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## Analysis of the Weekend Market Event in the Context of the New Normalisation of the Coronavirus Situation

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### Abstract:

The Weekend Market event is a scheduled occurrence, taking place on Saturdays and Sundays. The objective of this event is to stimulate economic growth in the context of the prevailing circumstances related to the new normal coronavirus (Covid-19). The present study aims to ascertain the operational procedures employed by Salapak Microshop Bandung City in the context of the novel Coronavirus (Covid-19) pandemic, with a view to understanding their approach to the management of the Weekend Market. The research method utilises qualitative case studies. The results of the research on the process of running the event at the research stage include its purpose as a means of promoting UMKM products, targeting the people of Bandung, and forming internal and external committee structures and responsibilities. The design stage encompasses the generation of concepts and the identification of activities to be incorporated within the event, including the organisation of decorations, the selection of speakers and performers, the determination of the venue, and the creation of posters. The planning stage involves the establishment of technical organisations in accordance with health protocols, while the coordinating stage entails the convening of regular meetings with both internal and external parties, as well as the utilisation of WhatsApp groups for coordination purposes. The evaluation stage, meanwhile, is characterised by the organisation of evaluation meetings with both internal and external parties.

**Keywords:** Event analysis, Case Studies, New Normal Covid-19, UMKM Salapak Michroshop Bandung City

## Introduction:

Salapak Microshop is a showroom and retail establishment that provides a platform for the promotion and sale of UMKM products. In addition to its commercial activities, Salapak Microshop offers business consultancy services, training, mentoring and co-working space, thereby extending its role in supporting the UMKM sector. Salapak Microshop is a programme administered by the Bandung City Government, operating under the auspices of the Bandung City Micro, Small and Medium Enterprises Cooperative Office. The programme is designed to provide a service for the marketing of UMKM products, and is strategically located in Bandung at Jl. Ir. H. Djuanda No. 10 A, Bandung City. The objective of Salapak Microshop is to provide a physical space or container for UMKM players in Bandung to develop local products and to stimulate the local economy. In accordance with the interviews conducted with the marketing department of Salapak, it is evident that the independence and advancement of Salapak Microshop is not solely endorsed by the Bandung City Government; rather, it is imperative to ensure continuous growth through the enhanced involvement of UMKM stakeholders and the community. Consequently, the management paradigm must adhere to professional standards. To this end, Salapak Microshop has implemented a marketing communication mix as a means of attracting consumers and to create and maintain consumer loyalty. For instance, the organisation of weekend market events that can build a closer relationship between employees and buyers.

As stated on the jabarekspres.com website in 2021, since the emergence of the novel Coronavirus (Covid-19) in all countries, including Indonesia, one of the most affected has been UMKM sector. Based on records kept by the Bandung City Small and Medium Enterprises Cooperative Office, UMKMs in Bandung City experienced a growth of 3.8% over the previous six years [1]. A recent study of interviews conducted by the Bandung City Small and Medium Enterprises Cooperative Office revealed that over 90 UMKM business actors had been assisted by the aforementioned office in joining Salapak Microshop, including the Sampurasun brand, Without Limits, Mavie, Twinstyle, Inov Collection, SiDaun, Banana Chips, Rizmah, Wondrouss, Joli, Muchy, Basreng Randa, and others. Salapak Microshop offers a diverse range of products catering to the needs of the

community, encompassing domains such as fashion, craft, and culinary.

In the context of the economic recovery of the city of Bandung in the new normalcy of the post-Covid-19 era, Salapak Microshop is organising events and training workshops. The event being held by Salapak Microshop is a weekend market. The weekend market event is a special event, defined as an organisation that organises unique events or activities that differ from regular events or activities. This activity has the potential to attract the attention of the mass media and the public to a particular company or product. Meanwhile, Goldblatt explains that "A special event is defined as a unique occurrence that is commemorated with a series of ceremonies (celebrations) and rituals to satisfy a specific need [2]

## Research Methodology:

The researcher employed a qualitative methodology, adopting a case study approach that emphasised the details of specific events, which may involve individuals, cultural groups, or aspects of life. Case studies are a more suitable strategy when the primary research questions pertain to the manner, rationale, and temporal context of contemporary phenomena (i.e., the present) within the context of real-life scenarios [3]. The research will analyse the implementation of the Weekend Market event by Salapak Microshop. This analysis will examine the course of an event in a new normal situation. It will also use special events described above to complete the steps in marketing safely in the new normal situation caused by the ongoing pandemic.

