

# HOW TO RESPOND THE PHARMACEUTICAL COMPANY MARKET DURING THE COVID-19 PANDEMIC (STUDY ON PT. FULKY HASYA)

Atabik Yusuf<sup>1</sup>, Refius Pradipta<sup>2</sup>, Nur Choirul Afif<sup>3</sup>

<sup>1</sup>Jenderal Soedirman University, [Atabik.y@gmail.com](mailto:Atabik.y@gmail.com), Indonesia

<sup>2</sup>Jenderal Soedirman University, [refisetyanto@gmail.com](mailto:refisetyanto@gmail.com), Indonesia

<sup>3</sup>Jenderal Soedirman University, Indonesia

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## ABSTRACT

This research has two problem formulations, namely the response of pharmaceutical companies during the Covid-19 pandemic and the impact of the response of pharmaceutical companies during the Covid-19 pandemic. The purpose of this study is to see how the response of pharmaceutical companies during the Covid-19 pandemic. Marketing response means a response, action, or answer to a problem to certain conditions. Marketing is a form of achievement for the work of business activities with respect to the flow of goods and services from producers to consumers. . This study uses a qualitative method. This method was chosen because the data obtained from the researchers' interviews with related parties. In this study, researchers collected interview data and information, observation and documentation. In the discussion, the researcher explained how to respond to the covid pandemic 19 PT. And here the researcher finds a unique way in each of the answers submitted to the source, but there are also similar answers that actually have the same meaning. From the research conducted by the author, the following results were obtained: PT. Fulkihasya responded to the COVID-19 pandemic by monitoring the market and educating the market to improve its marketing performance.

**Keywords:** *response, pharmacy, market monitoring, covid 19, case study.*

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## 1. Introduction

WHO (World Health Organization) has officially announced coronavirus as a world pandemic since March 11, 2020. The pandemic statement is based on the uncontrolled spread of plague to various countries of the world. Pandemics are announced not only as a warning of the preparedness of medical needs but for preparedness for various aspects that will be affected, one of which is the economic aspect. Prior to the COVID-19 outbreak, Indonesia was already the largest pharmaceutical market in Southeast Asia with one of the fastest growth rates in the region. However, the pressure created by the pandemic - which has resulted in 83,130 cases and 3,957 deaths in Indonesia as of June 18 - has highlighted pharmaceutical sector to increase and diversify production capacity further, to meet the urgent needs of the country in emergencies like this. Pharmaceutical companies have focused on creating ways to diagnose COVID-19 quickly and accurately through the development of molecular tests and the fulfillment of equipment and drugs in order to prevent and counter COVID-19.

Economies around the world are suffering from the effects of COVID-19, businesses are suffering losses, workers are out of work, and many are facing bankruptcy challenges. However, pharmaceutical companies are the center of attention in the COVID-19 fight, the production of medical devices is being boosted in every part of the world as a form of rapid handling of the response to the spread of covid-19 virus. No wonder that what happens next is a fairly positive impact, namely the increasing investment of medical devices whose processes are also supported by the government for the handling of pandemics. The investment of medical devices in the midst of the COVID-19 pandemic may be part of the handling of this pandemic itself, but also as an opportunity in the face of economic slowdown conditions that have also affected investment. It is no exception in Indonesia itself, where the process of investing in medical devices also gets the full attention of the government because of its considerable impact for some sectors. The record of this surge in licensing was informed directly by the Investment Coordinating Board (BKPM), especially the licensing of the health sector which since the outbreak of COVID-19 has continued to grow. President Jokowi instructed the government to provide optimal support. The government also allocated a budget of 75 trillion rupiah for the health sector. The budget is used for the purchase of necessary medical devices such as test devices, reagents, ventilators, hand sanitizers, medical incentives, and others. However, the COVID-19 pandemic that hit almost all countries in the world makes the availability of medical devices very limited. Therefore, the President requested that the domestic industry be able to produce medical devices to handle COVID-19.

One of the pharmaceutical companies affected in the covid pandemic era is PT. Fulki Hasya which focuses on medical device sales and pharmaceutical services in East Priangan area (Tasikmalaya City, Tasikmalaya Regency, Banjar City, Ciamis Regency, Garut Regency) West Java.. Looking at the product focus and sales of PT. Fulki Hasya can be found in the following table:

**Tabel. 1.1 (Data Penjualan PT. Fulki Hasya)**

<b>Penjualan / Bulan</b>	<b>Produk Alat Cek Gula Darah, Asam Urat dan Kolesterol</b>	<b>Produk Insulin (Novorapid, Novomix )</b>
Januari	673.360.000	422.880.000
Februari	620.896.800	534.540.000
Maret	380.900.425	443.900.000
April	237.700.975	122.700.900
Mei	280.080.500	132.900.500
Juni	250.579.000	233.999.000

View from pt sales report. Fulki Hasya had a significant drop in sales in March to June. This is because the number of insulin drug orders and blood sugar check products from health centers and hospitals has decreased because patients are afraid to go to the hospital or health center for fear of contracting the COVID-19 virus. According to the Chairman of Gakeslab (Combined Medical Device, Pharmaceutical and Laboratory Entrepreneur) West Java said there is an increase in sales of its members in the era of covid pandemic for companies that are able to produce and provide products that suit the needs of customers in this case is covid-19 products. But for companies that are unable to respond to the market by selling COVID-19 products experienced a decrease in sales. This becomes a consequence to support the advantages of competing in the market. Each company is required to determine the response to a market dynamic that becomes an absolute demand to be able to survive in the crisis era as it is now.

