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Marketing Mix Strategy of Culinary MSMEs in South Tangerang City During the Covid-19 Pandemic

Syamruddin

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
dosen01343@unpam.ac.id

Ruknan

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
dosen01757@unpam.ac.id

Oki Iqbal Khair

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
dosen01801@unpam.ac.id

Abstract

This study aims to determine the development of Culinary SMEs in South Tangerang City. In addition to knowing the marketing mix strategy in the management of Culinary MSMEs in South Tangerang City during the Covid-19 Pandemic. This research method is qualitative. The research was conducted on Culinary SMEs in South Tangerang City. Determination of the informant as the selected data source using purposive sampling technique. Collecting data using observation, interview and documentation techniques. The validity of the data is obtained through credibility, transferability, dependability, and confirmatory. Qualitative data analysis: data reduction, data exposure, and drawing conclusions. The results showed that: 1) The number of Culinary MSMEs in South Tangerang City in 2021 amounted to 28,036, with details: Pamulang District 5,552, Setu District 2,084, Ciputat District 4,235, Ciputat Timur District 3,754, Serpong District 4,274, North Serpong District 2,911, and Pondok Aren District 5,226. The number of Culinary MSME workers in South Tangerang City is very large, namely 51,095 people. Then the total turnover of Rp. 3,933,700,000,000,-. 2) The marketing mix strategy carried out by Culinary MSMEs in South Tangerang City during the Covid-19 Pandemic, namely: in terms of products, in addition to offering new products, innovations are also made to existing products so that they are more attractive to consumers; in terms of price, many Culinary MSME managers make adjustments; in terms of promotion, in addition to giving discounts, promotions are carried out through word of mouth, networking for the Culinary MSME community and online; from the place side, from the place side, the sales system carried out during the Covid-19 pandemic is more limited in nature, the Culinary MSME managers use more facilities through the online system.

Keywords: Marketing Mix, Culinary MSMEs, Covid-19 Pandemic

INTRODUCTION

During the Corona Virus Disease (Covid-19) Pandemic, almost all business actors in Indonesia were severely affected. Not only large-scale businesses, but also small and medium-sized businesses have experienced the same thing. As felt by Culinary Micro, Small and Medium Enterprises (MSMEs) in South Tangerang City.

To help MSME actors not experience severe impacts in managing their businesses, the central and regional governments have issued various policies. With this policy, it is hoped that it will help business actors to bounce back. The policies provided by the government include convenience in terms of regulation, providing incentives, capital assistance, and providing management training.

In addition to the factors above, what is very important for SMEs in order to survive and continue to grow and develop is the marketing factor. In this case, how can Culinary MSME managers be able to implement a reliable marketing mix strategy in developing their business. Thus, it is hoped that the middle to lower business actors will be able to become the driving force of the national economy during the pandemic and after the pandemic has passed.

According to Hartati in Ermaya, H. N. L., & Fahria, R. (2019), the MSME sector plays an important role in the Indonesian economy. Because it can be a driving force for the Indonesian economy. Moreover, the dependence of the national economy on foreign currencies, especially the United States.

Indonesia is one of the countries with the largest number of MSME sectors, one of which is in South Tangerang City. Based on data from the South Tangerang City Cooperatives and SMEs Service, the number of MSMEs in 2021 will be 90,128 spread across seven sub-districts, namely Pamulang, Setu, Ciputat, East Ciputat, Serpong, North Serpong, and Pondok Aren. Meanwhile, Culinary MSMEs in South Tangerang City are 28,036.

When viewed from the rapid growth of MSMEs in South Tangerang City, it is encouraging to conduct research on these developments.

Especially from the marketing aspect carried out by MSME actors in South Tangerang City. How is the marketing strategy carried out during the pandemic as mentioned above. Thus, they are able to survive, grow, and develop into reliable business actors and can absorb a large number of workers.

