

Disruption of the covid-19 pandemic in micro business marketing communication: A case study on Fransis Pizza & Dimsum Shumpit

Revta Fariszy¹, Virginia Ayu Sagita²

¹ Department of Communication, Universitas Pembangunan Nasional Veterans
Yogyakarta

Jl. Babarsari 2 Yogyakarta 55281(Unit II Campus) | Tel. +62 274 486733

Corresponding auhor, email: revtafariszy@upnyk.ac.id, virginia@upnyk.ac.id

Article History:

Received : 08/08/2022

Revised : 09/08/2022

Accepted : 11/08/2022

Published : 13/08/2022

Abstract

The COVID-19 pandemic significantly impacted economic sectors and incredibly individual jobs. In order to survive, those people have to think of another way to get income, business is one of them. Microbusiness is a quick solution, but the lack of marketing skills and business experience is the first challenge they have to go through. New entrepreneurs usually run a micro-business with limitations and planning without being based on marketing rules. This study aims to determine the marketing communication strategy of micro-businesses during the Covid-19 pandemic in starting a business for survival with the approach of *Entrepreneurial Marketing* (EM). The method used in this research is a case study with a marketing communication approach. Informant retrieval in this study uses *purposive sampling*. This research shows that different micro-business marketing approaches started during the pandemic intersecting with entrepreneurial concepts and leisure-time businesses.

Keywords: marketing communication, micro business, entrepreneurial marketing, covid-19

Introduction

The SARS-CoV 19 or COVID-19 virus has significantly impacted all aspects of society, especially the economy. COVID-19 has forced the government to restrict activities with social distancing in all aspects to break the virus transmission chain. As a result, with the decline in economic income, unemployment and laid-off workers are among the various problems that arise. Around 2 million people in Indonesia have lost

their jobs due to the COVID-19 pandemic (Sandi, 2020; Santia, 2020). Not a few people ended up looking for other sources of income outside of their jobs before the pandemic.

One of the efforts to survive for people who are economically affected by the COVID-19 pandemic is to open a new business. Business during a pandemic is one of the potential incomes given the emergence of new needs and habits during a pandemic. Of course, one accessible business is providing products such as masks, antiseptics, face shields, medicines, and vitamins which the urgency increases during the pandemic. In addition, business is also urged to meet the needs of new habits that support social distancing and restrictions. Food delivery services and activities to support hobbies at home have also increased during the pandemic (Eloksari, 2020; Widiyarti, 2021). Several communities used this opportunity to open a food business to meet this increasing need.

Starting a business requires careful calculations, especially in marketing products or services. Specific skills such as communication are usually a requirement in marketing. However, not many micro-enterprises have mastered the science of communication or marketing, and the efforts are usually carried out creatively. This concept is known as Effectual Marketing Planning (EMP) (Whalen & Holloway, 2012). EMP is described as a flexible marketing effort adaptable to business actors' abilities. EMP is suitable for businesses that start during a crisis or in a situation of uncertainty (Whalen & Holloway, 2012). Micro business actors will automatically implement EMP-based marketing.

In practice, EMP needs to balance the product/service with the market. One of those who succeeded in implementing EMP during the pandemic was Fransis Pizza. Even though it is located far from the city and only open two days a week, Fransis Pizza able to develop its small business from just a delivery order to a simple restaurant at home and not a few consumers come from outside the city. Interestingly, Fransis Pizza built his stove and made the basic ingredients for his products. To buy a Fransis pizza, you must place an order before noon if you want to take a bite.

Similar to Fransis Pizza, Dimsum Shumpit is one of the micro-enterprises that thrives during the pandemic. The business built at the beginning of this pandemic slowly began to be known and liked. Although there is no shop for dine-in customers until now, Dimsum Shumpit is ready to deliver orders to all areas of Yogyakarta at no cost. Similar

to Fransis Pizza, Dimsum Shumpit only delivers orders twice a week, and the orders are never empty.

The career of Fransis Pizza and Dimsum Shumpit able to be said to have developed and succeeded in this pandemic era and able to be used as a reference on how to develop micro-enterprises during a pandemic. It will be interesting to know how Fransis Pizza and Dimsum Shumpit carry out marketing communications, considering that this business is a new micro-enterprise during the pandemic and does not have a significant marketing budget.

Method

The method used in this study uses the **case study** method to explain the detail of handling businesses in the disruption of the Covid-19 pandemic. Informants were taken in this study using *purposive sampling*. *Purposive sampling* is taking informants according to the criteria that the researcher has determined. The subjects in this study are parties directly related to the criteria for the problems taken in the study. This study raised Fransis Pizza and Dimsum Shumpit as subjects because of the development and use of marketing communications that able to be very common. Cases are explored based on aspects that exist in the theoretical framework. The collected data will then be analyzed and presented based on the most significant points that occur to the informants. This method is considered capable of describing and revealing in detail how Fransis Pizza and Dimsum Shumpit able to run a business with a minimal budget based on the concept of Marketing Communication Strategy and *Entrepreneurial Marketing* (EM).

