

Date Sale Strategy In Ramadhan Due to Covid-19 Pandemic

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Abstract *The purpose of this study is to describe the results of the analysis of date sales strategy in ramadhan due to covid-19 pandemic at the trader market Tanah Abang, Jakarta central. With in-depth analysis techniques and using triangulation source, it is expected that the acquisition of data is truly as expectation. From the results of the research analysis, it can be described that the sale of dates during the month of Ramadan can still be categorized as good, but the conventional method of transaction in which sellers and buyers can transact directly, this time switching methods by online.*

Keywords: Sales, Kurma, Covid-19 Pandemic

1. INTRODUCTION

The impact of the very fast COVID-19 spreading changes interaction relationships between business and customers, Covid-19 pandemic and global economy turmoil hit the joints of Indonesian society's life in one hit, unluckily the two blows laded in the first quarter where the Budget of income and outlay budget (APBN) has recently been implemented. It is not easy for the APBN as the main instrument of fiscal policy to adapt to the current of uncertainty that will still be changing in three quarters ahead as well as the pandemic issue of COVID-19 that hit the country, it is very difficult to predict.

The Government of Indonesia has never had experience to handle of plague with the high level of transmission such as this Covid-19. Do not be surprised if the government is doubtful and slow in determining the method of handling it, whether to apply lockdown, or rely on Herd immunity, or only a directive of social distancing. Corona virus not only shakes Wuhan, but also the world. We can feel the panic of the world nowadays. The handling of COVID-19 is not an easy and simple case. Only, every handling method has a different level of uncertainty. By not applying lockdown, for example, the uncertainty related to how long this pandemic takes place to be higher. In fact, the economic impact of COVID-19 is heavily dependent on the duration of the plague, the longer, the impact will be worse.

The spread of the Corona virus has the potential to affect the world economy, also Indonesia. The spread of this virus is feared because it can cause a national economic slowdown. In just three months, the Covid-19 Virus Pandemic has given wide impact to many countries. Not only infecting to millions of people, pandemics cause humans and goods no longer free and surrounding the world. globalization and free trade, which has been pumping the world economy, instantly disappear. The impact of the Corona virus or Covid-19 gives impact to all sectors especially economy. The World Bank projects that Indonesia's economic growth this year will be depressed at 2.1 percent. This is due to wide spreading of COVID-19 both domestically and abroad.

Bank Indonesia (BI) has revised the projection of the Indonesia economic growth to below 5 percent or only about 2.5 percent which is usually capable growing to 5.02 percent. This is caused by slowing economic growth due to Covid-19 pandemic. This delay is marked by deterioration of external environmental conditions and weakening of domestic demand along with the decreasing of business sentiments and consumers. Just a three-month walks but economic shock has occurred so great. The sudden economy collapsed in an instant due to the spread of the Korona virus to the whole world. The chaose of The global supply chain can interfere with the

production and consumption of the affected sectors including accommodation and food services of retail trade; manufacturing; and property.

Workers and businesses face disasters, both in developed and developing countries. The more decreased sales of retail business in the middle of the spreading of the Corona virus or Covid-19 makes a number of businessmen should think so hard so that the business can still run. It has been proven, many successful business actors develop an effective product marketing strategy, although the situation is very difficult. The Corona virus or Covid-19 became a specter for every business actor, including small and small to medium enterprises (SMEs) in Indonesia. Understandably, Indonesia is dominated by about 58 million SME business actors, or reaching 98 percent of the total of business units spreaded across the country. Covid-19 makes the community reducing economic activity, such as shopping needs or trading.

Starting from the policy of social distancing until the PSBB policy (large-scale social restrictions). Pandemic covid -19 has a major impact on the sustainability of small and small to medium business (SMEs). Based on the survey results, as many as 96% of SMEs claimed to have undergone a negative impact of COVID - 19 against its business process. A total of 75% of them have a significant impairment of sales. Unlike the economic crisis in 1998 and 2008, MSMEs(Micro small and medium enterprise),, can be an economic support because the majority of them have not gained financial and capital access so it does not get great influence. But this time SMEs become one of the most vulnerable to the COVID impact with the enactment of social distancing , then all forms of activity that collects many people are finally reduced even banned.

