

Understanding the Strategic Plan in Managing Business Marketing in the Outbreak of Covid-19 in Indonesia

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Abstract---This study aimed to understand the strategic plan in managing business marketing in outbreaks of the Corona virus 2019 in Indonesia. The effort to understand strategic plan in managing business marketing is believed to have a close relationship with the ability to know and understand the strategic plan in the outbreak of Covid-19 globally. To help understand this strategic plan in managing business marketing its complexity caused by social distancing policy, there are a series of literature review and in-depth interview sessions. After the data was collected, the process of analysis using qualitative phenomenological techniques and in-depth interpretations to see research problem meets the reliability and validity. Strengthening existing information on responses from the strategic plan in managing business marketing, the results revealed that there are seven business plans that spoken by interviewees from different business perspectives, incentives have shown relatively significant strategic plans related to business managing regarding outbreaks during local lock-down; First, showing care in support of the national policy of avoiding the crowd. Second, mission elaboration is that the company's mission must be well described. Third, core value that is how the company achieve its value. Forth, long-term goal that is determination. Fifth, annually target plan. Sixth, SWOT Analysis. Seventh, action plan that is each of the setting goals. Therefore, direct input from the business practices are very useful in making the next business marketing plan especially strategy to response the crisis time with related actions with entrepreneurial role in the epidemic time. Then further study is needed as evidence to anticipate.

Keywords--- Business Marketing, Strategic Plans, and Business in Covid-19 Crisis.

1 INTRODUCTION

There are no business activities and human life, including economic problems that have no drastic implications after the outbreak of Covid-19 (Koonin, 2020; Harari, 2020; Fernandes, 2020). Since the Covid-19 outbreak struck, all human life sectors including health, education and the economy have been very surprised and aware of how the impact of the outbreak was followed by anxiety and panic of the world community, which until now no one knows when this pandemic will end. Because all parties, especially business drivers, are very aware that the outbreak of Covid-19 is indeed very alarming for billions of the world's population both developed and developing countries. Covid-19 which is medically proven to attack the pneumonia system experienced by the world population has only benefited a number of businesses in the health, logistics, telecommunications and shipping services sectors. However, most other business activities actually suffer losses such as tourism, government, banking, accommodation, entertainment, hospitality, food and beverage, and various small business activities such as industry

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and economic activities that are most affected during the outbreak in Indonesia and other countries (Sohrabi et al, 2020).

Indonesia as a developing country, its economy is also inseparable from other big problems, especially when Covid-19 first appeared earlier this year. So the belief of many economic experts believes that if Indonesia can manage the impact of this pandemic completely, then economic development and growth will certainly be able to help overcome other bigger problems. Many researchers estimate that the economic challenges of developing countries such as Indonesia today are very large, where the political climate and economic balance are in full alert in making all decisions. Public economic drivers will be very careful in every effort to limit themselves to all expenditure of money such as expenses for dinner and other leisure time. This will certainly have an impact on all rounds of the economy and payments, especially for medium economic businesses such as restaurants, modern markets, production centers, air transportation, not escape from people's economic ventures.

It is clear that all the hard work of all parties is on self-defense and the efforts to mitigate the Covid-19 epidemic itself. However, in addition to the impact on public health, Covid-19 also has an influence on the rate of economic growth which is very significant for many business sectors, especially industry, both large and small ones. Now many experts keep worries asking whether the 2019 coronavirus outbreak will change the economy of a country? Of course the answer can be confirmed. Just consider the panic was very true with the magnitude of Covid-19 this crisis. Indeed, since the outbreak began to spread the world, many studies have done it since the pandemic occurred. Similarly the COVID-19 crisis seems to have accelerated the trend of economic change with its large implications. For example, scientists predict the long-term impact of COVID-19 on all sectors of the economy, business, labor, and the government role of a country as a whole.

