

Formulation of the MSMEs Marketing Recovery Strategy in the New Normal Post Covid

Musnaini^{1*}, Andang Fazri², Hendriyaldi³, Yuhanna Sari⁴, Flowrrenza Ponglabba⁵, Chaterina Teresha⁶, Muhammad Irsyad⁷, Nurjana⁸

1 Department of Management, Faculty of Business and Management, Universitas Jambi, Jl. Raya Jambi – Muara Bulian KM Mendalo Indah Muaro Jambi, Provinsi Jambi., Indonesia. musnaini@unja.ac.id

2 Department of Management, Faculty of Business and Management, Universitas Jambi, Jl. Raya Jambi – Muara Bulian KM Mendalo Indah Muaro Jambi, Provinsi Jambi., Indonesia.

3 Department of Management, Faculty of Business and Management, Universitas Jambi, Jl. Raya Jambi – Muara Bulian KM Mendalo Indah Muaro Jambi, Provinsi Jambi., Indonesia.

4 Student of Management Program Study, Faculty of Economic and Business, Universitas Jambi, Jambi, Indonesia

5 Student of Management Program Study, Faculty of Economic and Business, Universitas Jambi, Jambi, Indonesia

6 Student of Management Program Study, Faculty of Economic and Business, Universitas Jambi, Jambi, Indonesia

7 Student of Management Program Study, Faculty of Economic and Business, Universitas Jambi, Jambi, Indonesia

8 Student of Management Program Study, Faculty of Economic and Business, Universitas Jambi, Jambi, Indonesia.

*Corresponding Author

Abstract

This study aims to create a strategic model for the restoration of the marketing of Micro, Small and Medium Enterprises (MSMEs). The focus of the presentation of the results of the analysis is related to the antecedents of the marketing strategy for the marketing recovery of MSMEs in the creative economy sector in the new normal era after Covid 19. This marketing strategy formulation model uses partial and simultaneous approaches between antecedents of product innovation and Electronic Word of Mouth towards MSME marketing recovery. This research design uses a quantitative explanatory method, data collection using a questionnaire filled out by 395 respondents with convenience sampling techniques, and data analysis using multiple linear regression models processed with SPSS.22 software. The results of the analysis prove that MSME marketing recovery can be done by changing marketing strategies related to promotion using Electronic Word of Mouth (e-WoM) and certain product innovations. However, the dominant role for marketing recovery strategies is more optimal for product innovation than e-WoM. But proving the hypothesis that e-WOM is a key strategy hasnot been accomplished. So suggestions for future research should include developing models using digital marketing strategy variables.

ARTICLE INFORMATION

Received: 20 Oct 2022
 Revised: 21 Oct 2022
 Accepted: 20 Jan 2023
 Published: 30 Apr 2023

Keywords: MSMEs, e-WoM, Product Inovation, Entrepreneurship

1.0 INTRODUCTION

Microenterprises or MSMEs are one of the productive businesses that are classified as very fast growing in Indonesia. It is shown that so far Indonesian MSMEs have reached 62.9 million units consisting of agriculture, animal husbandry, processing, trade, services and communication. In Indonesia, as many as 64,194,057 of its MSMEs played a strategic role in 2018 and had a significant impact on the development of the national economy. Therefore, MSMEs are business actors that can bring change in society because they can encourage them and encourage innovation and increase creativity.

The rapid development of MSMEs in Indonesia is supported by the optimal utilization of technology,

information and communication facilities. However, this utilization must be aligned with a mature marketing strategy, because to achieve maximum results, planning is needed by considering all aspects, especially related to the strategy to be used, particularly during the Covid-19 pandemic. The increasingly large impact of Covid-19, especially in the economic sector, has prompted the government to implement a new policy, namely the easing of PSBB into a new habit and bringing changes in human behavior. MSMEs are forced to develop new strategies to survive in the current situation (Fadilah, et al., 2020)

The preparation of marketing recovery strategies for MSMEs in the Creative Economy Sector in the New Normal Period is an important topic during the Covid 19

pandemic. According to Sumarni, (2020) due to the restriction of all activities, be it business, social and life activities here is a decrease in demand which triggers a decrease in the number of production and sales (Haudi, Santamoko, Rachman, Musnaini, & Wijoyo, 2022). With these abnormal living conditions, all businesses face threats and obstacles in marketing and entrepreneurship is perceived as a platform to create new opportunities for jobs and standard of great living (Mashahadi, Mahmud, & Omar, 2022).

