

ALTERNATIVE MARKETING STRATEGIES OF TRADITIONAL DRUG IN FACING THE NEW NORMAL ERA AS THE IMPACT OF COVID 19

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Abstract. The purpose of this research is to find out alternative marketing strategies for traditional medicine in the face of the new normal era as the impact of the second covid 19 to find out the best alternative strategy that can be used for traditional medicine in facing the new normal era as the impact of covid 19. This type of research is qualitative with tools The analysis used is a SWOT analysis. The results of the study indicate that an alternative strategy that can be used is the SO Strategy, one of which is by conducting or increasing the marketing of herbal medicines by expanding the media. ST strategy, one of the strategies is to open outlets or branches elsewhere to avoid long queues due to the narrow business location. The WO strategy, one of the strategies is to make unique packaging to attract consumers, to provide delivery facilities. WT strategy. there needs to be training for employees so that they can make quality instant products such as instant turmeric herbs, instant ginger, instant temulawak and other herbs. The best alternative strategy is to make instant ready-to-eat traditional medicines with different variants, provide delivery facilities, make unique and attractive packaging so that consumers are more interested in traditional medicinal products. Finally, providing training to employees to be able to make quality instant products.

Keywords: marketing strategy; traditional drug; covid 19

I. INTRODUCTION

According to Chang [1] To be ahead in the global market companies need to develop products through innovative processes that can improve cost efficiency and the ability to adapt to changing market demands, facilitating access and growth in new markets. Especially in traditional markets. In order for the company to have a competitive advantage, the company must have the ability (the ability to create stable relationships with distributors, suppliers or work partners) and adequate quality resources to be able to survive in the midst of complex competition (Edelman [2]; Gimeno-Gascon [3]). According to Vergamini, Danielle [4] Competitive advantage can be achieved by increasing purchasing power, increasing employee productivity. This strategy is able to produce managed scarcity because efforts to increase employee productivity are able to maintain higher prices (Ditter and Brouard [5] using cost leadership strategies to manage economies of scale and increase economies of scale (Delordet [6]), product innovation strategies needs to be done to overcome customer saturation and to develop better products according to consumer expectations (Jarrosion [7]).

Global competition forces local and regional companies to expand their distinctive competencies to achieve competitive advantage, especially in overcoming companies with a differentiation strategy (Vergamini, Danielle [4]. Selection of the right strategy can lead companies to achieve better performance. Several research states that the company's marketing strategy affects the market and company performance through the application of

specific patterns of resource planning to achieve marketing goals in the target market. According to Al-Dawalibi, Anas [8] Many Companies face difficulties in identifying the best marketing strategy for a particular product or service, because the marketing plan involves a large number of strategies (factors) that can affect the sales revenue response.

In the midst of the corona virus outbreak, many companies have had to change their marketing strategies to survive in the midst of a pandemic. The corona virus outbreak first appeared in Indonesia in early March. After the number of positive victims increased, until June 2020, which was conducted by this survey, the number of viruses continued to increase significantly (Fatoni [9]). The PPKM policy implemented by the Indonesian government to prevent the spread of the virus affects Indonesia's economic growth. This impact caused many losses to be borne by many companies which resulted in employee layoffs, decreased sales and even the production process was stopped. This has caused many companies to be unable to survive in the midst of the pandemic that hit Indonesia. However, the Covid 19 pandemic is not a scourge that endangers people's lives if people are calm about it. If the community adheres to the health protocol. Health protocols are established with the aim that people can continue to carry out activities safely and do not endanger the safety or health of others. If the public can follow all the rules listed in the health protocol, the transmission of Covid-19 can be minimized

Therefore, a change in strategy needs to be made to survive the Covid 19 pandemic, companies must change their old strategy, because it is not in accordance with the

current situation. Changes in strategy are certainly not easy to do, because there are so many things that need to be prepared from products, promotions and distribution. Companies that are able to read opportunities will take advantage of the COVID-19 outbreak as an opportunity to create new businesses. For example, the business of herbal or traditional medicines. According to Vivi Setiawaty, the head of the Center for Biomedical Research and Development and Basic Health Technology when reading the remarks from the Head of the Research and Development Agency, Dr. Slamet in the 4th International Webinar Series which was held on Thursday 22 October 2020 "WHO has encouraged innovation worldwide for the use of traditional medicines and the development of new therapies to explore potential Covid-19 treatments." In addition, the community must also maintain health so that they are not easily infected with the covid 19 virus. One of the efforts that can be done is to consume lots of vitamin C, vitamins to increase endurance. People can take herbal or traditional medicines to maintain stamina and improve the body's immune system.

