E-Commerce (Marketplace) for Marketing of MSME Products in Balekambang Village-East Jakarta

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Abstract

The problems faced by the Balekambang community UMKM are conventional marketing, sales based on sales and cash. Balekambang community MSMEs have not yet utilized e-commerce technology as a means of marketing products. As a result, the marketing area is very limited (local). So that the purpose of holding this PKM is expected that 80% of Community Service participants are able to plan product marketing and have e-commerce-based application management skills (for example: website, Market Place, Instagram, Facebook, Twitter, etc.) for marketing UMKM products in Balekambang-East Jakarta. This method of implementing Community Service (PKM) is in the form of a Website & Marketplace Workshop for the Balekambang Community-East Jakarta already has a business that has been running for at least 3-6 months and has the intention of opening a business (new entrepreneurship). As a partner in this PKM activity, the Karang Taruna manager provides supporting infrastructure for community service activities such as providing PKM space, sound system, focus, blackboard, chairs and tables, etc. The results of this PKM activity partners want to actively participate in every activity held. The partner succeeded in applying directly from the theory obtained at the previous PKM meeting to improve product quality and increase its market share in the future, in the form of having a sales account and making transactions to generate income in one of the serving market places. as a PKM training medium.

Kata Kunci: *Balekambang, UMKM, youth organization, marketing, e-commerce*

E-Commerce (Marketplace) untuk Pemasaran Produk UMKM di Kelurahan Balekambang-Jakarta Timur

Abstrak

Permasalahan yang dihadapi UMKM masyarakat Balekambang adalah pemasaran yang masih konvensional, penjualan berdasarkan penjualan dan tunai. UMKM masyarakat Balekambang belum memanfaatkan teknologi e-commerce sebagai sarana pemasaran produk. Akibatnya wilayah pemasaran sangat terbatas (lokal). Sehingga tujuan diadakannya PKM ini adalah diharapkan 80% peserta Pengabdian kepada Masyarakat mampu merencanakan pemasaran produk dan memiliki ketrampilan pengelolaan aplikasi berbasis e-commerce (misal: website, marketplace, Instagram, Facebook, Twitter, dll.) untuk pemasaran produk UMKM di Balekambang - Jakarta Timur. Metode pelaksanaan Pengabdian kepada Masyarakat (PKM) ini berupa Workshop Pembuatan Website & Marketplace Masyarakat Balekambang - Jakarta Timur sudah memiliki usaha yang sudah berjalan minimal 3-6 bulan dan memiliki niat membuka usaha (wirausaha baru). menjadi mitra dalam kegiatan PKM ini, pengelola Karang Taruna menyediakan sarana prasarana pendukung untuk kegiatan pengabdian masyarakat seperti penyediaan ruang PKM, sound system, infocus, papan tulis, kursi dan meja, dll. Hasil dari kegiatan PKM ini para mitra ingin berpartisipasi aktif dalam setiap kegiatan yang diadakan. Mitra berhasil menerapkan langsung dari teori yang didapat pada pertemuan PKM sebelumnya untuk meningkatkan kualitas produk dan meningkatkan pangsa pasarnya di masa yang akan datang, berupa memiliki rekening penjualan dan melakukan transaksi untuk menghasilkan pendapatan di salah satu marketplace yang melayani. sebagai media pelatihan PKM.

Keywords: *Balekambang, UMKM, karang taruna, pemasaran, e-commerce*

INTRODUCTION

One of the communication media that can be used by business actors to promote their business is virtual media communication or internet media. Small and Medium Enterprises (MSMEs) can take advantage of e-commerce and marketplaces that provide great opportunities to expand sales of their products through digital media. MSME players

need to take advantage of various ways to promote and increase sales of their products, one of which is by taking advantage of existing opportunities. Currently, 143 million Indonesians have access to the Internet. Meanwhile, the number of MSME players in Indonesia reaches around 59 million. Unfortunately, of this number, only about 4 million MSME players have used the online platform to sell. The growth of the e-commerce industry in Indonesia is predicted to reach US \$ 130 billion in 2020. The growth of the e-commerce industry per year which reaches 50 percent coupled with the growing number of smartphone users is a huge opportunity for MSME players to increase sales of their products.

According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, according to Buchory and Saladin in Aris Jatmika Diyatma (2017) promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind company products.