Sophian Nawawi, Rifki Muhammad Mufti, and Anak Agung Ayu Mega in International Journal Administration, Business and Organization Vol. 2 (3), 2021. In a study entitled The Influence of Strategy, Innovation and Development of MSMEs in the Culinary Sector in Bandung during the Covid-19 Period, it was found the marketing strategy of Culinary MSMEs during the Covid-19 Pandemic.

The study identified the problems faced by Culinary MSMEs during the COVID-19 Pandemic. Then formulate a strategy model, innovation, and development that needs to be done to overcome the impact of Covid-19 which later became the result of this research. The weaknesses faced by MSMEs in increasing their business capabilities are very complex, coupled with the current environmental conditions which make it very possible for MSMEs to experience losses or go bankrupt. MSMEs are required to always look for ways, new opportunities, or other alternatives that can be done to maintain their business and sales.

Furthermore, Nabilla Salsabilla Beu, Silcyljeova Moniharapon, and Reitty L. Samadi in EMBA Journal Vol.9 No. 3 July 2021. In a study entitled Analysis of Marketing Mix Strategy on Sales of Dried Fish in MSME Stores 48 Pasar Bersehati Manado, it was also concluded that the mix strategy Marketing is very important in managing Culinary MSMEs during the Covid-19 Pandemic.

The marketing mix strategy has an important role in increasing sales of dried fish products at Toko 48 Pasar Bersehati Manado. Although they do not fully understand the marketing mix strategy, the marketing mix naturally has taken an important part in the sales of Toko 48 dried fish. For that in the future, the owner will use this marketing strategy to increase sales in the future.

Meanwhile Devi Novitasari and Samari in the Journal of Applied Management Research (PENATARAN) Vol. 6 No. 1 (2021). In a study entitled Efforts to Increase Sales Volume in the Covid-19 Pandemic Period through Optimization of Promotions, Prices, and Distribution Channels at the Gudange Tahu Takwa Souvenir Center, it was found that there was a relationship between the marketing mix and increased sales during the Covid-19 Pandemic.

Partially significant promotion effect. Then the price is also significant. Likewise, distribution channels are significant to sales volume. While the results of the research simultaneously note that the effect of promotion, price, and distribution channels on sales volume is very significant.

Marketing is an important part of running a business. Good management is needed so that the business can survive, grow, develop better, and be able to compete with its competitors. One of the important elements in marketing is the marketing mix strategy. Therefore, in this study, we will explore and analyze the marketing mix strategy implemented by Culinary MSMEs in South Tangerang City.

One of the crucial factors that challenges Culinary SMEs from the marketing side is the weak access to product marketing that still relies on simple methods such as mouth to mouth marketing. Product quality is still low, in addition to less competitive prices. In essence, the extent to which the marketing mix is explored in such a way that it can be a tool to win the competition.

The above problems are also faced by Culinary MSME actors in South Tangerang City. Therefore, it is necessary to know the extent to which aspects of product, price, promotion, and place are used as tools in developing Culinary MSME businesses in South Tangerang City. By knowing the problems that exist in the marketing factor, it will obtain inputs that need to be corrected by Culinary MSME actors in South Tangerang City.

METHODS

This study used descriptive qualitative method. Qualitative research is research that intends to understand the phenomenon of

what is experienced by research subjects, for example: behavior, perception, motivation, action holistically and by way of description in the form of words and language, in a special natural context and by utilizing various methods. natural Moleong (2011).

This study seeks to identify the spread of Culinary MSMEs in South Tangerang City. In addition, to find out the marketing mix strategy carried out by Culinary MSME actors during the Covid-19 Pandemic in South Tangerang City. The object of research is Culinary MSME actors in South Tangerang City.

Determination of the informant as the selected data source using a purposive sampling technique, namely the sampling technique of data sources with certain considerations. These particular considerations mean that the chosen subject is considered the most important and knows what is expected so that it will be easier for researchers to explore the social situation under study (Sugiyono, 2012).