To survive, every business must strengthen relationships with consumers through online promotions to influence the purchasing decisions of every layer of society (Aditya & Nugraha, 2015; Rosida & Haryanti, 2020). Purchasing decisions are the key to business survival and profit. Maintaining consumer consumption of products, product innovation and online promotions must be done (Astuti & Santoso, 2016; Sumarni, 2020). In terms of the times, there have been many places or media for businesses to promote their products using digital marketing system. Digital marketing makes it easy for businesses to sell their products and services through their websites, blogs, or Facebook, Instagram, and Twitter accounts. Social media allows consumers to make comparisons and effective two-way communication.

Like digital marketing, word-of-mouth marketing is an important variable in product marketing. Word of mouth strategies are attractive because they combine low cost with rapid interpersonal communication, especially through technologies such as the internet and social media. WoM spreads through social media and communication applications, which is then called e-WOM or electronic word of mouth, and is one of the factors that influence purchase intention (Pebrianti, Arweni, & Awal, 2020).

Conceptually, MSME actors need to carry out marketing strategies with product innovation and digital promotion (E-WoM) to influence consumer purchasing decisions (Alwi & Handayani, 2018; Aynie, Hurriyati, & Dirgantari, 2021). The promotion in digital era, SMES using e-WOM has a strong influence on people when choosing products, because this information is very relevant when someone needs information when they have to make choices. Seeing the important conditions to formulate a digital promotion strategy because it is related to consumer desires for the products needed.

Improving and maintaining product quality is an effective strategy for companies to increase the value of their products in the eyes of consumers, which greatly influences their purchasing decisions. In addition, there are other things that influence purchasing decisions, namely product innovation. Product innovation is believed to be able to saturate and bored consumers in product selection. Every product innovation has a significant impact on the process of weighing consumer purchasing decisions (Alrasyid & Tri Indah, 2015).

Both marketing strategies are effective strategies to compete and influence consumer purchases in the era of the COVID-19 pandemic (Fadilah, et al., 2020). Consumer behavior is such that a consumer will only make purchases if the business is remembered and has information that can be accessed on the internet. However, there are several problems faced by SMEs, including those related to marketing strategies for post-covid 19 marketing recovery. This study seeks to find statistical evidence related to product innovation, and how E-WoM affects marketing recovery strategies for SMEs in Sungai Bahar District, Muaro Jambi Regency, Jambi Province.

Some of the empirical evidence in literature above shows that marketing recovery strategies have a relationship with product innovation and E-WoM promotion. This research approach uses a quantitative-descriptive approach to explain the relationship between product innovation variables and promotion (eWoM) in SMEs in the villages of Bakti Mulya, Berkah, Bukit Makmur and Bukit Emas, District. Sungai Bahar Kab. Muaro Jambi, because the four villages have MSMEs coordinated by joint business groups (KUBE).

2.0 LITERATURE REVIEW AND HYPOTHESIS

2.1 Marketing recovery strategy and product innovation

Marketing strategy is a key factor in the success of businesses today. It refers to various business initiatives such as promoting product outcomes that can attract potential buyers. Therefore, when talking about business success, it is not only about marketing strategy, but also about product innovation. Marketing strategy is the main approach to achieving certain goals in terms of target markets, product placement in the market, marketing mix, and the level of marketing costs required by businesses to

influence consumer purchasing decisions (Putra, 2020; Elwisam & Lestari, 2019).

Product innovation in marketing strategy includes all activities that contribute to the successful marketing of new products or services in the market. Implementing a marketing strategy through product innovation to promote products or services to consumers with the aim of attracting customers and allowing them to become attached to the products produced and as a consideration when deciding to choose a product (Alrasyid & Tri Indah, 2015). Purchasing decisions are the key to business survival and profit. Maintaining consumer consumption of products, product innovation and online promotions must be done (Haudi H, et al., 2022; Astuti & Santoso, 2016; Sumarni, 2020).

