

THE INFLUENCE OF DIGITAL MARKETING ON MSMEs BUSINESS PERFORMANCE DURING THE COVID-19 PANDEMIC IN NORTH MINAHASA*PENGARUH PEMASARAN DIGITAL TERHADAP KINERJA USAHA UMKM SELAMA MASA PANDEMI COVID-19 DI MINAHASA UTARA*

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Abstract: During the pandemic, researchers were interested in doing this research, because this study aims to find out the influence digital marketing has on MSMEs business performance. This type of research is a descriptive analysis approach, using quantitative research methods. The number of samples taken in this research amounted to 98 respondents, they are MSMEs business actors in North Minahasa, especially those in Airmadidi and Kalawat Districts. The sampling technique used in this research is purposive sampling and the data collection instrument is the distribution of Questionnaires via Google Form. In testing and analyzing the data obtained, the researcher used SPSS 26 to process the data. Based on the results obtained in this research, it shows that Social Media Marketing (X_1) and Content Marketing (X_2) simultaneously have a positive effect on MSMEs Business Performance (Y). Also, Social Media Marketing (X_1) and Content Marketing (X_2) each partially have a positive and significant influence on MSMEs Business Performance (Y).

Keywords: Social media marketing, content marketing, MSMEs business performance.

Abstrak: Di masa pandemic, peneliti merasa tertarik untuk melakukan penelitian ini, karena penelitian ini bertujuan untuk mengetahui pengaruh digital marketing terhadap kinerja usaha UMKM. Jenis penelitian ini merupakan Descriptive Analysis Approach, dengan menggunakan metode penelitian kuantitatif. Jumlah sampel yang diambil dalam penelitian ini berjumlah 98 responden yaitu mereka adalah para pelaku usaha UMKM di Minahasa Utara, khususnya yang ada di Kecamatan Airmadidi dan Kalawat. Teknik sampling yang digunakan dalam penelitian ini adalah Purposive Sampling dan instrumen pengumpulan data berupa pembagian kuesioner via Google Form. Dalam menguji dan menganalisis data-data yang diperoleh, peneliti menggunakan SPSS 26 untuk mengolah data. Berdasarkan hasil yang didapatkan dalam penelitian ini menunjukkan bahwa Social Media Marketing (X_1) dan Content Marketing (X_2) secara simultan berpengaruh positif terhadap MSMEs Business Performance (Y). Dan juga, Social Media Marketing (X_1) dan Content Marketing (X_2) masing masing secara parsial memiliki pengaruh positif dan signifikan terhadap MSMEs Business Performance (Y).

Kata Kunci: Pemasaran sosial media, pemasaran konten, kinerja usaha UMKM.

INTRODUCTION

Research Background

Covid-19 pandemic has an impact on business continuity, such as MSMEs in Indonesia. MSMEs are experiencing an economic crisis that poses a major threat to the national economy, considering that MSMEs are the driving force of the domestic economy and the largest absorber of labor in recent decades. MSMEs as the support for national production face shocks from the supply and demand sides, so that can have an implication for the decline in people's welfare and can have an impact on business performance. Survey data shows that

during the pandemic, 94.69% of businesses experienced a decline in sales. Based on business scale, sales decreased by more than 75% experienced by 49.01% ultra-micro businesses, 43.3% micro businesses, 40% small businesses, and 45.83% medium businesses. Based on the length of business, sales decreased by more than 75% experienced by 23.27% of businesses aged 0-5 years, 10.9% of businesses aged 6-10 years and 8.84% of businesses that have been running for more than 10 years. Based on the sales method, a sales decline of more than 75% was experienced by 47.44% of offline/physical sales businesses, 40.17% of online sales businesses, and 39.41% of businesses using offline as well as online sales methods.

In the midst of the Covid-19 pandemic, MSMEs actors must innovate and utilize digital marketing channels in conducting online sales to maintain business continuity in improving business performance during the pandemic. In implementing digital marketing, MSMEs actors are required to always learn and open-minded to technology that is growing rapidly. Digital marketing also considers the use of suitable media and the right way of communication that is tailored to the selected segment or market share, so that marketing will be more effective and not misdirected. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, the number of Micro, Small and Medium Enterprises (MSMEs) is recorded at around 64 million units and only 13% of MSMEs are engaged in digital marketing. Digital marketing gives awareness to MSMEs actors to take advantage that can affect MSMEs business performance during the Covid-19 pandemic. In this study, researchers only take two important factors in digital marketing, namely social media marketing and content marketing, because these two factors are very important. Social media marketing is very important because social media marketing is one of the most flexible and effective strategies used for MSMEs during a pandemic. Content marketing is also very important because content marketing helps businesses market their products by producing good and interesting content so that buyers feel they can trust a business that displays useful content.