In the middle of Corona virus pandemic, soon, Muslims will enter the holy month of Ramadan for Islamic religions, Ramadhan is the month where they are required to do the fasting worship . The fasting month in Indonesia is identical to the classical issues, the price increase in the amount of staple such as meat, chili, eggs, sugar, and fried oil. Ramadan this year almost coincided with the harvest season of dates. Ramadan is always the most meaningful month for the date industry. The dates are the breaking the fast menu and pre-dawn menu making it iconic food in this holy month. As we know, the dates are from the eastern state. Indonesias it self just imports dates for fulfilli a domestic demand.

The fruit is a public favorite fruite in the fasting month they bought the date to be a fasting menu. This phenomenon brought blessings for the sellers in tanah abang because they could get double profit as the increase in the number of purchasing dates . The date is one of the favorite foods to break the fast, then no wonder if approaching ramadhan and when Ramadan many people take advantage of opportunity by selling the date. Also in tanah Abang, Central Jakarta. Many people start selling dates in this wholesale center, but purchasing business of date in this year is not as great as the previous years.

This pandemic is the right moment for the date seller to improve the quality of its products or services and pause to develop a product offering strategy of goods or services that becomes its business base. Often, business actors are unaware of the difference between product improvements and the developing of offering,maintaining business which means to struggle t for sales during the Corona virus which is indeed not easy. Especially President Jokowi appeals to all government elements to cut the unpriority-shopping plan in the APBN and APBD to be relocated to the three priorities of current government namely public health, social assistance, and economic incentives for business actors and SMEs to keep producing and spared from the termination of employment.

With the more spreading of the Covid-19.it gives impact to date seller in tanah abang which is being closed temporarily.it makes lots of date seller losing their customer.

Based on the above background, researchers are interested in analyzing date marketing strategy towards Ramadan within the Covid-19 Pandemic on date seller of Tanah abang central Jakarta.

2. LITERATURE REVIEW

Can be clarified that, sense of strategy, strategy is the plan determining process of top Leaders who focus on the organization's long-term goals. Accompanied by preparation of a way or effort how they can achieve. In the special sense of strategy is an incremental active action

(continuously increased) and continuous, and is done based on the point of view of what the customer is expected in the future

Marketing strategy or definition of marketing strategy can also be interpreted as a series of efforts made by the company in order to achieve certain goals, because the potential to sell propositions limited on the number of people knowing this. Marketing strategy has an important role in a company or business because it works to determine the company's economical value, both the price of goods and services.

Meant by marketing strategy is a decision making on marketing costs, marketing mix, marketing allocation in connection with the expected environmental conditions and competition conditions. Or other sense of marketing strategy is a fundamental pattern, where the marketing planning, resource direction, and interactions with market, competitors, consumers and so forth. In addition, in a marketing strategy is good to consider the purpose of marketing, the market being target and how to manage resources effectively and efficiently. Each product usually has a different life cycle, increases and decreases both short and long term. Here are the stages of the life cycle of a product, namely: 1. Introduction Stage 2. Growth stage 3. Maturity stage

The introduction stage is an early stage of the company in introducing its products to consumers. At this stage, the goods began to be marketed in large quantities even though the sales volume is not high. The growth stage if the new product attracts attention and is satisfying consumers, sales began to climb quickly. During this stage, the product began to show profit, competitors also began to follow and issued product of their version.

The maturity stage, the maturity stage is the peak of the company's glory which is shown by the increase of a very high sales volume. At this stage the company's products are well known by consumers, so that the promotional effort is very small taking role in improving or adding sales volume.

A. Date Product

Products are everything that is expected and able to meet human needs or organizations. Successful products means products that can really meet the needs and desires or the customer's taste. Instead the failed product is a product that is unable to meet the needs and consumer' taste. The success of a product is measured from the product capability to meet the needs of a number of humans. So in other words should be able to gain a high economical success.

The product strategy is a strategy carried out by a company relating to the product marketed and also associated with other things or other attributes attaching to the product. Only with consumer satisfaction then the company will benefit, so the consumer's satisfaction must be the main base for the planning of the product strategy. Thus the manufacturer or seller must provide products that is suitable to the consumers wish. In the products strategy that need to remember relating to products completely, starting from the product's name, shape, content, or wrapping.

The date fruit is a fruit that is often consumed by Muslims and is identical to Ramadan. The date (*Phoenix dactylifera*) includes the *Palmae* family and is often called the date Palm, which has a variety of nutrition and can have function as a drug (Rakhmawan, 2006). The date fruit also contains vitamins that can help to strengthen the nerves, launch blood circulation, cleaning the intestines, and maintaining inflammation and infections caused by bacteria (satuhu,2010).

