

Digital Branding and Online Marketing Communication Strategy Optimization: A Case Study of A Small Hits Beverage Business

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Abstract

Massive and global changes related to the Covid 19 pandemic have forced the industry to divert some of its activities through online media. The conventional activities of the business must be transferred online, including branding and marketing. Digital branding and online marketing must be optimized to make a business survive and grow. This research aims to be able to answer this online revolution phenomenon by implementing the right business strategy for small businesses. This research focuses on case study analysis on online marketing strategies and digital branding applied by the contemporary beverage business with the Qju brand. This study concludes that the communication strategy on online media carried out by Qju includes four things: product information, services, purchases, and advertising. The communication strategy has been proven to be effective with increased sales and favorable customer growth rates. The redundancy, informative, persuasive, and educational communication methods implemented have proven to invite positive responses from target consumers. Digital branding carried out by Qju through online media can be successful with increased customer growth rate, customer satisfaction index, and customer retention rate. This study's results are significant and can be used as recommendations for other small businesses to maximize their marketing strategy through online media and use the right communication methods to increase the digital branding of their business products.

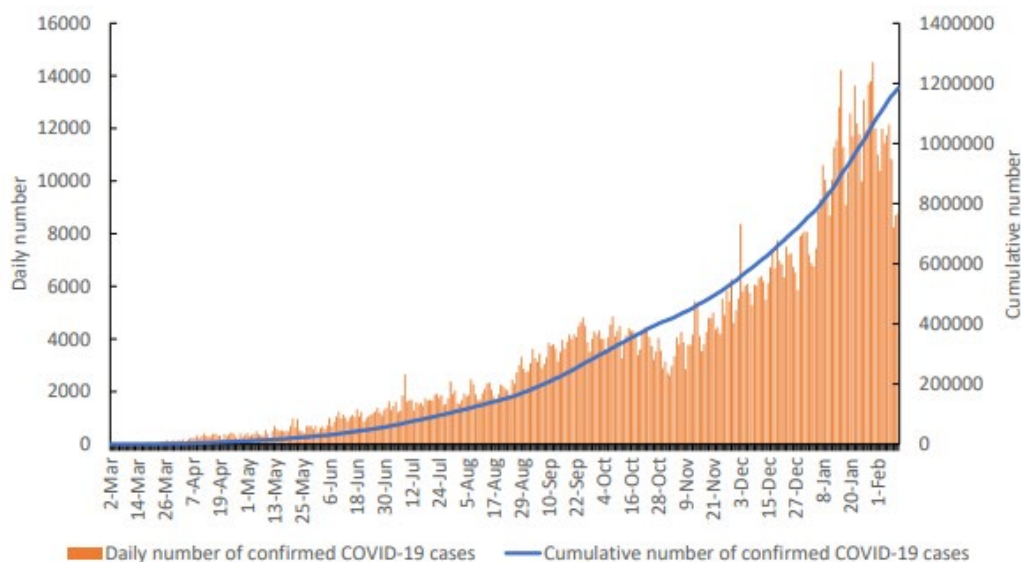
Keywords

Digital Branding, Entrepreneurship, Online Marketing, Small Business, Covid 19

1. Introduction

Massive and global changes related to the Covid 19 pandemic have forced the industry to divert some of its activities through online media. The conventional activities of the business must be transferred online, including branding and marketing. Digital branding and online marketing must be optimized to make a business survive and grow (Liguori & Pittz, 2020; Papadopoulos et al., 2020). There are so many challenges in making the small business survive, especially for those who sell the complimentary stuff. People prefer to buy their basic needs kinds of stuff than complimentary ones. This customer behavior is very logical during the situation. Until this paper writes down, the uncertain situation is still going on.

The pandemic situation starts to well handle in a developed country. The situation is different in Indonesia. The infected rate hangs on high from time to time—the data report by WHO shows the increasing number of infected in Indonesia (source <https://covid19.go.id/>).



The pandemic situation that facing by Indonesian people is polemic for small businesses. The impact of a pandemic is a challenging situation. All activity suddenly force to be online, during the resource of small business not ready yet. Some business could survive, while other death or sleep to death.