The best alternative marketing strategy needs to be done to really survive in the midst of the covid 19 pandemic. Indeed, many people need herbal or traditional medicines to improve the immune system in the body, but the use of these drugs is sometimes difficult in the blinding process. For example, turmeric contains ingredients to increase endurance, but to consume this herb, consumers experience many difficulties because the process is not instant. So the company must be able to see the obstacles experienced by its consumers, so it needs a strategy on how these herbal or traditional medicines are easy to consume, especially people like things that are instant, the product is durable, easy to obtain, especially during the "stay at home" pandemic, the company have to think about how the product can reach consumers easily.

In this new normal era, companies need to have a good and reliable marketing strategy, so that their products are not only sold in the market, but also able to compete and survive in the existing competition. A good marketing strategy must be built on the basis of a strong business understanding in market dynamics, combined with an understanding of the needs and wants, suppliers, competitors both inside and outside, a marketing strategy needs to be applied in a growing business world, with a marketing strategy can determine the achievement of goals as well as detailing the range of business pursued by the company. Therefore, the author made a study entitled "alternative marketing strategies for traditional medicines in the face of the new normal era as the impact of covid 19"

Problem formulation (1) What are the alternative marketing strategies for traditional medicines in the face of the new normal era as a result of covid 19? (2) What is the best alternative strategy that can be used for traditional medicine in the face of the new normal era as a result of covid 19? The purpose of this study is (1) to find out the alternative marketing strategy for traditional medicine in facing the new normal era as the impact of covid 19 (2) to

find out the best alternative strategy that can be used for traditional medicine in facing the new normal era as the impact of covid 19.

According to Kotler [10] Marketing is a social and managerial process in which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. Marketing is a process of activity that is influenced by various social, cultural, political, economic and managerial factors. As a result of the influence of these various factors, each individual and group gets the need and desire to create, offer and exchange products that have commodity values. According to Kotler [10], the marketing mix is a set of marketing tools that companies use to pursue their company goals. So, it can be concluded that the marketing mix is a device consisting of product, price, promotion and distribution, in which it will determine the level of marketing success and all of it is aimed at getting the desired response from the target market. (1) Product (Product) According to Tjiptono in Christian Selang [11] The intensity of competition in the market forces companies to strive for high product adaptation in order to gain a competitive advantage over competitors, because product adaptation can expand the local market base and be improved for local preferences certain. (2) Price (Price) According to Tjiptono in Christian Selang [11] The definition of price is the amount of money (plus several products) needed to get a number of combinations of products and services. From the above definition it can be seen that the price paid by the buyer includes the services provided by the seller. (3) Place (Place) According to Tjiptono in Cristian Selang [11] Location or place often determines the success of the company, because location is closely related to the potential market of a company. In addition, location also affects strategic dimensions such as flexibility, competitive, positioning, and focus. The flexibility of a location is a measure of the extent to which a company can react to changes in the economic situation. (4) Promotion (Promotion) According to Tjiptono in Christian Selang [11] Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade, and increase the target market for the company and its products to be willing to accept, buy, and loyal to the products offered by the company concerned

The results of research conducted by Nugrogo, Riyadi [12] on marketing strategies state that marketing strategies need to be applied especially for small and medium micro enterprises in the midst of a pandemic experiencing total bottlenecks, especially for sales activities due to the absence of good planning, organization and bookkeeping. So it is necessary to have knowledge about marketing strategies as their provision in entrepreneurship, especially when experiencing business failures. Marketing strategy is not only related to promotions, but related to product, price, place and distribution. Research (Vergamini, Danielle, [4] related to marketing strategies that current producer strategies have been influenced by the interaction between structural factors, agricultural characteristics and terroir in

response to external changes. It also reveals an ongoing transformation process involving chain concentration Supply Manufacturers are promoting greater consolidation and reassembly of production through new producer networks and associations aimed at reducing fragmentation and weaknesses associated with the new general strategy.

