

**ANALYSIS OF E-MARKETING STRATEGY IMPLEMENTATION ON MICRO,
SMALL AND MEDIUM ENTERPRISES (MSMES) AS EFFORTS TO
OVERCOME THE IMPACT OF THE COVID-19 PANDEMIC
IN BENGKALIS CITY
(CASE STUDY ON CULINARY BUSINESS OF KEDAI PISANG SALAI
MAK USU THROUGH THE SOODU.ID APPLICATION)**

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ABSTRACT

The Covid-19 pandemic that occurred throughout the world had a real impact on all sectors, some of which even experienced a decline such as the hotel and tourism sector, aviation, Meeting-Incentives-Conferences-Exhibition (MICE), bars and restaurants, cinemas and concerts as well as sports. Many small and medium-sized businesses, in the culinary field, have gone out of business, due to a decline in purchasing power in the community. This study aims to find out the advantages of the soodu.id application for business entrepreneurs, find out how culinary business entrepreneurs promote their products on the soodu.id application, know the marketing strategy of culinary business entrepreneurs through the Soodu.id application, then find out the obstacles faced by culinary business entrepreneurs through the Soodu application. id and find out solutions for culinary business entrepreneurs through the Soodu.id application so that business is maintained. The method used in this research is descriptive qualitative using interview techniques, literature review, observation and documentation. The implication of this research is that by referring to the results of this study, Kedai Pisang Salai Mak Usu should implement a strategic planning system that maximize the use of technology systems in business, even though the current strategy seems to be sufficient. This is done so that the business that is being carried out remains standing and does not disappear like other businesses.

Keywords: Soodu.id, Merchants, Pandemic, Covid-19, Online Sales