This study will be about the understanding of strategic plan in managing business marketing during the Covid-19 outbreaks. The question why business owners need to understand this strategy. This factor is so important for business owners to understand strategic planning and managing business marketing during Covid-19 era as a result of being hit by the Covid-19 outbreak that follows national policies on social distancing and national lock-down. The effects of covid-19 many established businesses suffered extraordinary losses. In fact Covid-19 does not care whether it is established business or not. So business owners must have to relearn how they manage and continue their business, including re-planning their business strategic plans including managing the marketing during the crisis time.

The study of the important to understand the strategic plan in managing business marketing in the covid-19 as result of national lock-down that will be benefiting many perspectives. Therefore, it will change the perspective of thinking and business practices. For example, in the conditions of the Covid-19 crisis, maybe there are enough other things that are more urgent to be considered than business and economic development. Here it is very clear that the health of citizens is very important, and efforts to save lives must take precedence. However, economic factors and business development remain the center of mutual attention. Furthermore, through a better understanding of strategic plan to managing business marketing during the Covid-19 crisis will not create an economic recession, and generally the recession leads to a higher fatality rate through the reduction of physical and mental health defenses, and so on. Then there will be economic development arguments that can be used by policy makers to respond to the risk of recession. Thus, economic development and economic regulatory policies remain important beyond the conditions of the Covid-19 crisis.

Apart from the benefiting business practices, understanding strategic plan of the managing business marketing is also so urgent as the policy of social restrictions, self isolation and travel restrictions on citizens has increased many reductions in many business and economic sectors, causing a significant amount of economical and job opportunities to lose. Added to the closure of schools, and health services, and stay at home and working from home national policy while manufacturing production are dropped dramatically. Unless the need for medical products increases significantly like health maskers, sanitation and hygiene products. In response to this global Covid-19 outbreak, world researchers have work to gether understanding how to solve this effect of the COVID-19 on human health, socioeconomic on all aspects of the domestic economy opportunity and the world economy.

Chauhan's (2020) findings about business and economic losses caused by the Covid-19 outbreak chided that marketing and customer behavior also changed. His study also found that 8 out of 10 buyers and users of various products and services are changing as well. Furthermore, in obtaining basic necessities, business owners estimated that around 90% of buyers revealed that the way they shop also experienced a significant change caused by the plague. Therefore, this market trend is almost the same as the pattern of buyers in the previous week which was around 89% since the national social distance policy and living and learning from home were implemented.

Returning to the economic development in Indonesia, it is estimated that freezing of the great relationship between marketing and the economy of the community is not improving because the Covid-19 outbreak that

occurred when the national economy tends to be unstable. On this basis, business people must be ready and important to understand the strategic plan for developing business marketing in Covid-19 crisis time. Similarly the world trend where people are losing their permanent jobs that they have depended on for life and are now falling into a downturn, where all business activities are forced to close or go into ruin due to the risk of COVID-19. According to World Bank estimation, this is due to the way and steps of the community to respond to the Covid issue related to the health of citizens refraining from a pandemic so as to help limit social movements and self-isolation so that the world economic impact will be predicted to contract by 5% percent.

Because of the reasons above, the author in this case aimed to study to understand the above problem, namely the effort to understand the strategic business plan in managing its marketing and the changes that are affected the national economy during the 2019 corona novel virus outbreak in Indonesia. This study is strengthened by the findings of Liu et al (2020) revealing that after the 2019 corona virus spread throughout the world, China as the original country for the Corona Virus, is also one of the countries actively seeking business and diplomatic relations with Indonesia. As one of the countries that is still strongly influenced by Covid-19, Indonesia is very relevant to take lessons on the way business is run by China. The experience of the government and its citizens in China about how they responded to the impact of the Covid-19 pandemic is. This is not only a change in consumer behavior but understanding business marketing planning strategies in the crisis era of covid has had a devastating effect on community businesses that are very resistant both when the country was in a global economic crisis and also during the outbreak of Covid-19.

