

OPTIMIZATION OF ONLINE SELLING THROUGH WEBSITE-BASED E-COMMERCE APPLICATIONS AND MOBILE APPLICATIONS FOR MSMEs

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ABSTRACT

The challenges of MSMEs in the digital era through the use of digital platforms in transactions are an excellent opportunity to expand marketing which is expected to increase sales revenue. The digital platform in the form of a marketplace provides various features that can be utilized by MSMEs in the form of online shop features, product promotions, product management and delivery services as well as various payment features that provide convenience and convenience for customers to shop. However, not all MSME actors are able to take advantage of various features in the marketplace with various obstacles faced by MSMEs, including a lack of understanding of the various features available and the benefits that will be obtained as well as a reluctance to learn and operate the various features provided both on the website platform and those that are available. is mobile. The purpose of socializing the use of websites and mobile commerce is expected to help increase market expansion and increase sales revenue as well as increase digital literacy from MSMEs. The method used is through counselling and training as well as the practice of using various features available on the marketplace including product management and packaging and promotion. Further processes, especially those related to increasing income and financial management, are still needed in the utilization of this website and mobile commerce.

Keywords: digital platform; marketplace; website and mobile commerce

INTRODUCTION

In the digital era, the use of various digital platforms including e-commerce with marketplaces that can be accessed through websites and mobile devices (Web-commerce and mobile commerce) provides better opportunities in efforts to increase and expand the market which is expected to increase sales revenue from business actors.

(unpad.ac.id, 2020). The survey results from the Tempo Data Science-TDS survey show that, in general, MSMEs are familiar with and do not have any significant problems in using the internet through e-commerce and marketplaces that provide various facilities for transactions. With minimal entry barriers to enter the digital platform so as to provide optimal benefits for MSMEs in utilizing the available infrastructure (kontan.co.id, 2021).

However, not all MSMEs are involved in digital platforms, with 13% connected to digital platforms (kontan.co.id, 2021; unpad.ac.id, 2020). Through counseling and training for MSMEs, it is hoped that MSMEs can optimize the use of various features from websites (web-commerce) and mobile applications (mobile-commerce). This counseling and training includes activities for selecting a good marketplace, managing products and their packaging, product delivery processes, payment management along with promotions and store development. This is in line with the explanation of the Minister of Cooperatives and MSMEs of the Republic of Indonesia that the important things that need to be prepared are product innovation, business innovation and aspects of digitalization (unpad.ac.id, 2020). The training program for MSMEs regarding the use of digital platforms is one way to seek to increase the credibility of MSMEs in the use of digital platforms (idxchannel.com,2021; aptika.kominfo.go.id, 2020; ui.ac.id, 2022; Raharja & Natari, 2021). Raharja & Natari (2021) obtained the results of their research in the form of a significant increase in the knowledge and skills of partners in the use of various digital features as well as an increase

in sales. Enthusiasm and positive response from MSME actors in managing their business through digital platforms (Haryadi et al., 2021). The use of social media is one of the most preferred media in making offers and online transactions to increase sales (Pradiani, 2018). The development of training sessions on community service is given to optimize the use of e-commerce based on websites and mobile applications, both through the marketplace and social media. The results of the implementation practice will be analyzed to develop in a direction that is more in line with the needs of MSME business actors.

Situation Analysis and Partner Profile

The Rancaekek Kencana MSME Center is a knitting industrial center located in the Rancaekek Kencana Village area. This area originally came from the expansion of Rancaekek Wetan Village, Rancaekek District, Bandung Regency which consisted of 17 Pillars of Citizens. Along with the development of the region, the level of population density in the village of Rancaekek Kencana increases. Rancaekek Village has a fairly good location for a production area. This area is close to the Cileunyi Toll Road, and to the north of this

area there is a Rancaekek Station which is crossed by commuter trains, namely the Greater Bandung Local Train which crosses the Cicalengka area, Bandung City, to Padalarang. Besides being crossed by commuter trains, this station is also one of the stops for the Cibatuan Local Train with the route from Purwakarta Station to Cibatu Station. In the west, there are two public transportation routes serving the Majalaya - Sayang - Gedebage and Majalaya - Cileunyi routes. There are also traditional transportation such as Becak, especially around the Bumi Rancaekek Kencana housing estate, which was one of the earliest transportation alternatives used by residents around housing before the proliferation of motorized vehicles such as two-wheeled & online-based transportation such as Gojek & Grab



Figure 1. The entrance gate to Knitting SMEs in Rancaekek Kencana

Production

Until now, there are still many MSME businesses that do not implement production management in their business because they still think the business they are doing is not too big because it is only a small business with limited capital. Most of the finished products produced by MSMEs still rely on manual production using human power with simple machines which of course in terms of production capacity will be unable to compete with production that has used better machine technology. Sources of raw materials are obtained from within the country relatively easily.