At present, the problem that is often faced by MSME entrepreneurs is product promotion, this is because the majority of MSME entrepreneurs in Balekambang Village - East Jakarta, are only able to market their products in the surrounding environment (local market). This is due to the weak mastery of UMKM entrepreneurs towards marketing science as a whole.

One of the studies conducted by Pradiani (2018) shows that PKK mothers really feel the great benefits obtained by using social media as a means of marketing activities for their home industry products. This indicates that digital marketing has the potential to be developed. UMKM players can take advantage of social media to promote their products. This is in line with Moriansyah's (2015) statement based on the reasons or motivation of marketers to use social media (antecedants) and the target of the marketing program (consequences) that can be achieved using social media. Customers will get a stimulus from promotions carried out by marketers, family, friends, or the online community to become active shopping. The stimulus can come continuously on social media. The marketer's implication for this evolution is that the brand must be diffuse and flexible, the brand must build communication with customers and potential customers. Digital marketing allows buyers to obtain all information about products and transact via the internet, and allows sellers to monitor and provide for the needs and desires of prospective buyers without time and geographic restrictions. UMKM in Balekambang Village - East Jakarta is a village with potential UMKM players in East Jakarta. Until 2020 there is no data showing that MSME players in East Jakarta have implemented e-commerce to sell their products. This is one of the things that should be considered amidst advances in marketing. Conventional promotional media should be able to collaborate with digital media, so that UMKM players can maximize their product marketing. Based on the searches conducted, it was found that there are still very few MSME players who use digital marketing. This happens because there is no knowledge from MSME players about digital marketing. This problem can be overcome by providing knowledge about the importance of mastering digital marketing in the business world. Meanwhile APJII (Association of Indonesian Internet Service Providers) released data showing that there has been an increase in the growth rate of internet users each year (picture attached). The increase in the number of internet users is a great potential for MSME players to take advantage of the sales platform through cyberspace. So that UMKM players can do business expansion through offline and online activities.

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Sawicky in Dedi Purwana ES, Rahmi, and Shandy Aditya (2017) said that digital marketing is an exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs. Meanwhile, according to Chaffey, Chadwick, Johnston, and Mayer in Nadya (2016), digital marketing is marketing using digital technology applications. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). According to Ryan in Harwindra Yoga Prasetya and Adi Nurmahdi (2015), the dimensions of digital marketing in terms of promotion as part of the marketing mix (4Ps) are:

1. Website

The website is the link with the digital world as a whole and perhaps the most important part of the overall digital marketing strategy, where online activities will be directed directly to potential customers.

2. Search Engine Optimization (SEO)

One important part of the website is SEO (search engine optimization), or the process of arranging the content of the website so that it is easily found by internet users who are looking for content that is relevant to the one on the website, and also presents content so that it can be easily found by engines. search engine.

3. Paid search click-based advertising (PPC advertising)

PPC (pay per click) advertising allows marketers to purchase internet search results pages based on selected keywords and sentences.

4. Affiliate marketing and strategic partnerships (affiliate marketing and strategic partnership)

Activities of partnering with other organizations / companies and websites to achieve mutual benefits from a partnership to promote a product or service.

5. Online public relations (Online PR)

Using online communication channels such as press releases, article syndication (RSS), and blogs to create a positive perception of a brand or to position an organization or company as an authority in a particular area.

6. Social network

A marketing opportunity, but currently no one has been able to offer an advertising system with a very focused focus on a very small (niche) community based on profile information obtained from social networking sites.

7. E-mail marketing (e-mail marketing)

Electronic mail (e-mail) still become an important tool for digital marketing activities, which are sent with the aim of maintaining relationships between existing consumers and potential consumers who are willing to receive information via e-mail

8. Customer relationship management (Customer Relationship Management)

Maintaining existing consumers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities.

According to Maoyan in Deru R. Indika and Cindy Jovita (2017), social media is a technology network used to create news through internet users and communicate and disseminate information, while social media marketing is a type of internet marketing model to achieve marketing goals by participating in the

scope of social media networks. Meanwhile, according to Stockdale, Ahmed, and Scheepers in Dedi Purwana ES, Rahmi, and Shandy Aditya (2017), social media is a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user generated content. Based on the statement above, the understanding of social media or social media is an online communication tool via the internet between one person and another without any boundaries between users to search for the 19 information they are looking for or to share information among social media users.

