

Optimizing E-Commerce For Micro Small Medium Enterprises

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Abstract Technological advances to support the excellence of a company need to be carried out with policies that focus on marketing methods in the company, one of which is through e-commerce. In connection with that, business people in companies tend to want effective and efficient marketing as a means of information in transactions. MSMEs (Micro, Small and Medium Enterprises) are new in commercial activities or activities. These MSMEs are engaged in a trade where, in this case, it involves entrepreneurial activities or activities. Conventional business activities, which in recent years have become the spearhead of driving the country's economic growth, must immediately transform into a technology and information-based business mode or what is commonly called Online Business. Online business is a system or business activity that relies on the Internet as a marketing medium. Online sales or Online Business have many advantages over conventional sales. Therefore, it is necessary to have knowledge, understanding and skills in managing a business online. Observing the problems mentioned above, training is needed for MSMEs to understand how to run a business online, as well as skills in managing their business online by utilizing various social media and e-commerce features available.

Abstrak

Kemajuan teknologi untuk menunjang keunggulan suatu perusahaan perlu dilakukan dengan kebijakan yang fokus pada metode pemasaran dalam perusahaan, salah satunya melalui e-commerce. Sehubungan dengan itu para pelaku bisnis di perusahaan cenderung menginginkan pemasaran yang efektif dan efisien sebagai sarana informasi dalam bertransaksi. UMKM (Usaha Mikro, Kecil dan Menengah) merupakan suatu hal yang baru dalam kegiatan atau aktivitas komersial. UMKM ini bergerak dalam bidang perdagangan yang dalam hal ini melibatkan kegiatan atau kegiatan wirausaha. Kegiatan usaha konvensional yang beberapa tahun terakhir menjadi ujung tombak penggerak pertumbuhan perekonomian negara harus segera bertransformasi menjadi modus bisnis berbasis teknologi dan informasi atau biasa disebut Bisnis Online. Bisnis online merupakan suatu sistem atau kegiatan bisnis yang mengandalkan internet sebagai media pemasarannya. Penjualan Online atau Bisnis Online mempunyai banyak keunggulan dibandingkan penjualan konvensional. Oleh karena itu diperlukan adanya pengetahuan, pemahaman dan keterampilan dalam mengelola bisnis online. Mencermati permasalahan tersebut di atas, maka diperlukan pelatihan bagi UMKM untuk memahami cara menjalankan bisnis online, serta keterampilan dalam mengelola bisnis online dengan memanfaatkan berbagai fitur media sosial dan e-commerce yang tersedia.

Kata Kunci: UMKM, Bisnis Online, E-Commerce

INTRODUCTION

Situation Analysis

The development of communication technology and the rapid flow of information have led to changes in culture and society's daily activities. In the era dubbed the information age era, electronic media has become a primary need that is the foundation of society in carrying out all activities, including economic activities. Conventional business activities, which in recent years have become the spearhead of driving the country's economic growth,

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must immediately transform into a technology and information-based business mode or what is commonly called Online Business. Online business is a system or business activity that relies on the Internet as a marketing medium. Online sales or Online Business have many advantages over conventional sales.

SMEs, in particular, are currently forced to improvise with the situation. SMEs and Start-Up activists are currently required to be creative and innovative in utilizing technology in order to survive during this pandemic. So that IT and IT Mastery are currently mandatory and crucial for business people and future business development. The implications of the development of technology and information currently give birth to innovations in several vital activities of people's daily lives, such as e-business, e-commerce, e-learning, e-books, e-Money, Mobile Banking, eBanking, and others (Aco and Endang 2017). Social Media is a great opportunity for SMEs and Startup businesses to develop their business. Some examples of social media that are now popularly used in running online businesses are Facebook with its Marketplace feature, Instagram, Youtube, Whatsapp, Line, Twitter, Telegram, and e-commerce StartUp websites such as Shopee, Blibli, Tokopedia, Bukalapak, Go-Jek, Grab, and others. However, in running an Online Business, several principles must be met, including openness (business practice disclosure) to carry out transactions as promised.

