PLATFORM BERBASIS WEB UNTUK USAHA KECIL MENENGAH

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Abstrak: Penelitian ini bertujuan untuk membuat website untuk memperkenalkan produk mulai dari varian, keunggulan, dan lain-lain tentang produk tersebut melalui website. Penelitian ini menggunakan metode penelitian deskriptif kualitatif, penelitian kualitatif berdasarkan data dan prinsip analisis hubungan sosial, mendeskripsikan fakta atau pengalaman. Jenis penelitian yang digunakan adalah penelitian deskriptif dengan pendekatan studi kasus. Penelitian ini difokuskan untuk menganalisis website dan strategi komunikasi produk tersebut dengan melihat kekuatan dan kelemahan pemasaran melalui website dan menganalisis sistem komunikasi pemasaran yang dilakukan oleh penjual untuk mendukung strategi pemasaran toko. Penelitian ini bertujuan untuk mengetahui kekuatan dan kelemahan pemasaran melalui website dan menganalisis sistem komunikasi pemasaran yang dilakukan oleh penjual untuk mendukung strategi pemasaran. Hasil penelitian menunjukkan bahwa Kios (Toko Online) berbentuk website merupakan salah satu media penjual untuk memasarkan produknya guna meningkatkan hasil dan kualitas penjualan.

Kata kunci: Media komunikasi marketing, strategi komunikasi, system komunikasi marketing

Abstract: This research aims to create a website for introducing products ranging from variants, benefits, and others about these products through the website. This study used descriptive qualitative research methods, qualitative research based on data and analysis principles for social relations, describing facts or experiences. This type of research is descriptive research with a case study approach. This research is focused on analyzing the website and communication strategy of these products by looking at the strengths and weaknesses of marketing through the website and analyzing the marketing communication system conducted by the seller to support the store's marketing strategy. This research aims to determine the strengths and weaknesses of marketing through the website and analyze the marketing communication system carried out by the seller to support the marketing strategy. The results showed that the Kiosk (Online Store) in the form of a website was one of the sellers' media to market their products to improve sales results and quality.

Keywords: Marketing Communication Media, Communication Strategy, Marketing Communication System

I. INTRODUCTION

Inadequate use of the internet is still a serious problem in Indonesia. Apart from pornography, many unnecessary internet website links are also commonly used to disseminate negative content that tends to divide. Indonesia is also the largest internet user on the island of Java, with a total population of 86,339,350 users (65 percent) of the total Internet usage in Indonesia [1]. In addition, Law No. 11 of 2008 concerning Information and Electronic Transactions (ITE) has regulated controlling and utilizing the website in positive activities through the website. Some articles contain Prohibited Actions (carried out related to the Internet or Cyber) [2].

The rapid development of the website has a major impact on all human life areas, including in the economic field. According to Abidin, currently, along with the development and advancement, developments on the website can provide new solutions and services in various ways [3]. Websites can offer new tools for increasing revenue. The use of websites in the economic field has increased the interest of most people. Even though website development is increasingly popular, many people still have challenges integrating websites in economic activities [2]. Through the internet, it is hoped that the public can take advantage of the search for all information needed and improve the community's welfare through internet/website applications that can be useful in all fields. The internet has been widely used for business activities that have been spoiled by the use of this technology, both producers and consumers. One of them can be seen from the number of websites/sites buying and selling online. Producers can easily make buying and selling transactions, and consumers can easily search for goods/services according to their needs only by using a gadget connected to the internet network [4]. The website is growing rapidly; this has a major impact on the development of information technology. The application of digital technology in marketing activities can have a more effective impact, especially on MSMEs. In this case, companies can maximize campaigns to get exposure, branding, and surveys. The website is very easy to access anywhere, anytime, and through information media such as smartphones and computers. This makes an advantage in marketing, where the website has become a place to introduce products and services easily accessible by people [5]. In developing a marketing communication system, the website is a means for MSMEs who seek to introduce, persuade and remind consumers about the products they offer. Thus, it will be very easy for producers and consumers to indirectly meet each other and make transactions.