In North Minahasa, the North Minahasa regency government provides support by successfully training for MSMEs actors, namely the Digital Entrepreneurship Academy (DEA) Training. The activity was organized by the Human Resources Research and Development Agency of the Ministry of Communication and Information of the Republic of Indonesia through the Manado Center for Human Resources Development and Research in Communication and Information (BPSDMP KOMINFO). The Ministry of Communication and Information chose North Minahasa Regency as the place for implementing DEA which is intended for MSMEs actors who are domiciled in North Minahasa and its surroundings.

Research Objectives

1. To analyze the influence of social media marketing on business performance of MSMEs partially during the Covid-19 pandemic in North Minahasa.
2. To analyze the influence of content marketing on business performance of MSMEs partially during the Covid-19 pandemic in North Minahasa.
3. To analyze the influence of social media marketing and content marketing on business performance of MSMEs simultaneously during the Covid-19 pandemic in North Minahasa.

THEORETICAL FRAMEWORK

Marketing

Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with other parties (Kotler and Armstrong, 2000).

Digital Marketing

Digital Marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers, besides digital marketing is defined as marketing products or services through the internet or called marketing; web marketing, online marketing, e-marketing, or e-commerce (Hermawan, 2012).

Social Media Marketing

Social Media Marketing is a system that allows marketers to utilize the intelligence of the people who participate in it to engage, interact, and collaborate (Chikandiwa, Contogiannis, and Jembere, 2013).

Content Marketing

Content Marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the aim of driving profitable customer action (Pulizzi and Barrett, 2009).

Business Performance

Fairoz, Hirobumi, and Tanaka (2010) stated that Business Performance as a result of organizational goals achieved through the effectiveness of strategies and techniques.

Micro, Small, and Medium Enterprises

Law No. 20 of 2008 concerning MSMEs states that MSMEs are small companies owned and managed by a person or owned by a small group of people with a certain amount of wealth and income.

Previous Research

Syaifullah et al. (2021) examined the role of social media marketing on the performance of micro-, small and medium-sized enterprises (MSMEs) during the COVID-19 pandemic. This research method uses a quantitative approach and the analytical tool used is Structural Equation Modeling (SEM) based on Partial Least Square. The sampling technique used purposive sampling and the sample in this study was MSMEs who use social media for marketing. The social media used are Facebook, Instagram, and WhatsApp. The number of samples in this study was 254 MSMEs. Data collection used online questionnaires. The research findings show that the use of social media marketing is influenced by compatibility, perceived usefulness, and perceived ease-of-use. The results of this study indicate that the use of social media for marketing has a positive effect on the performance of MSMEs, especially in increasing sales, customer relationships, productivity, and creativity. This means that the better the management of social media for marketing, the better the performance of MSMEs will be.

Omar et al. (2020) looked at the digital media phenomenon which is seen as increasingly powerful as information and marketing channel agent as well as to test the impact of its usage on entrepreneurial performance. This study will consider the aspect of powerful digital marketing in the development of business performance among Small and Medium Enterprises (SMEs). A quantitative approach based on cross sectional design is applied in this study. The questionnaire form as a research instrument is based on the domains in the identified variables. The sample consists of 300 SME entrepreneurs aged between 18 to 55 years old who run businesses around Klang Valley. The data was analyzed using SPSS software (Statistical Package for Social Sciences) and Smart PLS. The results reveal that the business purpose, product advertising, marketing benefits and product reputation have significant relationship with the business performance of SME entrepreneurs. The results of the structural equation modeling analysis showed that the powerful of digital marketing significantly influenced business performance. This explains that the dimensions, which measure the digital marketing, affect the business performance positively and thus help the business development towards a more effective system.