The dates are occupying a special place in the hearts of the Muslims. The date is considered as one of the best foods that is suggested and explained by the Prophet Muhammad Saw in many Hadith, the Prophet Muhammad SAW makes the date as the pre-dawn meal menu and food having much benefit. The benefits and efficacy of the date is reviewed from a medical point of view strengthening the al-Qur Khabar "An al-Karim and Al-Sunna Al-Shahihah about the efficacy and benefit of the date. Some of its benefits, serve to strengthen the intestinal cells and can help to launch urinating channels as it contains fibers in charge of controlling the rate of gutting and strengthen uterus especially when giving birth.

Indonesia is one of the countries that import the date from various other countries that are able to produce dates and such a Saudi Arabia, Egypt, Iraq, Iran, even the United States. The majority of the Indonesian population is a Muslim who entitled in Ramadan many demands on

the date fruit , so that every year Indonesia has imported the dates from various countries, one example in 2014 there is surge in importing date of 3 times that reaches 17.3 thousand tons.

Every year the rate of the importing date is always increasing, this is because of the more community demand on the date (BPS, 2014). Although the date is not Indonesian food, society can earn dates, easily because many areas become a distributor of dates that provide a variety of dates, from egyptian estimated Rp. 20,000 - Rp. 30,000 per kilogram until the ajwa date approximately 500,000 per kilogram.

B. Covid-19 Pandemic

The pandemic term according to KBBI is interpreted as a plague infecting simultaneously in everywhere, including a wide geography area in the most classic understanding, when an epidemic spreads to some countries or region of the world, the disease that comes in the pandemic category is a contagious disease and has a sustainable infection line. So, if any case occurs in some other countries except of origin country, it is still classified as a pandemic.

While epidemics are a contagious disease fast in wide area and raise many victims, such as diseases that are not fixed in the area. Another sense of epidemic is an outbreak that spreads in a wider geographic area. Call the Corona virus that initially spread in Wuhan, China, so it can be interpreted that the outbreak in Wuhan has developed into epidemics. While quoting from the Verywell page, the epidemic means an increase in the number of above-normal illnesses which is not expected. The epidemic is a wide term used to describe any problems that have grown out of control. The epidemic is defined as the outbreak from a wider disease, a very high geographic region and affects the proportion of the population

3. RESEARCH METHOD

The type of research used is descriptive qualitative research,descriptive research is a research compiled in order to provide a systematic picture of scientific information coming from descriptive research objects focusing on systematic explanations of the facts obtained during research conducted (Sanusi Anwar, 2011). Data sources are primary sources obtained by observing, interviews and document studies. Researchers as the instrument and key informants as a information source to a data collection technique in the study. Date Traders, Central jakarta as the key informant of relevant data compiling, accurate and accountability according to data requirements,

Data analysis was done by starting with data collected from relevant research results. Technical analysis is done by recurring data that has been collected with the triangulation of sources. Also by studying the results of previous research in order to assess the research issues that will be analyzed. Furthermore, doing record of important parts and relevant with the research topic especially in accordance with the research objectives

4. RESULT AND DISCUSSION

From the results of data analysis which comes from marketing strategy is a very important thing for an business. Something important is generally not formulated and carried out .a marketing strategy is a plan that describes the efforts expectation of the impact of various activities or marketing programs to product demand or links products in certain target markets. The implementation analysis of sales marketing strategies at covid-19 pandemic.

Respect and strengthen your relationship with important customers to respect your relationships and support to customers at thid time. These weeks, email or smartphone notifications are substantially be flooded with updates from Corona viruses. Either from the company where they work or their favorite's online shop. For that, do not exploit the crisis into an exaggerated opportunity.

Use a more polite language and try closer what they feel. For example, you can email by creating personally and as short as possible with our core messages here to support you. Let us know how we can help you. In essence, keep strengthening your relationship by asking them news but do not be over because the business still wants to respect the customers. Create the right promotion to develop sales promotion that suits in the needs of the customer in the middle of the

Corona virus crisis, by itself, the customer will come alone to your business. It is good to use digital media to promotions because customers spend more time and activities at home. Time to see the smartphone or watch the TV will be more spent than the days usually

Avoid panic over this coron virus pandemic and stop assuming that your business will soon be bankrupt because of the decline in sales. Many businesses are threaten due to the issue of Corona virus out there. The date seller has to sell its date and seek prospect customers in various ways that can interest customers to keep buying dates. Life may not be completely normal back. So, find how you can adapt and stay in business.