The data collection method follows the rules of qualitative research (Yin, 2016, pp. 129–154). This study uses two data collection techniques which are described as follows:

1. Interview

Researchers conducted interviews with the owners of Fransis Pizza and Dimsum Shumpit. In-depth interviews were conducted to determine the planning, business processes, and marketing communications carried out by Fransis Pizza and Dimsum

Shumpit. The interview data is primary to provide a map and flow of marketing communication process.

2. Observation

Researchers observed social phenomena studied from places, actors, and activities. Aside from supporting data, observations able to reveal the marketing communication activities carried out by Fransis Pizza and Dimsum Shumpit unconsciously and flow naturally. Observational data was also used as a triangulation of research data.

The data obtained will go through a process of analysis and validation. The data analysis process is carried out in five stages, namely: (1) compilation, (2) disassembling, (3) reassembling, (4) interpretation, and (5) concluding (Yin, 2016, pp. 177–181). Then the results of the analysis were validated by triangulation (Yin, 2016, pp. 81–82), which combined the data, and compared the data (Yin, 2016, p. 79).

Discussion

Developing a business that grows and develops in the pandemic era is not an easy thing to do. The limitations of the crisis in the pandemic are the inhibiting factors, the economy, social restrictions, and competition in the realm of MSMEs are some of the cases. The journey of Fransis Pizza and Dimsum Shumpit is the result of a great effort against the current pandemic. Interesting facts mapped with the concept of marketing and entrepreneurship; these businesses have a unique growth path. However, the variety of data obtained is described with marketing and entrepreneurial concepts—the conclusions drawn according to the success of the informants.

The concept of Marketing Communication in MSME Fransis Pizza and Dimsum Shumpit

Fransis Pizza was initiated by a filmmaker named Fransiscus Magastowo Laksono, or Fransis. Not many philosophies were adopted to set his nickname into his business name. The name Fransis Pizza was taken only because Fransis wanted his customers to eat the pizza made by Fransis. The business that Fransis started was triggered by the pandemic conditions, which forced him to look for additional sources of income. The 32-year-old man who works as a filmmaker and director is hampered during this

pandemic. The Large-Scale Social Restrictions (PSBB) imposed by the government at the beginning of the pandemic brought all of his film projects to a standstill and he no longer received any income from his work.

After spending his savings to make a pizza stove at his home, in October 2020, finally Fransis started selling his pizza to his friends. At the beginning of his business, he asked his friends for comments and responses to improve his pizza and menu. Along with the development of Fransis Pizza, a simple shop to serve consumers eating on the spot is also provided and slowly continues to be expanded. Consumers who initially were his friends, now he does not know most of the consumers who come. Fransis considered this a small success and began feeling a little afraid that he could not serve his customers well.

For Fransis, making his shop a place for everyone is his dream. When asked about the shop's description, Fransis' answer was quite socialist.

“A pizza place that caters to everyone without exception. Leave your pride at the door. You leave your pride or social status outside, when you enter here, we are all equal. Customers who come here are gay, lesbian, transgender kids, punk; maybe there are the richest people in Jogja.” (F. M. Laksono, personal communication, June 11, 2021)

This concept was *“inspired by Bakmi Jawa Mas Petbun, where there are people who play chess, gamble, there are thugs, there are people who are super rich, there are super religious too. (They are) united people”* (F. M. Laksono, personal communication, June 11, 2021). He earns to know the Bakmi Jawa Mas Petbun shop while making a documentary film project. The world of film where Fransis is involved provides many thoughts and concepts he pours into his pizza business.

Dian Buana Putri, who initially worked as a data analyst at a research institute in collaboration with the Ministry of Transportation, has now shifted her focus to her business, Dimsum Shumpit. After her work contract ended in December 2019, Dian no longer received calls from the research institute where she worked until the pandemic occurred. Economic pressures encourage Dian's enthusiasm to start a business. The only thing that popped into his head was his favorite food, dim sum. Starting from experimenting with recipes on the internet and encouraging her friends, Dian ventured to sell her homemade dim sum. Initially, there was only one flavor with an open *pre-*

order (PO) system once a week without a target. The increasing number of orders for Dimsum Shumpit also accompanies its current development. Selling without a target, Dian feels that the dim sum business she runs is not her primary job but is positioned as a side business, alike Fransis Pizza.