Therefore, it is necessary to have knowledge, understanding and skills in managing online businesses. Observing the problems mentioned above, training is needed for MSMEs to understand how to run a business online, as well as skills in managing their business online by utilizing various social media and e-commerce features available.

Partner Issues

Based on these conditions, several main problems can be identified, namely: Lack of knowledge and skills of these novice business actors in managing businesses online, lack of creativity and innovation in utilizing social media and various e-commerce start-ups as business opportunities amid the pandemic, marketing of the products produced is still mostly done offline and conventionally so that the marketability of their products.

Expected Objectives and Benefits of Activities

This activity aims for participants to have knowledge and skills in utilizing social media and e-commerce features in running their business online. In addition, participants are expected to understand the importance of innovation and creativity in utilizing technology in various living conditions. The benefits that can be learned from this activity are that participants are expected to be able to design Online Businesses in social media applications such as

Youtube, Instagram, Facebook, TikTok, Whatsapp and use the various features available in promoting their products so that they can provide benefits for the businesses they operate.

SOLUTION OF PARTNER PROBLEMS

Definition of E-Commerce

E-commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers, and certain communities through electronic transactions and trade in goods, services and information conducted electronically. M. Suyanto (2003) says e-commerce (EC) is a new concept that can be described as the process of buying and selling goods or services on the World Wide Web internet or the process of buying and selling or exchanging products, services and information through information networks, including the Internet. E-Commerce/Electronic Commerce (e-business) is a business activity that is carried out (for example, business transactions) electronically through a network (usually the Internet) and computers or buying and selling goods or services (or transferring money) through digital communication channels.

Objectives of E-Commerce Application

The objectives of E-Commerce are as follows:

1. People who want to buy goods or transactions via the Internet only need Internet access, and the interface uses a web browser
2. Making the e-commerce portal/e-shop not just a shopping portal, but a community gathering place by building a community base, building a market concept not just a place to buy and sell and as an information centre (release, product review, consultation, etc.)
3. Service-oriented management combines conventional and virtual service conceptions: Responsive (fast and friendly response), Dynamic, Informative and communicative.
4. Up-to-date information, dynamic multi-directional communication
5. Payment model: credit card or transfer.

Steps in E-Commerce strategy

Advertising is the use of paid media by a seller to communicate information persuasively about products (ideas, goods, services) or organizations is a powerful communication tool. M.Suyanto (2000) argues that the advertising strategy in e-commerce (Internet) is a 5-stage process known as 5M, which consists of 1) Goal setting (mission), 2) Decision on a budget (money), 3) Decision on message (message) 4) Media decisions, and 5) Evaluation of the campaign (measurement)

E-COMMERCE For UMKM

Platform	Tips and Tricks
	<ol style="list-style-type: none"> 1. Apply for the "Show, Do not Tell" Technique 2. Create quality video content 3. Pay attention to the duration of the Video 4. Use Animated Video 5. Optimize All Types of Devices
	<ol style="list-style-type: none"> 1. Post with Clear Intentions and Goals 2. Schedule Posts with Content Calendar 3. Profile Page Optimization 4. Creating Attractive Content 5. Creating Groups on Facebook 6. Choosing a Good Group Name 7. Building a Community on Facebook 8. Being Active on Facebook Story 9. Use Facebook for Customer Service 10. Try to Do Paid Ads 11. Narrow the Audience or Targeted Market 12. Use Product Catalog Ads 13. Arrange Pixels Strategically 14. Use Facebook Custom Audience 15. Saving Potential Audience
	<ol style="list-style-type: none"> 1. Create a brand-specific account 2. Create interesting and appropriate content for the target market 3. Interact with followers 4. Utilize Instagram shopping 5. Optimize Instagram features (Quick Reply, insights, IG TV, IG Live, Reels, Instagram Ads) 6. Collaborate with public figures and influencers
	<ol style="list-style-type: none"> 1. Always do research (Since TikTok has an audience between 16-40 years old should do the necessary research to stay on top of the latest trends that will interest your audience. TikTok has made research activity easier than ever with several features, such as knowing what is trending by visiting the #Trending page) 2. Prepare and Practice Posting Videos (when creating a TikTok video, creators can add filters, text, music, transitions, and effects, and

