Implementation of Online to Offline Sales Strategy, a Review of Choosing Methods to Increase Sales After the Covid-19 Pandemic

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IMPLEMENTATION OF ONLINE TO OFFLINE SALES STRATEGY, A REVIEW OF CHOOSING METHODS TO INCREASE SALES AFTER THE COVID-19 PANDEMIC

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Abstract

This research aims to analyze, test and explain the implementation of online to offline sales strategies which will review online marketing and shopping with several selected methods for increasing sales after the Covid-19 pandemic. The research method uses a qualitative approach by determining how to search, collect data, process data and analyze the research data. Research with a qualitative approach can be used to understand social problems, for example by in-depth interviews so that clear patterns can be found. The resource persons in this research are traditional market consumers, e-commerce consumers, traditional market traders, e-commerce traders and marketing experts. The marketing method most often mentioned by informants is the use and utilization of social media, especially the use of online media. WhatsApp status is also a marketing method using online communication channel that is the most effective for shopping after seeing the status displayed on the WhatsApp application because the seller is definitely known because they are already in the contacts of the informants. Increase online to offline sales by placing pre-orders so buyers can just come and pick up orders directly. Traditional sellers who switched and implemented an online to offline strategy experienced a significant increase in sales. Consumer recognition of actors and also consumer trust are important in online to offline sales activities, therefore business actors are obliged to maintain the trust they have gained from consumers.

Keywords: online marketing, offline sales, online to offline, marketing

Background

On March 11 2020, the Indonesian government declared Covid-19 pandemic, reporting 4.2 million positive cases, even as of September 3 2021, 141 thousand cases of which ended in death (Susilawati et al.: 2020). The implementation of social distancing measures is implemented by closing public spaces, restaurants, shops, schools, shopping places and followed by limiting economic activities that encourage physical contact (Prawoto et al.: 2020). Sales of companies from various industrial sectors have been significantly affected, this decline in sales continues and sellers are responding to this situation by selling in online stores, e-Commerce such as Shoppe and Tokopedia. The seller's response continues by not only selling on e-Commerce but also expanding to Live Commerce (Finance.detik.com: 2023). The shift in dynamics from direct sales to indirect sales through technological media resulted in a decline in direct sales, the market became quiet, many traders closed and sold their shops. There was a decrease in the lack of visitors to shopping places, a decrease in sales turnover of up to 50%, and this happened in large shopping centers such as Tanah Abang Market (Republika.co.id:

2023). The Store Concept can create a greater sense of enthusiasm and customer involvement and this will encourage a sense of enthusiasm in the shopping experience. The implementation of an online marketing strategy is all efforts carried out by businesses where their products or services are marketed using online media or marketplace platforms. The growth of online shopping media in Indonesia increases very sharply every year, notes Bank Indonesia. The development of e-commerce globally and in Indonesia increases very rapidly from year to year. According to Bank Indonesia records, the number of e-commerce transactions as of September 2022 reached IDR. 476.3 trillion, with transaction volume recorded at 3.49 billion times. This worries retail entrepreneurs, who have physical stores, the inability to compete with e-commerce or online business media, running a business in this way requires large costs and a lot of human resources. especially regarding prices and choice of goods, space is limited so business people are not free to offer too many product choices, while online entrepreneurs have the freedom to offer a large choice of products without space and human resource limitations.

With the description above, we get an idea that new marketing methods can be applied so that physical shop owners are still visited by customers who interact to buy products or use the services offered. Where previously customers had gotten an idea from online shopping media by surfing on that media, shopping centers are increasingly enthusiastic about the presence of customers and the presence of customers will stimulate other businesses within it. Previous research presentations have not been able to explain well the application of online to offline marketing concepts.

The research examines whether the application of the online to offline concept is appropriate to enliven the offline market business so that it can return to the enthusiasm it had before the Covid-19 pandemic. This research aims to provide an overview of a concept that can be used to stimulate online business without abandoning offline business which has been supporting the lives of business owners and the community around shopping centers. The problem in this research is how can the online to offline concept be used to increase sales after the Covid-19 pandemic?