Similar research has been studied regarding the Marketing Strategy of Travel through Websites [2]. Another study also examined Strategy and Tactics in business management [3]. There is also research on marketing media for superior Micro Small and Medium Enterprise (MSME) products in Semarang. Journal of Management Applications. [4]. His other research is Designing Online Shop Website Using Waterfall Method [5]. Another study on web e-commerce to improve marketing strategies website discusses Online Business Marketing Communication Strategies Through the website. Another research by Handayani and Nirwan discussed the problems that will be addressed regarding conducting a needs analysis for designing IMC for SMEs LSP with a web-based information system. The general objective of this study was to perform the design and determine the responses of consumers regarding the activities of Integrated Marketing Communication (IMC) conducted by Small and Medium Enterprise (SME) Logistics Service Provider (LSP). Moreover, previous research discussed creating a website-based information system design for SMEs to help them facilitate their business in the field of technology. This study's results are an information system design that can facilitate SMEs in terms of sales and promotion. Another research by Dunlop et al. summaries current evidence around adolescents' exposure to the promotion and marketing of unhealthy products such as energy-dense and nutrient-poor food and beverages, alcohol, and tobacco on social media sites such as Facebook, Twitter, Instagram, and YouTube. We explore emerging evidence about the extent of exposure to marketing of these harmful products through social media platforms and the potential impacts of exposure on adolescent health. Secondly, we present examples of health-promoting social media campaigns aimed at youth to describe innovative campaigns and highlight lessons learned for creating effective social media interventions. Another research aimed at exploring insight into SMEs' experiences in online marketing use, using evidence from SMEs' cases.

This research aims to introduce products ranging from variants, benefits, and others about these products through the website. Moreover, it is also to know website development as a marketing communication medium and the strengths and weaknesses. The research explains how to buy the product and increase product branding by creating a website. This study used descriptive qualitative research methods. Qualitative research is research based on the principles of data collection and analysis for social relations, describing facts and experiences. This type of research is descriptive research with a case study approach. This research is focused on analyzing

website development and marketing communication strategies on these products by looking at the strengths and weaknesses of marketing through the website. In addition, the seller, to support the store's marketing strategy, conducted analyzing the marketing communication system. The results showed that the Kiosk (Online Store) website was one of the sellers' media to market their products to improve sales results and quality. This website can also make it easier for buyers and sellers.

II. METHOD

This study used a descriptive qualitative method with a case study approach. Data collection was carried out by distributing questionnaires via Google Form on January 18, 2021, to analyze the strengths and weaknesses of marketing through the website and the seller's marketing communication system to support the store's marketing strategy. While in system development, this study used the Waterfall Method. The Waterfall Method development is the result of adjustments from hardware development because there were no other software development methodologies. The Waterfall method is a continuous software development process, where progress is seen as a waterfall flowing down through the phases of compilation, modeling, application, and experimentation. Types of literature analysis methods, interviews, and written survey methods by distributing online forms containing several questions. Figure 1 shows an overview of the Waterfall Method used as a system developed in this study.
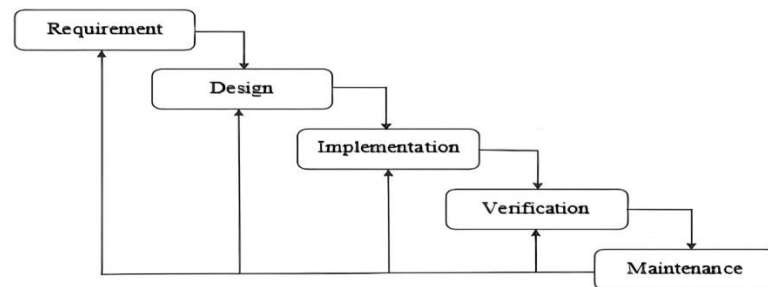

Figure 1. Waterfall Method

2.1 Requirement Analysis

This collecting method can be obtained in various ways, including discussions, observations, surveys, interviews, and others. The information obtained is then processed and analyzed to obtain complete data or information regarding the software's specifications for the software to be developed.