Leisure-based Business

The business developed by Fransis and Dian is part of a reflection of hobbies or activities that you enjoy. Fransis's passion for *outdoor cooking* and eating with family or friends led to his intention to build a food business. The habit of Fransis' mother, who used to make pizza at home for her family often inspired him to make pizza products. Likewise, Dian admitted that she tried to make dim sum because of her liking for the food. Concerning identity, a business able to be run with a sincere heart and without coercion.

Placing it as a side business, Fransis Pizza and Dimsum Shumpit are only open on weekends. Fransis does not want his business to make pizza to replace his job as a filmmaker, nor does Dian who is currently still trying to find a primary job. Both able to run a business without the burden of making their business their main job. Fransis, still working in the film industry, makes his business a rejuvenator. Meanwhile, Dian admitted that she actually could not cook; only her passion for dimsum made her try to go into business, "*even after selling dim sum, (Dian) still eats dimsum outside*" (D. B. Putri, personal communication, August 11, 2021). Make their business similar to a free time business which generally only distributes hobbies, passions, likes, or pleasures and only tries to sell it, not making it a substitute for the main job (Jourdain & Naulin, 2020). In the leisure business concept, a business able to be complete with the freedom of time and space as well as more informal activities. Crisis conditions such as a pandemic are one of the reasons why individuals try to make business leisure (Mainguy, 2020). Alike the business that Fransis and Dian developed, the abundance of free time and economic pressure during the pandemic strengthened their determination to develop their business seriously. This leisure business is similar a light to the economy and is a new way to survive (Horner & Swarbrooke, 2006).

Considering Dian is not a good cook, her intensity for taking a break is much higher than that of Fransis. From the start of doing business, apart from not having a specific

target, Dian still does her business according to her will. *"If I am bored, I stop, then walk again. If I force a routine, I will be lazy and not enthusiastic about doing it, (so) be prepared as perfectly as possible,"* explained by Dian in running her business. Regarding orders or sales, Dian does not have a target burden, *"(orders) PO is not set, (...) for example, if I want to make a lot, I able to (accept) 30-40 portions (orders), if not I will close (orders), just according to my mood"* (D. B. Putri, personal communication, August 11, 2021). *"Even if (in the future) it does not live up to expectations, that is okay. I do not have assets yet; there are no installments,"* said Dian. This exciting view of running a business is quite in line with the concept of a free time business which able to be an opportunity for people struggling with economic problems during a pandemic (Naulin & Jourdain, 2020). Even though it does not have a target, Dimsum Shumpit is never empty of orders.

Comparable to any leisure business in general, Fransis and Dian do not have a cooking background, skills, or a marketing business. Both have to face obscurity. For example, Dian admitted that she did not understand accounting and needed to ask a friend to help map the financing, capital, and business profits. For marketing steps, Fransis and Dian able to only rely on their logic, creativity, and abilities (Whalen & Holloway, 2012). The risk of failure and betting into a choice step.

Risk-taking steps

The reason for the establishment of Fransis Pizza is the pandemic that forced Fransis to take risks by draining his savings for a pizza stove. *"If (Fransis Pizza) fails, maybe I will go bankrupt because I do not have any more money in my savings,"* said Fransis (F. M. Laksono, personal communication, June 11, 2021). Dare to take risks does not mean gambling for something uncertain. Fransis is also brave because of his total dedication to his research, which makes him believe in his products. However, risk-taking indirectly requires careful consideration.

Opening a shop, which previously only sold online, was another risk-taking for Fransis Pizza. Because the location of Fransis Pizza which is 20 KM from the city center, makes it a threat. Ordinary consumers will be happier when they visit a strategically located place (Bhatti et al., 2015). However, Fransis still took the opportunity to open his shop, and the results were fascinating. Now consumers are competing to come to the place to

enjoy the pizza made by Fransis until they are willing to queue to wait for a place to become available.

In developing Fransis Pizza, Fransis always took risks. One example is the purchase of a table for his shop. Fransis admitted, *"That table (the consumer) in front bought credit, the down payment also used up my savings, (perhaps) if no one came (to the shop) I could not live,"* (F. M. Laksono, personal communication, June 11, 2021). The spirit of developing the business makes him not satisfied quickly and continually invests profits for business development. The credit method may also be used as a gunpoint to his head to be diligent in doing business.

In contrast to Fransis, Dian does not dare to take significant risks. *"I never even take risks, always take safe (steps),"* said Dian (personal communication, August 11, 2021). As a result, Dian tends to minimize the lousy potential that able to happen to her business compared to Fransis Pizza. Even though she does not take many risks, Dimsum Shumpit's business condition is currently stable.

Product Research and Development

The products selecting and developing by Fransis Pizza products are structured and complex for a personal business. When the product was developed, Fransis thought of making *"something easy to cook, no need for cooking skills"* (F. M. Laksono, interview, June 11, 2021). However, his experience working in a pizza shop during college and the habit of Fransis's mother, who often made pizza at home for the family, Fransis emphasized that pizza was the product he would make and market. According to him, pizza is a delicious meal, easy to make and fast, which able to benefit him in making orders faster.