The criteria used in determining the respondents are superior Culinary MSMEs registered with the South Tangerang City Cooperatives and SMEs Service and Culinary MSMEs that have been around for a long time before the pandemic.

Collecting data using observation techniques, interviews and document analysis. The validity of the data is obtained through credibility, transferability, dependability, and confirmatory (Moleong, 2011).

Qualitative data analysis: Data Reduction, Data Display, Withdrawal Data Conclusion and Verification (Conclusion Drawn/Verification) (Sugiyono, 2012).

RESULTS

Spread of Culinary MSMEs in South Tangerang City

The development of Culinary MSMEs in South Tangerang City from year to year continues to improve. In terms of growth, it can be said that MSMEs in the buffer zone of the capital Jakarta are very positive. The impact of this condition is of course an increase in terms of numbers. Over the last five years, the number of Culinary

MSMEs in South Tangerang City has increased significantly.

The increase in the number of Culinary MSMEs in South Tangerang City is certainly very encouraging not only for the government and the community, but also for business actors, especially MSMEs. Because this indicates that economic and business growth in this area is heading for a very good and positive trend.

The positive trend of increasing the number of Culinary MSMEs in South Tangerang City is also marked by the emergence of various MSME Communities. The existence of these communities as a result of the increasingly promising business

stretching. In addition to improving economic growth, the emergence of MSME communities shows that the business atmosphere in South Tangerang City is very conducive and supportive.

The MSME/IKM community is not only a place for friendship and communication among community members, but can also be a bridge in marketing. In fact, it should be expected to be a forum for creating a healthy business climate. In addition, it can also be a reinforcement in capital so that MSMEs/IKMs have no difficulty and can still survive in managing their business. The following are the MSME/IKM communities in South Tangerang City as shown in Table 1.

Table 1. MSME/IKM Community in South Tangerang City

No.	Community Name	Commodity	Cooperative	Legal Entity (Co-operative)
1.	South Tangerang Independent MSME Cooperative	Food, Drink, Craft, Fashion	Independent SMEs in 2014	Already
2.	Flying Tangsel	Food & Drink	Tangsel Flying Co-operative in 2019	Already
3.	Kranggan MSME Community	Food, Beverage	Food Creation Co-operative 2010	Already
4.	Community Association of Creative Industries and Business Actors (ASIPA) Tangsel	Craft, Fashion		Not yet
5.	Indonesian Women's Economic Development Community (PEPI) Tangsel	Food, Drinks, Craft	Kartini Karya Co-operative 2015	Already
6.	Business Community (KOPI) Tangsel	Food, Drink, Craft, Fashion		Not yet
7.	Indonesian Women Entrepreneurs Association (IWAPI) Tangsel Community	Food, Drink, Craft, Fashion		Not yet
8.	Indonesian Muslim Entrepreneurs Association (IPEMI) Tangsel Community	Food, Drink, Craft, Fashion	Cooperative Counseling Has Been Given, but there has been no application for the formation of a cooperative	Already
9.	Tangsel Empowered Community (National Empowered Movement)	Food, Drink, Craft, Fashion		Not yet
10.	Tangsel Awareness House Community	Food & Drink		
11.	Culinary skipper and fashion skipper community	Food & Drink		Not yet