2.2. System and Software Design

Information regarding requirements specifications from the Requirement Analysis stage is analyzed at this stage. Therefore, it is implemented in the development design. Designing the design is done to help to provide a complete picture of what needs to be done.

2.3. Implementation and Unit Testing

The implementation and unit testing stages are the programming stage. The software development is divided into small modules, which will be combined in a later stage. In addition, in this phase, testing and checking the module's functionality are also carried out, whether it meets the desired criteria or not.

2.4. Integration and System Testing

After all units or modules are developed and tested in the implementation stage, they are integrated into the system. After the integration process is complete, the overall system inspection and testing are carried out to identify possible system failures and errors.

2.5. Operation and Maintenance

At the last stage in the Waterfall Method, the finished software is operated by the user and carried out by maintenance. Maintenance allows the developer to make repairs for errors that were not detected in the previous

stages. It includes repairing faults, refining the system unit's implementation, and increasing as well as adjusting the system as needed.

III. RESULTS AND DISCUSSION

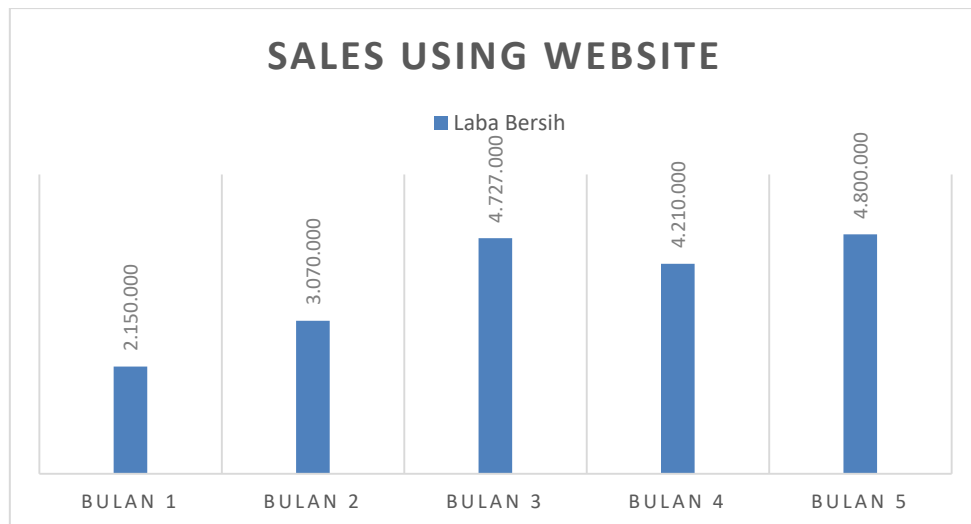Figure 2 shows the development of sales on one of the MSME products.

Figure 2. Sales using website

After using the web, the net profit increases because sales via the web are more reliable, and shipping costs are lower than shopping using other online services. However, in the 4th month, there was a decrease in the sales. It is due to the quality of the content that was not well organized.

Some of the sales factors for one of the MSME products can be increased through the website because
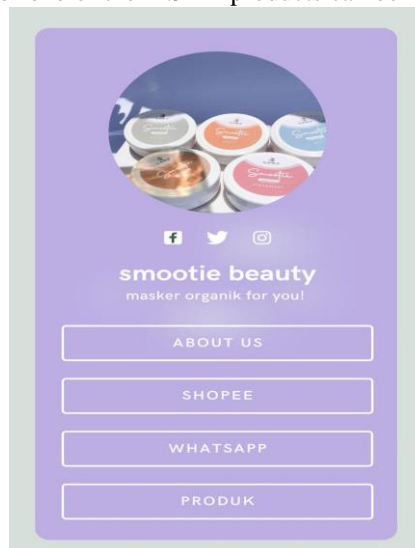
it provides complete information about the products being sold. Therefore, buyers also find it easier to buy products through the website compared to offline. An example of the appearance of the website is shown in Figure 3.