Literature Review
Grand Theory
The grand theory in this research uses marketing theory, according to Kotler and Keller (2020:27), where companies create value for their customers and try to build strong relationships to capture the value that comes from customers as feedback. Juniardi & So (2012), stated that marketing is the process of building relationships with customers by providing information mechanisms, identifying needs and desires, anticipating and satisfying customer needs so that it will create value for customers and added value for the company. The implementation of online to offline marketing activities must be able to synergize well with all the company's marketing activities to attract customers by promising superior value.

Online Marketing
According to Kotler and Keller, online marketing is the use of channels that can be used by customers to obtain products and services with the help of internet media by actively browsing and surfing (2023:596), thus this business model really needs websites as a place to communicate between sellers. and buyers, by using this website, searching and surfing to find and buy products can be done easily. Websites that are effective and can stimulate customers to be interested and buy products are done by paying attention to the following things; 1. Context; 2. Content; 3. Community; 4. Customization; 5.

Communication; 6. Connection; and 7. Commerce, (Rayport et al, 2011:116). In creating value for customers, the application of online marketing or e-Commerce and all its strategies provide better customer value than can be obtained from existing traditional marketing (Dehkordi et al, 2012). It is clearly stated by Negi and Jain (2017) that the application of online marketing means demographic limitations are something that does not need to be thought about, the reach of online marketing has the ability to attract a wider target customer segment, while Adede et al. (2017) explained that companies that implement online marketing gain advantages by being able to reduce company expenses and having the ability to receive feedback on their performance. Online marketing provides benefits by improving services in managing better customer relationships by enabling the exchange of product information directly with customers and storing customer data (Chong et al 2016).

Online shopping
Shopping online is an effective way to get products and services without having to leave the house and spend costs that might be incurred as a result of getting these products and services. In previous research, it was stated that convenience in getting products and saving time are strong reasons that encourage customers to shop online (Chen, Hsu & Lin, 2010), in this case shopping convenience is obtained from using the internet which can reduce customers' time and effort in the process of searching and purchasing a product, anywhere and anytime you can buy the product. Schaupp & Belanger (2005), explains that online shopping makes it easier to search for shops that sell products without much effort and wasting a lot of time. Shopping online is more profitable than shopping conventionally from the point of view of comfort and ease of use (Nazir, et al, 2012).

Research methods
The researchers decided to use research methods with a qualitative approach by determining how to search, collect data, process data and analyze the research data. Research with a qualitative approach can be used to understand social problems, for example by in-depth interviews so that clear patterns can be found. In qualitative research, the analysis used is descriptive of the results of data collection taken by sources. Semi-structured interviews are a type of data collection method chosen and used through direct interviews. According to Sugiyono (2012: 73-74), semi-structured interviews are freer in their implementation compared to structured interviews. The aim of this type of interview is to find problems more openly, where the party being interviewed is asked for their opinions and ideas. Researchers use interview guidelines to facilitate and focus the questions that will be asked. The sources in this research consisted of:
1. Traditional market consumers. These informants were selected knowing their responses and desires regarding offline shopping activities and events.
2. E-commerce consumers. These informants were selected to know their responses and desires regarding online shopping activities and events.
3. Traditional market players/traders. These informants were selected knowing their desires regarding offline sales activities and activities.
4. E-commerce players/traders. These informants were selected knowing their desires regarding online sales activities and activities.
5. Marketing expert (lecturer). These sources were chosen so that researchers could be given input regarding appropriate promotional strategies. Criteria from marketing experts and lecturers for more than 5 years.

Testing the validity and reliability of the data in this research was carried out by applying and using the member check technique, and also using the source triangulation technique. The member check method is used by researchers to ensure the suitability of the data obtained by researchers with the data provided by informants or sources. Member check in its application is a direct confirmation activity with group members who were directly involved during the research by confirming an overview of the results of processing the information received, Bungin (2013: 267). There are several data sources used in the member check method, such as interview results, observation results, documents and archives, and this is followed by making a summary of these data sources and matching them with informants or sources for re-examination. All informants or sources will be given a statement stating their approval for the data provided and will be attached at the time of the interview.

The data analysis technique in this research uses a descriptive analysis model, namely:
1. Sorting the data obtained by sorting necessary data, unnecessary data and coding the interview results.
2. Test the validity of the data and the reliability of the interview results using the member check method and source triangulation.
3. Draw conclusions and provide suggestions for selecting marketing methods that are more effective in increasing sales.