12.	South Tangerang SME and IKM Forum	Food, Drink, Craft, Fashion		Not yet
13.	Tangsel MSME Portal Community	Food, Drink, Craft, Fashion	Parigi Sejahtera Cooperative 2015	Already
14.	SPECTA Community (StartUp Preneur Community South Tangerang)	Craft, Food & Drink		Not yet
15.	Indonesian Muslim Women Entrepreneurs Community (WPMI) Tangsel	Food, Drink, Craft, Fashion		Not yet
16.	Tax Friendly UKM Community (USP) Tangsel	Food, Drink, Craft, Fashion		Not yet
17.	Gallery Community 37 Fishery Insurance	Craft, Fashion		Not yet
18.	Community for Small Fish Cultivators (APPIK) Tangsel	Craft, Fashion		Not yet
19.	HIPPI Community (Association of Indigenous Indonesian Entrepreneurs) Tangsel	Food, Drink, Craft, Fashion		Not yet
20.	Echo Nusantara Community (GEMANTARA) Tangsel	Food, Drink, Craft, Fashion		Not yet
21.	Inspirational Home Community	Food, Drink, Craft, Fashion	Indonesian Cipta Madani Cooperative 2015	Already
22.	Nusantara Bamboo Academy Community (ABN)	Craft	Karya Sejahtera Utama Cooperative 2018	Already
23.	Tangsel Knick-knacks Community	Craft		Not yet
24.	Indonesian Young Entrepreneurs Association (HIPMI) Tangsel Community	Food, Drink, Craft, Fashion		Not yet
25.	Tangsel Community Empowerment House (RPM)	Food, Drink, Craft, Fashion		Not yet
26.	The Association of Elements of the Community that Cares for MSMEs, Mandiri RI Sejahtera (GEMA PURI) Tangsel	Craft, Drink, Food, Fashion		Not yet
27.	Tangsel Street Vendor Association (APKLI) Community	Food, Drink, Craft, Fashion	Five-Star Independent Cooperative in 2018	Already
28.	Tangsel Craft Community (KC)	Fashion, Drinks, Craft, Food		Not yet
29.	Community Association of Indonesian People's Business Groups (AKURINDO) Tangsel	Craft, Drink, Food, Fashion		Not yet
30.	Andalas Tangsel Community	Food, Drink, Craft, Fashion	Andalas Jaya Cooperative 2014	Already

31.	Tangsel Fashion Community (KOFA)	Food, Drink, Craft, Fashion	Not yet
32.	South Tangerang Indonesian Beginner Community	Food, Drink, Craft, Fashion	Not yet
33.	Tangsel Digipreneur Community	Digital Products	Not yet
34.	Tangsel Disabled Community	Food, Drinks, Craft	Not yet
35.	Creative Friends House Community (RSK) Tangsel	Food, Drinks, Craft	Not yet
36.	Tangsel Youth Creativepreneur Community	Food, Drinks, Craft	Not yet

The existence of the MSME communities as mentioned above is very instrumental and supports business development. Because through this community, strong cooperation and networking will be established, especially in marketing MSME products. Because the marketing factor in the management of SMEs is very important. Especially in the midst of the current Covid-19 Pandemic, where the activity and mobility of the community has decreased so that it will definitely have an impact on the sales turnover of MSME actors, especially those in South Tangerang City.

During the Covid-19 pandemic, the number of Culinary MSMEs in South Tangerang City did not decrease. The pandemic conditions that have occurred in Indonesia since March 2020 have not dampened the public's interest to keep trying. On the contrary, the passion to continue trying to survive through the management of MSMEs in the midst of the current pandemic is getting higher. This can be seen in the number of Culinary MSMEs in MSME/IKM communities in South Tangerang City.

It was noted that during 2021 the number of Culinary MSMEs in South Tangerang City experienced a significant increase to 28,036.

This number is spread over seven sub-districts in South Tangerang City as shown in Table 2.

Table 2. Number of Culinary MSMEs per District in South Tangerang City in 2021

No.	Subdistrict	Amount
1.	Pamulang	5.552
2.	Setu	2.084
3.	Ciputat	4.235
4.	Ciputat Timur	3.754
5.	Serpong	4.274
6.	Serpong Utara	2.911
7.	Pondok Aren	5.226
Total		28.036

Based on the data above, it can be seen that the number of Culinary MSMEs in South Tangerang City in 2012 was 28,036, with the following details: Pamulang Subdistrict 5,552, Setu Subdistrict 2,084, Ciputat Subdistrict 4,235, Ciputat Timur Subdistrict 3,754, Serpong Subdistrict 4,274, North Serpong District 2,911, and Pondok Aren District 5,226.