After determining that "pizza" was the product he would sell, Fransis began researching about pizza. Fransis only relies on information on the internet, especially YouTube. The keyword that Fransis uses is *"quick and easy, because everyone wants it to be (served) fast"* (F. M. Laksono, personal communication, June 11, 2021).

After getting deeper into research, Fransis became obsessed with finding all information about pizza. From the history of pizza development, the types and methods of making dough, and ingredients to the structure of the pizza stove, until he was

confident when talking about pizza. From this research, Fransis became interested in Neapolitan-style pizza. He traced the formation of a recipe against the background of the available ingredients, the shape, and pattern of the dough, baking with certain stove specifications to the degree of pizza completeness. Even though he admits that his products are not purely Neapolitan style, Fransis Pizza is the first pizza shop with the first Neapolitan style in Yogyakarta and makes it have a strong positioning.

For Fransis, Neapolitan-style pizza is lovely in his eyes. Apart from the history of Neapolitan pizza, which is usually passed down from generation to generation, Neapolitan pizza is usually made by the owner of the shop, not the chef or cook. From several pizza seller videos he watched on the internet, Fransis felt that the lifestyle of pizza sellers was suitable for his life, that inspired him to start making pizza. Fransis then studied and experimented with making pizza, but he always failed. *"Finally tried (with) wood and brick, searched YouTube for the easiest way to make a wood oven"* (F. M. Laksono, personal communication, June 11, 2021). After the stove was ready, Fransis immediately started trying the methods and recipes he had found on the internet.

In addition to being based on his little experience working at a pizza parlor, Fransis admits and is not ashamed that whatever he learns about pizza is from the internet, especially YouTube. From YouTube, he learned about how and the process of making pizza. However, he could not get a picture of his sense of taste from YouTube. The justification for the taste is based on intuition alone, considering that he has never tasted the original Italian Neapolitan-style pizza. Nevertheless, with his analysis of the shape and appearance of pizza on YouTube, Fransis able to imitate it so that the pizza is similar to or by the Neapolitan style. The process of experimentation took about three months with the help of his friends. As a result, Fransis now feels that he is no longer controlled by his dough but he controls his dough (F. M. Laksono, personal communication, June 11, 2021).

The research carried out to create Fransis Pizza does not only extend to the manufacturing process; the pizza ingredients are also examined in detail. Fransis could not find the original Italian ingredients he saw on YouTube, but he could work on something similar. Various markets were visited to find similar materials, and several materials suppliers were tried. Fransis is willing to look for materials in markets far

from his home and even for suppliers as far as Boyolali (Jawa Tengah). Although it takes sacrifice to get the pizza ingredients, these ingredients are considered the most suitable for Fransis Pizza.

The most critical aspects of development are products, cooking utensils, and places to eat. From the product, Fransis did trial and error for a perfect product at the beginning. Until now, Fransis admits that he is still passionate about making his pizza even more perfect by using other more appropriate ingredients and avoiding ingredients that use preservatives (F. M. Laksono, personal communication, June 11, 2021). Another development is the menus that he able to offer by controlling his popularity so that he able to provide a menu that pleases his consumers in the future. Finally, after saving money, the development that Fransis made was to buy a mixer to make it easier for him to make pizza dough which takes quite a lot of energy.

Dian also embraced the spirit of product perfection for her products for Dimsum Shumpit. From the beginning of the recipe experiment, Dian tried to use ingredients of the right quality and the method of manufacture was traced. Even at the beginning of making dimsum, Dian spent 2 hours manually filleting and mincing the meat, until she was advised by a neighbor who sells Gudeg to buy ready-made meat at Pakem Market (D. B. Putri, personal communication, August 11, 2021). After the first experiment, Dian began to improve, such as replacing flour with mushrooms, mixing it with pumpkin and maximizing the chili oil. The basis of Dian's refinement is the advice of her friends and YouTube. Dian even memorized the names of the channels she watched. The data from these two informants concluded that the guidance of the internet, especially YouTube, in creating food products for their businesses.

In the long term, the development of Dimsum Shumpit is not set at a distant point. However, Dimsum Shumpit is not projected to be Dian's primary job. *"For the long term, I plan to have to find a definite job, later the dimsum (able to) run on weekends, I will use (this dimsum business) as additional income in the future,"* said Dian regarding the long-term plan of her business (D. B. Putri, personal communication, August 11, 2021).

The short-term plan for the development of Dimsum Shumpit is business support. (I wish) had a chiller and I could stock up on frozen dimsum, so there was no need to

(wait for) a PO system once a week. I immediately sent an order" (D. B. Putri, personal communication, August 11, 2021). Dian admits that this plan is not an urgent development, so there is no pressure.

