Design of E-Commerce Applications of Kota Pari SMEs Based on Woocommerce

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ABSTRACT

Marketing trends are shifting from conventional (offline) to digital (online). E-Commerce applications for business actors are able to market their products from anywhere and anytime via the internet. The focus of the issues raised, namely: (1) how to design a Woocommerce-based E-Commerce Application (2) How to implement E-Commerce Applications for small and medium enterprises (SMEs) in Kota Pari Village. To reveal this problem, this research uses qualitative research that is useful for providing facts and data regarding the Design of Woocommerce-Based E-Commerce Applications for Small and Medium Enterprises (SMEs) in Kota Pari Village, then the data is analyzed using a grounded theory approach which provides development to the field of research studies. Then the data collection techniques using interview, documentation, and observation techniques. Data analysis techniques with data reduction, data presentation and conclusion drawing. While the theory used in this research is an integrated marketing trend communication theory combined with Woocommerce techniques. From the results of the study it was found that through the E-Commerce Application, business actors can establish relationships with customers in a fast response (fast response). The benefits of implementing E-Commerce Applications are related to the 4P marketing trends (product, price, place, and promotion). Suggestions for SMEs in Kota Pari Village must keep updating marketing trends, both conventional and digital, consistently, especially regarding E-Commerce applications, they can be developed again in their management, because so far they are still managed by each business actor.

INTRODUCTION

Small and Medium Enterprises (SMEs) in Indonesia are growing very rapidly. By mid-2016, the number of SMEs in Indonesia had reached 57.9 million. Deputy for Production and Marketing of the Ministry of Cooperatives and Small and Medium Enterprises, I Wayan Dipta, said that this number had great potential to be able to go international. The government fully supports so that SMEs can go international. The government uses a method by teaching people to use the internet thereby facilitating marketing to international markets. In the era of the demographic bonus that Indonesia faces in 2020-2035, it has the impact of tough competition. Otherwise, the community is not supported by stakeholders and equipped with technology. Press Release No. 216/HM/KOMINFO/11/2017 Ministry of Communication and Information (KOMINFO) regarding Go Digital! National Movement for SMEs Go Online on November 7 2017. This movement supports Indonesia's economic vision in 2020, which is to become "The Digital Energy of Asia" with a target of growing e-commerce transactions of USD 130 billion. Pursuing this vision, facing two main challenges that must be solved in a balanced and simultaneous manner, namely globalization and if, there is no support from policy makers, and the use of technology, SMEs will be unable to compete with competitors

from outside. The development of technology, the digital world and the internet cannot be avoided. Marketing expert Yuswohadi revealed that if you want to survive, SMEs must be able to maximize the benefits of digital development. Currently, SME players must be able to take advantage of E-Commerce Applications as an effort to market their products so that consumers are more familiar with the products produced by these SMEs. SMEs that have access to E-Commerce Applications, are involved online, and develop their e-commerce capabilities, will usually gain significant business profits in terms of income, innovation, job opportunities and competitiveness. However, there are still many SMEs that have not implemented information technology, especially using E-Commerce Applications and do not understand the impact of the use and role of using E-Commerce Applications. (Wardhana, 2018) In line with all of that, the marketing trend that is very effective in "capturing" consumers, namely digital marketing (digital marketing) using E-Commerce Applications is an important element needed in the current business world. E-commerce applications are then often interpreted as a way of promoting or marketing a product or service through digital media, which is a new creative approach for consumers and sellers especially to create a pleasant impression. E-Commerce applications can include the ability to do many things that can reach consumers. Based on this consumer experience, this will lead the community and SMEs in Kota Pari Village to the brands and products of business owners. In terms of brand recognition, the E-Commerce application is an effort to build brand awareness, which brings in revenue (sales). That's why, to target consumers properly, you must first understand the media and consumer behavior in it.

RESEARCH HYPOTHESIS

The hypothesis of the qualitative research conducted is expected to be a new finding that has never existed before. Findings can be in the form of a description or description of an object that was previously dim or dark so that after research it becomes clear, it can be a causal or interactive relationship, hypothesis, or theory. At this time, the SME community in Kota Pari Village must take advantage of the E-Commerce Application as an effort to market their products so that customers or consumers are more familiar with these SME products. Current technological developments that strongly require digitalization in all aspects allow SME players to change market trends for their products online and make payment transactions through the online banking system as well. SMEs are an important business sector in Indonesia because SMEs have an important role for Indonesia's economic growth. However, many SMEs have not utilized information technology, especially using E-Commerce Applications and have not understood the benefits and roles of using E-Commerce Applications. The results of this research activity are the provision of E-Commerce applications as a marketing trend for business products to the community of SMEs in Kota Pari Village. Then proceed with providing an account creation tutorial in the E-Commerce Application which aims to expand the reach of SME marketing trends. The E-Commerce Application Technology used here is Woocommerce. SMEs are given tutorials and practices for creating accounts in E-Commerce Applications along with how to optimize E-Commerce Applications as a means of product promotion so that a wider range of marketing trends can increase product sales better.