Furthermore, the details of the workforce and turnover of Culinary MSMEs in South Tangerang City can be seen in Table 3.

Table 3 .Number of manpower and turnover of Culinary MSMEs in every District in South Tangerang City in 2021

No.	Subdistrict	Manpower	Turnover
1.	Pamulang	9.990 person	Rp. 688.000.000.000,-
2.	Setu	3.696 person	Rp. 259.800.000.000,-
3.	Ciputat	7.734 person	Rp. 574.500.000.000,-
4.	Ciputat Timur	6.694 person	Rp. 506.800.000.000,-
5.	Serpong	7.899 person	Rp. 681.100.000.000,-
6.	Serpong Utara	5.410 person	Rp. 432.300.000.000,-
7.	Pondok Aren	9.672 person	Rp. 791.200.000.000,-
Total		51.095 person	Rp. 3.933.700.000.000,-

Source: Department of Cooperatives and SMEs, South Tangerang City.

Based on table 3 above, it can be seen that the number of Culinary MSME workers in South Tangerang City is very large, namely 51,095 people. Then the total turnover of Rp. 3,933,700,000,000,-. Thus, it can be concluded that the development of Culinary MSMEs in South Tangerang City is very fast. So it is very appropriate if there is an opinion that says that South Tangerang City is one of the culinary tourism destinations in the country.

Marketing Mix Strategy (4P) in Culinary MSME Management in South Tangerang City During the Covid-19 Pandemic

The Marketing Mix Strategy (4P) in managing Culinary MSMEs in South Tangerang City during the Covid-19 Pandemic greatly affected MSME actors to be able to continue to survive. In this case, the author focuses more on research on the 4P marketing mix strategy. In particular, how SMEs are able to synergize all components of the marketing mix, at least on the elements of product, price, promotion, and place (4P). So that it is expected to be a very valuable capital for Culinary MSME managers in managing their business.

Based on the results of the study, it can be

seen that the 4Ps are a very important element in the management of Culinary SMEs. This can be seen from the respondents' answers that with the ability to manage the 4Ps, it will have an impact on the resilience of Culinary MSMEs to be able to survive in the midst of this Covid-19 Pandemic. In fact, you can reap huge profits because there is a lot of demand from consumers through electronic trading systems or e-commerce.

Culinary MSME actors who are smart in using e-commerce will actually reap huge profits in their business. So not only able to survive, but also a surplus in sales. Because apart from being able to innovate the products it sells. Then with competitive prices, and good promotions, e-commerce becomes a very important part in the management of Culinary MSMEs.

The application of the right marketing mix strategy (4P) greatly affects the durability of Culinary MSMEs. As described in Table 4 regarding the answers of Culinary MSME managers who are respondents to the marketing mix strategy (4P). The table clearly shows what they apply in managing their respective MSMEs. So that they can survive even though the Covid-19 pandemic continues to hit.

Table 4. Culinary MSME Managers' answers to the Marketing Mix Strategy (4P)

No.	Marketing Mix	Respondent's Answer
1.	Product	<ul style="list-style-type: none"> • No. Because the standard for cassava tape remains normal, there is no diversity. • In the form of various flavors in the Bakerold bread that I sell, there are 5 kinds of original flavors, vanilla, chocolate, cheese, and banana chocolate. • Basreng, various flavors of macaroni, frozen ungkep chicken, frozen ungkep catfish, various frozen ungkep fish, various types of bottled sauce, various types of ready-to-eat food. • During pre-pandemic sales were very normal. • Because our products just started running during covid. So the quality of our products is not inferior to superior products in the area. • With affordable prices and a variety of bread flavors, our products are not inferior in quality to other competitors. • There is no design for cassava tape, because for packing only use plastic bags. • Our product design is the product design following the company (because our product is a franchise). • More modern with vacuum packaging. • With Modern Packaging that is more practical and contemporary. • From Mami Anjani's kitchen to Bu Dos' spice kitchen to expand the market. • Adjustments for packaging become more practical and modern. • - The form of service in selling tape products must be friendly. • Yes, a service in the form of free delivery of bread to the destination if consumers order more bread, such as ordering 100 loaves of bread. • Food is ready to be delivered. • If there is damage, it will be replaced with a new product. • Annually give THR. • If there is a delay in delivery, you will be given a bonus.
2.	Price	<ul style="list-style-type: none"> • Prices are not adjusted. • Prices are adjusted to the raw materials, where previously the cheese taste was priced at 5,000 to 7,000. • There is no discount. • Discounts on online purchases up to 50% • Discounts for certain days only, such as payday, blessing friday and different each period. • Because it uses a digital application, there is a discount provided by the application, usually up to 30%.