2 METHOD AND MATERIALS

The main goal of this qualitative study was to help understand the strategic business plan and its marketing management caused by the national policy in an effort to stop the spread of Covid-19. To help understand strategic business plans, there are a serial numbers of data gathering were conducted such as literature review, searching online information, and documentation (Mack, 2005). All data gathering conducted was in the purpose to understand the strategic business plan shall be understood by most business actors. Online information searching and information analyzing from many part of the countries who paid special attention on the economy impact by the country policy on social distancing and self distancing were critically analyzed from the March to May this year. The customers and business people voices were recorded as their ideas and perspective were considered different from one another in line with this study goal (Abdurrahman, 2015).

After data gathering the analysis begin with description and interpretation to seek these seven findings meet the validity and reliability of research question. Using research skill development framework, after data gathered, then analyzed, organized and evaluated before the data rearrange and communicate as recommended by the RSD framework concept (Willison & O'Regan, 2008).

3 RESULT

This section will be about elaboration the results of the research question about understanding of business strategic plan in managing marketing in multiple crisis. Until today the Covid-19 case in Indonesia continues to increase to 45.029 Covid-19 cases (Jakartaglobe, 2020). So, it is the result of reopening the public business and facilities. Seeing at that trend, now more and more citizens get worries and entrepreneurs in all districts are also convinced that they are going to feel the impact of Covid-19. Realizing on fact, more business owners may also unsure the nation's entire readiness to recover the Covid-19. In the following there will be seven business marketing plans that were successfully reviewed by this research:

Losses due to the COVID-19 outbreak not only resulted in a health crisis but also the economic downturn, education and all industrial business activities. Besides that, Covid-19 has also caused difficulties for many people and other business activities so that it can drastically change the pattern of life and socialize with others. As a result of Covid-19, quite a number of business people and businesses are required to change the way they serve and keep consumers so they can return when normal conditions return. This could be Covid-19 looks very much when people work in the future. Many business owners manage their business marketing in the Covid-19 era ranging from various strategies and planning, especially effective marketing to managing with all the tricks of the business tricks so that consumers will be protected and maintain the welfare of their employees.

Baker, Bloom, Davis, & Terry (2020) finding suggested that basically, when humans are in trouble, that's when the importance of knowing and understanding human strategies to think and communicate with others in a practical

way to productive in crisis of Covid-19 time. Similarly what most business should do to their potential customers during crisis time. In the following headings are the methods and strategies that have been reviewed in this research about 7 strategies of companies and business owners in providing services and positive care to loyal customers during the 2019 corona virus crisis.

Showing Services and Care to Customers

One way to make customers stay back to you is open communication and continued flexibility in revising every company's marketing strategy. For this reason, there are actually quite a number of ways companies can do to keep consumers visiting your company again even in times of crisis such as the Covid-19 period. The reason is the 2019 corona virus outbreak has forced many shops and business centers, restaurants, and supermarkets to be closed during national unplanned physical distancing policy implemented. In uncertain condition, it may result customers and buyers suddenly moving to other places with requests for goods and services which demand attention and protection of services plus care is much higher (Einav, Farronato & Levin, 2016).

Actually, good and excellence service plus care actually come from word of mouth to previous customers. Then there is a way business owners and companies can provide services to loyal customers so they are willing to come again. If a company wants to be different, then the company needs to prepare new strategies to ensure their business is able to serve and pay special attention to customers so that they return in the future you treat your customers in a better ways. So far, binding and caring for loyal old customers is easier and cheaper than finding and retaining new ones. In this case, there has been a lot of researches that examine the cost of getting new customers is proven to be greater and time full so that in the context of this business it is very unproductive especially in the era of business crises such as post Covid-19 and other natural disasters (Eggers, 2020). While Nguyen (2020) finding proves that happy customers will continue to be sustainable buyers when a business is run to gain full trust and to provide full service and maintenance care.

One way to show positive service and care is by genuine communication with customers during the Corona Crisis of 2019. For example, a company shall not managing out business marketing during a crisis as in a normal time communication. A crisis period is the right time for a company or businessman to create a positive impression of marketing their business by right and potential communication. An example of effective business communication is the managerial business comes and directly meets with consumers wherever they are. Gerdine (2013, November) demonstrated the impact of HIT in understanding community groups with another example presents fact information in the language of emotional feelings (Wandberg, 2000). The communication with language full of emotion "What Should I Do?", will be fully understood by the right audiences. This is an example of the illustrated language of Corona Virus Advice "submitted by Wendy MacNaughton and Eliah Aronof-Spencer during Covid-19 language campaign. They are medical professionals who understand the most infectious diseases through many of their studies and have succeeded in communicating them in light conversational language and persuasive tones.