RESEARCH METHODS

Using a grounded theory approach, researchers conduct research that focuses on a series of individual or collective events, actions, or activities that develop over time in certain contexts. Grounded theory is useful in situations where very little is known about a particular topic or phenomenon. In general,

the purpose of grounded theory is to build a new theory, although it is often used to expand or modify an existing theory. This research uses a qualitative research type. Qualitative research aims to gain a general understanding of social reality from the participant's perspective through descriptive data. Understanding is not determined in advance, but is obtained after analyzing the social reality that is the focus of research, then a conclusion is drawn in the form of a general understanding of the facts. Qualitative research is more focused on observation and natural atmosphere. Researchers act as observers. He only makes behavioral categories, observes symptoms and records them in his observation book. Qualitative research uses theory as a reference or guide in conducting research, not testing theory as in quantitative research.
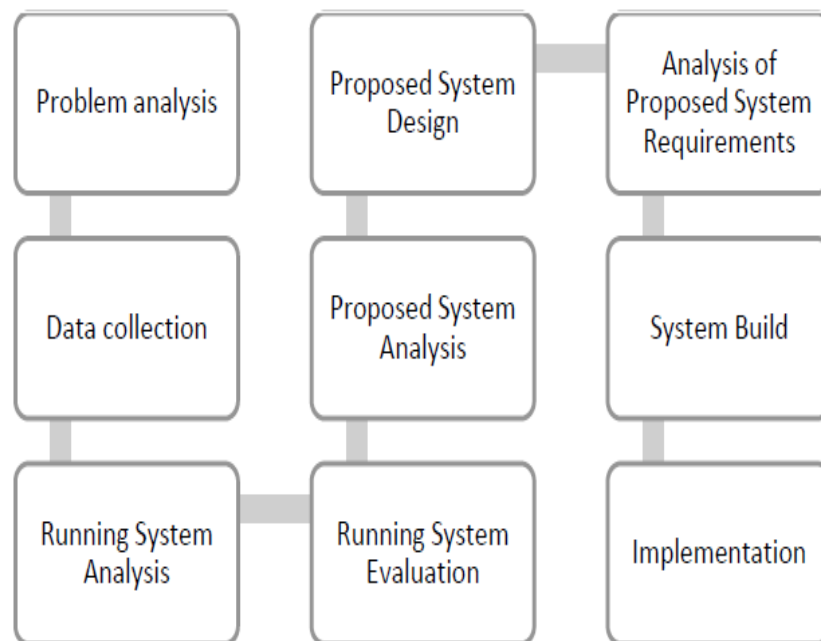
RESEARCH PROCEDURES

Fig.1. Research Procedures

The object that will be studied in this research is digital marketing as an integrated marketing communication strategy. So, the object that will be studied in this research is digital marketing as an integrated marketing communication strategy. So the research object is about integrated marketing communication strategies, but it refers more to the discussion of the application of digital marketing. The types and sources of data used by researchers are:

1. Primary Data In primary data, researchers will obtain data directly from selected informants at the research location. Primary data was obtained through interviews with informants. This primary data is data obtained by researchers from interviews with SMEs in Kota Pari Village and stakeholders.
2. Secondary Data Researchers will obtain data through documentation studies by studying various writings such as books, journals, theses and the internet to support this research.
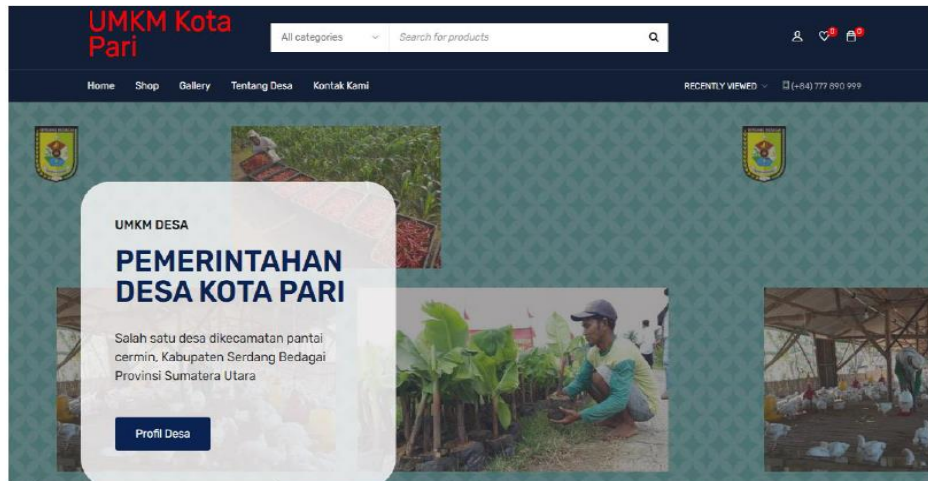
APLICATION RESULT VIEW