3. Promotion
- No sales promotion because tape already has fixed marketing.
 - In the form of a package, namely 13 thousand, you get 3 mixed bread, the unit price is 5,000.
 - Through marketplaces and online applications.
 - Through social media and food vendor marketplace applications.
 - Online advertising only through communication media such as WA business, Instagram and Google Business.
 - There is a sales force to do promotions during the Covid-19 Pandemic.
 - There is public relations to support promotions during the Covid-19 Pandemic.
 - There is a direct marketing system to support promotions during the Covid-19 Pandemic.
4. Place
- edia and marketplaces
 - Another marketing channel of tape sold by people.
 - There are social m - Marketing channels through online media.
 - Marketing coverage extends to markets.
 - Marketing is also coupled with online marketing.
 - There is no grouping, because the cassava tape only lasts 1 week.
 - None because our products can be enjoyed by all people.
 - No grouping, because it's still looking for patterns.
 - The sales location is very strategic.
 - The location is very strategic because it is close to the hospital, because we sell healthy food, it is likely that many consumers will buy it.
 - The location is very strategic because it is near the campus.
 - Because there are many farmers whose cassava yields are already large, the supply of materials for cassava tape is very supportive.
 - Supplies in the form of an oven machine to bake bread dough and a refrigerator to store bread dough.
 - Inventory of goods during the Covid-19 pandemic is very supportive in product marketing.

Source: Processed Data, 2022.

Based on the information from the MSME managers in South Tangerang City which was taken based on their respective types of business as in Table 4 above, it can be seen that the marketing mix strategy is a very important factor in the management of Culinary MSMEs in the midst of the current Covid-19 Pandemic. Especially the implementation of the 4P Marketing Mix effectively and efficiently and maximally for each Culinary MSME.

Therefore, it is very clear that marketing greatly influences the management of Culinary MSMEs in South Tangerang City during the Covid-19 Pandemic. Especially in the application of the 4P marketing mix. With the proper application of the 4P marketing mix, Culinary MSME actors are not easily shaken even though the Covid-19 Pandemic is still ongoing and it is not known when it will end.

DISCUSSION

Based on the results of the research above, it can be seen that the Covid-19 pandemic has a direct impact on the management of Culinary MSMEs in South Tangerang City. Although there are perceived impacts such as decreased sales turnover, in terms of marketing it can still be controlled.

During the Covid-19 pandemic, marketing was not optimal due to limited facilities and infrastructure. The marketing pattern carried out is more closed, although it is still based on the 4P marketing mix. For example, there is a product adjustment according to what consumers want. In addition to offering new products to consumers.

In terms of products, apart from offering new products, innovations are also made to existing products to make them more attractive to consumers. Diversification is also carried out, as well as differentiation so that the products offered have differences or characteristics compared to the products offered by competitors.

Then the products offered to the market are also not many, adjusting to the current demand conditions. Moreover, in the midst of the Covid-19 Pandemic, it turns out that many small business actors who sell their products online have also sprung up so that there are also more competitors. Therefore, the products produced cannot be exaggerated because it is feared that they will not be sold which will eventually become stock in the warehouse.

