

Impact of WFH on Marketing Anomalies, Social, And Economic During the Covid-19 Pandemic

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ABSTRACT : This research is a descriptive qualitative research and takes the object in Surabaya. Data were collected from theoretical and empirical literature, as well as in-depth interviews with informants, then data analysis was carried out. The results of the analysis show that the cause of the economic anomaly, namely the low purchasing power of the people, causes a decline in production in the real sector. The cause of the marketing anomaly is that some companies do not want to provide products according to consumer needs, out of business, on the other hand, companies that are good at taking advantage of this pandemic have turned to consumer products so they can make a profit. People are forced to be technology literate to be able to take part in online marketing. The causes of social anomalies include: the impact of the PSBB is that employees are laid off either temporarily or permanently. At the time of being laid off, there were companies that gave full salaries, some gave salaries with certain deductions, some were not paid at all. One side of the employee wants to get a salary when he comes to work, the other side threatens his health because of the Corona

KEYWORDS: *WFH impact, marketing anomaly, social, economic*

I. INTRODUCTION

At the time the corona virus spread to various countries in the world, Indonesia was no exception. Several governments of these countries have adopted a policy of implementing a lockdown to avoid large crowds of people and it is hoped that there will be a decrease in transmission. In Indonesia, the handling of the Covid-19 outbreak was carried out by the Expert Team of the Task Force for the Acceleration of Handling Covid-19, by implementing a large-scale social restriction policy. The government took a strict PSBB policy in an effort to prevent the spread of the Covid-19 pandemic, the implementation of the PSBB led to the implementation of Work From Home (WFH). Restrictions on activities that lead to WFH that have been carried out have stopped community economic activities and hampered production activities and hampered marketing, namely transportation in terms of product distribution to consumers. Economic activity is restricted to both domestic and export, this results in a decline in economic performance which is indicated by slowing economic growth or even a weakening (contraction) of the economy. (Anas Iswanto et al, 2020). In addition to the transportation sector, the COVID-19 pandemic also had a significant impact on the Manufacturing Industry, amounting to 19.87% of the National Economy. The growth of the Manufacturing Industry in the second quarter of 2020 decreased drastically by 6.19%, although there were Manufacturing Industries that experienced positive growth in the second quarter of 2020, including the Pharmaceutical and Traditional Medicine Industry, Basic Metal Industry, Paper Industry and Food and Drug Industry. Drink. (Report on the Study Results of the Economic Research Division, 2021): portrait of the Indonesian economy in the midst of the Covid-19 pandemic: a collection of studies for Indonesia's economic recovery, PT SMI 2021. What are the causes of Marketing, social and economic anomalies during the Pandemic Covid-19?

II. THEORITICAL STUDY

Parwitaningsih (2019) there are four points of view that can be used to explain how deviant behavior is. The four points of view include 1. Structural point of view. According to Emile Durkheim, an Anomie situation is a situation that refers to a lack of norms and direction because of the inconsistency between cultural expectations and social reality. When these social changes occur, people do not feel confident in carrying out the old values and norms. (Dasar, 2010). The second point of view is the perspective of cultural transmission. The view of this theory which is called the theory of deviant behavior can occur because the process of transmitting deviant culture directly or indirectly from one individual to another. The conflict perspective is the third perspective, deviant behavior is caused by the actions of the authorities or the government or parties with high social status who impose their wishes

in the social and economic and political systems so that they tend to benefit themselves and harm other parties in this case those who are marginal groups. , this can lead to resistance to the last perspective, namely the fourth, the labeling perspective, according to Smelser, deviant behavior occurs because society is given a stamp or stigma on individuals.

Social anomalies and irrational tendencies from a structural perspective can be said that the social changes that have occurred since the Reformation Order are not directly proportional to the readiness of the government and society in anticipating various social changes. This causes the occurrence of culture shock or known as. To overcome social anomalies and their tendencies, the central government, regional governments, related institutions and the community must work together.

From the psychological aspect, early prevention efforts are needed, social anomalies by involving psychologists to provide guidance to the community.