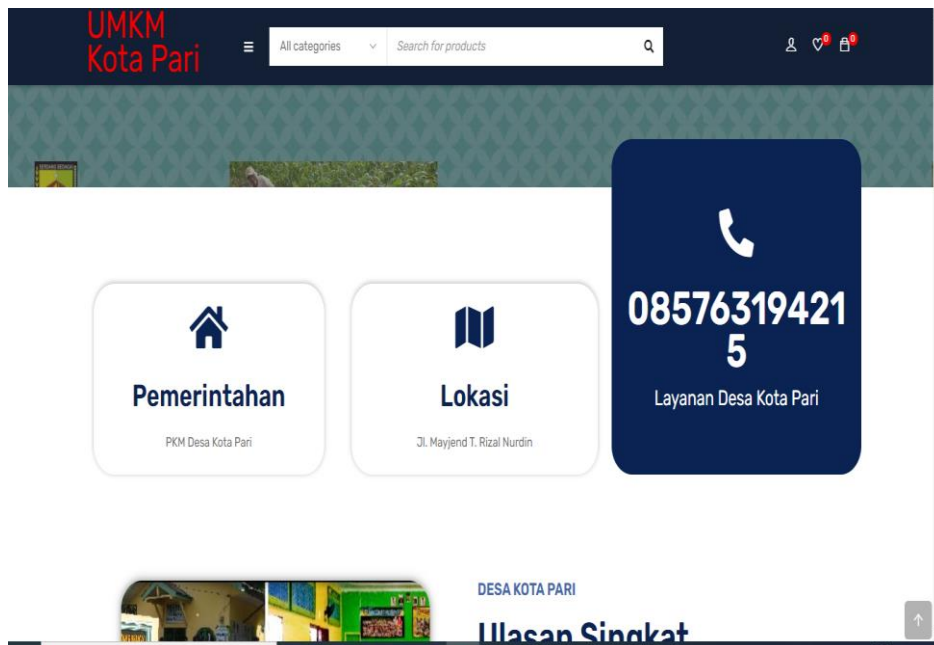**Fig.2. E-Commerce Application Home View**

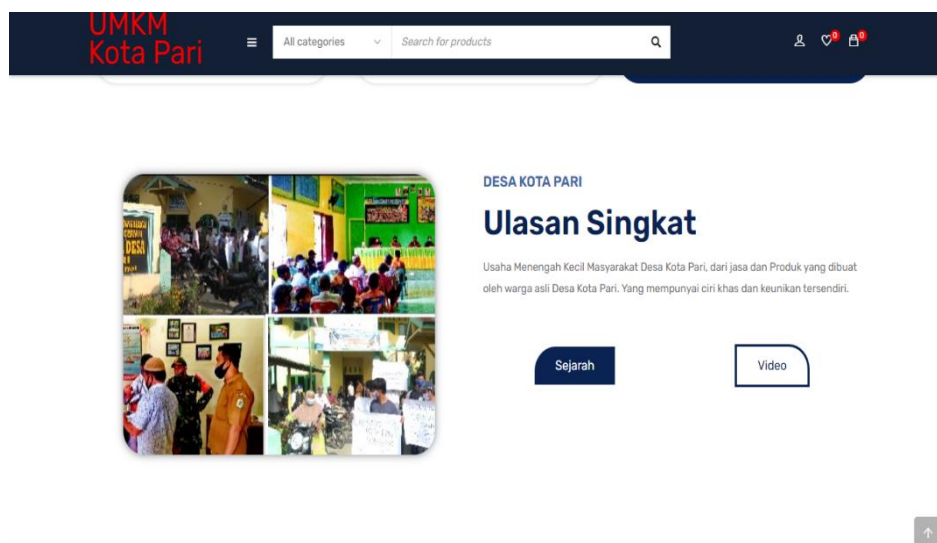**Fig.3. Display E-commerce Application Contact Information**