Insignificant marketing mix

The marketing mix mapping from Kotler & Keller (2016) is less significant when you see what Fransis Pizza has complete. The 4Ps of the marketing mix, product, price, placement and promotion, only the product aspect is maximized by Fransis Pizza. Fransis traces his products in detail from research, and refinement to the product's appearance is maximized correctly. However, the other three aspects are less significantly focused.

In terms of price, pizza from Fransis is priced based on not burdening consumers. Fransis refers to pizza which in his hometown is sold at an affordable price. The cheapest Fransis pizza costs Rp. 30.000, - and the most expensive Rp. 75.000, - which is still below most pizzas' price. The location of Fransis Pizza itself is more than 10 Km from the city center, and its position is quite far from the main road considering the location is his own house. While promotions able to be considered, nothing is offered by Fransis Pizza.

Embodying the promotional aspect of Fransis Pizza, Fransis tends to choose not to do promotions similar to most businesses. Promotions through Instagram Ad social media were carried out, but Fransis felt he did not get the benefits he deserved. Therefore, integrated marketing communication as branding and advertising comes to Fransis mind. Fransis promoted the form of merchandise T-shirts, and in the future, he able to do promotions in church mass books so that they are seen as equal to other businesses (Percy, 2014). While on social media, promotions are carried out only to convey the latest information about shops and pizzas being sold. Fransis Pizza only has social media, alike Instagram and WhatsApp contacts. The contents on Fransis Pizza's Instagram account include product photos, the latest menu, information on the availability of dough slots, and the current condition of the shop, and the rest are uploaded responses from the consumers themselves. Uploads on Instagram also look unconceived and tend to be natural.

The most exciting thing about Fransis Pizza is what Fransis said when asked about promotion and media development. *"There are currently no thoughts of developing other promotional media other than Instagram,"* said Fransis (personal communication, June 11, 2021). This statement is enough to change the view of most marketing communication media where many compete to develop and beautify their business marketing media. Fransis reasoned *"because it was unthinkable, and because Instagram alone was already quite overwhelming"* (F. M. Laksono, personal communication, June 11, 2021). This statement is as if Fransis Pizza focuses on the perfection of products and services in his business and puts aside the advantages that able to be utilized through social media. However, until now, despite not implementing various things in his Instagram account, Fransis Pizza is still in demand and his followers are slowly increasing.

Dimsum Shumpit implements several more significant promotional activities. For example, Dimsum Shumpit had a bundling promotion during the fasting month, which is a bonus of one portion if you buy four portions. According to Dian, this promotion greatly impacted sales, which amounted to 50 portions at that time. Dimsum Shumpit also did bundling promotion collaborates with her colleagues by selling packages containing products from several businesses. However, the collaboration bundling was only complete once. The benefits obtained by Dimsum Shumpit during the collaboration were the addition of Instagram followers, while sales were considered less significant in the short term.

Assisted by her aunt, Dian finally joined an MSME association in her area. Her aunt also works as a businessman whose career is relatively stable. With her aunt's help, she was invited to an MSME association which is quite active in development. Some of the activities in the MSME group are assisting business development, including administration and promotion. However, Dian felt that this association had little influence on sales. Another group that Dian joined with the help of her aunt was the recitation group which was incorporated into the WhatsApp application. Unfortunately, Dimsum Shumpit is not suitable for the tongue of the target market.

The use of promotional media from Dimsum Shumpit finally condensed on Instagram social media. Dian thinks that Instagram is more than enough, so there are no thoughts

of adding promotional media (D. B. Putri, personal communication, August 11, 2021). The other Dimsum Shumpit promotional activities mentioned above were of little benefit to Dian. Dian's future promotions will focus more on Instagram and the domino effect in the form of word-of-mouth, which she considers to have a faster impact on sales.

Networking and partnering

Seeing the role of pizza tasting friends at the beginning of its establishment shows the influence of a "friend" figure for Fransis Pizza's business. If traced, the role of Fransis' friends is quite prominent in the growth and development of his business. The first is how the network of friends becomes a channel for developing the hobby of eating with Fransis. Second, the contribution as a taster and the first suggestion and criticism for Fransis pizza was vital for the early growth of Fransis Pizza. Third, seeing the re-upload on Fransis Pizza's Instagram account, many of Fransis' friends bought his pizza and supported it by uploading it on Instagram. This upload certainly provides exposure for Fransis Pizza and has the potential to develop word-of-mouth. For micro businesses, friendship is one of the assets that need to be developed, considering the potential to be utilized in business. The use this network of friends by Fransis Pizza should be complete with minimal parasitism. Thus, this practice benefit is not coercion but mutual assistance to help friends.