One of the small businesses in Indonesia, namely Q-Ju, is trying to survive during this situation. Qju is a small dessert business, basis in west Jawa. This business is own by a young entrepreneur Marsha and Agatha. Like other businesses, Qju has to change all the old strategies to survive. To exploring any possibility to survive, Qju start to focus on the online platform. This research wants to explore and analyses the online strategy of Qju on their performance during this pandemic. This research is significant because the result could be some alternatives for small businesses in Indonesia or other countries to implement in their business.

1.1 Objectives

This research specifically answers some of these questions:

1. How effective is the communication method increasing buying intention?
2. How effective are online social media strategies for increasing sales performance and business growth?

2. Literature Review

2.1. The Impact of the Covid-19 Pandemic

Corona Virus was identified for the first time in December 2019 in Wuhan, China. The pandemic spread out quickly. This pandemic's impact influences many life aspects, such as political, economic, social, cultural, and humanity (Grant & Perren, 2002; Paul & Chowdhury, 2020). The pandemic force people to keep the distance from other. The government made a lockdown policy to hold down the pandemic impact. In Indonesia, Government takes a social distancing policy. This policy has a significant impact on business. Many businesses have to limit their operational times. This condition hard to handle for the food and beverage business (Chowdhury et al., 2020), especially with the dine-in concept.

People have much consideration to choose some food product in the pandemic situation(Kalogiannidis, 2020). People are more concerned about hygiene (Bagas, 2020; Prambadi, 2020; Prasetyo, 2020). the delivery food services trend rises in this pandemic(Prakoso, 2020). People prefer to buy some basic primary food than beverages or snacks. This situation's impact is not easy for small beverage businesses (Chowdhury et al., 2020; Prakoso, 2020). This business has to concern more to build the right strategy to survive this pandemic. The most potential that could be maximized to survive is digital media. The digital media that seem to be potential to explore more is social media (Hajli, 2014; Kohli et al., 2018; Opreana & Vinerean, 2015).

2.2. Digital Marketing and Branding strategy

Marketing through digital already uses for a long time—digital marketing was first used in the 1990s. When the pandemic rises, digital marketing becomes primadonna. A digital platform such as social media and other internet platforms has the potential to explore more (Hajli, 2014; Kohli et al., 2018; Opreana & Vinerean, 2015). All the promotion and selling activities have to move to digital to survive. Digital marketing means that the business involving technology, such as applying digital technologies, to help their marketing activities improve customer knowledge(Bala & Verma, 2018).

Before the pandemic, in order to reach success, many businesses merge both online and traditional methods (Parsons, Zeisser, Waitman 1996). The new business strategy has to imply maximizing the food and beverage business(Chowdhury et al., 2020). One of the strategies that could be implemented through the digital is branding strategy. Branding has five components (Healey, 2008). Branding consists of positioning, Story, Design, Price, and Relationship with the customer. Positioning means a process to define the content and place of the brand in the customer's mind. The story means creating a credible, attractive story related to the product based on customer interested. Design refers to a component of function, ergonomic, easy to use of the product. Price means that the branding process shows the high qualification of the product that is different from the unbranded product. The least is the relationship with the customer. Relationships have to maintain well, digital or online. In the online platform, customers have the power to destroy brand reputation through the bad review.

2.3. Online Marketing Communication

Marketing and communication today is changing due to digitalization and rapidly evolving technology. Traditional marketing channels are changing their form to digital gradually and advertisers are using more online tools and channels (Kibuchi, 2016). Online marketing communication is an interaction between a company or brand and its customers using digital channels and information technology. Online marketing communication methods are used by online companies to communicate customers and create strong brand expectations. The purposes of online marketing communication are to strengthen the company's brand by informing the consumer about the features of the products. Also it provides sales by directly encouraging the product to buy the product sooner or later (Bach Jensen, 2008). It includes search engine marketing, social media, email, and many more. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser (Pawar, 2014). Advertising has been the major focus of the Internet marketing communication literature. This focus ignores many other forms of Internet marketing communication (Elliot, 2003). The contrastive elements of the integrated online marketing communication are then synthesised in a theoretical model that can be adopted by internet-active business (Gurău, 2008). Other than that, online marketing should lead internet users to certain

websites to buy or order certain products or services. So, website is the main object of online marketing (Schwarzl & Grabowska, 2015).