Islami, Wahyuni, and Tiara (2020) conducted the study to analyze the effect of digital marketing on organizational performance through intellectual capital and perceived quality in Micro, Small and Medium Enterprises (MSMEs) in East Java. It was explanatory research that use a survey method by distributing questionnaires through a quantitative approach and using PLS as data analysis. The results showed that there are weaknesses of MSMEs in Perceived Quality, so it is needed training specifically related to digital marketing which involves intellectual capital and perceived quality to improve organizational performance.

Conceptual Framework

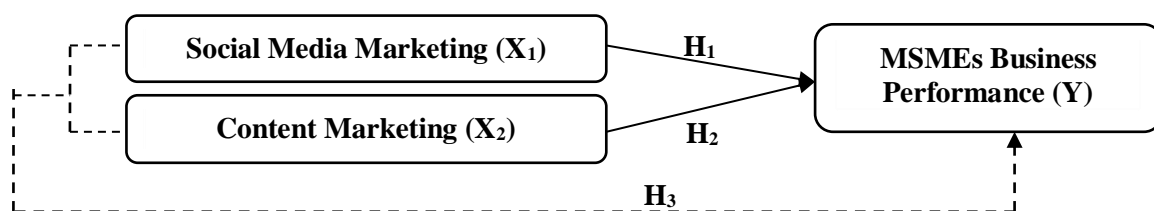


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H₁: Social Media Marketing has a positive effect on the business performance of MSMEs.

H₂: Content Marketing has a positive effect on the business performance of MSMEs.

H₃: Social Media Marketing and Content Marketing simultaneously have a positive effect on MSMEs business performance.

RESEARCH METHOD**Research Approach**

This type of research uses quantitative methods. According to Sugiyono (2018), quantitative research is a research method based on the philosophy of positivism, used to examine specific populations or samples, collection techniques are generally carried out randomly, and data collection uses research instruments, data analysis is quantitative or statistical with the aim of hypotheses that have been set.

Population

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers for study and then draw conclusions (Kurniawan, 2012). The population in this study were the MSMEs actors in North Minahasa Regency. More specifically, the researchers only took two districts as research objects, namely Kalawat and Airmadidi districts. Based on the data from Department of Cooperatives and MSMEs in North Minahasa, this is the number of MSMEs in Kalawat and Airmadidi districts who will be the population of this study:

Table 1. The Number of MSMEs in Kalawat and Airmadidi Districts

No.	Sub-District	Number of MSMEs
1.	Kalawat	1.390
2.	Airmadidi	1.894
	Total	3.284

Source: Department of Cooperatives and MSMEs in North Minahasa

Based on the table above, the total population is 3.284, according to the number of MSMEs in Kalawat and Airmadidi Districts. The researcher chose two sub-districts as the population because these two sub-districts are the center of North Minahasa. Airmadidi sub-district has many places of business or MSMEs and Airmadidi sub-district has wide job opportunities. Likewise, the sub-district of Kalawat is one of the objects for souvenirs typical of North Minahasa which also has many MSMEs that are still running, so the researchers chose the two sub-districts. And also, the researcher did not have much time to take all the sub-districts in North Minahasa as the population so the researcher only took the sub-districts of Kalawat and Airmadidi.

Sample

According to Sugiyono (2018) the sample is part of the number and characteristics of the population. In this study, the population is relatively large and it is impossible for the researchers to study all populations, for example due to limited funds, energy and time, the research can use samples taken from that population (Sugiyono, 2018). In this study, researchers took samples using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = number of samples

N = total population

e = error tolerance

In this study, a percentage of 10% was used as the limit of sampling error, so that based on this formula the number of samples from the population was:

$$n = \frac{N}{1 + ne^2}$$

$$n = \frac{3.284}{1 + 3284 (0.1)^2}$$

$$n = \frac{3.284}{33.84}$$

$$n = 97.04$$

$$n = 98$$

Based on the results of the above calculations, the sample in this study amounted to 98 MSMEs business actors.

Sampling Techniques

The sampling technique used in this study was purposive sampling. According to Arikunto (2006), purposive sampling is a technique of taking samples not based on random, regional or strata, but based on considerations that focus on certain objectives. Researchers only took MSMEs in two sub-districts in North Minahasa, namely Kalawat and Airmadidi Districts as research locations.

Data Collection Methods

The data collection method used in this study was through the distribution of Questionnaires. In this research, the questionnaires are distributed via online with Google Form to MSMEs actors in North Minahasa, especially Kalawat and Airmadidi Districts. The researcher's questions and respondents' answers can be expressed through the choices given through the Google Form.