For marketing strategies, can be done through online social media and can be started by creating a website or blog to create an online store and start actively promoting it to various media sites such as WhatsApp, Facebook, Instagram.

Customers aspect and Marketing ensure customer safety with clean and safe standar shop. Examples with the temperature check of the customer will enter, provide the hand Sanitizer in all of its franchising network and if there is a hand wash area make sure that it is clean and functioning.

Make a special standard operating procedure (SOP) to face Covid-19 pandemic, as a hint for the entire of franchising network, for employee and customers security. Confirm the sympathetic marketing program of Covid-19, such as issuing a delivery program that facilitates customers working, school and worship in the house can be well served.

The human resource (HR) aspects do education on employees on preventing the transmission of the Covid-19 virus, and the sense of responsibility and empathy toward the crisis that is happening and convey the business rescue steps to face crisis due to Covid 19. Perform well and wise actions, do not get anxious to employees, if the situation does not allow doing the working options from home. Use technology tools to provide work reports, online meetings and other reports to facilitate communication between employees and management.

Ease of payment at the time of Corona's plague now, it is more recommended to use non-cash payments. It is suggested to avoid contacts that can trigger the spread of the covid-19 more expanding. In addition, the effects of the corona virus happend in many businesses that decrease sales profit. From the interview results are obtained data that success in the implementation of the date marketing strategy in facing Ramadan in Covid-19 pandemic time of 1 month

Table:marketing acheivement of online shope during Ramadan Month 2020



Sources : <http://jakpat>

Here are some consumer behaviors in Ramadan Month :

Ramadan is a special month for business owners. This month is special because consumer behavior in Ramadan has different characteristics than the usual months. Changes in Indonesian consumer behavior during the Ramadan month is probably due to the dietary change, changing of daily activities, religious atmosphere, and Ramadan tradition for a full month.

More breaks based on Google observations on Ramadan 2017, generally the Indonesians more use the time to rest during that month. This is probably due to dietary changes and more spare time than the ordinary months. The diet of Indonesians who usually occurs three times a day turns twice a day, namely at the time of pre-dawn meal and breaking the fast. Lunch hours that are usually used for lunch can be used to rest or take a nap. Then a long holiday near fasting is usually used to rest from routine activity. This abundant break time gives impact to the second consumer behavior which is spending more time for online.

The more habit of rest above affects to the other daily activity pattern, surfing the Internet. Due to the break-time, the Indonesians also use the Internet more than the usual months. The Indonesians also spend their time in virtual worlds through mobile devices. According to global web index data, the Indonesians spend 4 hours 20 minutes every day to access the Internet through mobile devices during the Ramadan month.

Being more generous, Ramadan month is also an opportunity for Indonesians to become more generous than the usual months. Looking for more promo than the most common months. Most people like discount because they can get cheaper product.. if there are certain events, the company tries to make promo relating to that event. For example, the event of the online national shopping day (Harbolnas) held regularly every year.

Conduct more shopping transactions during Ramadan, the Indonesians are surrounded by promo and discounts in various places. This causes their shopping activities to also increase. Based on Google's internal data, the e-commerce transaction increased double during the month of Ramadan 2017 compared to the usual months. Offline shopping transactions is also increasing. According to Google, transactions occurring in Jakarta Great Sale Ramadhan 2017 reaching 16 billion rupiah. The value of this transaction is increased 50 percent compared with the same event in 2016

CONCLUSION

Month of Ramadan is not only special from a religious point of view, but also for the date traders. This month can be used as a chance to improve the brand awareness, get new consumers, and certainly get benefit more. Covid-19 pandemics not only stops the marketing, the Indonesian society depends heavily on the date fruit that is used as a fruit that will only be sought at Ramadan.

But it can not be denied indeed that this outbreak makes the change in the supply chain cycle of date significantly.

The seven points above can be your refensions to maximize sales in the middle of the uncertain outbreak. Always supervise and note your business operations through the system so that the result analysis can be a guideline if there are similar cases in the future.

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