Figure 2. MSME Convection Production Process

Marketing

Technological advances certainly affect the development of SMEs themselves. Entrepreneurs like it or not have to adapt to keep their business running. This is not only a matter of being able or not able to use

technology but it can be said that technology is a very important tool as a prerequisite for the progress of MSMEs. The use of social media has been so widely developed in various social strata and tends to be considered effective in supporting MSME actors to develop their businesses. A digital platform with a marketplace is a place for MSMEs to expand their marketing area as well as to increase their sales revenue. The need to adapt by MSMEs in adopting various technologies that are developing rapidly is an opportunity that MSMEs can take advantage of. The use of technology for marketing in this center still requires optimization related to the selection of a digital platform that best suits the conditions and needs of the center as well as determining market segmentation and marketing communication patterns with promotions.

Packaging and Delivery of Goods

This is the final stage of production and determines the sustainability of the MSME business. When the goods that have been sent get a good market response and there are repeated orders with an increasing number, it can be said that the MSME business being run has the potential to be able to grow even bigger.



Figure 3. MSME Product Packaging Process

So that it can become a more advanced and developing business opportunity which is expected to retain consumers and maintain their loyalty to carry out transactions on an ongoing basis. Product packaging is one of the keys to maintaining the ability of products to compete in the market, the selection of packaging materials, displays and packaging methods is a necessity in attracting customers when they see the product. Adequate resource capabilities and experts in their fields will be very supportive in addition to good production capabilities in order to create a repeating business cycle well. Likewise, the delivery of goods requires the selection of the right facilitator so that the timely delivery of products can provide satisfaction to customers with a guarantee of the condition of the products they receive. In terms of packaging, this center tries to

maintain the tidiness and condition of each product ordered by its customers with standard simple paper wrappers covered with plastic to prevent defects in shipping which are then packaged in certain quantities according to customer requests.

Financial Recording and Reporting

MSMEs Knitting Convection Rancaekek do financial records that are still very simple and are done manually. The financial records carried out include inventory records, sales records, purchase records, production records and operational records based on cash in and cash out. Formal financial reports are almost never done, except for MSMEs who will make financial submissions to financial institutions such as applying for credit to banks.

Business Development

Every MSME actor certainly wants to develop the widest possible range of his business. However, the lack of understanding of business marketing is a separate problem that is often experienced by MSMEs, especially when it comes to technology or digital marketing.

In Rancaekek Knitting Convection SMEs Even though there are many MSME actors

who sell their products online through social media or Marketplace, understanding of digital marketing is still not maximized so that the potential profits obtained are still not optimal.

Partner Problems

Based on the analysis of the situation above, several problems can be taken for that, business actors need to increase knowledge about how to do digital marketing properly so that they can increase product sales figures. Because of the above, the problems of the Kencana Knitting Convection SMEs are as follows:

1. Product governance is less than optimal.
2. Not optimal use of Marketplace.
3. There is no standardization of packaging and delivery of goods.
4. Do not really understand the types of digital payments.
5. The application of online promotion is still not maximized.
6. There needs to be a strategy for business development.



Figure 4. Examples of Rancaekek Kencana Knitting Convection SMEs Products

Partner Problem Solution

Referring to the problems that arise, the marketing strategy becomes an important part to overcome the problem of competition. Determining the right target market, choosing the right product for the target market, packaging design, marketing techniques to get repeat orders and optimizing the use of digital platforms. Counseling and training activities as well as discussions conducted at Rancaekek knitting center partners are to optimize HR capabilities in using media on digital platforms and optimizing marketing communication skills including appropriate promotional patterns using digital platforms.