The results of the research by Al-Dawalibi, Anas [8] show that of the four marketing mixes, product, price, place and promotion. Promotional factors, especially social networks, are important factors that need to be improved because they affect revenue and sales. While Liao, Meng-jie quality product brands have high popularity both domestically and abroad and online marketing of certain product brands has an influence on revenue and sales.

Since ancient times, traditional medicine has always been considered the most efficacious in treating various diseases, ranging from nausea, coughs to dizziness due to headaches. The Ministry of Health advises the public to use traditional medicines in the form of herbs, standardized herbal medicines, and phyto-pharmaceuticals. The use of these traditional medicines is an effort to maintain health, prevent disease, and take care of health, including during the Covid-19 pandemic. The outbreak of this virus has had a profound impact on the world economy, especially the economy in Indonesia. The government's lockdown and PSBB as an effort to prevent the Covid-19 virus have a huge impact on economic growth, many companies have to close and employees are temporarily laid off. To maintain survival, the company has implemented various strategies in order to survive the COVID-19 pandemic.

Medicinal plants that can be used for fitness or immunomodulators are turmeric (*curcuma longa*), guava, betel (*Piper Betel L.*), ginger (*Zingiber Officinale Roscoe*), Javanese tea or cat whiskers (*Orthosiphon Aristatus (Bl.) Miq.*), soursop (*Annona Muricata L.*), papaya (*Carica Papaya*), red grass or alang-alang (*Imperata Cykindrica (L.) Rausch*) and noni fruit or noni (*Morinda Citrifolia L.*). Because this traditional medicine is considered to have an effect on increasing the immune system of many people. There are many people who are interested in traditional medicine, but many people have difficulty in processing traditional medicine. because this traditional medicine is a hereditary heritage that must be maintained and preserved, there must be an effort or strategy so that people continue to consume traditional medicine in the new normal era. Due to the progress of the times, many people have started to abandon traditional medicines and switch to chemical-based drugs that are immediately ready to be consumed. In contrast to traditional medicine that must be processed first to be consumed. This is what causes people to find it difficult to consume traditional medicines.

The efficacy of traditional medicines written in the Guidelines for the Prevention of Corona Virus Disease Control (COVID-19) of the Ministry of Health, the 5th Revision in detail, are as follows (a) For body resistance: ingredients containing meniran/kencur/noni (b) For blood high: ingredients containing celery/cat's whiskers (c) For diabetes: ingredients containing cinnamon/noni and bitter

melon (d) To reduce cough complaints: ingredients containing kencur/lagundi/saga/red ginger/lemon/mint leaves (e) To reduce complaints of colds: ingredients containing black cumin/crown of the gods or meniran/ginger/mint/clove ingredients (f) To reduce complaints of sore throat: ingredients containing ginger/kencur/lime/fennel/nutmeg (g) To increase water production Mother's Milk (ASI): a concoction containing katuk/ gotu kola/ moringa/ torbangun. Because of its extraordinary properties, it is necessary to have an alternative strategy to make this traditional medicine easy to consume and not difficult in the manufacturing process. Not only that, how can the product be able to compete in the midst of the COVID-19 pandemic.

II. RESEARCH METHODS

This research was conducted from January 2021 to June 2021. The location of the research was carried out in Jamu Stromina, Lamongan Regency, which is an MSME for herbal and traditional medicines in the Lamongan Regency area which is best known by the Lamongan community. This research is qualitative. The qualitative research method is a research method based on the philosophy of positivism, used to examine the condition of natural objects, where the researcher is the key instrument [13], the sampling of data sources is carried out purposively and snowball, the data collection technique is triangulation, the data analysis is inductive or qualitative and the results research emphasizes the meaning of generalizations. (Sugiyono [14]). The population in this study are owners, employees, and customers at Jamu Stromina. While the sample in this study were 100 respondents. The analytical tool used is to use SWOT analysis. According to Kotler [10] suggests that: "SWOT analysis is an evaluation of the overall strengths, weaknesses, opportunities and threats. SWOT is used to assess the strengths and weaknesses of the resources that a business entity faces. SWOT analysis covers all factors of the internal and external marketing environment