In this study, researchers employed qualitative research methods with the objective of acquiring in-depth insights into the subject matter. Creswell asserts that qualitative research methods constitute a form of research method employed in the pursuit of understanding problems in humans or the social environment. The objective is to create a comprehensive picture and present it in a series of words, thereby providing detailed data from reliable sources of information [4]. The technique for determining informants in this study uses purposive sampling. Purposive sampling is a technique for selecting data sources with specific considerations [5]. Data analysis in this study involves data collection, data reduction, and drawing conclusions [6]. To ensure data validity, the researcher will cross-check the subjects' responses with other existing documents to analyze their

accuracy using empirical data. Patton asserts that triangulation with sources entails the comparison and cross-checking of the reliability of information obtained through diverse methods and instruments in qualitative research [7].

The purposive sampling technique involves selecting informants who are considered most knowledgeable about the expected information, making it easier for researchers to explore the object or social situation being studied. In the course of their research, the investigators selected informants who met the following criteria: firstly, that the informants were directly involved in the organisation of the Weekend Market event held in the new normal Covid-19 situation by Salapak Microshop and secondly, that the informants had an understanding of the matter.

**Table 1: Informant Data**

No	Name	Criteria	Description
1	Angga Nugraha	The individual responsible for the marketing of Salapak Microshop and the individual responsible for the management of Weekend Market events.	Key Informant
2	Tita Wulansari	The role of event coordinator is to be fulfilled for the Weekend Market event.	Supporting Informant
3	Igun	The Weekend Market event implementation and promotion team.	Supporting Informant
4	Muhamad Aditya Naufal	The following section will examine the demographic of individuals who attended the Weekend Market event in Bandung.	Supporting Informant

Source: Researcher Data Processing, 2022

## Results

In analyzing the Weekend Market event, the researcher used Goldblat's concept of the stages of organising an event, including research, design, planning, coordination and evaluation.

### a) Research Phase

Prior to the organisation of the event, Salapak Microshop Bandung City conducted research in order to determine the concept, target and content to be applied in the event. According to the head of marketing at Salapak Microshop, the Weekend Market event was organised with the objective of encouraging Bandung UMKM players, especially those in the wet food sector, to be more enthusiastic and to assist in the process of obtaining business licensing letters.

"The Weekend Market event has been designed as a means for MSMEs to participate in commercial activities. Since the onset of the pandemic, UMKMs have faced challenges in participating in events, and in some cases, their ability to organise events has been temporarily diminished. The Weekend Market event aims to provide an environment conducive to the participation of UMKMs by offering them the opportunity to sell a variety of products. Beyond the commercial aspect, the event also includes training opportunities for individuals seeking to enhance their understanding of UMKMs, along with the facilitation of business licensing processes. Indirectly, this event has the potential to generate increased footfall and sales for UMKMs, thereby contributing to their overall economic growth and development." (Informant Interview, 2022)

It can be concluded that the purpose of organising the Weekend Market event is as a forum to promote UMKM products, conduct training, help make business licensing letters, and restore the economy of UMKM players in Bandung City. The target demographic for this event comprises the residents of Bandung who partake in regular physical activity, those who engage in weekend walks, and individuals with a keen interest in the UMKM sector. As Igun asserts, "the target market is defined as the populace of Bandung, with a particular emphasis on individuals with a vested interest in the UMKM sector." (Informant Interview, 2022). Another crucial aspect of event planning is the establishment of a committee. The committee structure for the Weekend

Market event comprised Salapak Microshop's internal team. Based on an interview with Salapak's Head of Marketing, the Weekend Market Event collaborates or sponsors with government and private entities, though not financially. Instead, it provides support in the form of gifts, as evidenced by its collaborations with Mr. Jelly, Goldenfil, Pegadaian, Bank Raya, and Telkomsel.