Figure 3. Main Menu on the website

The website also displays a catalog feature, which contains a collection of products provided with descriptions of the product's information and benefits. Therefore, buyers can choose and buy products according to their individual needs. The following Figure 4 is a display and catalog available on the website.

Figure 4. Catalog Website

There is also a Shopee feature on the website where customers will be directly connected to an account in Shopee e-commerce, as shown in Figure 5. Besides, we can see the difference between the website and the E-Commerce site in Figure 6.
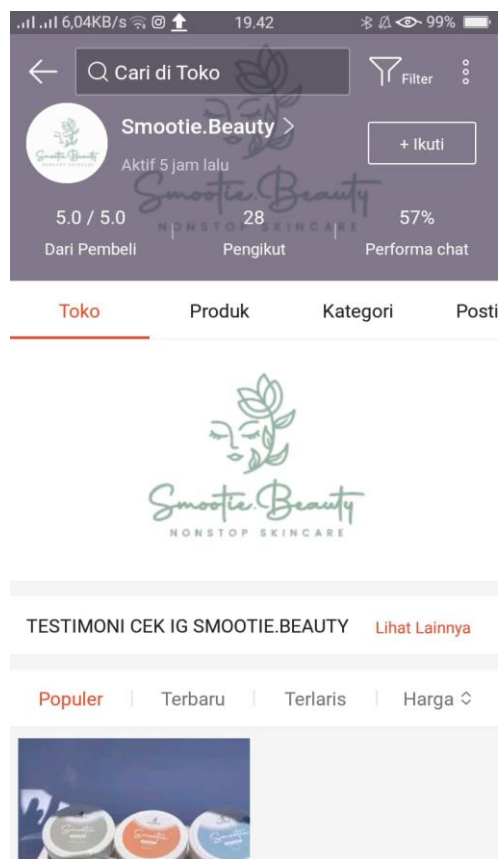

Figure 5. Main Display on Shoppe

Figure 6. Display orders on Shopee

The existing ordering steps have been made as easy as possible to order goods. If we focus on the website's appearance, it is made as attractive as possible so that customers do not get bored looking at the products in the catalog. From Figure 6, we can see the difference between the website and the E-Commerce site. On the website, we can make the appearance as we like to become one of the strengths to attract buyers. Therefore, the website of this product has met the stages of the Waterfall Method.

The theory used as a reference in designing a product website is the Use Case Diagram theory. Use Case Diagrams are modeling for the behavior of information systems created [8]. Use Case Diagrams are used to determine what functions are contained in the information system and who can use these functions. Figure 7 shows an example of how a Use Case Diagram works.
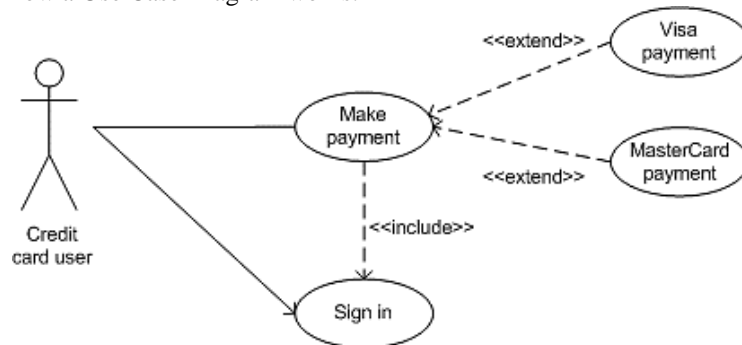

Figure 7. Diagram Use Case

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IV. CONCLUSION

The development of sales on one of the MSME products. After using the web, the net profit increases because sales via the web are more reliable, and the shipping costs are lower than shopping using other online services. However, in the 4th month, there is a decrease due to poor quality content. This website can also make it easier for buyers and sellers to sell. While in system development, this study used the Waterfall Method. After using the web, the net profit increases because sales via the web are more reliable, and the shipping costs are lower than shopping using other online services.

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