In developing marketing strategies, product innovation should be the main focus of business actors. SME growth can be encouraged when marketing capabilities and product innovation are strong. High levels of product innovation are characterized by three organizational activities: the capacity to pursue opportunities quickly, developing marketing capabilities to respond to identified market opportunities, and identifying opportunities in product markets. This suggests that product innovation is necessary for an efficient marketing strategy. In addition, product innovation can streamline production (Alwi & Handayani, 2018; Aynie, Hurriyati, & Dirgantari, 2021)

Based on the description above, it can be seen that the results of previous research reveal the existence of a relationship between product innovation and marketing recovery strategies, so for this study the first hypothesis proposed is:

H1: Product innovation has a positive and significant relationship with marketing recovery strategies.

2.2 Marketing recovery strategy and strategy Digital marketing (E-Wom)

Marketing strategy is defined as an effort to market a product using a specific plan, to get a higher number of sales. The planning carried out in determining the strategy takes into account all elements of product, promotion, marketing, distribution and price. Promotion is one of the

most important elements in marketing strategy. The e-WoM strategy is currently the most frequently used strategy among business actors such as MSMEs, Siagian & Cahyono, (2021).

To reach customers directly and save on promotional costs, MSME players must also be able to communicate their products effectively through digital marketing and social media (Aditya & Nugraha, 2015; Haudi H, et al., 2022). Promotion through digital marketing is currently important to see online reviews because it will continue to increase in popularity and become an important component of e-WOM. For example, among MSME players, they pay special attention to e-WOM posted by online review platforms when making purchasing decisions. The general WoM effect has received widespread attention for decades and is an effective general marketing strategy (Siagian & Cahyono, 2021; Pebrianti, Arweni, & Awal, 2020)

MSME actors need to carry out marketing strategies with digital promotion (eWOM) to influence consumer purchasing decisions and e-WOM has a strong influence on people when choosing products, because this information is very relevant when someone needs information when they have to choose their products. Seeing the important conditions to formulate a digital promotion strategy because it is related to consumer desires for the products needed.

Based on the description above, it can be seen that the results of previous research reveal the existence of a relationship between digital promotion (E-WoM) and marketing recovery strategies, so for this study, the second hypothesis proposed is:

H2: Digital promotion (E-Wom) has a positive and significant relationship with marketing recovery strategies.

3.0 RESEARCH METHODS

In this study the population used was the Jambi community in four villages, namely Bakti Mulya Village, Berkah Village, Bukit Makmur Village and Bukit Mas Village, Sungai Bahar District, Muaro Jambi Regency with a population of 35,294 people (2019-2020) (BPS, 2021) (BPS, 2021). Researchers took samples in the Sungai Bahar sub-district because the four villages in the sub-district have MSMEs which are coordinated by a joint

business group (KUBE). Joint Business Group (KUBE) is a group of families with 10 households belonging to the poor category which were formed, grown and developed on the basis of their own initiative, through interaction with each other and live in a certain territorial unit. The number of samples is determined by the Slovin formula, namely: $n = N / (1 + (N \times e^2)) = 35,294 / (1 + (35,294 \times 0.0025)) = 395.517$ or 395 respondents.

In collecting data, researchers used questionnaires which were distributed to customers who were making transactions with MSMEs in Bakti Mulya, Berkah, Bukit Makmur and Bukit Emas with convenience (buyers of MSMEs in four villages) in District. Bahar River, Jambi, Indonesia. The questionnaire consists of 3 main variables taken from previous research, namely product promotion, digital innovation (E-WoM) and marketing strategy.

This variable was developed through a questionnaire made based on indicators for each variable, wherein the product promotion variable has indicators: capacity to pursue opportunities quickly, develop marketing capabilities to respond to identified market opportunities, and identify opportunities in product markets (Haudi H, et al., 2022), while the E-WoM variable has indicators: promotion, marketing, distribution and price (Putra, 2020) Then the marketing strategy variable has indicators: target market, product placement in the market, marketing mix, and the level of marketing costs required by business actors to influence consumer purchasing decisions (Alwi & Handayani, 2018).

The analytical tool used is multiple regression analysis, which is a regression or prediction model that involves more than one independent variable. In this study, researchers will examine the relationship between the independent variables and the dependent variable. So, the regression model used is a multiple linear regression model and the Multiple Linear Equation is as follows $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$

This research was conducted to see the effect of Product Innovation (X1), and Electronic Word of Mouth (X2) on the SME Marketing Recovery Strategy (Y). Based on the research data collected, data were obtained about the characteristics of the research respondents consisting of: (1) Age, (2) Education, (3) Occupation, and (4) Income.

The following is a description of the characteristics of each respondent.