Operational Definition of Research Variable

Table 2. Operational Definition of Research Variable

Variable	Definition	Indicators
Social Media Marketing (X ₁)	Social Media Marketing is a system that allows marketers to utilize the intelligence of the people who participate in it to engage, interact, and collaborate	- Online Communities - Interaction - Credibility
Content Marketing (X ₂)	Content Marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline	- Content Creativity - Characteristics of Content
MSMEs Business Performance (Y)	MSMEs performance is the result of work achieved by an individual and can be completed with the individual's tasks within the company and for a certain period, and will be linked to the size of the value or standard of the company that the individual works for	- Sales Increase - Increased Profit - Satisfactory Growth

Source: Previous Research (2021)

Validity and Reliability Test

According to Ghozali (2009), the validity test is used to measure whether a questionnaire is valid or not. In this study, the validity test is used to measure how valid or valid a questionnaire is able to reveal something that will be measured by the questionnaire. This validity test is measured using Pearson Correlation, which is calculating the correlation between the scores obtained from the questions. According to Sugiyono (2018), the requirements that must be met with the testing criteria are if $r \geq 0.03$ then the item is declared valid, and if $r \leq 0.03$ then the item is declared invalid. According to Ghozali (2009) reliability test is a tool for measuring a

questionnaire which is an indicator of variables or constructs. Questionnaire items are said to be reliable if Cronbach's Alpha > 0.06 and said to be unreliable if Cronbach's Alpha < 0.06 . (Ghozali, 2012). The Cronbach Alpha method can be used to find the reliability of an instrument that is said to be good if the Cronbach Alpha coefficient is between 0.6 to 1.0 (Umar, 2008).

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a regression that has one dependent variable and two or more independent variables (Sugiyono, 2018). The independent variables in this study are Social Media Marketing and Content Marketing. While the dependent variable is the MSMEs Business Performance. The regression model used is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

- Y = MSME Business Performance
- a = Constants
- b = Slope or Multiple Coefficients
- b_1, b_2 = Regression Coefficient
- X_1 = Social Media Marketing
- X_2 = Content Marketing
- e = Error

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

For the validity test result, for each item on the independent variable, namely Social Media Marketing (X_1) and Content Marketing (X_2), as well as the dependent variable, namely MSMEs Business Performance (Y) has a Pearson Correlation value that is greater than 0.3 and the significance value less than 5% (0.05). Therefore, the data is considered valid. For the reliability test result, the value of Cronbach's Alpha on the independent variable is $X_1 = 0.666$ and $X_2 = 0.878$, and for the dependent variable is $Y = 0.754$, which means the Cronbach's Alpha value is said to be reliable because it is more than 0.6.

Classical Assumption Tests

Normality Test

Normality test can be identified by using graph of P-P.Plot. The data will distribute normally if the dots is near diagonal line of the graph.

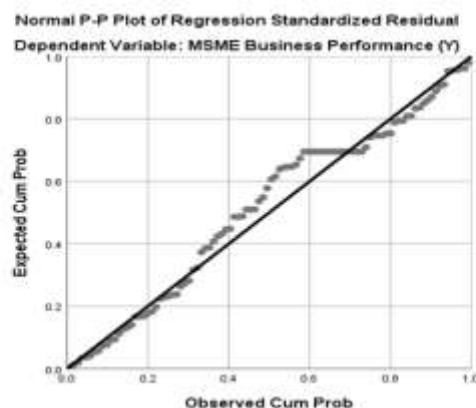


Figure 2. Normality Test Results

Source: Processed Data (2021)

Based on the result data that represented shows the spread of points following a diagonal line. So, it can be concluded that the regression model has the assumption of normality or the regression model is normally distributed.

Multicollinearity Test

This test is carried out to find out whether there is a correlation strength between the independent variables by using the Variance Inflation Factor (VIF) for each independent variable.

Table 3. Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Social Media Marketing (X ₁)	.597	1.675
Content Marketing (X ₂)	.597	1.675

a. Dependent Variable: MSMEs Business Performance (Y)

Source: Processed Data (2021)

Based on Table 3, it can be seen that the results of the analysis calculations show that the VIF value of each independent variable is < 10.00, which is 1.675 and the tolerance value is > 0.100, which is 0.597, so it can be concluded that the regression model does not contain multicollinearity symptoms.