3. Methods

This research uses action research method. Action research refers to problem-solving methods to solve problems. In action research, both quantitative and qualitative approaches can be used (P. Sgiyono, 2016). The researcher decided to use the quantitative film method with a focus on in-depth analysis of data and situations. The researcher acts as a participant observer involving every Qju business process as the object of research. A qualitative approach is used to understand phenomena related to behavior, perceptions, motivation, actions and decisions (Oky Sugianto, 2020). Qualitative research does not formulate hypotheses but is expected to find hypotheses (Sugiyono, 2008). In qualitative research, researchers use descriptive analysis to describe all variables related to the research phenomenon. The purpose of descriptive analysis is to clarify images and perceptions in systematic writing (Ayu Sendari, 2019).

4. Data Collection

The data collected for the research is conducted through primary and secondary Sources. The data can be illustrated in the following way:

The primary data was collected from the questionnaire, and the secondary data collected from the internet and the journal dan web page. The primary data was collected by using the closed-ended questionnaire method. The questionnaire has 21 questions and is divided into three sections.

Section 1 contains the respondents' profile and about the purchase of Qju products; section 2 is a question regarding the strategy for using online media from Qju. Section 3 is a question about the communication method used by Qju. The questionnaire also has five Likert scales was used in several questions. The scale has been grouped as follows: Strongly disagree, Disagree, Neutral, Agree, Strongly agree.

Several questions are made in several choices such as Yes or No, checkboxes options, and multiple choices.

The research was conducted by distributing questionnaires online first to obtain qualitative data from the questionnaire results obtained answers from the respondents. Furthermore, the data will be processed and explained in descriptive paragraphs containing the conclusions of the answers. In supporting the needs of analyzing this research data, researchers need 50 supporting data from consumers and potential customers consisting of high school students, college students, young workers, homemakers aged 18 - 35 years, located in Bandung City.

5. Results and Discussion

5.1 Numerical Results

The result from the data collected from the questionnaire could see in the table below:

Table 1. The brand component that influences customer to buy decision on Qju product

Category		Percentage
Product information	Product information in social media	94%
	Delivery information	10%
services	During-sales service	46%
	After-sales services	24%
Buying decision	E-commerce listing	26%

Through the results of the questionnaire obtained, it can be seen in the graph above that "product information in social media" is 94% effective in influencing consumer purchasing decisions. Followed by 46% "services (during-sales service)", then "e-commerce listing" by 26%, followed by "service (after-sales service) by 24%, and" delivery information "10% effectively affects consumer purchasing decisions.

Table 2. The customer expectation on Instagram content of Qju; 's Advertising

Content	Percentage
Product varian	83.7%
Price	58.1%
Delivery services	11.6%
Promotion	79.1%
Contact information	11.6%

The graph above answers information about what content consumers expect from Instagram Ads Qju. "Product variant" with a percentage of 83.7% is the content most expected to be listed in Qju Instagram Ads. Followed by 79.1% "promotion", followed by 58.1% "proce" then 11.6% for answers to "delivery services" and "contact information".

From this first segment, it can be concluded that the communication strategy using online media used by Qju to attract buying interest has been effective. Product information gets the highest score in terms of its effectiveness. Regarding detailed product information that consumers are looking for and need when Qju does online marketing, it is information about product variants