	<p>even use pre-recorded videos on their camera roll to combine with other videos).</p> <ol style="list-style-type: none"> 3. Leverage TikTok Ads (Infeed Native Content, Brand Takeover, Hashtag Challenges and Branded Lenses) 4. Post Frequently 5. Be authentic 6. Tools for Tiktok digital marketing (Upfluence, Loomly, Tiktok Money Calculator and Viamaker)
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IMPLEMENTATION METHOD

The following are the methods that will be carried out while carrying out community service activities:

1. Extension Techniques

Extension techniques are useful for the success of training techniques. The counselling techniques carried out by the PKM team consisted of member meetings, surveys of partner locations, conducting permits, conducting collaborations, and coordination meetings.

- Member Meeting: held to discuss the preparations made and equate perceptions between members and the team leader. The discussions carried out were regarding the division of job descriptions, the division of persons in charge, the distribution of materials, the preparation of tools and materials, the sustainability of the program, the strategic steps to be taken, and so on.
- Partner Location Survey: aims to determine the condition of the partner's educational background, the economic condition of the partner community and the area around the partner community, which will affect how the training is delivered. Regional conditions are useful for determining the location of training and technology placement.
- Doing licensing; aims to establish a legally protected relationship between the team and the program's target objects or partners. Cooperate; aims to strengthen training techniques and seek support from other agencies or persons.
- Target Audience: 15 MSME

2. Training Techniques

Implementation of the use of Digital Payments is carried out using lecture training techniques, tutorials, and discussions. The systematic implementation of this program is as follows:

- **Lecture Training Techniques.** Participants are motivated to have the will to use the e-commerce platform in their business activities. In addition, participants were given general description material about understanding digital payments. The first step was held for 2 hours (for the total assistance).
- **Tutorial Training Techniques**
Training participants are given material related to the utilization and use of various types of e-commerce that can be used. The second step was held for 2 hours (for the total assistance).
- **Discussion Training Techniques**
Training participants are allowed to discuss problems related to MSME finance that have been faced so far. The third step was held for 2 hours (for the total assistance).

One of the evaluation processes carried out is as follows

Table 1 Achievement Indicator

No	Objective	Achievement Indicator	Benchmark
1.	Participants understand the importance of online business	Participants begin to understand the use of online business	Participant understanding can be seen during lecture training techniques Evaluation Instrument for Participants
2.	Participants understand the implementation of e-commerce.	Participants understand the use of application e-commerce	Participants' understanding can be seen during the tutorial technique in creating E-Commerce a Evaluation Instrument for Participants

IMPLEMENTATION

Description of Activity Venue

Malabero urban village is one of the thirteen urban villages in Teluk Segara sub-district. Malabero urban village consists of 4 RW, and each RW oversees 3 RT, which is the KB village target on the RW 03 awal road consisting of RT 7, 8, 9. The distance between Malabero urban village and the capital of Teluk Segara sub-district is approximately 1 km. The population of Malabero urban village is heterogeneous, consisting of the Minang tribe, Bengkulu native tribes, and ethnic Chinese, but the majority of the Minang kabau tribe.

The total population in the KB village area, namely in RW 03, is 156 families with a total population of 523 people, while their livelihoods are fishermen, small traders, casual daily laborers. Malabero urban village is geographically located along the coastal area, therefore the majority of its livelihoods are fishermen.

Figure 1

Map of Malabro Sub-District



Figure 2

Organization Structure



Result of Activities

The implementation of Community Service activities is carried out using lecture, tutorial, demonstration and discussion methods. This activity was held on Monday, June 12, 2023 at malabro village. This activity was attended by Malaysian speakers namely Norlinda binti Mohd Razar from Terengganu University and Muhammad Ashlyzan Bin Razik from University Malaysia Kelantan.