According to Taprial and Kanwar in Bagus Aji Pamungkas and Siti Zuhroh (2016), social media has several advantages that make it stronger than traditional media, namely:

1. Accessibility

Social media is easy to access because it costs little or nothing to use. Social media is also easy to use, does not require special skills, and knowledge in its use. It's easy to connect with other people and be part of a community. therefore, anyone with online access to the data can initiate and participate in conversations. in another sense, everyone is encouraged to speak up.

2. Speed

Content created on social media is available to anyone in the network, forum or community once published. With social media, you can communicate with readers without any external factors that affect the delivery of the message. Responses can also be given instantaneously, almost like real life.

3. Interactivity

Social Media can accommodate two or more communication channels. Users can interact with each other, ask questions, discuss products and services, share opinions, or anything that might interest people to do so.

4. Longevity or Volativity

Content on social media can still be accessed for a long time, or even forever. Content can be changed or updated at any time so if users like a product and praise it, this is not a permanent positive comment because users can change it at any time.

5. Reach the Internet

This dimension offers unlimited reach to all available content. Anyone can access it from anywhere and anyone can reach it. Social media offers the same facility for all users who can share with whoever they like. Based on the explanation above, it can be concluded that social media is a digital marketing tool that can reach all groups, at a relatively affordable cost or at no cost and is used to create a community, build relationships, and exchange information with fellow social media users. an indefinite period of time.

Based on this, digital promotional media is expected to be an effective choice for MSME players in developing business and reaching national and international markets. Conventional promotional media which cost a lot and are much more complicated by themselves are no longer a major concern for MSME players because of digital marketing. MSME players, by using e-commerce or the marketplace, can reach a wider and more prospective customer, not only limited to a promotional area. Digital marketing and e-commerce or marketplaces can reach a wider area than conventional marketing, so this is a solution for business expansion. The target of this training is UMKM players in Balekambang Village - East Jakarta. This training aims to provide education to MSME players about digital marketing and how to use e-commerce or marketplaces.

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IMPLEMENTATION METHOD

This community service activity is carried out 1 meeting at 09.00-13.00 (4 hours). This activity aims to:

1. Have a deep understanding of e-commerce and marketplaces.
2. Understand deeply about the knowledge and ability to manage online-based marketing.
3. Understand deeply about the use of internet media as a promotional medium.
4. Understand in depth about the function of marketing in promoting and selling products.

In detail, the stages of the training are:

1. Situation Identification and Analysis

Starting with digging up information to find out how partners market their products. Looking for information on whether the partner has attended entrepreneurship seminars, joined the community and attended exhibitions in an effort to improve product quality and increase its market share. Thus the Community Service Team can understand the needs of partners for marketing techniques through online media, so further training is needed on marketing strategies through online media. The training aims to provide an overview of marketing strategies that can be used by partners in an effort to increase their market share and increase sales and revenue. Thus partners will understand the importance of the marketing strategy that will be used to increase their market share.

2. Extracting information

Mentoring process to explore product information to be sold. This is done so that partners can display photos of products that will be marketed through online media more attractively, so that potential consumers are more interested in the products being sold.

3. Making e-commerce web

The problem identification process is the initial stage for creating a website, as data to be implemented. Marketing applications needed by partners to improve product marketing are made web-based. This application is designed with a display and menu that makes it easy for partners to upload product photos, handle orders, handle payments, and create financial reports. This application is expected to increase orders so as to increase sales partner revenue.

4. Uploading the website to the internet.

After verification by partners of functionality, appropriateness of menus and views and testing of stored data. This is done to find out whether there is an error on the website or not, both in the process of uploading product photos, ordering processes, handling orders, processing payments, and making reports. Training on filling in website content after the web-based application has been completed, then partners will be given training on how to fill in the web content of the products to be sold. Evaluation from the implementation team on the use of the

website that has been created. The team makes a report on the results of community service that has been carried out and registers the report as a journal so that it is published nationally.

Figure 1. Flow of Science and Technology Program Implementation for the Community

The people of Balekambang - East Jakarta (especially the KarangTaruna administrators) who are partners in this science and technology activity participate very actively in every activity held. In terms of marketing techniques through online media, partners want to participate in communities and participate in exhibitions in an effort to improve product quality and increase their market share.

Whereas in training activities, in addition to participating as participants, partners play a role in providing training venues, participate in disseminating the training programs to be carried out to IbM participants (Abdimas) and collaborating with the team in conducting training consumption. So that partner participation is very supportive of the implementation of this science and technology activity program as a whole.