III. RESULTS AND DISCUSSION

The results of the study using the IFAS and EFAS Matrix will be analyzed using the SWOT diagram. Results of evaluation and identification The main strength factor is the product has a good quality with a weighted score of 0.36. The second strength is shown in the variable and varied product variants sold with a weighted score of 0.33. The third strength is shown in the variable Product has no preservatives and no artificial sweeteners with a weight score of 0.27. The fourth strength is indicated by the variable price of affordable products with a weighted score of 0.27. The fifth power is the standardized recipe variable with a weighted score of 0.24. The sixth strength with raw material variables is easy to obtain with a weighted score of 0.24. The seventh strength is friendly and professional service variable with a weighted score of 0.21.

Table 1. IFAS evaluation matrix

Internal strategic factors	Weight	Rating	Score	Comment
STRENGTH :				
1. The product has good quality	0.12	3	0,36	
2. The product has no preservatives and no artificial sweeteners	0.09	3	0,27	
3. Standardization of recipes	0.08	3	0,24	
4. The product variants sold are varied and varied	0.11	3	0,33	
5. Affordable product prices	0.09	3	0,27	
6. Raw materials are easy to get	0.08	3	0,24	
7. Friendly and professional service	0.07	3	0,21	
WEAKNESS :				
1. Unattractive packaging	0.07	3	0,21	
2. Distribution channels are not maximized	0.05	3	0,15	
3. Weak promotion	0.06	3	0,18	
4. Minimum number of employees	0.07	3	0,21	
5. The location of the place of business is less spacious	0.05	3	0,15	
6. Weak product innovation	0.06	3	0,18	
Total	1.00		3,00	

The results of evaluation and identification of factors The main weakness is the packaging is less attractive with a weighted score of 0.21. The second weakness is shown in the variable of the minimum number of employees with a weighted score of 0.21. The third weakness is the weak promotion variable with a weighted score of 0.18. The fourth weakness in the product innovation variable is weak with a weighted score of 0.18. The fifth weakness in the distribution channel variable is weak with a weighted score of 0.15. The sixth weakness in the sixth in the variable location of the place of business is less extensive with a weighted score of 0.15. The total score for the internal strategy factor is 3.00. According to the criteria, the total score for internal factors is high because it is above the average of 2.50. This shows that the marketing strategy is able to take advantage of existing strengths and weaknesses.

Table 1. EFAS evaluation matrix

Internal strategic factors	Weight	Rating	Score	Comment
OPPORTUNITY :				
1. During the COVID-19 pandemic, people need herbal products to increase their immune system	0,18	4	0,72	
2. Has no side effects like chemical drugs	0,13	3	0,39	
3. Traditional herbs or herbal medicines are liked by many people	0,12	4	0,48	
4. Sophisticated technology to support the marketing process	0,10	3	0,30	
THREAT :				
1. Unstable raw material prices	0,15	3	0,45	
2. The higher the number of competitors	0,15	3	0,45	
3. Government policy	0,17	4	0,68	
Total	1.00		3,45	

The results of the evaluation and identification of the main opportunity factor is the Covid 19 pandemic period makes people need herbal products to increase endurance with a score of 0.72. The second probability factor is the variable of traditional herbal medicine or herbal medicine favored by many people with a score of 0.48. The third chance factor is that herbal medicine has no side effects with a score of 0.39. While the fourth opportunity factor is sophisticated technology to support the marketing process with a score of 0.30.

Results of evaluation and identification The main threat factor is government policy with a score of 0.68. The

second threat factor is the unstable price of raw materials with a score of 0.45. The third threat factor is the variable the higher the number of competitors with a score of 0.45. The total score for the external strategy factor is 3.45. According to the criteria, the total score for external factors is high because it is above the average of 2.50. This shows that the marketing strategy is able to take advantage of opportunities and avoid threats

The results of the SWOT matrix obtained that alternative strategies that can be applied in mbah stromina lamongan are (1) SO strategy, by conducting or increasing marketing