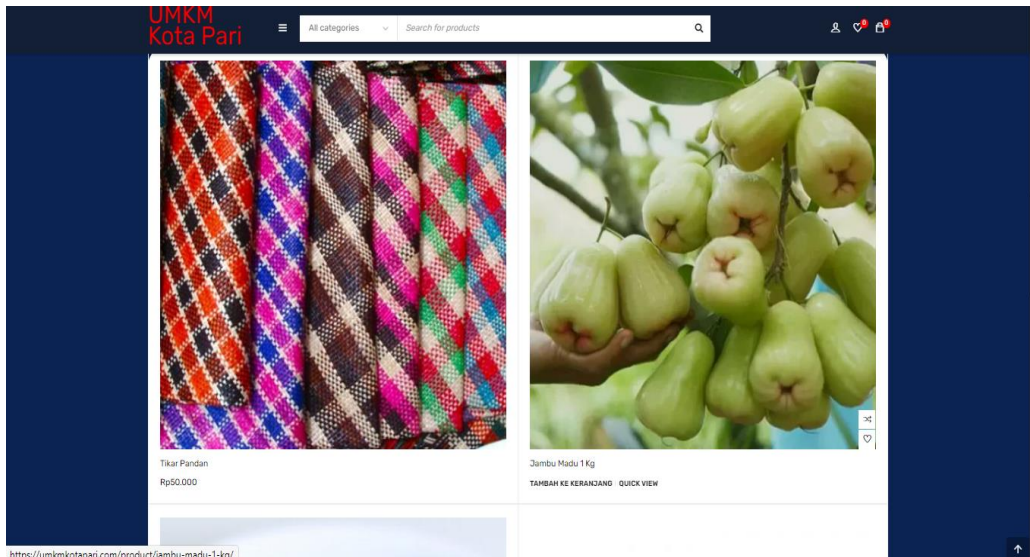**Fig.4. A Brief Review of E-Commerce Applications**

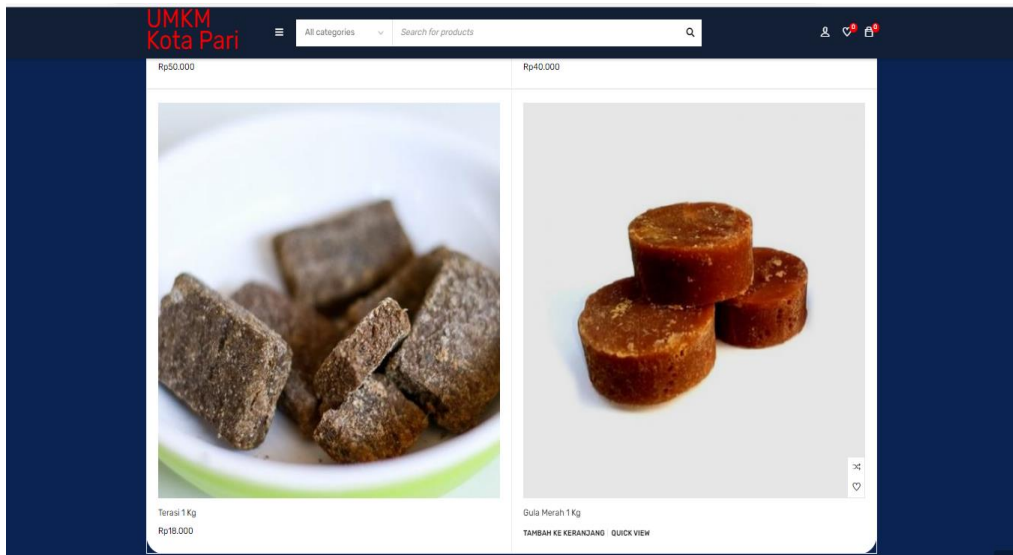**Fig.5. Product Showcase Display on E-Commerce Applications**