From the sociological aspect, preventive actions are needed in the community, among others, can be done in community learning forums, social gathering meetings, PKK meetings by holding simple studies for the community. In this case, the meeting is not held once but in certain monthly periods and is presented in a simple, non-formal and attractive way. If the above synergistic efforts are carried out together, both from the central government and regional governments to elements of society, then at least the various symptoms of social anomalies and irrational tendencies can be prevented to a minimum. Social change and all its impacts, both positive and negative, cannot be prevented by any force, but at least by anticipating the forces of social change, various forms of social anomalies and irrational tendencies can be suppressed and do not damage the social structure of society. All kinds of anomalies

1. Data anomalies: ie data that deviates from what is not expected and arises from certain processes.
2. Water anomaly: namely the irregularity of water in the process of shrinking and expanding,
3. Market anomaly: a phenomenon in the market where there are things that are not supposed to or there is a situation that deviates from the efficient market hypothesis. Some examples of market anomalies Firm Anomalies (Corporate Anomalies) Seasonal Anomalies (Seasonal Anomalies) Event Anomalies (Event Anomalies or Occurrences) Accounting Anomalies (Accounting Anomalies)
4. Weather Anomaly: is a condition of irregular weather that deviates from its normal state on average.
5. Anomalies in medicine: Insertion anomaly is an error that occurs as a result of an operation to insert a record in a relation.

Impact of WFH on Economic Anomalies

Researchers argue that COVID-19 has a negative impact on the real sector through reduced national production due to PSBB. When the PSBB was implemented where business activities were limited it resulted in a decrease in the income of business people and workers. If the income of workers has decreased, it will automatically reduce public consumption in the real sector. This impact is felt especially in the tourism service sector and its derivatives which include the hotel business, transportation, and restaurants. As a result of the Government's policy, namely large-scale social restrictions or PSBB abbreviations, the implementation of which includes workers working from home, and students also learning from home which is useful for reducing crowds and physical distance is used to suppress the rate of transmission of Covid-19. In general, employees are against the PSBB policy. The government implements the PSBB policy and encourages workers to continue producing from home with the aim of keeping the economy alive.

Suntoro, R., & Widoro, H. (2020) In the midst of the COVID-19 pandemic that continues to grow, the question arises how to keep the business running, how marketing continues to increase its market share with various marketing strategies that can still dominate the market, control the market in the midst of pressure. the economy is on a downward trend. This PSBB policy limits the space for everyone, including the space for business, because there are many workers in the company. With these restrictions, almost no industry is not affected, although there are some industries that can survive, for example agricultural, livestock and plantation products. In a situation like this, there are still industrial sectors that dominate market share, including industries engaged in the information technology and telecommunication sectors, health, food industry, retail and shipping services.

Economic conditions at the time of this pandemic forced business people from micro businesses to corporate companies to all develop various creative ideas to continuously develop their business strategies so that under these circumstances they can still dominate the market share.

The challenge that must be faced by business people during this pandemic is the transition to the network, because of the work from home policy, all purchase transactions are carried out from home. Managers are required to provide motivation and encouragement to every employee so that they can perform online optimally. The challenge at the beginning was how management continued to build effective communication while at the same time motivating all employees related to the pandemic condition to always maintain health conditions and still be able to work. Creative and innovative ideas are built so that the product is still liked by consumers. Producing during a pandemic is always associated with the safety and health of consumers.

The Impact of WFH on Marketing Anomalies

The period of the corona outbreak that brought about the impact of justice can be seen from the victims of the corona virus regardless of ethnicity, religion, race, and between groups. Whether rich or poor, smart or stupid, all of them can be exposed to corona. So fair marketing can be applied through social media based on justice to serve all segments of society without. All ages can be infected with the virus, but those who are able to survive the corona virus outbreak are those who are faithful to stay at home, faithfully wash their hands with soap, faithfully keep their distance, and are loyal not to crowd. So loyalty marketing during the corona period is marketing products and services with a focus on loyal consumers. The marketing strategy applied is targeting loyal customers, loyal customers, namely customers who order from their homes because they work from home. Among other things, by transferring the marketing function of products or services that are now a market trend, such as switching to marketing medical devices, there are also other products that switch to online sales.

Faith marketing is a product development strategy that instills consumer confidence in the product or service being marketed. Among other things, by delivering products that consumers like, on time, and without customer complaints. During a pandemic, the more appropriate target is families, work from Home targeting the family market is the most effective.

Mahzi Abuzar Farankhan, wrote about brand anomalies in marketing products in the midst of the COVID-19 outbreak, namely electronic products. Shopping services can be done from home, namely through online sales. Business people, both micro, small, and medium enterprises and even corporations can turn to products that are widely consumed by the public during a pandemic, including masks and hand sanitizers by utilizing online networks.

Impact of WFH on Social Anomaly

Many workers in Indonesia work in companies in the production sector for a daily wage. When the PSBB policy was implemented, the company's workers were given a leave of absence, some were temporarily laid off, some were even on permanent leave. This has implications for employee incomes to decrease or even not exist at all which in the end will have implications in addition to economic and social, schools are also conducted online from their respective homes to reduce virus transmission. Parents finally concurrently become teachers at home social problems arise.