Table 3. SWOT matrix

IFAS	STRENGTH : 1. The product has good quality 2. The product has no preservatives and no artificial sweeteners 3. Standardization of recipes 4. The product variants sold are varied and varied 5. Affordable product prices 6. Raw materials are easy to get 7. Friendly and professional service	WEAKNESS : 1. Unattractive packaging 2. Distribution channels are not maximized 3. Weak promotion 4. Minimum number of employees 5. The location of the place of business is less spacious 6. Weak product innovation	
	OPPORTUNITY : 1. During the COVID-19 pandemic, people need herbal products to increase their immune system 2. Has no side effects like chemical drugs 3. Traditional herbs or herbal medicines are liked by many people 4. Sophisticated technology to support the marketing process	SO Strategy 1. Marketing of traditional medicine is expanded with social media 2. Making herbal medicine with different variants of herbal medicine according to consumer needs 3. Make ready-to-eat instant traditional medicine	WO Strategy 1. Create unique packaging to attract consumers 2. Increase promotion 3. Creating new innovations to increase selling value 4. Provide delivery facilities
EFAS	THREAT : 1. Unstable raw material prices 2. The higher the number of competitors 3. Government policy	ST Strategy 1. Avoid unstable raw material supplies by increasing the stock of raw material agents from other farmers 2. Opening outlets in other branches 3. Creating instant products during lockdown	WT Strategy 1. There needs to be training for employees to be able to make quality instant products

Traditional medicine is expanded with social media through FB, WA, Instagram, pamphlets, and others to increase sales. The second is making traditional medicines with different variants of medicine according to their needs. Variants of traditional medicine here can be turmeric combined with lemongrass, ginger, or other spice ingredients to produce a good taste and efficacy for health. Third, make ready-to-eat instant herbs to make it easier for consumers to consume herbs or herbal medicines. (2) ST strategy, by avoiding unstable raw material supplies by increasing the stock of raw material agents from other farmers so that raw material supplies do not experience a shortage. Second, open outlets or branches elsewhere to avoid long queues with narrow business locations. The opening of a new branch with the same quality of products sold as the one in the center of Lamongan. The third is creating instant products during the lockdown. The implementation of the PPKM policy makes people have to stay at home and prohibit drinking on the spot. Making this instant herbal medicine will make it easier for people to get herbal medicine (3) WO strategy, making unique packaging to attract consumers, increasing promotions, creating new innovations to increase selling value, providing delivery facilities, the

implementation of PPKM policies has a major impact on traders in a number of regions so as to make it easier for consumers to get products and the production process continues to provide delivery need to be held. (4) WT Strategy. there needs to be training for employees so that they can make quality instant products such as instant turmeric herbs, instant ginger, instant temulawak and other herbs.

Table 4. Marketing Strategy Scores and Priorities

No	Alternative strategi	Score	Priority ranking
1	Making instant traditional medicine Ready to serve with different variants	0,398	1
2	Provide delivery facilities	0,222	2
3	Create unique and attractive packaging	0,201	3
4	Create unique and attractive packaging	0,199	4

Based on the results of the analysis, the main priorities that need to be carried out by Mbah Stromina Lamongan are making instant ready-to-serve traditional medicines with different variants, providing delivery facilities (PPKM policy) in accordance with current community needs, making unique and attractive packaging so that consumers are more interested in herbal products. . Finally, providing training to employees to be able to make quality instant products.

IV. CONCLUSION

Alternative marketing strategies for traditional medicines in the face of the new normal era as the impact of covid 19 is the SO Strategy, by conducting or increasing the marketing of traditional medicines expanded with the media, making herbal medicines with different herbal variants as needed, making ready-to-eat traditional medicines to make it easier consumers in consuming herbs or herbal medicines. ST strategy, by avoiding unstable raw material supplies by adding stock of raw material agents from other farmers so that raw material supplies do not experience shortages, opening outlets or branches elsewhere to avoid long queues with narrow business locations, creating instant products during the lockdown. WO strategy, Creating unique packaging to attract consumers, Increasing promotions, Creating new innovations to increase selling value, Providing delivery facilities. WT strategy. there needs to be training for employees so that they can make quality instant products such as instant turmeric herbs, instant ginger, instant temulawak and other herbs. The best alternative strategy that can be used for traditional medicine in facing the new normal era as a result of covid 19 is to make ready-to-eat instant herbal medicine with different variants, provide delivery facilities (PPKM policy) according to the needs of today's society, create unique and attractive packaging so that consumers are more interested in herbal products. Finally, providing training to employees to be able to make quality instant products.

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