In the past, advertising and displaying in mainstream media such as television, newspapers, and radio cost money, compare to this day, displaying it on social media itself does not cost anything at all. What is especially needed is an interactive and attractive message and delivery method to be able to get a lot of consumers.

After discussing the advantages, however, communication through WhatsApp can pro-

duce disadvantages because of its ability to communicate with a contacts list only. Thus, WhatsApp cannot reach other people besides those in the contact list, while Instagram can reach many people. Shimp & Andrews (2013) explain the disadvantages of internet media including the presence of disturbances or interruptions, too wide choice, international coordination, rapid change, very short time, and make difficult internal IMC choices.

Interruptions can be obtained from networks and signals that are often problematic. So that the information cannot be directly received by consumers. Then the many choices on social media are also an obstacle because consumers also receive a lot of exposure and have to choose the products they want. That's why a strong message is so important here. Then rapid change is also one of the drawbacks because the world of technology continues to develop by providing the latest features every time, sellers are required to adapt easily so as not to be eroded by the times and still be able to use social media as well as possible as a marketing medium.

> "But during this COVID-19 pandemic, marketing through the internet is good because it helps to keep selling in the middle of the Large Scale Social Restriction applied by the government." (Informant 2)

The explanation of the second informant is in accordance with the characteristics of the internet that connects people so that sellers can still connect with consumers and help them to get the products they need without having to leave the house during the pandemic.

The third informant said that the advantage of using Instagram is that it allows users to upload product photos in both feeds and stories.

> "But the disadvantages are the level of spread of uploaded product is limited, which will only appear when our Instagram accounts interact with the follower. Therefore, reach like followers is important and this is difficult to achieve." (Informant 3)

Meanwhile, for WhatsApp, the use is also almost the same as sellers can upload or inform products on WhatsApp status and broadcasts/WhatsApp groups. These will work and reach others who already saved each other's contacts. Thus, contact number is important because Instagram and WhatsApp depend on friendship contacts. Therefore, paid advertising on Instagram can be used to overcome this issue.

> "Indeed, it's difficult and easy. The difficulty is that we have to be diligent in building the image of our products and accounts so that other people want to follow. Building an account to get lots of genuine followers is not easy. It's easy when you have a lot of reaches (followers), and we can spread our products and hope that the follower will refer the product to others." (Informant 3)

The third informant 3 understood the importance of building and maintaining the image of the products and services. If the image is good, many consumers will come, either from advertisements, search engines, or friendship networks.

Friendship networks create Word of Mouth (WOM) as explained in Smith (2011) that opinions or reviews from peers are important and are considered equivalent to the opinions of experts. Sellers need to get interesting reviews to influence consumers to buy their products. The third informant stated that she asked his friend for help to do a review, then put the review on his friend's story or feed by being tagged (free advertising), so that followers of friends/customers can see the product first through that friend, who could then refer back to the informant's Instagram account that has been tagged. This is also one of the advantages of Instagram, relying on the follower-to-follower network. Even though the seller is not friends with the buyer, the buyer can still find out information about the product through mutual friends who post product information in stories or feeds.

During this pandemic, the third informant felt that promotion through the internet was the most profitable. Moreover, when many review her products through Instagram or WhatsApp, information related to her products will quickly spread. The more friendship networks, themore widespread information related to products. However, she also emphasized that product quality remains the most important in order not to lose to competitors. Out of various internet media used, she feels that the most sales profits are from WhatsApp because the consumerswho see promotions or product photos can immediately contact her to buy products.

Based on the results of interviews, the internet plays an important role in promotion on Instagram and WhatsApp. Micro-enterprises, which are very competitive in Indonesia need good promotion. Instagram and WhatsApp provide various features that are useful to increase the number of consumers. With all its advantages and disadvantages, the internet presents promising promotional options for the business sector.

CONCLUSION

Based on the results of the analysis of the micro-enterprise digital marketing strategy using Instagram and WhatsApp during the COVID-19 Pandemic, the researcher drew some conclusions. Micro-entrepreneurs chose to use Instagram and WhatsApp because they are easy to use for communication with customers considering that the user of both applications very high in Indonesia. The millennial generation who is active on social media becomes the target of their promotion as they are active in cyberspace and can influence their friends through giving reviews which is very influential in making decisions regarding the purchase of a product and service.

All informants admit that they use paid advertising services from Instagram. Although some feel that it is not suitable, others feel the advantages of the service in terms of sales. The informant also understands the importance of building brands and messages that are in accordance with their targets, so that what they want to convey can be well received by the target consumer. As they are classified as micro-enterprises, the informant work alone in managing the digital marketing, for example posting or uploading. Sometimes, they get assistance from family, not professional workers.

The three informants reveal the advantages of digital marketing, especially during the pandemic, for example, to be interactive with customers, providing personal information according to the target audience, and getting reviews from friends which can be a form of free advertising that benefits both parties later. For the disadvantages, almost all informants state the same, namely that the reach is limited to only friends or known people. However, this can beaddressed by using paid advertising services that can be seen by everyone and by using reviews from other people (endorsement). Indeed, digital marketing remains the best promotional option during the COVID-19 pandemic.

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