Business Mission Elaboration

A great business goal always has a mission defined by the owners in which direction and what purpose it is carried out and why the business must be run and why it must exist (Greenhalgh, Schmid, Czypionka, Bassler & Gruer, 2020). At least every business is run must have an understanding of its mission and the perpetrators must understand and be able to run and know who the main prospective customers they will invite later on. On other occasions business people must be able to recognize goods and products and services and care that are of interest in normal and post conditions or in a difficult crisis such as the current Covid-19. On the other hand, business people are also able to optimize position and location where the business is suitable and so on. Then the next statement why a business must have a mission. Continue to what the mission is used.

Campbell & Tawadey (2016) understand business as a mission and business must have a business philosophy. They see the mission as an important navigation tool that will set the wheel of business control when many people think the operating period of the company and their business. They also argue that with an understanding of the right mission, business people will easily identify targets to be achieved later and business goals to be carried out later. Thus, business people will easily be able to understand the steps and objectives that will later be pursued by business managers.

Ilzetzki (2020) said that from the first time advanced business people always ask about why every business person needs to think about their business mission statement? So, the answer is that business mission statements need to be prepared in a professional manner by focusing business profits on employees, owners and direct customers. This mission is actually very functioning as an operational framework, serving all components, people and aspects involved so that business missions can be built when building products with their logos and brands. Of course, for every consumer, this will give a different taste for every company in every competition without limiting every objective and target of the business being run.

Now business people are required to learn and understand the even in designing elements of a mission statement, business people must focus their statements on these four important elements which include: what aspects of value are brought by businesses that benefit their customers and employees themselves. Every aspect is inspirational and why consumers and employees want to work to succeed the business or company goals. The absurd aspect of the mind that makes it acceptable to the mind and the most important is the aspect of specialization that every business has. Next is aspects of value for whatever the purpose of making and selling marketing products with good value, delicious, happy, relaxed and essential. The last thing that is very important to think about when preparing a business mission is the inspirational aspect of why running a business by prioritizing honesty and loyalty to customers that will be used to design new business mission and their products.

Business Core value

Baker, Bloom, Davis, & Terry (2020) advised that in uncertainty, businesses and economic development can not be guaranteed as they were done in normal times. So, every business, small or large, has core values attached to it so that they will be in a certain situation with a strong business core value. This value is something that supports their business vision and mission so as to form a way and culture and reflect the values of each business and company such as upper middle class businesses. Large companies, for example, have the essence and identity of their companies with principles, truth followed by philosophical statements of important values in the way to gain customers. These values will always teach the consumers and employees themselves and what potentials the company has and reinforce the identity and mission of the company and the business that it runs.

Giang (2020) said that marketing that is very practical is marketing and advertising by word of mouth for business growth, especially for businesses that start up in difficult times Covid-19 and other difficult times after various natural disasters. So, when defining company cores values and marketing plans, it is also known as business values or core business values that are understood as the basic beliefs that are the basis of how business and behavior are carried out. These values will later become the basic principles and guidelines used by businesses to manage all internal matters and their relationships with outside parties such as customers and other partners. Every business and business plan always includes business cores value in their business plan. The answer is that core values are very important for every business. If business planning is not defined as important company values, then no core values are felt by both the company and its employees to feel there. Of course, before the business is run, it is very important that this value is answered first. About what is core value, at least in general terms and very basic core values. Sapsalis, Potterie, & Navon (2006) compared an academic versus industry patenting approaches and an in-depth business analysis of what aspect and determines patent goes good core value.