Heteroscedasticity Test

Heteroscedasticity test is used to test whether in the regression model there is a difference in the variance of the residuals to other observations.

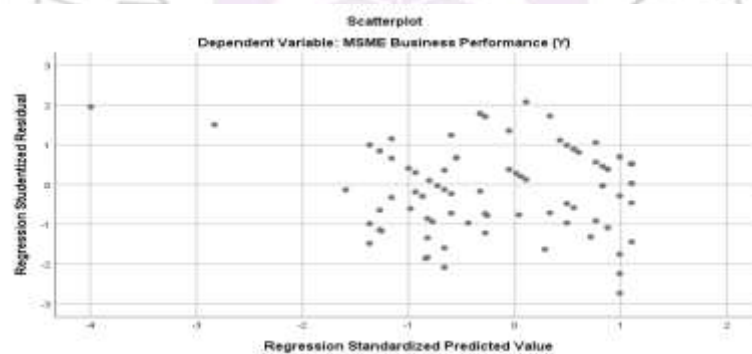


Figure 3. Heteroscedasticity Test

Source: Processed Data (2021)

From the test results in Figure 3, it can be seen that the pattern of dots spreads and does not form a certain clear pattern, and also the points spread above and below 0 (zero) on the Y axis. Thus, it can be concluded that there are no symptoms of heteroscedasticity.

Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in the t-1 period (previous).

Table 4. Autocorrelation Test

Model	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.845 ^a	.713	.707	2.06263	1.845

a. Predictors: (Constant), Content Marketing (X₂), Social Media Marketing (X₁)

b. Dependent Variable: MSMEs Business Performance (Y)

Source: Processed Data (2021)

Based on Table 4, the Durbin Watson value is found in the distribution of the Durbin Watson table values based on K (2) and N (98) with a significance of 5% or 0.05. And based on the decision-making criteria that the DW value is between -2 and +2, namely DW (1.7128) < Durbin Watson (1.845) < 4-dw (2.2872). It can be concluded that in this study there was no autocorrelation or no symptoms of autocorrelation.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficient (B)	Std. Error (SE)	t _{count}	Sig.t
Constant	-4.258	2.651	-1.606	0.112
Social Media Marketing	0.362	0.082	4.416	0.000
Content Marketing	0.877	0.102	8.574	0.000
R Square	= 0.713		t _{table}	= 1.985
Multiple R (r)	= 0.845		F _{count}	= 118.172
Adj. R. Square	= 0.707		F _{table}	= 3.09
N. (Respondents)	= 98		Sig. F	= 0.000

Source: Processed Data (2021)

Multiple linear regression or the relationship between each independent and dependent variable can be measured using the equation below:

$$Y = (-4.258) + 0.362X_1 + 0.877X_2 + e$$

1. The constant value shows a value of -4.258, meaning that if the value of the independent variable is zero, then the dependent variable is -4.258. In this study, if the influence of Social Media Marketing and Content Marketing is 0 (zero), then the MSMEs Business Performance level is decreasing.
2. The regression coefficient value of the Social Media Marketing variable (X_1) = 0.362, meaning that if the Social Media Marketing value is increased by 0.1 units or 1%, then the MSMEs Business Performance level will increase by 0.362 units assuming other independent variables remain.
3. The regression coefficient value of the Content Marketing variable (X_2) = 0.877, meaning that if the Content Marketing value is increased by 0.1 units or 1%, then the MSMEs Business Performance level will increase by 0.877 units assuming other independent variables remain.

Coefficient of Determination Analysis (R^2)

Analysis of R^2 (R Square) or the Coefficient of Determination is used to determine how big the percentage contribution of the influence of the independent variables together on the dependent variable.

Table 6. Coefficient of Determination Analysis (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.713	.707	2.06263

a. Predictors: (Constant), Content Marketing (X_2), Social Media Marketing (X_1)

Source: Processed Data (2021)

Based on the results of the calculations in Table 6, the value of the coefficient of determination R^2 is 0.713. So, the contribution of the influence of the independent variable is 71.3%, while the rest of the variables can be explained by Social Media Marketing and Content Marketing, while the rest (100% - 71.3%) = 28.7%, influenced by other factors not examined.