Table 3. Communication method

category		Percentage	
Redundancy	Promo information that is informed over and over again affects making purchases	Strongly disagree	2%
		Disagree	0%
		Neutral	16%
		Agree	48%
		Strongly Agree	34%
	Consumers pay attention and remember information about Qju when it is included in posts continuously	Strongly disagree	0%
		Disagree	0%
		Neutral	50%
		Agree	38%
		Strongly Agree	12%
Informatif	The contacts listed on the Qju Instagram Story make it easier for consumers to immediately make purchases	Strongly disagree	2%
		Disagree	2%
		Neutral	20%
		Agree	50%
		Strongly Agree	26%
	Consumers need clear product specifications to make purchases	Strongly disagree	0%
		Disagree	4%
		Neutral	22%
		Agree	48%
		Strongly Agree	26%
Persuasive	An interesting caption makes consumers want to buy Qju products	Strongly disagree	2%
		Disagree	2%
		Neutral	42%
		Agree	36%
		Strongly Agree	18%
Educative	The facts, opinions, and experiences of the Qju owner that are posted on social media give more interest than other brands	Strongly disagree	0%
		Disagree	0%
		Neutral	34%
		Agree	40%
		Strongly Agree	26%

The following is the result of the second segment chart analysis in answering which Qju communication method is effective in online marketing. From the redundancy category, as many as 48% of respondents "agree" that the promo information that is shared over and over again influences purchases. But also as many as 50% of respondents feel "neutral" in paying attention and remembering the information included in the posts continuously.

About the informative category, of the 50 respondents who filled in, as many as 50% "agreed" that the contacts included on the Qju Instagram Story make it easier and help make purchases easier. The results also stated that 48% of respondents "agreed" that they needed clear product specifications to be able to buy Qju products.

Regarding the persuasive category, the results of the graph above show that 42% of respondents feel "neutral" if an attractive caption makes them want to buy Qju products.

In addition, related to the results of education category, with 40% of respondents "agree" if the facts, opinions, and experiences Qju founder uploaded on social media brand more attractive than other desserts.

From the graph above, it can be concluded that the redundancy method or repeating messages to consumers that Qju has done in online marketing media can be said to be sufficient enough to be remembered by consumers, especially promotional-related content. Other informative methods are also useful in facilitating and assisting consumers in making purchases, especially contact information and precise product specifications. The persuasive method that Qju uses on social media captions is quite effective in attracting consumer interest. Likewise, this method is also considered effective in influencing consumers to purchase Qju products with the educational method.