Based on the above background according to Hurley and Hult (1998), stated that learning to respond is key to innovation, which can ultimately improve marketing performance, while according to Han et al research (1998) stated the results of controversial studies, where market responses have a positive but insignificant effect on marketing performance. In addition, according to research conducted by Andi Listyarso (2005) that market penetration strategies have a positive and significant effect on marketing performance. So this research will make factors such as the ability to respond to the market as factors that influence market penetration to improve marketing performance

## **2. Library Overview**

### *2.1 How the Market Responds to Market Penetration*

The ability to respond to the market means that a company's ability is used for marketing intelligence to be obtained in a formal way (e.g. reports) and informal (ex: announcements) mechanisms from various individuals and public sources. In general, the ability to respond to the market is critical in the development of market focus as well as on the performance of its business (Day, 2018). Emphasis is needed on understanding the ability to respond to the market as an organizational learning capability of marketing strategy advancement from learning about consumers, competitors and channel members with an observation for activities on events and trends in the market. Huber (2018) describes the ability to respond to the market as the capacity of a company acquiring and disseminating knowledge, and is used for market information changes needed for the company.

### *2.2 How the Market Responds to Marketing Performance*

Pearce and Robinson (2000) expressed the ability to respond to market opportunities that the market is a situation where it is important as well as the most profitable in the corporate environment. The ability of analysis to respond to market opportunities is a research process of external environmental factors that affect the company's business activities. The external environment is an uncontrollable force, so companies have to adjust, and also generate threats and opportunities. The understanding of market opportunities according to Kotler (2017) is that market opportunities are an area of buyer needs where the company operates profitably. Therefore, it requires proper attention to customer response and response to competitors in order to provide the needs and desires of consumers by giving the best value (Lamb et al., 2001).

## **3. Research Method**

### *3.1 Research Plan*

**Research Method** The research approach used in this study is a qualitative research approach. According to Bogdan and Taylor in the scientific journal of research (Lestari & Sukmawan, 2018) explain that the qualitative method of How (Case Study PT. Fulki Hasya ) is a research procedure that produces descriptive data in the form of written or oral words from people and observable behaviors. (Hasanah & Ratumbuysang, 2017) mentions that qualitative approach can also be called case study or qualitative, which is in-depth and detailed research on everything related to the subject of the study.

### 3.2 *Research Focus*

Get a detailed picture of how pt. pharmaceutical companies Fulki Hasya responded to the pharmaceutical market during the COVID-19 pandemic.

### 3.3 *Research Participants*

The procedure for determining participants and or data sources in qualitative research generally displays the following characteristics: (1) Not directed at large samples, but rather in typical cases tailored to the specificity of research problems, (2) not rigidly determined in the beginning, but may change both in the number and characteristics of the sample according to the conceptual understanding developed in the study, (3) not directed at representation in the sense of the number of random events, but rather on context matches (Poerwandari, 2005: 95). The participants in this study are directors and marketing supervisors of PT. Fulki Hasya.

## 4. Result

Based on the results of the research obtained, it will be discussed descriptively about how pharmaceutical companies PT. Fulki Hasya responded to the COVID-19 pandemic and how it impacted the company's response. Based on the results of interviews and observations obtained by researchers describe as follows:

- PT. Fulki Hasya did not respond and did mitigation / measures in the face of COVID-19 because their business focus is on pharmaceuticals instead of medical devices and pharmaceuticals for the field of diabetes mellitus drugs that are not related to covid-19 countermeasures pharmaceutical products.
- Focus on products sold in PT. Fulki Hasya is an insulin product for diabetes patients militus type 1 and 2 with brands novo mix, novo rapid and levemir.
- There was a change in sales during the pandemic period, namely sales that decreased in the first and second quarters by 50% compared to quartal 1 and 2 in 2019.
- The Company has a program in monitoring sales weekly and monthly that explains about market monitors in order to understand the market dynamics that occur and the program is controlled by the Marketing Supervisor who gives accountability to the Director of PT. 19Reviews, 10Followers
- In this case, market monitors were carried out during the COVID-19 pandemic due to the continued decline in sales. The result of market monitoring is the cause of the decrease in sales caused by the covid-19 pandemic of its consumers, namely hospitals, health centers and PRB pharmacies experiencing a decrease in the number of patients that led to a decrease in ordering such products.

The decrease in the number of patients due to the concerns and fears of patients to control in the hospital or health center and prefer to stay at home rather than control to the hospital / health center. This is the trigger that the fear of contracting COVID-19 is the health condition of diabetes militus is a susceptible condition, the factor of old age (geriatric) and the trigger factor of death of COVID-19 patients is comorbid which is the disease.

After market monitoring and monitoring, a program is carried out to respond to patient scares by running a market education program that is education about diabetics in the COVID-19 pandemic.

## **6. Conclusion**

PT Fulki Hasya did not respond to the COVID-19 pandemic to co-market covid-19 products so that sales dropped but PT Fulki Hasya monitored the market and saw the cause of the decline in sales was patient fear so that patient education became a solution that would encourage patients to use insulin products again that would improve marketing performance.

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