Zizek (2020) suggested that starting a business during the Covid-19 pandemic was really a difficult job where Covid-19 had first shaken and destroyed the business and economy globally. So, in creating the core values of this business in the Covid-19 crisis it cannot be easily interpreted as the main things that are believed to be very basic and important in reviving business and work. The core values of every business in times of crisis can be difficult to make in a business context that must have principles of priority and interest in the company. If core values are values that support the company's vision and vision, then the company will help develop it. Basically core business values are the core of corporate identity, such as basic principles, public trust, and corporate philosophy that is believed. During this co-19 crisis, of course, the average company focused on new planning that could be adapted to a co-19 situation, where changes and business challenges were increasingly difficult to predict. So efforts to build strong business values will enable the company to get internal and external benefits for the company as well as employees and consumers.

Long-Term Business Plan Goals

The long-term objective refers to a broad business planning and marketing strategy that continues to provide long-term business plan protocols to the ultimate goal of a profitable company. Preparing the business's long-term goals, especially planning and marketing, requires the board team to regularly monitor and test all long-term plans and adjust them to short-term business activities. In other words, so that short-term business goals are covered, then long-term business goals themselves must refer to the overall vision and mission so that businesses have time to set their long-term business goals. Those long-term business formulation teams must be able to remind the future and imagine what success should be like from here and from now on to accomplish something very urgent. So if asked what is a long-term business strategy?

Then the answer is that long-term business strategies will be used to drive long-term business in the direction that has been agreed for the future. For example, the desired results are achieved and usually must be based on the results of joint studies and plans are set in the period between the first year to the next year a minimum of ten years. They say the consumers in the current conditions, the opportunity to give a discount on the price is the right choice if the item is indeed expensive. Another way to change consumer behavior is through improving the quality of goods or adding more value to the product being sold. Providing goods can also help and increase the attention of consumers so that they can slowly change the minds and consumers of the goods and services offered.

In the end the business will not succeed in achieving its main goal when the business owner has not been able to explicitly set and determine the long-term goals of the business. In general, developing a long-term business plan framework can be done in many ways and methods. One of the simplest perhaps business owners must be able to determine their business vision. As a business person, anyone should be able to define their business vision at a minimum. In addition to his business vision, the personal vision of the life of the business owner must be determined by him because no matter how good the business vision, but if the driver's own vision cannot be determined, the main goal of the business will be difficult to achieve.

In addition to the long term, the short-term goal must also be determined. For example, outlining a marketing planning strategy, as well as planning an action plan and starting communicating all strategic strategies that are constantly regulated and revised if necessary. Besides that, every business driver should have high trust from all employees and consumers. Adaptive factors are also an important aspect and cannot be ignored. First and foremost in an effort to determine business planning in order to achieve the final goal is to make a strategic planning team so that the team is able to work optimally.

Business Annual Target Plan

Making an annual business plan is usually before starting an annual business plan, the most basic thing to do is to reflect the conditions of development in the past year and this year. So what was achieved in 2017 certainly had a big impact in 2018. So, the way business is done in a clear and reasonable way. Then immediately start the next year's target and actualize business in the current year. So here is stuck if the business is profitable or loss reaches the target annual business plan that you run. If the business loses, what is the target loss in the previous year. Conversely, if a business has better performance than it is anticipated, which target business gets beyond the annual plan.

Goodell (2020) finding suggested that during the COVID-19 outbreaks and crisis of finance, it is a time to set an agenda for long annual business and marketing plans in the future studies and development. It is important to know and understand all the objectives of the annual plan to inform shortcuts so that all functions and targets can grow and improve business objectives and strategies that will align the many existing resources and enter the marketing world to help achieve all business goals and targets. Another reason is that the importance of understanding this annual platform is to help the business with the desired achievements. While all business plans have quite a number of goals, the main interest of all business plans is that they want to help business people design more mature decisions. Developing all business plans helps businesses find answers to many very important business decisions made beforehand (Wolff & Tepperman, 2020). They also suggested that during COVID-19 more policies such as physical distancing and self isolation to response outbreaks and pandemic spreading that now has been globally impacts.