4.0 RESULT AND DISCUSSION

4.1 Description of Respondent's Biography

The results of data analysis showed that the majority of MSMEs products in Sungai Bahar District, Jambi City were dominated by respondents aged 30-34 years amounting to 83 people or 65% who were self-employed as many as 67 people or 54%, income was dominated by total income of > Rp. 4,000,000 as many as 55 people or by 44%.

4.2 Research Instrument Validity

The results of the analysis show that all variables produce a correlation coefficient value that is greater than the r-table, thus it can be concluded that each of the 18 statements used in the questionnaire produces an r-count which is greater than the r-table, which is more than 0.1654. The results of the reliability test also showed good results. This can be seen from the results of the test on the reliability of the questionnaire which resulted in a number of 0.783 for the Product Innovation variable, 0.783, and the electronic word of mouth variable of 0.744, and 0.639 for the MSME Marketing Recovery Strategy variable. So, this research instrument has validity as a measure of the variable.

4.3 Classic assumption test

The results of statistical tests show that the distribution of research data is in the normal zone, meaning that the value data because the significance value is 0.2 is greater than 0.05. Furthermore, the tolerance value is greater than 0.10, namely the Product Innovation variable, the tolerance value is 0.957, the variable and the electronic word of mouth variable is 0.970. And for the small VIF value of 10.0, namely the Product Innovation variable of 1.045, and the electronic word of mouth variable of 1.031 and there are no symptoms of homoscedasticity. It's can be concluded that there are no problems or symptoms of multicollinearity between independent variables.

Table 1. Result of Multiple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,786	5,666		2,080	,040
Product Innovation	,215	,123	,173	1,743	,085
Electronic Word of Mouth	,204	,097	,208	2,112	,037

a. Dependent Variable: Strategi Pemulihan Pemasaran UMKM

Source: Primary Data (2022)

From the results of the analysis with the SPSS program, it can be seen that the regression equation formed. The multiple linear regression equations formed are as follows:

$$Y = \alpha + \beta_1X_1 + \beta_3X_2$$

$$Y = 11,786 + 0,215 X_1 + 0,204 X_2$$

4.4 Result Of F Test (Simultaneous)

In this study, the F test was conducted to see if the independent variables were able to explain the dependent variable well or not. The level of confidence used is 0.1 (10%). The f test is carried out with the criteria if $F_{count} > F_{table}$ then the f test is acceptable. The following are the results of the F test in this study:

Table 2 Result Of F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	133,687	3	44,562	3,268	,025 ^b
	Residual	1309,063	96	13,636		
	Total	1442,750	99			

a. Dependent Variable: Marketing Recovery Strategic Of SMEs
 b. Predictors: (Constant), Product Innovation & Electronic Word of Mouth

Source: Primary Data (2022)

Based on the results of the statistical analysis of the F test in table 2 above, it can be seen that the value of the f-count is 3.268 with a significant probability of 0.025 indicating that the probability value is <0.1 . While the value of F-count (3.268) $>$ from F-table (2.14), it can be concluded that there is a significant effect simultaneously or jointly between the independent variables of Product Innovation (X1), and Electronic Word of Mouth (X2) to the MSME Marketing Recovery Strategy (Y).

4.5 Result of T Test (Partial)

The t-test was used to determine the partial effect of each independent variable (Product Innovation, and electronic word of mouth) on the dependent variable, namely the SMEs of Marketing Recovery Strategy in the Sub-district of Sungai Bahar. Provided that the hypothesis is not proven or rejected if T count is smaller than T table and vice versa. Here are the results of the -t test:

Table 3. Partial Test (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,786	5,666		2,080	,040
Product Innovation	,215	,123	,173	1,743	,085
Electronic Word of Mouth	,204	,097	,208	2,112	,037

a. Dependent Variable: Marketing Recovery Strategic of SMEs UMKM

Source: Primary Data (2022)

From table 3 above, it can be explained that the partial test results of each variable are as follows:

1. That the test results on the Product Innovation variable (X1) obtained a significance value of 0.085 where the P-value is smaller than the probability value, namely 0.1 and the t-count value (1.743) is greater than t table (1.660) so that it can be stated that H1 is accepted and partially the effect of (X1) on the SMEs Marketing Recovery Strategy is significantly positive.
2. That the test results show that the Electronic Word of Mouth (X2) variable obtained a significance value of 0.037 where the P-value is smaller than the probability value, namely 0.1 and the t-count value (2.112) is greater than t table (1.660) then it can be concluded that H2 is accepted and partially the effect of (X2) on the MSME Marketing Recovery Strategy is significant and positive.