In this activity, the Karang Taruna management provides supporting infrastructure for community service activities such as providing PKM rooms, sound systems, infocus, whiteboards, chairs and tables, etc. As well as the KarangTaruna management who choose if anyone from Balekambang - East Jakarta deserves to be a participant in this community service activity with one of the criteria is that the participant has had a business running for at least 3-6 months and has the intention to open a business (entrepreneurship). new).

As well as the people of Balekambang-East Jakarta (especially the KarangTaruna administrators) as community service partners who transmit knowledge about how to do good and correct business activities, especially regarding business management in raw materials to finished goods which are expected to be finished goods from the Balekambang community-East Jakarta. making display products worth selling at the Balekambang Village Cooperative-East Jakarta. In addition, the Karang Taruna management will also explain how to join the community and participate in exhibitions in an effort to improve product quality and

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increase its market share. Thus the Community Service Team can understand the needs of partners for marketing techniques through online media, so further training is needed on good and correct online media marketing strategies.

RESULTS AND DISCUSSION

In realizing an entrepreneurial character, each individual has a different way, there are individuals who use entrepreneurial skills that are what they are based on their talents, personal experience, parental experience, or following real training (Haryono, Ariwibowo, and Djuhartono, 2019). Based on an analysis of the situation and results previous interviews with partners it can be concluded that the problems are faced current partners are as the following:

1. Lack of internal competitiveness market the product because sales made still conventional so it happens decreased sales.
2. Lack of mastery of science and technology, especially Information and communication technology (ICT), especially the use of the marketplace to support digital product marketing.

Action Planning

At this stage, the authors discuss with MSME partners about plans for making e-Commerce web designs that are in accordance with the needs of partners up to the final plan of training in use. After discussing the results obtained from the partners' needs which are illustrated in the following UML diagram.

Figure 2. Diagram UML Web E-Commerce

Based on the image above, the web design that will be developed by the customer will be able to perform the following functions:

1. Select Product
2. Add to chart
3. View Chart
4. Checkout

Action Taking

This stage is the implementation stage of e-Commerce web development that will be used by partners. From this stage a web that has been built is generated. The results are as follows.

Figure 3. Main Page User Interface

Figure 4. User Interface View Chart

Figure 5. User Interface Checkout

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Figure 6. User Interface Member / Register

Figure 7. User Interface Confirm Order

Evaluation

At this stage, an evaluation of the e-Commerce web has been implemented and tested through the internet network by creating a domain and hosting.

Learning

At this stage, partners are given training on how to use the e-Commerce web that has been created.

The impact of the adoption of e-Commerce on increasing the competitiveness of Binong knitting craftsmen using the DeLone & McLean framework (McLean 2015), consists of several parameters including:

1. System quality
2. Information quality
3. Service quality
4. Use
5. User satisfaction
6. Net benefits

Figure 8. Framework DeLone & McLean

The following is the framework for assessing the success of Borongyuk.com e-Commerce based on DeLone & McLean.

Figure 9. Delone & Mclean E-Commerce Framework at Borongyuk.com

Based on the picture above, it can be seen that the Net Benefit that can be felt directly by the craftsmen with marketing assistance through go online / e-commerce has an increase in sales. The following is the sales turnover data for the last 3 weeks after going online.

Table 1. Sales Volume Levels of UMKM of Balekambang – East Jakarta in November 2020-January 2021

Month	Sales Volume
November 2020	Rp132.908.753
December 2020	Rp143.640.870
January 2021	Rp154.220.500

Meanwhile, the sales volume before being online is as follows:

Table 2. Sales Volume Levels of UMKM of Balekambang–East Jakarta in August - October 2020 (Before Going Online)

Month	Sales Volume
August 2020	Rp62.500.000
September 2020	Rp75.350.000

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October 2020

Rp68.150.000

The following is the framework for assessing the success of Borongyuk.com e-Commerce based on DeLone & McLean. From the data above, it can be concluded that there is a significant increase in sales to craftsmen after being supported by the existence of e-Commerce.

Figure 10. Borongyuk.com Practitioners to abdimas Participants

This is reinforced by the results of research from Jauhari (2010), which states that using E-Commerce which can be used for online marketing and sales will certainly increase sales volume and in the end will increase business income and will eventually develop these small and medium enterprises.

CONCLUSION

With e-Commerce, it can help partners in supporting partner business processes in marketing and selling products of MSME entrepreneurs in Balekambang, East Jakarta so that partners can compete globally.

In this e-Commerce that has been built, partners must practice more often how to market their products through other marketplace networks or social media in accordance with existing developments.

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