## b) Design Phase

The design stage is a pivotal component in the success of an event, as it is at this stage that the event organiser must demonstrate their ability to create an event that can engage the visitor's experience through the elements of reason, thinking, action, connection, and taste. At this stage, the primary action undertaken was a brainstorming session amongst the committee team responsible for the Weekend Market event, with the objective of determining the overarching theme. The themes that were proposed at the Weekend Market event included 'Ramadhan Fest', 'Various Typical Bandung Culinary', 'Cooking Class' and 'Photos of Bandung UMKM Products'. "The absence of a unifying theme is notable; each theme is characterised by its association with the Weekend Market. The content, on the other hand, exhibits a high degree of variability on a weekly basis, with a focus on addressing the needs of UMKMs. This includes services such as free NIB and PIRT making, product photography, cooking classes, and Ramadhan Fest" (Informant Interview, 2022). In addition to the theme of MSMEs, the new normal of the ongoing CoV-19 situation poses a challenge to Salapak in facilitating collaboration between UMKMs and the community. "The nature of the Weekend Market event held yesterday was of a more collaborative nature with the tenants. Therefore, even in the context of the new normal, effective collaboration remains a possibility. It can thus be concluded that the pandemic does not constitute an insurmountable obstacle to the undertaking of activities" (Informant Interview, 2022).

In the context of the ongoing global pandemic, the government has implemented a novel policy: the relaxation of the Level One Restrictions on Community Activities (PPKM). This new policy has given rise to the concept of New Normal, as posited by Aditya Naufal, a visitor to the weekend market. "The concept is satisfactory in terms of providing a

foundation for ideas and concepts in this new normal. However, the issue arises from the fact that there is a resurgence in the crowd, which poses a challenge. To address this, it is recommended that events of this nature be scheduled on a weekly basis, thereby ensuring a consistent and predictable occurrence" (Informant Interview, 2022). As illustrated by the three interview excerpts presented above, the theme of the Weekend Market event is an initiative designed to promote UMKM products in Bandung. This initiative is being undertaken in collaboration with tenants in the context of the prevailing new normal conditions caused by the ongoing pandemic of the novel strain of Coronavirus. Visual design is an integral component of event promotion, encompassing the creation of posters that utilise language conducive to effective communication, ensuring the message is readily comprehensible. The poster design must be meticulously crafted to evoke a sense of intrigue, compelling individuals to attend the event.



Figure1: Poster Event Weekend Market

At the Weekend Market event, a number of performers were present with the purpose of animating the event's atmosphere. The individuals who delivered speeches at the event were the Mayor of Bandung, the Head of the Bandung City KUKM Office, and the Chairperson of the Salapak Microshop. "Indeed, the Mayor of Bandung and the Head of the Bandung City KUKM Office extended a cordial welcome to the performers, with the Head of Salapak Microshop management following suit. The event featured musical performances by a local band, the identity of which escapes the author's memory at present, and tausiah activities led by Ustad Nurzaman, accompanied by karaoke sessions" (Informant Interview, 2022).

In the context of the new normal of the ongoing

global pandemic, the question of how to attract visitors to the Weekend Market event in order to adhere to the relevant health protocols is a pertinent one. Prior to entering the event area, visitors are required to undergo a scan in a designated care area. On entering the event, visitors are required to check their body temperature using a thermogagan and to apply a sanitiser liquid. During the event itself, Salapak Microshop management monitored adherence to health protocols and issued appeals to this end. “Indeed, the standards and procedures that have been implemented are consistent with government policies. The measures employed, including the use of masks, hand sanitisers, temperature tests and scans, are intended to safeguard the well-being of employees” (Informant Interview, 2022). In order to inspire a sense of enthusiasm amongst visitors, consideration should be given to the decoration of the Weekend Market event.



Figure2: Decoration Event Weekend Market

### c) Planning Phase

The technical planning of the Weekend Market event has been meticulously executed, with consideration given to the prevailing circumstances posed by the novel Coronavirus (Covid-19). This has entailed a thorough consideration of pertinent temporal and geographical considerations.

“Firstly, the Mayor of Bandung and the Head of the KUKM Office were approached for consent to proceed with the event in the present circumstances. Subsequently, a meeting was convened with the committee to address such matters as the venue, scheduling, the content of the event, the speakers, the protocol, and other pertinent issues, with a view to ensuring the smooth and successful execution of

the event in accordance with the objectives set out at the outset” (Informant Interview, 2022).

As demonstrated in the interview excerpt, it can be deduced that the technical implementation of the Weekend Market event has been meticulously scheduled in terms of time and location in order to mitigate the congregation of crowds. Following the adjustment of the technical implementation to the new normal conditions, the Weekend Market event is running well.