4.6 Coefficient of Determination (R²)

That the results of the statistical test related to the value of the coefficient of determination (R²) which aims to measure how far this model can be applied in explaining the relationship between independent variables affecting the dependent variable. The results of the Adjusted R² determination test are as follows:

Table 4. Result of Determinant Coef

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.304 ^a	.931	.641	3,693	1,922
a. Predictors: (Constant), Inovasi Produk, E-WOM					
b. Dependent Variable: Marketing Recovery Strategic Of SMEs					

Source: Primary Data (2022)

Based on the description in table 4 above, it can be seen that the Adjusted R Square value is 0.641, this indicates that the magnitude of the influence of the variable Product Innovation, and electronic word of mouth on the Marketing Recovery Strategy of MSMEs in the Bahar River District is 64.1%. While the remaining 35.9% is influenced by other factors not included in this study.

This study aims to analyze and explain the relationship between product innovation and E-WoM on the Marketing Recovery Strategy of MSMEs in Sungai Bahar District in the New Normal era after Covid-19. The phenomenon in this era has changed the economic and social order. Marketing strategy is the spearhead of sales or the marketing cycle of a business that must change rapidly and adapt to changes in consumer lifestyles and changes in the company's external environment that are difficult to control by companies or business actors. For this reason, companies must be adaptive and wise in responding to these external changes (Astuti & Santoso, 2016; Putra, 2020)

The results of this study prove that the marketing strategy has contributed to the restoration of the marketing of the products of Small and Medium Enterprises (MSMEs). This study focuses on the research subjects of MSMEs in Sungai Bahar sub-district, Muaro Jambi Regency which are also affected by socio-economic changes due to the Covid 19 pandemic. Entering the New Normal Era, MSMEs must change the pattern of marketing strategies from aspects of product innovation and promotion systems that use the internet.

4.6 The Effect of Product Innovation on the MSME Marketing Recovery Strategy

Based on the results of the research above, it is obtained that partially, the Product Innovation variable on the SMEs Marketing Recovery Strategy in Sungai Bahar District. This is evidenced by a significant value of 0.085

where the P-value is smaller than the probability value of 0.1 and the t-count value (1.743) is greater than t table (1.660). This research is in line with the research conducted by Alwi & Handayani, (2018), that product innovations such as features, specifications, and benefits of the products offered are marketing strategies that have the power to motivate target consumers to consume products and services offered by manufacturers or companies.

The results of statistical tests which show that the average score for SMEs products has a wide selection of various products with an attractive appearance" and the highest indicator is "MSMEs products that have good specifications and performance according to the information on the packaging".

This evidence shows that variations or color choices with attractive product appearances are not the main cause or some people do not pay attention to these indicators even though they are still included in the good product category, only the indicators are lower than others, in other words, product variations and product appearances that are different. Attractive appearance does not guarantee a consumer to make a brand change from the product of small business at Sungai Bahar region to similar MSMEs products from other regions o Jambi City.

The results of this study which emphasize that there is a significant effect of product innovation as the main key to the marketing recovery strategy of SMEs in Sungai Bahar District. It also shows that consumer reactions are positive in consuming products and giving positive recommendations to others because of product innovations that meet their needs or according to their demand. Consumers, do not only choose innovated products but also innovative product marketing media. This has also been discussed by Alrasyid & Tri Indah, (2015) and Aditya & Nugraha (2015) in a study entitled Analysis of the Factors Affecting Marketing on Smartphone Products. In the discussion, it is stated that one of the factors of the shift in customer consumption is influenced by product innovation from the aspect of improving the quality of Smartphone products.

Thus, this study concludes that product innovation explains how the restoration of SMEs product marketing from the rural areas of Sungai Bahar District is able to compete in the new norm era. Of course, this is the main focus for SMEs in the district of Sugai Bahar, Muaro

Jambi Regency, in the future to pay more attention to the variety or choice of various interesting products so that consumers will be more confident and interested in buying SMEs products from villages in Sungai Bahar District.