RESEARCH RESULTS AND DISCUSSION
Research result
The number of informants interviewed by the researchers in this research was 10 informants consisting of 2 traditional market consumer informants, 2 e-commerce consumer informants, 2 traditional market actors/traders, 2 e-commerce actors/traders, and 2 marketing expert informants (lecturers). The informant data can be seen in the following table:

Table 1. Source Data

No	Type of Informan	Name	Code	Age	Occupation
1	Traditional Market Consumers	Elsa Mariaem	E	26	Private Employee
2	Traditional Market Consumers	Musytopha Sahrill	S	33	Private Employee
3	E-commerce Consumers	Billy Andrian	A	31	Private Employee
4	E-commerce Consumers	Sumantri	M	27	Businessman
5	Traditional Market Traders	Pitaria	P	54	Businessman
6	Traditional Market Traders	Suryadi	K	41	Businessman
7	E-commerce Traders	Ahmad Faiz	F	28	Businessman
8	E-commerce Traders	Bianca Hapsari	H	41	Businessman
9	Marketing Expert	Imam S	I	45	Lecturer
10	Marketing Expert	Bobby R	B	46	Lecturer

Source: Researcher, 2023

Discussion
After conducting interviews with the informants who had been determined, the researchers got input regarding marketing methods that were effective and preferred by the informants. Apart from that, researchers also received suggestions regarding important things that are related and need to be done by actors that can support

marketing activities. The following is a discussion of marketing methods and marketing supporting matters according to the informants:

The marketing method most frequently mentioned by informants is the use and utilization of social media, especially the use of online media (E, S, A, M, K, F, H, I, B). The informants had various opinions and responses regarding marketing methods using and utilizing social media. Social media is the most effective at the moment (A, M, K, F, H, I, B). Whatsapp status is also a marketing method using the most effective online communication channels according to informants (E, S, A, M, K, F, H, I, B). And according to the informants' experience, they shop more often after seeing the status displayed on the WhatsApp application because the seller is definitely known because they are already in the informants' contacts. The increase in sales was felt by (F, H) where the informants carried out online to offline sales activities by making pre-orders so that buyers could just come and take orders directly, and the business carried out by (F) was selling food and cakes online, while (H) carries out business activities selling stamps, banners, business cards, photo printing and the like. This online to offline activity saves consumers' time (A, M) so that they can send their orders first and come to pick up the order when it has been completed by the perpetrators. Changes in sales strategy carried out by (P, K) resulted in an increase in the turnover of traditional traders, where (P) carried out clothing sales business activities, a significant increase in turnover after (P) implemented clothing purchase orders to be sent outside the area via WhatsApp media, payment done via transfer and orders sent via express delivery service. Likewise, (K) who carries out souvenir sales activities, where (K) displays products through statuses displayed on WhatsApp and Instagram social media, with orders made via WhatsApp, payment via transfer and delivery using express delivery or courier services.

Trust is the main capital in online to offline activities, (E, S, A, M) as consumers express that they already know and trust the sellers. (P, K, F, H) revealed that the increase in sales they experienced had caused online to offline business actors to maintain consumer trust in several ways such as providing order updates, informing payment receipts and providing delivery receipts, and without the presence of consumers, allowing players to optimize their business space which was previously reserved for customers. Online marketing is said to be included in the mix theory according to Kotler and Armstrong (2012:498-501).

CONCLUSION
The conclusions from this research include:

The marketing method most often mentioned by informants is through social media Instagram and WhatsApp media, where the status on the WhatsApp application is a means to showcase the most efficient and effective products.

Actors selling food and cakes increased their sales after opening an ordering channel via the WhatsApp application and using status as a means to showcase the products being produced by the perpetrators.

Traditional sales players who switched and implemented an online to offline strategy, namely the business of making stamps, printing banners and also photos, experienced a significant increase in sales where consumers could first send the files to be printed so that consumers did not have to wait too long at the location.

Consumer recognition of actors and also consumer trust are important in online to offline sales activities, therefore business actors are obliged to maintain the trust they have gained from consumers.

SUGGESTION

Researchers suggest that future research can add other factors to the research to deepen the research. Apart from that, the researcher hopes that the next research will be carried out in a wider area with more and more varied informants.

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