

ABSTRACT

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PERILAKU PARA PELAKU USAHA BERTAHAN PADA KONDISI PANDEMI GLOBAL : A SYSTEMATIC LITERATURE RIVIEW

Coronavirus is a disease caused by SARS-CoV2 and has become a global pandemic whose impact has caused many problems to appear in the world. This Systematic Literature Review study aims to obtain information about the impact felt in the marketing field and see developments in the marketing field during this pandemic. This study involved six websites, namely GARUDA, SINTA, DOAJ, Elsavior, Google Scoolar and Sciecedirect, with the results of a discussion of 10 articles. Data on the coronavirus and digital marketing is collected using manual scanning. Collected data that has passed the analysis by the descriptive method will be the material for this study. The results of this study indicate that there are indications that the corona virus does affect digitalization in the marketing field and makes changes to the market. The pandemic has forced changes in the marketing field. Following up on the findings of this research, digital marketing empowerment or training must be optimized to prepare for global competition.

Keywords: covid-19, e-commerce, marketing, online marketing, pancemic, behavior.