In terms of price, many Culinary MSME managers make adjustments. Because if you force the price to be the same as before the Covid-19 pandemic, the product will be difficult to sell. With the price adjustment, it is hoped that consumers who buy will not decrease or at least if it decreases not too much. In addition, the price is not too expensive, so consumers do not mind buying the products offered.

Some of the strategies implemented include giving discounts and special prices. In fact, not infrequently someone is forced to sell at the price of capital so they don't get any profit at all. This is done so that the production process can continue and the business does not go bankrupt. Discounts

are provided up to 30%.

In terms of promotion, apart from giving discounts, promotions are carried out through word of mouth. Promotion is also carried out by relying on existing networking in the MSME community. Generally, more promotions are carried out using online media.

In addition, direct promotion is carried out by directly offering products sold to consumers by telephone. This method is somewhat more successful because it directly targets consumers by providing special promotions when offering transactions are made. Through this method, the costs incurred for promotions are also not so large.

In terms of location, the sales system carried out during the Covid-19 pandemic is more limited. To market and sell products, you no longer have to open a new place or shop. In addition, by selling products directly to consumers or through intermediaries of other parties.

During the Covid-19 pandemic, Culinary MSME managers mostly use online systems to sell and market their products. In fact, many people use e-commerce to sell and market their products. Thus, there is no need to have to spend a lot of money in displaying products in certain places or locations. Then the delivery of goods is also more using online systems such as through e-commerce.

With the current conditions, marketing strategies that were carried out before the Covid-19 Pandemic were very difficult to implement during the Covid-19 Pandemic. The marketing strategy specifically carried out during the Covid-19 Pandemic is only the use of online media and the provision of special prices.

The 4P Marketing Mix Strategy is able to strengthen the management of Culinary MSMEs during the Covid-19 Pandemic. With the right strategy, Culinary MSMEs will be able to survive, and even reap large profits. One of the business strategies carried out to stay afloat during the Covid-19 pandemic is by lowering prices or by providing discounted prices.

Thus marketing will affect the management of Culinary MSMEs during the Covid-19 Pandemic.

Through proper, effective, and efficient marketing, Culinary MSMEs will not only survive, but will also be able to reap profits so that they can grow big. Therefore, marketing is a very important factor in the management of Culinary SMEs in South Tangerang City.

CONCLUSION

The number of Culinary MSMEs in South Tangerang City in 2021 is 28,036, with details: Pamulang Subdistrict 5,552, Setu Subdistrict 2,084, Ciputat Subdistrict 4,235, Ciputat Timur Subdistrict 3,754, Serpong Subdistrict 4,274, North Serpong Subdistrict 2,911, and Pondok Aren Subdistrict 5,226. The number of Culinary MSME workers in South Tangerang City is very large, namely 51,095 people. Then the total turnover of Rp. 3,933,700,000,000,-.

Marketing carried out by Culinary MSMEs in South Tangerang City during the Covid-19 Pandemic, namely: in terms of products, in addition to offering new products, innovations are also made to existing products so that they are more attractive to consumers; in terms of price, many Culinary MSME managers make adjustments; in terms of promotion, in addition to giving discounts, promotions are carried out through word of mouth, networking for the Culinary MSME community and online; in terms of place, the sales system carried out during the Covid-19 pandemic is more limited, Culinary MSME managers use more facilities through the online system.

Seeing the large number of Culinary MSMEs in South Tangerang City, this is a potential that must be developed for financing, marketing, partnerships and insight into market developments so that they can become a buffer for a country's economy. On the other hand, the South Tangerang City government must also continue to strive to develop superior local products from upstream to downstream as a business base and culinary SMEs.

During the current Covid-19 pandemic, it is hoped that Culinary MSME actors will continue to survive by looking for new product innovations and being more active in marketing their products

online, either through social media or through e-commerce. In addition, Culinary MSME actors also need to be more open to existing communities to seek information because during the Covid-19 Pandemic, the government provided a lot of capital assistance for Culinary MSMEs.

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