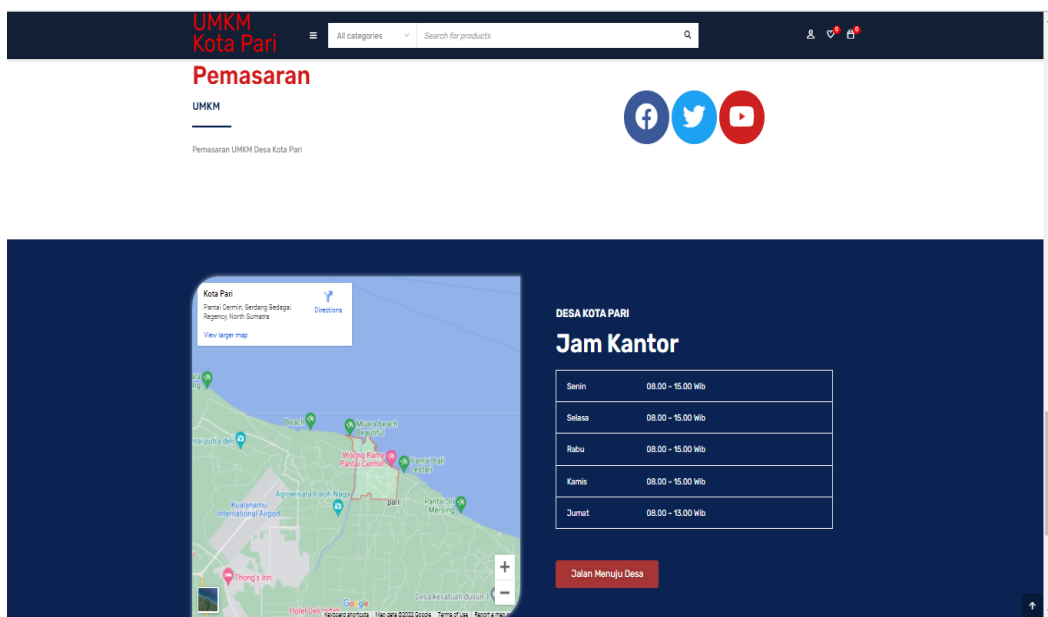**Fig.6. Product Showcase Display on E-Commerce Applications**

Fig.7. Display of SME Locations in E-Commerce Applications

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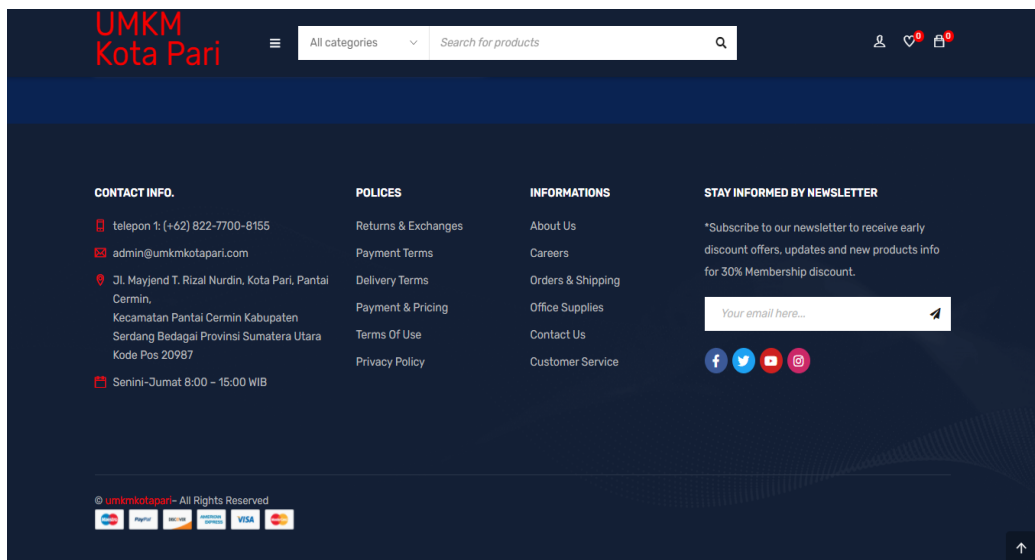
Fig.8. Display of Complete Information for SMEs in E-Commerce Applications

CONCLUSION

This research was conducted to produce an E-Commerce application design for SME Kota Pari. Applications that can be used by actors in dealing with SME product marketing competition and increasing the number of available SME product sales so that it is expected to increase the selling value of the product and increase the income of the rural community of Kota Pari.

ACKNOWLEDGEMENT

The result of this research is a website-based E-commerce application for marketing SME products in Kota Pari village. Applications that can be used by actors in dealing with SME product marketing competition and increasing the number of available SME product sales so that it is expected to increase the selling value of the product and increase the income of the rural community of Kota Pari.

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