Ability to design sales plan is a strategic skill that will determine sales and marketing targets and that strategic skill is useful in the finding out business what stages will be taken to meet the business targets. The function of the sales plan will be very supportive of the business that you lead. For example in determining the sales and marketing targets of the business, a continuing to determine the strategy in sales according to target consumers. Another function is to mark and search for sales and marketing strategies as well as streamline and encourage sales team

focus. Furthermore, as an explanation of the stages to be taken to achieve sales and marketing targets, a goal periodically approach to sales and marketing. All the guidelines mentioned above will explain how important it is to have a sales and marketing plan that will help businesses in improving, implementing and reviewing business sales and marketing plans.

SWOT Analysis

Application of SWOT Analysis as a tool to understand the state of business and business whether it is good to apply now before deciding to apply new strategies. So this study in an effort to understand the strategic plan in managing business marketing in the Covid-19 era to hit the world and including Indonesia has also reviewed the SWOT analysis as one of the strategic plans for advancing business and business in a crisis situation and is very suitable to be recommended. Through this Swot analysis efforts to find out what has worked well, and which have not. Because this SWOT Analysis is an analysis action that requires an effective but simple tool to help businesses ascertain whether it is effective or not: SWOT analysis.

Why is it important that the SWOT analysis is applied to all types of businesses, both small and large businesses, because the easiness is very clearly implying the survival or death of a company. Other functions such as understanding a major added threat and weaknesses of the company often carry great risks regarding the company's future and crisis times, and the SWOT analysis is able to find out all the risks and weaknesses. Thus business owners are easily able to avoid weaknesses and internal dangers by deciding to apply all company resources to correct problems that have been identified through the SWOT analysis test. Furthermore, this SWOT analysis is a way of planning that supports companies or businesses to develop strategic plans to achieve business goals, improve operations, and keep the business up to date. The strategic suitability of this swot analysis when internal situations (strengths and weaknesses) are balanced with external circumstances (opportunities and threats).

Here's how to use swot analysis of companies. First, the business owner or company must understand the financial strength of their business: What are the sources of business income that can be expected. As well as a number of questions related to the source of incoming funds. The next is to find out the strength of customers: From which sectors do you add business customers? and a number of questions related to your business customers. Next find out internal strengths: What does your business implement well so that a company is stronger? As well as a number of questions related to the internal power of the business.

Business Action Plan

Not all business people are familiar with the action plan they have to do in the business that they are running. Actually, the action plan is part of a business plan where every business person must include in business operations that they do not yet listed in the sales and marketing plan agenda. The marketing and sales plan will later explain the stages that will be carried out by the businessman to achieve the profit targets from his sales. In each action plan, a plan that will be explained later will explain how to reach the target and the final goal. Action plans usually specify objectives, targets, assessments, steps, and ways of taking responsibility for each step. All businesses must understand the importance of the action plans of each business they run, map out planning strategies and small steps towards achieving both short-term and long-term goals and objectives. Because this supports the business determining the goals to be achieved.

4 DISCUSSION

This seven strategic plan findings of managing business in crisis of Covid-19 study is relevant with the research questions being asked where owner business shall learn and understand the strategic plan in managing marketing of business in difficult time since the Covid-19 emerged globally and in Indonesia. More business people work harder to plan and manage the marketing in a good strategy and hoping the customers will come back during and after the corona outbreak. In these seven strategic planning, the business people tend to think and work harder to be a goods business manager earning more profitable. However, in the case of norms, the business players are consider business and managing marketing their business is more urgent than the developing of goods business (Hevia & Neumeyer, 2020).

Open communication and ongoing flexibility in revising the marketing strategies of each company are very strategic in facing the difficult times caused by Covid-19. For this reason, there are actually a number of ways companies can do to make consumers visit your company again even in times of crisis such as the Covid-19 period. Under uncertain conditions, it can cause customers and buyers to suddenly move to another place with demand for goods and services that demand attention and protection of services plus much higher care (Einav, Farronato & Levin, 2016).

Furthermore, for business people, Covid-19 is a very serious threat where business development is going to freezing, which affects the business community and investment countries around the world. The threat of co-19 which is increasingly globalized and contributes to the current business and economic climate which is at serious risk including disruption in every source of income which results in drastic loss of income and the deterioration of the country's economy and even the world economy.