“In the context of the prevailing circumstances, the efficacy of the new normal is evident. This is largely attributable to the consistent reminders issued by the committee, emphasising the imperative of adhering to established protocols when engaging with visitors” (Informant Interview, 2022).

As demonstrated by the two interview quotations presented above, it can be deduced that the Weekend Market event is regarded as an effective means of organising events in the new normal situation of the ongoing Coronavirus pandemic.

### d) Coordinating Phase

At this stage of the project, there is a high level of communication between the internal and external teams. The Weekend Market event committee team employs a multifaceted coordination process that encompasses both online and offline meetings from the planning stage to the implementation stage of the event. The coordination process with tenants can be characterised as rigorous, entailing comprehensive technical clarifications prior to the commencement of the activity and a post-event evaluation to inform the planning of subsequent events. Additionally, the committee engages in proactive coordination with local residents, security personnel, health authorities, and safety experts prior to the commencement of Weekend Market activities.

“The coordination process is conducted in accordance with standard protocol. Prior to the event, a WhatsApp group is established for the tenants, where the technical details are explained and the rules of the game are outlined, including the designated time for arrival, what is to be brought, and the permitted activities. The coordination process is standardised and includes contacting the police, the local neighbourhood, and the sponsor.

The neighbourhood is contacted via chat or phone call to request permission. The police and the sponsor are contacted via letter, chat, or phone call, and in most cases, the sponsor is already known to us, so sometimes a phone call is sufficient” (Informant Interview, 2022).

### e) Evaluating Phase

The evaluation stage is a process of review that occurs after the event has been conducted. The purpose of the evaluation is to identify and address any errors or deficiencies that may have occurred, thereby facilitating continuous improvement for subsequent events. The evaluation activities at the Weekend Market event were conducted post-event. “The evaluation activities are conducted in a post-event capacity, encompassing both internal and external parties, including tenants, sponsors, and associated entities” (Informant Interview, 2022).

The Weekend Market event is a pertinent case study in the management of events in the new normal situation of the ongoing global pandemic. Firstly, the event was permitted by the government, which is an important factor in the success of any event. Secondly, effective communication between the management and tenants, as well as sponsors, was essential for the smooth running of the event. “The supporting factor is that Bandung City is currently at PPKM level 1 or 2. The government has also allowed us to hold events. So we can organise weekend market events in the current situation. There are also other factors, such as our management working well with tenants and sponsors” (Informant Interview, 2022).

A plethora of factors have been identified as both facilitating and hindering the organisation of the Weekend Market event. The onset of the pandemic has engendered a degree of trepidation amongst tenants, and it is imperative to acknowledge these concerns. Nevertheless, it is anticipated that the UMKM bazaar activities will proceed in a manner that is both anticipated and satisfactory by Salapak Microshop.

“The prevailing concern among people in the aftermath of the pandemic is that they lack sufficient capital and are unable to sell their products. This is also a prevalent issue among UMKMs. However, the committee has sought to allay these concerns by encouraging UMKMs to sell high-quality food

products, irrespective of their cost, as there is a strong likelihood of sales being made if the food is of a high quality. It is gratifying to note that the committee's efforts have been vindicated, and that the UMKM bazaar activities are proceeding in an orderly and satisfactory manner” (Informant Interview, 2022).

It can be concluded that the Weekend Market event is influenced by both supporting and inhibiting factors. However, it is argued that these inhibiting factors can be effectively addressed, thereby ensuring the smooth execution of the Weekend Market event activities.

### Conclusion:

The Weekend Market event, organised by Salapak Microshop, is a collaborative effort involving various external and internal parties, including tenants and sponsors such as Mr. Jelly, Goldenfil, Pegadaian, Bank Raya, and Telkomsel. The event is designed to cater to the people of Bandung in the context of the new normal era, with a focus on fostering economic recovery, enhancing the skills of micro, small, and medium enterprises (UMKMs), and streamlining the process of obtaining business licences. The event comprises multiple stages, including: Initially, extensive research is conducted involving various relevant parties, followed by brainstorming sessions to generate event themes, promotional strategies, and event preparation. The subsequent planning stage involves both online and offline meetings to ensure coordination with local parties, sponsors, tenants, and the implementation team. The event is then evaluated to identify areas for improvement and assess its overall success. The event's continuity until the end of the year is facilitated by the support of the government and the cooperation of the board, tenants, and sponsors, with different themes introduced to allow participants to expand their horizons.

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