IMPLEMENTATION METHOD

The implementation schedule is carried out at the Knitting Rancaekek Kencana MSME Partners on Monday, December 27, 2021. Which is followed by employees, and owners

of MSME Knitting MSMEs Knit Rancaekek Kencana. The number of participants who attended was 20 people. The following are the materials for the outreach activities:

Table 1. Material for Extension Activities on Website-Based E-commerce Applications and Mobile Applications for Knitting MSMEs Knitting MSMEs Knitting Rancaekek Kencana.

No.	Problem Description	Problems Solution	Activities	Outcome
1	Product governance is less than optimal.	Understand product management: Product Photo, Product name, Product Description and Price	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Practice Results
2	Not optimal use of Marketplace.	Improved online store services on Marketplace: Selection of store template decorations, photos on store banners and store locations according to the map.	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Practice Results
3	There is no standardization of packaging and shipping of goods.	Selection of packaging according to the product. Courier selection with package pick-up service.	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Practice Results
4	Don't really understand the types of digital payments.	Understand the types of e-commerce payments	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Practice Results
5	The application of online promotion is	An introduction to the types of	Lectures, Discussions and	Practice Results

still not maximal.

digital marketing and affiliate marketing promotions.

Questions and Answers. (Time 1 Hour)

Table 2. Details of the Scope of Problem Solutions, Outcomes and Target Sizes produced

6 There needs to be a strategy for business development.

Financial management Brand development Business opportunities Sales marketing

Lectures, Discussions and Questions and Answers. (Time 1 Hour)

Strategic Plan Draft

No.	Uraian Masalah	Solusi Masalah	Kegiatan	Capaian Luaran	Uraian Keberhasilan			
					Mengetahui (Score 60)	Memahami (Score 70)	Mampu (Score 80)	Mahir (Score 90)
1	Product governance is less than optimal.	Understand product management. Product Photo, Product name, Product Description and Price	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100
2	Not optimal use of Marketplace.	Improved online store services on Marketplace: Selection of store template decorations, photos on store banners and store locations according to the map.	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100
3	There is no standardization of packaging and shipping of goods..	Selection of packaging according to the product. Courier selection with package pick-up service.	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100
4	Don't really understand the types of digital payments.	Understand the types of e-commerce payments	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100
5	The application of online promotion is still not maximal.	An introduction to the types of digital marketing and affiliate marketing promotions.	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100
6	There needs to be a strategy for business development.	Financial management Brand development Business opportunities Sales marketing	Lectures, Discussions and Questions and Answers. (Time 1 Hour)	Resource materials	60-69	70-79	80-89	90-100

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RESULTS AND DISCUSSION

Results of Responses to Socialization and Workshops The socialization and workshops ended with an evaluation in the form of responses to participants in each session, from 20 participants 2 participants did not give their responses. The results of the responses from 18 participants are summarized below.

Table 3. Summary of Response Results for Outreach Activities on Optimization of Website-Based E-commerce Applications and Mobile Applications for Knitting MSMEs Rancaekek Kencana.

No.	Statement	%
1	I better understand how to make attractive product photos	86,3
2	I better understand how to write interesting product descriptions	80,0
3	I understand how to change the banner in the Marketplace store	76,3
4	I understand how to add a store location to Marketplace	82,5
5	I understand how to clean well	86,3
6	I understand arranging courier services	85,0
7	I understand the types of payments in the Marketplace	80,0
8	I understand how to activate the Marketplace payment feature	76,3
9	I understand the types of promotions available in the Marketplace	86,3
10	I can make promotions on Marketplace	85,0
11	I understand the types of store reports on Marketplace	71,3
12	I can retrieve financial reports from Marketplace	73,8
		80,7
		Good

Based on the results of the socialization activities carried out, the results of the Outreach Response to the Optimization of

Website-Based E-commerce Applications and Mobile Applications on MSMEs Knitting MSMEs Knitting Rancaekek Kencana obtained good results. The highest score contained 3 points of statement points 1, 5, and 9, namely, "I understand better how to make attractive product photos", "I understand good packaging methods", "I understand the types of promotions on the Marketplace". Shows respondents' awareness of the importance of promotion aspects. In addition, points 1, 2, 3, 5 and 9 are statements related to aspects of marketing communication which, if done using a digital platform with digital marketing principles, will be able to increase sales volume (Helmalia & Afrinawati, 2018; Pradiani, 2018). With good results in this statement, it is hoped that the enthusiasm and ability of the respondents can increase their sales. Meanwhile, from the results of interviews and observations on the condition of MSME actors, they have not implemented management consistently and comprehensively. In terms of production management, MSME actors only have inventory according to their capital capabilities, when they have sufficient funds, they can provide large amounts of inventory, and vice versa. This of course has an impact