Consumers say that in the current conditions of the Covid crisis, the opportunity to get discounts is very useful. So for business owners to give a discounted price to a subscription is the right choice if the item is indeed still very expensive at the moment Covid-19. (Gupta, Eilert & Gentry, 2020) studied that another way to change consumer behavior is through improving the quality of goods or adding more value to the product being sold. Dev & Sengupta (2020) added that by providing goods can also help and increase the attention of consumers so they can slowly change the minds and consumers of the goods and services offered.

Baker, Bloom, Davis, & Terry (2020) prove that in circumstances where there is no uncertainty, business and economic development cannot be guaranteed because it is carried out at an abnormal time. So, every business, small or large, has a core value attached to it so that they will be in certain situations with strong core business values. This value is something that supports the vision and mission of their business so that it can shape the way and culture and reflect the values of every business and company such as upper middle class businesses. Large companies, for example, have the essence and identity of their company with principles, the truth is followed by philosophical statements of important values in how to get customers.

Jones's study, 2020 revealed that more business players are now just watching and waiting for what situation is best after Covid. However, good business players are learning and trying to understand how to manage business in various crises resulting from Covid-19. Since the emergence of the 2019 corona virus outbreak followed by government policies with social physical, consumers and the wider community focus more on basic needs than before many spent their money on halahal secondary. During the Covid-19 period residents spent more time working and studying at home rather than leaving out. Policies at home and learning from home apply to all citizens so that it has implications for decreasing business activity and the economic cycle of society both at the state level and global trends.

Long-term goals refer to broad business planning and marketing strategies that continue to provide long-term business plan protocols to the company's profitable end goals. Preparing long-term business goals, especially planning and marketing, requires the board team to regularly monitor and test all long-term plans and adapt them to short-term business activities. In other words, for short-term business goals to be covered, the long-term business goals themselves must refer to the overall vision and mission so that businesses have time to set their long-term business goals (Baker, Bloom, Davis, & Terry, 2020).

Furthermore, business people responded as the development of the Covid-19 outbreak, business people found that many companies adopted measurable business planning strategies to protect employee members and manage the risk of loss due to the difficult times of the Covid crisis due to restrictions and physical distancing, as well as travel, social distance and work reduction and school at home companies and countries continue to assess the situation well so that the impact of economic damage and other sectors does not increase, especially in difficult times due to co-19 deployment.

Making an annual business plan is usually before starting an annual business plan, the most basic thing to do is to reflect the conditions of development last year and this year. So what is achieved in 2017 certainly has a big impact in 2018. So, the way to do business is done in a clear and reasonable way. Then immediately start next year's target and actualize business in the current year. So it's stuck here if the business gains or losses reaches the annual business plan you are running (Dahlström, 2020).

Not all business people are familiar with the action plan they have to do in the business that they are running. Actually, the action plan is part of a business plan where every business person must include in business operations that they do not yet listed in the sales and marketing plan agenda. The marketing and sales plan will later explain the stages that will be carried out by the businessman to achieve the profit targets from his sales (Alvarez, Argente, & Lippi, 2020).

5 CONCLUSION

The purpose of this study is to tell the business player how they can understand the strategic plans in managing business in difficult times after the global is effected by the Covid-19 outbreaks. To help those business understand the strategic plan in doing profitable business where ability to attract more customers are very important and are so urgent in difficult time during the Covid-19 as the impact to stop virus spreading and as the governments introducing an unplanned national policy of stay and work and study from home. This in turn resulting more community to stay home and do online purchasing and use more basic need spending than in normal days customers are more secondary goods and services.

To conclude there seven strategic business plans have successfully reviewed to help more business players may understand what to do improving their business becoming the profitable business for owners, employees and customers so that they will back as the Covid-19 ends. The seven strategic such as showing services and care to customers, business mission elaboration, business core value, long-term business plan goals, business annual target plan, SWOT analysis, and business action plan.

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