5.2 Graphical Results

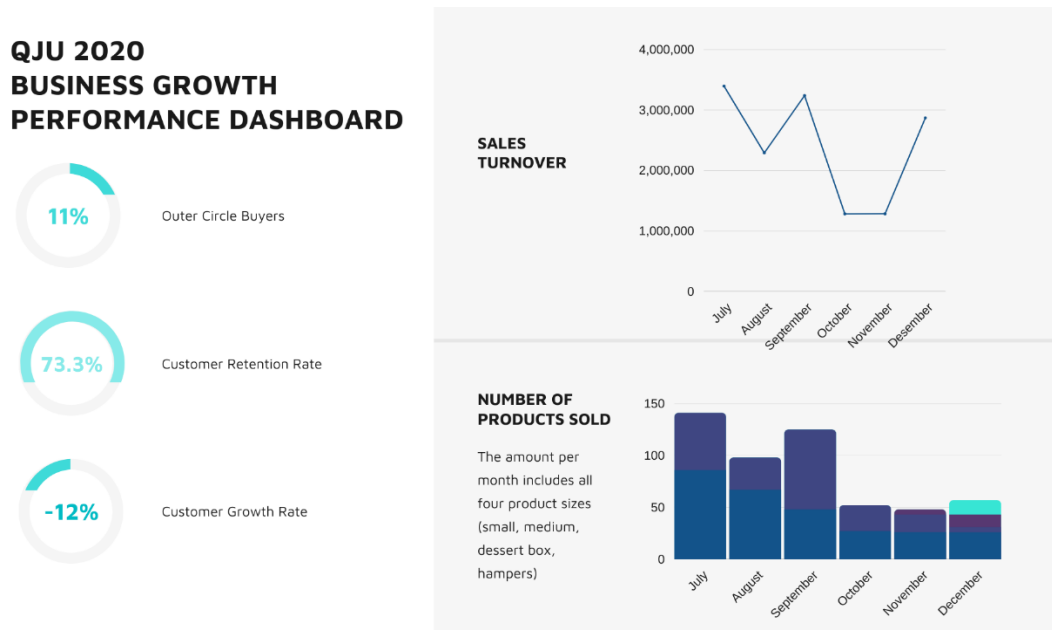


Figure 1. Qju's Business Growth Performance Dashboard

From the description of Qju's Business Growth Performance Dashboard, it can be seen that during the six months (July 2020-December 2020), the company managed to get 11% of consumers who were the outer circle. The largest percentage of outer circles is in October, with a percentage of 21%. This can happen because there are some outer circle consumers who buy Qju products through e-commerce such as Shopee and Instagram. Outer circle decline occurred in August, September and November due to a lack of promotion so that the target market was less widely reached.

Qju has an average customer retention rate of 73.3%. These results show a very good value in maintaining Qju's old customers and prove that the marketing and customer relationship management that has been done so far is quite successful.

Related to Customer Growth Rate, Qju gets a percentage of -12% as the growth rate of new customers or the acceleration of Qju in acquiring new customers. During the six months of Qju business activity, in August, October and November, the consumer growth rate fell by -32%, -17%, and -38%. And has increased in September and December with a value of 17% and 28%

The number of products sold in these six months has increased in September and December. Likewise, the number of products sold affects the sales turnover in a specific month. The second highest chart was also in September. With sales of 48 small and 77 medium sizes. This increase was due to Qju implementing communication strategies such as procuring a 50% discount for every second purchase on the first week of pre-orders. Not only that, but giveaway collaborations with several culinary brands also caused this increase. Besides, an increase in turnover also occurred in December. This month, the founders took advantage of Christmas with a marketing strategy to issue special edition hampers with an early bird promo.

The decline in sales rates, such as in August, October, and November, was due to a lack of marketing programs such as giveaways, discounts, etc. The founder also does not consistently upload content as he has done in other months, especially in November. The result has proof the affect buyers' interest and consumer awareness of Qju's business existence

5.3 Proposed Improvements

Seeing the results of product information getting the highest percentage in influencing consumer buying interest, companies can focus more on including information about products in this marketing communication. The photo uploads could be complete with description specifications such as price, product characteristics, product variant availability, pre-order date, and so on. Also, companies can focus on services. This service is divided into two; the first is service during sales or during-sales service. Friendly, nimble service and helping consumers while making purchases are factors that influence the desire to buy from consumers. The second service is a technical post-sales service or after-sales service. The service itself has an intangible element to customers, so that customer complaints or input will provide information about the level of satisfaction and product quality. Consumer satisfaction with Qju products can be seen from the reviews they provide or upload on social media accounts. The goal is those prospective consumers who visit Qju accounts can see and be influenced to buy Qju products after seeing these reviews.

The companies need to include products in specific e-commerce or platforms to make customers more comfortable to find out. , making it easier for sellers to obtain consumer data, expand the target market, and increase the credibility of potential consumers' perceptions, especially the outer circle, to believe in the business's existence. Entering products into e-commerce can also provide instant information about shipping costs and the delivery process's length. Consumers can also track the delivery process online or through certain courier websites.

In the advertising or advertising section, companies must determine the proportion of ad content that matches the target market. This program can be in the form of a giveaway, discount, collaboration, and others. With this program, it will increase consumer loyalty and influence consumer buying interest.

Besides, here are some communication methods that are effective and applicable for Qju business. Use redundancy methods or repeat messages to consumers to remember the information, especially promotional-related content. Informative methods such as contact information, pre-order dates, product specifications, and clear promo terms help consumers get information for purchasing decisions. Persuasive methods can be applied to writing interesting captions or uploading eye-catching posts. Educational methods that can be applied to attract buying interest include the founder giving an opinion on the right time to eat dessert to prevent the body from fattening, and so on.

5.4 Validation

In conducting the research validity test, according to qualitative research, the authors use triangulation techniques. According to Sutopo, 2006, triangulation is the most common way to increase data validity in qualitative research (Sutopo, 2006). Norman K. Denkin, quoted by Mudjia Rahardjo (2010), defines triangulation as a combination of methods used to study interrelated phenomena and different points of view. Researchers use this type of triangulation of data sources. Researchers have to dig up the truth of information through methods and sources of data collection through questionnaires and other data such as sales data. In this way, it will produce data that will provide different insights regarding the phenomenon under study.