Apart from friends, Fransis received help from other figures who were no less important, namely his family. From Fransis' own parents, full blessing and support for what is being complete in this developed business. The forms of support include permission to borrow land next to the house to be used as a kitchen and pizza shop, as well as support for the development of the shop. Not to forget, Fransis' father sometimes also provides homemade cheese that able to be used for Fransis' pizza. Apart from his parents, Fransis' sister, Tita, has contributed significantly to the Fransis Pizza shop. Fransis purposely asked Tita for help because he did not know who else to turn to for help. Tita helped with serving and finances.

The business run by Fransis is technically not just a one-sided role. Several supporting roles in running the business also greatly influenced Fransis Pizza. An example is the

role of the main raw material provider for pizza, namely cheese. Fransis found suitable cheese for pizza from a provider from Boyolali, and Fransis did not want to use cheese from other providers, Fransis worked together with the provider and said if *"I only want to use your cheese if you do not use your cheese I will not open it, so how do you do it? when I order you (cheese providers), you have to be there too"* (F. M. Laksono, personal communication, June 11, 2021). Fransis wants to create a partnership between him and the provider of his pizza ingredients. This attitude is more or less applied to providers of other ingredients, especially the main ingredients.

Another exciting thing is how Fransis is open to any business cooperation. Not a few of his friends' products that he helps sell in his shop while selling pizza. Fransis cooperates with his consumers who offer fermented beverage products. Fransis was happy to sell the product in his shop. Seeing this collaboration, Fransis appreciates the symbiotic mutualism he able to do with anyone.

Dian also experienced a similar case when developing her business and product recipes. At the beginning of the first dimsum experiment, in May 2020, Dian immediately gave samples of the product to three of her friends, one of which was Nisa, who was in a food study group. Nisa and her mother also provided comments and suggestions for Dian and immediately put them into practice on the second try. The two-way communication from Dian and her friends led to the perfection of the product made for Dimsum Shumpit.

Another character who plays a role for Dian is her mother. Dian's mother provided meaningful assistance for Dian's business development, from mentoring in formulating recipes to selling. For example, in June, when Dian first sold dimsum, the first customers were friends and colleagues of Dian's mother, which amounted to 100 pieces (10 servings). This order prompted Dian to open a PO system for her shop, which is currently being implemented. Dian's mother also helps sometimes when orders for Dimsum Shumpit are increasing. This family relationship contributes, to both Dimsum Shumpit and Fransis Pizza, the development and growth of the business. Although not suitable for professional businesses or large capitalized businesses, this relationship is suitable to be applied to micro and small businesses.

Entrepreneurial Marketing (EM) and Effectual Marketing Planning (EMP)

Fransis Pizza and Dimsum Shumpit's practice is in tune with the concept of Enterpreunial Marketing (EM) and Effectual Marketing Planning (EMP). These approaches suit micro, small and medium enterprises (MSMEs). *Entrepreneurial Marketing* (EM), according to Miller and Friesen, is the "*proactive identification and exploitation of opportunities to capture and retain profit consumers through innovative approaches to risk management, resource influence, and value creation*" (Purnomo et al., 2018). Although entrepreneurs' ability is not alike large companies, EM will take advantage of more complex marketing techniques with efficiency considerations (Purnomo et al., 2018). In addition, EMs will tend to focus on specific markets and segments, given their modest coverage capabilities (Nijssen, 2017, p. 2).

The EM indeed relates with Fransis Pizza and Dimsum Shumpit. Fransis Pizza dares to taking a risk in order to keep developing their business. Making innovation and networking also the idea of EM, which the key of Fransis Pizza's success. On the other hand, while keeping the uncertainty by not taking the risk, Dimsum Shumpit has a different marketing approach. Slow bridging connection and promotion is the method used by Dimsum Shumpit. The different objective in the mind of Fransis Pizza and Dimsum Shumpit is the main reason why they are walking in their path.

Fransis Pizza and Dimsum Shumpit started with multiple experiments in perfecting their product and trying a limited promotion step. It is quite the character of EM, because entrepreneurs must also experiment with product finalization and the development of innovation processes (Nijssen, 2017, p. 2). Lack of experience or knowledge in doing business is a barrier for prospective entrepreneurs to start (Nijssen, 2017, p. 2). Entrepreneurs will also tend to make marketing efforts with minimum costs and maximize them with their creativity (Whalen & Holloway, 2012). The limited budget of Fransis Pizza and Dimsum Shumpit is natural for EM to dig the creativity into developing.

Depend on creativity also correlate with Effectual Marketing Planning (EMP). The EMP concept changes the order of media planning from logic-based to opportunity-based (Whalen & Holloway, 2012). In line with EM, the EMP concept is suitable for new micro entrepreneurs during a pandemic with limited capital. EMP emphasizes creating or forming trends (Whalen & Holloway, 2012). Making the market similar to

a product or service on a bookkeeping basis will be more efficient than meeting market needs or wants that require more effort, such as product research and improvement. With EMP, entrepreneurs able to create experimental products and market by growing market desire and response to the product (Whalen & Holloway, 2012).