on the inventory costs incurred, but SMEs are not aware of it. In this regard, further assistance is still needed to be able to access better funding if the increase in sales can be carried out properly. With an understanding of the use of financial reports with the lowest value in the statement "I understand the types of store reports on the Marketplace" (points 11 & 12) and the results of interviews show that financial management and reporting capabilities still need strengthening (Firmansyah et al., 2019). Training on financial materials still requires more time considering the HR background factor. Respondents use existing human resources around their business areas, even without having the necessary expertise. However, this can be overcome by training new employees. In the convection business, the selection of human resources is based on their abilities, as well as the equipment they have because on average the work can be done at home. The average MSMEs studied do not use the principle of specialization because jobs tend to be focused on one job. No marketing strategy is used specifically, because marketing is done on the basis of chance or ease of entering a market. For example, by entrusting it to traders who open kiosks in the market. The system applied is consignment.

This system tends to be detrimental to MSME actors, because there are often frauds by traders. With training through the existing facilities on the digital platform, it is hoped that gradually MSMEs can develop better marketing strategies by utilizing the digital features they have tried in order to increase their income and business (Raharja & Natari, 2021). Through direct training on the use of mobile media for promotion and product offerings as well as transactions that have been carried out, it is hoped that the habituation of their use can be carried out by independent learning including using social media marketing (Diamond, 2019, p. 125; 151; 155).

MSME actors who tend to have low education, cause them to be less familiar with technology, especially information technology which should be used as a marketing strategy. MSME actors use the internet to seek input for innovations they can do. MSME actors automatically segment their products, one of which is based on the raw materials needed. For example, the segment for the upper middle class with quite expensive prices and definitely higher quality raw materials and the lower middle class with lower prices and lower quality raw materials. For large investors, they are able to provide

products with good raw materials and have a middle to upper segment. While small investors focus on the lower middle class with imitation raw materials. Determining the appropriate segmentation is also part of counseling and training through social media marketing carried out with mobile devices that can increase knowledge and understanding of the use of SEO (Charlesworth, 2018, p. 31) even though it is done in a simple way. This is expected to determine a more specific target in its marketing reach (Charlesworth, 2018, p. 31;33).

MSME actors have not done bookkeeping because they are experiencing difficulties, which of course requires accuracy while they do not have sufficient knowledge to do bookkeeping, and there is a sense of inaccuracy in doing bookkeeping. This is what causes some actors to experience difficulties when they are going to increase capital by making loans to banks. Because the bank demands a complete financial report with the aim of knowing the business prospects. This situation causes MSME actors to feel reluctant to have contact with the banking sector. Bookkeeping is important, fortunately to evaluate and find out business developments in terms of profit

and return on investment. The lack of guidance and training as well as assistance causes MSME actors to not have the ability to manage finances. Business and personal finances are often mixed, making it difficult to control the financial condition of their business. This condition is closely related to other factors, such as production where poor finances will affect the ability to supply raw materials. Based on the findings above, a practical MSME management model is designed that can be easily applied to manage the MSME business. For MSME financial management issues, wider technical training is still needed by utilizing financial and reporting features available on digital platforms with more specific materials such as the use of digital transaction evidence and various analyzes as needed (Diamond, 2019, p. 280; Firmansyah et al. 2019).

CONCLUSION

E-Commerce applications have been able to help MSMEs in aspects of production management, financial management, and marketing management in the industrial 4.0 era. although it still requires a process of continued adaptation through habituation that can be done independently. The counseling and training carried out can introduce further the use of the features available on the digital

platform which are expected to be carried out continuously and independently by MSME actors with awareness of the benefits of increasing and expanding marketing and increasing income from sales. The costs used in this utilization are very cheap, tend to be free, so that they are in accordance with the needs of MSMEs. MSMEs have a passion for increasing their knowledge, especially those in accordance with their field of business.

Suggestion

There needs to be regular assistance in the implementation of the process of utilizing E-Commerce technology for MSMEs. MSMEs hope that similar activities can continue to be given to them. The material provided is expected to be able to adapt to the scale of MSMEs. It is intended that the materials and processes that occur in the field are appropriate and easily understood by MSMEs.

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