Hypothesis Tests

T-Test

The t-test is known as a partial test, which is to test how the influence of each independent variable, namely the social media marketing variable (X_1) and the content marketing variable (X_2), individually on the

dependent variable, namely MSMEs Business Performance (Y). For the results of the t-test calculation can be seen in Table 7 below:

Table 7. T-Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-4.258	2.651		-1.606	.112
Social Media Marketing (X ₁)	.362	.082	.314	4.416	.000
Content Marketing (X ₂)	.877	.102	.610	8.574	.000

a. Dependent Variable: MSMEs Business Performance (Y)

Source: Processed Data (2021)

The level of significance used is 0.05. Determine the t_{table} using the formula:

$$t_{table} = t(a/2 ; n-k-1)$$

$$t_{table} = t(0.05/2 ; 98-2-1)$$

$$t_{table} = t(0.025 ; 95) = 1.985$$

From the t-test results is:

- Social Media Marketing (X₁) to MSMEs Business Performance (Y)
If $t_{count} \geq t_{table}$ then H₀ is rejected and H_a is accepted, and if $t_{count} < t_{table}$ then H₀ is accepted and H_a is rejected. It is known that the Sig value for the effect of X₁ on Y is $0.000 < 0.05$ and the value of t_{count} (4.416) $> t_{table}$ (1.985). So that, H₁ is accepted. The conclusion is that Social Media Marketing (X₁) has a partial effect on MSMEs Business Performance (Y),
- Content Marketing (X₂) to MSMEs Business Performance (Y)
If $t_{count} \geq t_{table}$ then H₀ is rejected and H_a is accepted, and if $t_{count} < t_{table}$ then H₀ is accepted and H_a is rejected. It is known that the Sig value for the effect of X₂ on Y is $0.000 < 0.05$ and the value of t_{count} (8.574) $> t_{table}$ (1.985). So that, H₂ is accepted. The conclusion is that Content Marketing (X₂) has a partial effect on MSMEs Business Performance (Y).

F-Test

The F-test is known as the simultaneous test, which aims to determine whether there is an influence between the independent variables, namely social media marketing (X₁) and content marketing variables (X₂), together (simultaneously) on the dependent variable, namely MSMEs Business Performance (Y). For the results of the F-test calculation can be seen in Table 8 below:

Table 8. F-Test Results

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1005.503	2	502.752	118.172	.000 ^b
Residual	404.170	95	4.254		
Total	1409.673	97			

a. Dependent Variable: MSMEs Business Performance (Y)

b. Predictors: (Constant), Content Marketing (X₂), Social Media Marketing (X₁)

Source: Processed Data (2021)

The level of significance used is 0.05. F_{count} is 118.172. Determine the f table using the formula:

$$F_{table} = f(k ; n-k)$$

$$F_{table} = f(2 ; 98-2)$$

$$F_{table} = f(2 ; 96) = 3.09$$

If $F_{count} < F_{table}$ then H₀ is accepted and If $F_{count} > F_{table}$ then H₀ is rejected.

Results:

It is known that the significance value for the effect of X_1 and X_2 simultaneously on Y is $0.000 < 0.05$ and the value of $F_{\text{count}} (118.172) > F_{\text{table}} (3.09)$. So that it can be concluded that H_3 is accepted. Which means there is an influence of Social Media Marketing (X_1) and Content Marketing (X_2) simultaneously on MSMEs Business Performance (Y).