4.7 Effect of Electronic Word Of Mouth on Marketing Recovery Strategy (Y)

Based on the results of the research above, the results show that partially, Electronic Word of Mouth (X2) has an effect on the MSMEs Marketing Recovery Strategy (Y), that e-WOM has a negative and insignificant effect on the MSME Marketing Recovery Strategy in Sungai Bahar District, Muaro Jambi Regency.

The findings of this study support the previous empirical results which have positive significant results, which can be seen from the average value for the e-WOM variable is 3.54. This indicates that the e-WOM variable is included in the good category because it is in the range of 3.41-4 values. ,20. Of all the statements in this variable, the indicator that is classified as the lowest is "I Get Negative Information and Comments About SMEs Products and Services Through the Internet and Social Media" with a score of 3.35 which is included in the poor category and the highest indicator is "I am looking for information about the prices of various SMEs products and services via the internet" with an average score of 3.68. It is proven that consumers rarely find negative comments or information about SMEs products and services through the internet and social media. Without realizing what is happening now, almost all layers of consumers who depend on gadgets will get information on various social media such as advertisements on youtube, whatsapp and instagram, .

Often advertisements appear when they are accessing social media platforms without realizing that consumers have obtained the information implicitly or visually especially for SMEs Sungai Bahar region where every social media contains almost their entire product range will be an advertising activity. This means that MSMEs products must be smart in taking strategic steps by reading the market situation so that consumers can easily identify what products producers offer. Social media related to entrepreneurial personality traits have been widely researched, but the impact on entrepreneurs in the urban

poor community is not known (Lajin, Ngah, & Rahim, 2022)

In addition, the E-WoM strategy is carried out by using information that is interesting for consumers to buy various SMEs products. The concept of e-WoM is also a means to dismiss all negative comments that corner MSME products. Not only that, with the existence of social media through the internet, of course, in marketing products, it can be done in full, such as SMEs product specifications, including E-WOM which discusses prices. SMEs apart from the Sungai Bahar district.

4.8 The Effect of Product Innovation (X1) and Electronic Word Of Mouth (X2) on MSME Marketing Recovery Strategy (Y)

In this study, the effect of Product Innovation and Electronic Word of Mouth simultaneously was tested on the SMEs Marketing Recovery Strategy (Y) for MSME products in District. Sungai Bahar Jambi, Indonesia. Answering the problem formulation and hypotheses in this study, it can be concluded that all independent variables, namely product innovation and Electronic Word of Mouth have a significant positive effect on the SMEs Marketing Recovery Strategy. This is evidenced by a significant value of 0.025 indicating that the probability value is < 0.1 . While the value of $F_{count} (3.268) >$ from F table (2.14).

This evidence shows that the restoration of SMEs product marketing, especially in Sungai Bahar District, Product Innovation and E-WoM simultaneously have a positive contribution. So that by optimizing this marketing strategy will have a positive impact on consumer consumption decision making. If consumers have access to information that is fast, good and easily obtained through social media, consumer satisfaction will also be achieved. In other words, every SMEs must be dynamic in making marketing strategies as an effort to restore MSME marketing by paying attention to and being able to read what are the needs and desires of consumers so that consumers have a strong memory of MSME products in Sungai Bahar District than other SME products.

Conceptually, consumer perceptions of product innovation and e-WoM as an explanation of the SMEs marketing recovery strategy can be understood (Kotler, 2021). Because consumer behavior is a psychological

impulse that arises from within each individual caused by various factors (Putra, 2020), in which a person's motivation to behave is adjusted to his needs and desires. Intrinsic factors are factors that come from within the individual concerned, such as consumer needs for products that are unique, specific to new product variations.

5.0 CONCLUSION

1. The marketing recovery strategy can be done by starting to make SMEs product innovations.
2. In general, the influence of E-WOM contributes more than product innovation, meaning that the opinions spread by consumers on social media greatly affect the recovery rate of SMEs marketing.
3. E-WoM is an efficient strategy for promotion and is the key to the SMEs marketing recovery strategy in the new normal era. Where everyone adapts to technological changes that are increasingly inseparable in consumers' lives.

Author Contributions: For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used “Conceptualization, Musnaini ; methodology, Andang F.; Software, Hendriyaldi.; Validation, Andang F, And Musnaini; Formal Analysis, Hendryaldi; Investigation, Yuhanna Sari And Flowrrenza Ponglabba; Resources, Musnaini; Data Curation, Andang F.; Writ-Ing—Original Draft Preparation, Musnaini.; Writing—Review And Editing, Hendriyaldi.; Visualization, Musnaini; Su-Pervision, Andang F.; Project Administration, Chaterina Teresha Funding Acquisition, Musnaini.