In the case of Fransis Pizza and Dimsum Shumpit, both businesses are not in line with the mainstream marketing concept, namely by utilizing only one or two 4P marketing mix strategies (Kotler & Keller, 2016). Entrepreneurs, with the EMP concept, able to maximize their limited ability effort. Although the improvements are limited, it is a big enough step for new entrepreneurs to grow their potential. Limited improvement also leads the business and product developments that open the doors for improvisation (Whalen & Holloway, 2012). Examples of improvisation in marketing are guerrilla marketing (Ay et al., 2010), word-of-mouth (Cheung & Thadani, 2010, 2012; Godes & Mayzlin, 2002; Herr et al., 1991; Schindler & Bickart, 2005), marketing cryptic (Choong et al., 2021) to viral marketing (Thomas, 2004), some of them are used by Fransis Pizza and Dimsum Shumpit, other entrepreneurs.

Conclusion

Running a business during a pandemic is an option for the affected economic community. Although business during a pandemic is different from the general condition, entrepreneurs is a solution for whose income from their primary job has decreased or disappeared. Therefore, piles new entrepreneurs with the excuse of surviving during the pandemic. Unfortunately, this survival pressure makes entrepreneurs inevitably have to run it without having the ability to do business and market well.

Leisure activity-based business is one approach to doing business, as worked by Fransis Pizza and Dimsum Shumpit. Both businesses make their pleasure the basis of their business. Fransis Pizza applies the hobby of eating with him as the basis for developing his pizza shop. Meanwhile, Dimsum Shumpit is based on the owner's passion for dimsum. Running a sustainable business with the things you love makes running a business less burdensome and more enjoyable. These two businesses able to be used as

references for other people to stay active and creative to turn their free time activities during the pandemic into an income (Naulin & Jourdain, 2020).

The level of risk taking able to be seen from the business carried out by Fransis Pizza and Dimsum Shumpit. The owner of Fransis Pizza, Fransis, who lost many of his film projects during the pandemic, had to risk draining his savings to build a stove and a pizza business. In its development, Fransis often takes many risks, such as opening a shop and getting into debt for equipment, leading to benefits that follow his sacrifice. Different things are found in the Dimsum Shumpit business, which openly admits that it does not take risks because of the fear of losing. Although it does not take many risks, the Dimsum Shumpit business is protected from threats that able to interfere (well maintained), so until now Dimsum Shumpit has been stable and slowly growing.

One way to keep a business from threats and risks is to invest in product improvement and research. Fransis Pizza and Dimsum Shumpit take the time and energy to create an excellent and manufacturing-perfect product based on research. Investments in the form of research are carried out by surveying ingredients, trial and error, testing, and perfecting recipes. Thus, the products from Fransis Pizza and Dimsum Shumpit have good conditions when sold. Perfection is also maintained in every product or order until now. From the study of the cases of Fransis Pizza and Dimsum Shumpit, the product improvement process takes 3 months before being marketed. Improvements to the product at the beginning also able to reduce the burden on the product and it will not interfere with the development process.

Using YouTube as research and learning media is an aspect that highlighted in this research. This study's results prove that using YouTube able to benefit research and initial business design. Fransis Pizza and Dimsum Shumpit were indirectly born from the guidance of YouTube because they were useful in making and inspiring products. This research also indicates a new era in business, especially the food business, which starts purely with internet content references. The data needs to be developed further considering the stretching of the MSME business industry, which is increasingly crawling up.

One interesting fact is how the concept of the marketing mix is not applied in detail. In addition to the full focus on products, other aspects of the marketing mix are not

prioritized. However, both provide a different service concept from the usual marketing concept. Fransis Pizza prioritizes warmth and intimacy in its products and makes consumers feel friendly. On the other hand, Dimsum Shumpit provides a privilege for consumers by offering free delivery services and custom orders (pre-order). The emphasis on the consumer does not on paper however is positioned to steal the hearts of consumers. Attention to consumers today may require other research to map their desires for a product or service.

Fransis Pizza and Dimsum Shumpit take advantage of the network in their business start-up. Peer support becomes key point as product testers and plays a role in the word-of-mouth communication cycle, providing immediate benefits. Word-of-mouth through social media is also supported by product perfection that makes the product more attractive. However, this needs to be proven by further research. In addition to friends, parents and family able to also provide business support through services, such as Fransis Pizza and Dimsum Shumpit. Although help from the closest relation is essential in a pandemic, business able to also be applied to increase closeness and cooperation.