Discussion

Social Media Marketing and MSMEs Business Performance

Social Media Marketing is very helpful for business actors, namely MSMEs to make marketers more effective in carrying out marketing activities during a pandemic. MSME business actors can carry out the digitalization process in interacting and getting engagement with the audience to improve business performance during the pandemic. From the results, based on the theory it is concluded that Social Media Marketing (X_1) has significant effect towards MSMEs Business Performance (Y) partially. The hypothesis about Social Media Marketing has a positive effect on MSMEs Business Performance during the Covid-19 Pandemic in North Minahasa, then hypothesis regarding Social Media Marketing is accepted. The results of multiple linear regression analysis show that social media marketing has a significant positive effect on MSMEs Business Performance during the Covid-19 pandemic. These results have an impact on the object of research, namely for MSMEs in North Minahasa. This result means that if Social Media Marketing on the object of research has increased in the performance of MSMEs on the object of research, namely MSMEs business actors will also experience an increase. In this study, the variable X_1 , namely Social Media Marketing, is the most dominant variable affecting MSMEs Business Performance. Social Media Marketing involves an activity such as building a presence on social networks, spreading awareness of a brand, engaging prospects and customers through content, so that social media marketing becomes a platform where marketers can interact with customers, resolve questions and complaints, announce new products and services, get feedback and recommendations, and build their community. So that from these various benefits, it can encourage MSMEs actors to continue to improve their business performance even though they are still in the pandemic period. Because there is no longer any reason for MSMEs not to use social media as their tool in promoting and marketing products to consumer. This result is supported by the previous research of Syaifullah et al. (2021) that the use of social media for marketing has a positive effect on the performance of MSMEs.

Content Marketing and MSMEs Business Performance

Content marketing is created to produce quality, unique, significant, valuable, dynamic and more relevant content. The influence of Content Marketing is very important for MSMEs business performance during the pandemic. From the results, based on the theory it is concluded that Content Marketing (X_2) has significant effect towards MSMEs Business Performance (Y) partially. The hypothesis about Content Marketing has a positive effect on MSMEs Business Performance during the Covid-19 Pandemic in North Minahasa, then hypothesis regarding Content Marketing is accepted. The results of multiple linear regression analysis show that Content Marketing has a significant positive effect on MSMEs Business Performance during the Covid-19 pandemic. These results have an impact on the object of research, namely for MSMEs in North Minahasa. This result means that if Content Marketing on the object of research has increased in the performance of MSMEs on the object of research, namely MSMEs business actors will also experience an increase. Content Marketing is the second or last variable in this research model. Content marketing is one of the most effective marketing techniques in today's internet era which is synonymous with online marketing. Content marketing is one of the effective ways for MSMEs in North Minahasa to introduce and market products or services, especially in the current situation, namely during a pandemic. Content marketing emphasizes product benefits information more than direct product promotion. Content marketing is carried out by MSMEs actors by creating and distributing interesting content during the pandemic, so that content can attract customers or buyers who are interested and interested in buying the products and services offered or marketed.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and discussion of the data, the authors obtain conclusions that can be drawn from the research on "The Influence of Digital Marketing on MSMEs Business Performance during the Covid-19 Pandemic in North Minahasa", as follows:

1. The social media marketing variable has partial positive relationship and significant effect on MSMEs Business Performance.
2. The content marketing variable has partial positive relationship and significant effect on MSMEs Business Performance.
3. The independent variables which are Social Media Marketing and Content Marketing simultaneously and significantly effect on MSMEs Business Performance.

Recommendation

Recommendations of this research are:

1. For readers, the results of this study are expected to add insight to knowledge related to the influence of digital marketing during a pandemic. The factors that influence the increase in digital marketing are social media marketing and content marketing which are very useful for MSMEs business actors, to continue to take advantage of digital marketing and continue their business even during the pandemic. And especially for readers who are interested in knowing more about digital marketing in improving MSMEs Business Performance in North Minahasa, it is necessary to modify the independent variables, either adding variables or adding time series data. So, it will be more objective and varied in conducting research.
2. For the local government of North Minahasa Regency, as a reference in collecting data and information about MSMEs in North Minahasa, the North Minahasa Regency government may be able to further complete the MSMEs information and data, for the needs to the other researchers in the future.
3. In an effort to improve business performance during the pandemic, MSMEs business actors must pay more attention to social media marketing, because social media is a tool or media that is very important and very useful for MSMEs business actors as well as for buyers, customers or consumers, who often use social media every-day. So, if MSMEs business actors market their products on social media, there are many opportunities for MSMEs business actors to get customers through social media marketing.
4. In an effort to improve business performance during the pandemic, MSMEs business actors must also pay more attention to content marketing, because a very interesting and creative content can make consumers feel more interested in buying the products and services offered, so that if man consumers If interested, the business performance will increase and the business will be better known by many people.
5. For the local government of North Minahasa Regency, it is expected to be able to hold socializations about the digital era for MSMEs business actors who do not really understand the digital era or digital marketing, because if the government can organize these socializations, many MSMEs business actors will understand and start doing sales and marketing using digital technology. So, it is very useful for MSMEs actors in improving business performance.

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