Funding: This research was funded By Dipa Pnbp Fakultas Ekonomi Dan Bisnis Tahun 2021. Grant Number Sp Dipa=023.17.2.677565/2021

Acknowledgments: (1) For the Research Institute and community service at Universitas Jambi; (2) The Faculty of Economics and Business at the Universitas Jambi which provides funding for the 2021 PNPB Funding with this Leading Applied Research scheme. (3) Lembaga Penelitian dan Pengabdian Pada Masyarakat Universitas Jambi..

Reference

- Aditya, F., & Nugraha, A. (2015). Effect of WOM toward Buying Intention and Customer Satisfaction (Studi Pada Konsumen Kober Mie Setan Di Persimpangan Soekarno-Hatta Nomor 1-2 Malang. . *Administrasi Bisnis*, 1-7.
- Alrasyid, H., & Tri Indah, A. (2015). Effect of Product Inovation and Price toward Purchasing of Yamaha motor Cycle in Tangerang Selatan, Inodnesia. *Perspektif*, 16(1), 39–49.
- Alwi, T., & Handayani, E. (2018). The Competitive advantage of SMES of market orientation and Product Inovation Effect. . *Journal of Entrepreneurial Development*, 256-271.
- Astuti, R., & Santoso, H. (2016). Effect of online Promotion and Celebrity Endorser toward customers Intention. *Interaksi Online*, 5(1), 1-10.
- Aynie, R. Q., Hurriyati, R., & Dirgantari, P. D. (2021). Strategy of E-WOM of E-Commerce into era digital 4.0 in indonesia. . *Jurnal Ekonomi Keuangan Dan Manajemen*, 17(1), 136-143.
- BPS. (2021). *JAMBI DALAM ANGKA*. JAMBI: BPS PROVINSI JAMBI.
- Elwisam, E., & Lestari, R. (2019). The Marketing Strategic implementation, inovation product, and market orientation toward Markting Performance of SMES Growth . *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(2), 277–286.
- Fadilah, A., Igo, I., Liza, A., S. F., Setyani, A., & Imam, B. (2020). SMES strategy toward economic grow in new normal of the Covid 19. *OECOMICUS Journal of Economics*, 5(1), 46-62.
- Haudi H, Santamoko, R., Rachman, A., Surono, Y., Mappedeceng, R., Musnaini, & Wijoyo, H. (2022). The effects of social media marketing, store environment, sales promotion and perceived value on consumer purchase decisions in small market. *International Journal of Data and Network Science*, 67-72.
- Lajin, N. F., Ngah, R., & Rahim, H. L. (2022). Building a Framework for Urban Poor Entrepreneurship Model: A Conceptual Paper. *ASEAN Entrepreneurship Journal (AEJ)*, 44-54.
- Mashahadi, F., Mahmud, R., & Omar, S. A. (2022). Hybrid Entrepreneurial Intention through the Lens of Entrepreneurial Event Theory. *ASEAN Entrepreneurship Journal (AEJ)*, 16-25.

- Pebrianti, W., Arweni, A., & Awal, M. (2020). Digital Marketing, e-WOM, Brand Awareness and buying decision of Kopi Milenial. *Jurnal Ilmu Ekonomi & Sosial*, 11(1), 48-56.
- Putra, E. (2020). Effect of Promotion, media social an product review in the Marketplace Shopee toward purchasing decision (case study of student of STIE Pasaman). *Jurnal Apresiasi Ekonomi*, 8(3), 467-474.
- Rosida, R., & Haryanti, I. (2020). Effect of online Promotion and price toward buying decision (case study of Nithalian Collection Bima). *Penelitian Bisnis Dan Ekonomi (JBE)*, 1(2) , 150-160.
- Siagian, A. O., & Cahyono, Y. (2021). Strategi Pemulihan Pemasaran UMKM di Masa Pandemi Covid-19 Pada Sektor Ekonomi Kreatif. *Teknologi Dan Sistem Informasi Bisnis*, 3(1), 206–217.
- Sumarni, Y. (2020). Manajemen Ekonomi Islam dalam Menghadapi Pandemi Coronavirus Disease (Covid-19) di Indonesia. *Baabu Al-Ilmi*. Vol. 5, No.1., 117-127.