Figure 3

Photo with resource persons



Figure 4

Photo with resource persons and service team



Figure 5

Photo with Malabro



Social media is a means of communication and marketing where people can share their thoughts, ideas and experiences with others. Apart from that, social media also helps us to promote our business or brand by providing a platform for businesses to reach their targets easily



Social Media is Important in Marketing because social media can be

- Wide reach

Reach a global audience with potentially millions or billions of active users across multiple social media platforms

- Live Interaction

Build direct relationships and interactions with potential customers, get feedback and resolve issues quickly.

- Increase Brand Awareness

Build and expand brand awareness through consistent exposure and relevant content.

- Customer Engagement

Invite active participation and customer engagement through engaging content and contests, thereby creating deeper relationships.

Benefits of Marketing Through Social Media

- Low Cost

A more economical alternative to traditional marketing methods

- Effective and Efficient

Compared to offline marketing such as on banners or billboards, social media marketing can be more effective in reaching our consumers. because we can set ad targets very deeply.

- Increase Brand Awareness

There are 160 million social media users in Indonesia. This means, if we apply social media marketing properly, there are 160 million people who have the potential to know our business through social media.

- Share Latest Information Quickly

Our consumers can know about discounts, flash sales, promotions, or other information right away because it will immediately appear on their timeline.

In this world, Social Media Platform such Instagram, Tik tok, Facebook, Twitter, Youtube,etc.

Procedures Making Instagram For Business.

How to Create an Instagram Account

1. Make sure you have the Instagram application
2. Open application Instagram,Then click for account



3. After that, select the account list using email or telephone number



4. Please enter your name and password. Click the tick “save password”.

NAMA DAN KATA SANDI

☒ Save Password

Lanjutkan dan Sinkronkan Kontak

5. Instagram automatically creates a username. If you don't like it, you can change it.

SELAMAT DATANG DI INSTAGRAM,
Cari orang untuk diikuti dan mulai membagikan foto. Anda dapat mengubah nama pengguna Anda kapan saja.

Selanjutnya

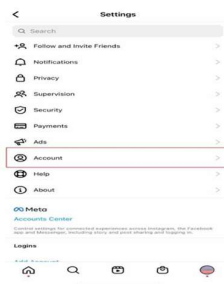
[Ubah Nama Pengguna](#)

How to Make a Business Instagram

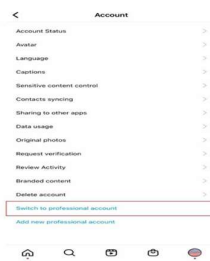
1. Enter the profile page, then click the hamburger menu (≡) on the Settings line in the upper right corner



2. Select the Settings / Settings menu at the bottom right of the screen. Then select the Account menu



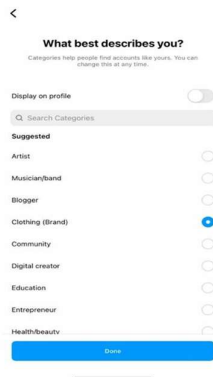
3. Swipe down until you find the Switch to Professional Account/Switch to Business Account menu, then tap on that menu.



4. Continue the process of changing the account type by pressing the Continue button.



5. Select your account category from the options provided, then tap Done
6. Then determine your account type between business/creator accounts. Choose a business if you want to sell/create an account for a business. Choose a creator if you create digital content.



7. If you choose a creator, you only need to complete the profile. If you choose a business, continue to the next step.
8. Confirm your business email address and phone number.
9. Connect your business Instagram profile to your Facebook page. If not there, click the skip option.
10. Your account has been turned into a business account.

SUGGESTION

Marketing is one alternative for MSMEs to introduce their products. However, not all MSMEs understand digital marketing. Some media that can be used for online marketing include Facebook, Twitter, Tik Tok, Instagram and other social media. By utilizing marketing using social media means will save time and save costs carried out by MSMEs. Social media plays an important role in marketing, apart from saving time and costs, by using social media more consumers can be achieved, because it not only covers MSME areas but can reach outside

other regions or provinces. With the training on creating a business account on Instagram, it is hoped that MSMEs can apply what they have obtained to their business. So that the expected benefits of using social media as a means of marketing can be fulfilled

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