Reference

- Ay, C., Aytakin, P., & Nardali, S. (2010). Guerrilla Marketing Communication Tools and Ethical Problems in Guerilla Advertising. *American Journal of Economics and Business Administration*, 2(3), 280–286. <https://doi.org/10.3844/ajebasp.2010.280.286>
- Bhatti, K. L., Latif, S., & Latif, R. (2015). Factors Affecting Consumer's Store Choice Behavior. *International Journal of Application or Innovation in Engineering & Management (IJAIEEM)*, 4(9), 71–77.
- Cheung, C. M. K., & Thadani, D. R. (2010). The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis. *BLED 2010 Proceedings*, 18. <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1023&context=bled2010>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Choong, K., Drennan, J., Weeks, C. S., & Weber, I. (2021). Reaching subculture markets: The cryptic marketing approach. *Journal of Marketing Communications*, 27(2), 160–175. <https://doi.org/10.1080/13527266.2019.1640269>
- Eloksari, E. A. (2020, March 20). Food deliveries, online game purchases up as people stay at home during COVID-19 pandemic. *The Jakarta Post*.

- <https://www.thejakartapost.com/news/2020/03/20/food-deliveries-online-game-purchases-up-as-people-stay-at-home-during-covid-19-pandemic.html>
- Godes, D., & Mayzlin, D. (2002). Using Online Conversations to Study Word of Mouth Communication. *SSRN Electronic Journal*.
<https://doi.org/10.2139/ssrn.327841>
- Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective. *Journal of Consumer Research*, 17(4), 454.
<https://doi.org/10.1086/208570>
- Horner, S., & Swarbrooke, J. (2006). *Leisure marketing: A global perspective* (1. publ., Reprint). Elsevier Butterworth-Heinemann.
- Jourdain, A., & Naulin, S. (2020). Introduction: The Marketization of Everyday Life. In S. Naulin & A. Jourdain (Eds.), *The Social Meaning of Extra Money* (pp. 1–29). Springer International Publishing. https://doi.org/10.1007/978-3-030-18297-7_1
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15 [edition]). Pearson.
- Laksono, F. M. (2021, June 11). *Interview with Fransis Pizza* [Personal communication].
- Mainguy, G. (2020). Domesticity as Value: The Commodification of Foodstuffs in Precarious Rural Russia. In S. Naulin & A. Jourdain (Eds.), *The Social Meaning of Extra Money* (pp. 151–182). Springer International Publishing. https://doi.org/10.1007/978-3-030-18297-7_6
- Naulin, S., & Jourdain, A. (Eds.). (2020). *The Social Meaning of Extra Money: Capitalism and the Commodification of Domestic and Leisure Activities*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-18297-7>
- Nijssen, E. J. (2017). *Entrepreneurial marketing: An effectual approach* (Second Edition). Routledge, Taylor & Francis Group.
- Percy, L. (2014). *Strategic integrated marketing communications* (Second edition). Routledge.
- Purnomo, M., Karneli, O., & Febrian, A. F. (2018). Entrepreneurial Marketing: Apa, Mengapa, Dan Bagaimana? *Jurnal Aplikasi Bisnis*, 8(1), 57–62.
- Putri, D. B. (2021, August 11). *Interview with Dimsum Shumpit* [Personal communication].
- Sandi, F. (2020, December 11). Pengangguran RI “Meledak”, Tambah 2,67 Juta Orang Saat Corona. CNBC Indonesia. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/news/20201211114501-4-208391/pengangguran-ri-meledak-tambah-267-juta-orang-saat-corona>
- Santia, T. (2020, November 24). Menaker: Jumlah Pengangguran Naik jadi 9,7 Juta Orang Akibat Pandemi Covid-19. *Liputan6.Com*.
<https://www.liputan6.com/bisnis/read/4416534/menaker-jumlah-pengangguran-naik-jadi-97-juta-orang-akibat-pandemi-covid-19>
- Schindler, R. M., & Bickart, B. (2005). Published “Word of Mouth:” Referable, Consumer-Generated Information on the Internet. In *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World* (pp. 35–61). Lawrence Erlbaum Associates.
- Thomas, G. M. (2004). Building the buzz in the hive mind. *Journal of Consumer Behaviour*, 4(1), 64–72. <https://doi.org/10.1002/cb.158>

- Whalen, P. S., & Holloway, S. S. (2012). Effectual marketing planning for new ventures. *AMS Review*, 2(1), 34–43. <https://doi.org/10.1007/s13162-012-0026-5>
- Widiyarti, Y. (2021, January 22). Macam Hobi yang Naik Daun di Masa Pandemi Covid-19. *Tempo.Co*. <https://gaya.tempo.co/read/1425583/macam-hobi-yang-naik-daun-di-masa-pandemi-covid-19>
- Yin, R. K. (2016). *Qualitative research from start to finish* (Second edition). The Guilford Press.