III. RESEARCH METHODS

This research took place in Surabaya. This research is a descriptive qualitative research using literature studies and interviewing informants. The method of data collection was carried out by taking data from both theoretical and empirical literature, by reading, recording, and processing, as well as interviews with informants. After the data is obtained, then data processing and in-depth analysis are carried out to obtain a result.

IV. RESEARCH RESULTS AND DISCUSSION

The implementation of a large-scale social restriction policy has had a major impact on the business world. We can see this from the increase in online sales in Indonesia during the pandemic. Internet penetration cannot be delayed anymore because it is a basic need of society. Society or consumers must be aware of technology to face advances in information technology. Work from home as a result of implementing a large-scale social restriction policy encourages consumers to be technology literate, buying and selling transactions online to reduce contact with other people, to reduce crowds. Online businesses are growing very well during the pandemic, as are sales at market places such as Shopee, open stalls, and so on. selling products through market places such as Bukalapak, Tokopedia or other online stores. Companies are competing to meet consumer desires, including providing the best service for consumers. Various discounts are offered starting from price discounts, providing other incentives to consumers.

The results of interviews with informants regarding the impact of WFH on economic anomalies, the economy became sluggish which resulted in many companies operating at 50% and even closing. There are many WFH employees, there are many salary cuts and they don't even get a salary during WFH, eventually causing people's purchasing power to be low, and money is hard to come by.

The WFH policy is a series of PSBB implementations, many businesses that operate online, including the education business, have now made learning services from home. Where students are given access to study from home through applications that make it easier for students to learn. Among others, through zoom, Google meet, e-learning methods, and other online applications to make it easier for students and schools to carry out teaching and learning programs. Business training, at this time also inevitably adjusts to the needs of its consumers. Marketers in a company must be creative and innovative to be able to expand market share in the pandemic era, so that the company can still achieve optimum sales. This is done to achieve the expected target and ensure the availability, convenience and smooth distribution of distribution channels. Online marketing is very widespread, with online marketing companies can survive and even reap large profits.

The results of interviews with informants regarding the impact of WFH on marketing anomalies: many companies go out of business because they don't want to switch to products that consumers are interested in, digital marketing has become mandatory if you want to make a profit. The implementation of PSBB has an impact on all organizational lines, both government and private, the real impact of PSBB is regulating the number of employees who come to work and on the other hand the rest work from home (work from home). Even some companies were forced to lay off employees or employees. There are employees who are temporarily laid off while other employees are being laid off permanently. There are those who get half a salary, some are full, but there are employees who do not get a salary at all while being laid off. This condition causes high levels of unemployment and eventually the crime rate increases which affects social life. Many companies have difficulty getting raw materials because the raw materials are imported by countries that are also affected by the pandemic so that companies cannot operate and employees are laid off. The decrease in employee income will reduce their purchasing power, this will affect the national economy.

The results of interviews with informants regarding social anomalies: this pandemic will not only have an impact on the economy but also on social life. The existence of a large-scale social restriction policy causes consumers to be reluctant to visit shopping centers, besides they are also afraid of contracting the Corona virus, as a result, shopping centers become deserted and many traders close their outlets because of losses.

IV. CONCLUSION

The influence of the Covid-19 outbreak on marketing, social and economic conditions in Indonesia cannot be separated from the news delivered by the media which has always been a topic that has been eagerly awaited by the public. The cause of the economic anomaly, namely the low purchasing power of the people, causes a decrease in production in the real sector, so that national production due to the PSBB will in turn decrease as well, this weakens the national economy.

The cause of the marketing anomaly is that several companies that do not want to provide products according to consumer needs have gone out of business, on the other hand, companies that are good at taking advantage of this pandemic have turned to products for consumer needs so that they can reap big profits. People are forced to be technology literate to be able to take part in online marketing.

The causes of social anomalies include: the impact of the PSBB is that employees are laid off either temporarily or permanently. At the time of being laid off, there were companies that gave full salaries, some gave salaries with a certain amount of deductions, some were not paid at all. On the one hand, employees want to get a salary when they come to work, on the other hand they threaten their health because of the Corona virus. Anxiety is inevitable for employees or employees.

V. SUGGESTION

Based on the conclusions above, the advice given to the company is that business changes very quickly, so the company must have creative and innovative personnel, so that if there are obstacles in the future, they can be resolved immediately. Employees in this digital era must have multi-talented abilities, so they are always creative and innovative.

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