According to the analysis of business performance dashboard data and questionnaire results, on average, the use of communication strategies and communication methods in online marketing by Qju has been effective. Sales from July to December 2020, the graph goes up and down. The highest sales chart was in July with 86 small and 55 medium-sized products sold. This increase was due to customer reviews on their social media accounts regarding new products with strawberry and blueberry variants that were launched in June 2020. The results of reviews or consumer satisfaction with Qju products were included in the highlight feature on Instagram so that other consumers who visited Qju accounts could see, and that is what influences the perception and desire of other customers to buy Qju products. Besides, communication strategies such as the active founders upload Instagram feed content with attractive captions also encourage consumer interest to make product purchases. The uploaded content is knowledge about the benefits of strawberries and blueberries. Other content is in the form of product photos with product specifications captions. Also, in July, the founder regularly uploads Instagram stories about pre-orders by including contact information. Instagram Stories trigger consumers to purchase products. In July, Qju also conducted an endorsement to one of the influencers who proved to be effective in increasing the number of followers of more than 200 accounts and influencing the percentage of the outer circle who made product purchases.

6. Conclusions And Suggestions

6.1 Conclusions

The Covid-19 pandemic has had many impacts, including the culinary business. Business actors must start adopting new habits. In particular, Qju needs to adapt to the circumstances in which people start buying food and drinks online and have public awareness in choosing healthy and hygienic food and drinks. Qju is also required to pay more attention to technology and online digital marketing to reach consumers online. At the beginning of the pandemic, Qju began to activate social media for social interaction, such as promoting and delivering information through Instagram stories and feeds. Which was before the Covid-19 pandemic, all of this was mostly done by mouth to mouth. Various kinds of promotions and online marketing programs have also become more realized since this pandemic. Moreover, the results proved to be sufficient to increase the number of followers, the number of outer circle buyers, and profile visits.

Because at this time, business actors focus on online sales, Qju is researching how marketing communication strategies are carried out to attract consumer buying interest, and it can be concluded that:

1. The strategy for using online media by Qju includes information on products, services, purchases, and advertising in a digital format. The four strategies have been analyzed proven to be effective in influencing consumer buying interest. So far, product information is the most effective strategy for using online media of the three other strategies.
2. The communication methods used by Qju in attracting consumer buying interest are redundancy, informative, persuasive, and educational methods. The four methods used are proven to be successful in inviting positive responses from potential customers.

6.2 Suggestions

Suggestions that can be given from the results of this study are to maximize online media with strategies and communication methods that are appropriate and effective in the target market. Seeing the results of product information getting the highest percentage in helping to influence consumer buying interest, companies can focus more on including information about products in this marketing communication. This can be in the form of photo uploads with description specifications such as price, product characteristics, product variant availability, pre-order date, and so on.

Companies can also focus more on service. This service is divided into two, the first is service during sales or during-sales service. Friendly, nimble service and helping consumers while making purchases is one of the things that influences the desire to buy from consumers. The second service is a technical post-sales service or after-sales service.

For buying decision, it is important for companies to also cooperate with certain e-commerce or platforms. In addition to making it easier for customers, making it easier for sellers to obtain consumer data, expanding the target market.

For the advertising or advertising section, companies must be able to determine the proportion of ad content that matches the target market. This program can be in the form of giveaway, discount, collaboration, and others. These programs will increase consumer loyalty and influence consumer buying interest.

In addition, here are some communication methods that are effective and applicable for Qju business. Use redundancy methods or repeat messages to consumers so that consumers can remember the information, especially promotional-related content. Informative methods such as contact information, pre-order dates, product specifications, and clear promo terms help consumers get information for purchasing decisions. Persuasive methods can be applied to writing interesting captions or uploading eye-catching posts. Educational methods that can be applied to attract buying interest, for example, the founder gives an opinion on the right time to eat dessert to prevent the body from fattening, and so on.

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