



E-Commerce As Marketing Media for Home Industry Products in Klambir Lima Kebun Village

E-Commerce Sebagai Media Pemasaran Produk Industri Rumah Tangga Di Desa Klambir Lima Kebun

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Article History: Received: 28 April 2024 Revised: 1 Mei 2024 Accepted: 7 June 2024 Published: 8 June 2024	<i>Abstract</i> This community service aims to help groups of housewives who experience difficulties in marketing their products. So far, housewife groups only market it to stalls around the village or traditional markets. Sometimes waiting for special orders for certain events, and this is not fixed. As a result of limited product marketing, the economic output generated by the housewife group is not optimal. The Community Service Team has prepared activities to overcome problems that arise for groups of housewives by providing training on application use <i>mobile ecommerce</i> in marketing products. Product marketing with <i>mobile e-commerce</i> because this application can be used on <i>smartphone</i> / Smartphones are available to almost everyone, including housewives, who on average also have smartphones. With training given to groups of housewives in terms of use <i>mobile</i> with the application <i>e-commerce</i> then this group of housewives are already using it <i>e-commerce</i> which makes it easier and faster to sell the products they have produced. So that the results obtained from this training were an increase in product sales and from previous sales and the economy of the housewife group increased. Apart from that, it is also easier for housewives to market their products with applications <i>mobile ecommerce</i> . Keywords: <i>E-commerce, marketing media for household industrial products</i>
	<i>Abstrak</i> Pengabdian kepada masyarakat ini bertujuan membantu kelompok



ibu rumah tangga yang mengalami kesulitan dalam memasarkan peroduknya. Selama ini kelompok ibu rumah tangga hanya memasarkannya ke warung-warung sekitar Desa atau pasar tradisional. Terkadang menunggu pemesanan khusus untuk acara-acara tertentu, dan ini sifatnya tidak tetap. Akibat dari terbataskan pemasaran produk maka perekonomian yang dihasilkan oleh kelompok ibu rumah tangga tidak maksimal. Tim Pengabdian telah menyusun kegiatan untuk mengatasi permasalahan yang timbul kepada kelompok ibu rumah tangga dengan pemberian pelatihan tentang penggunaan aplikasi *mobile ecommerce* dalam memasarkan produk. Pemasaran produk dengan *mobile e-commerce* karena aplikasi ini bisa digunakan pada *smartphone* / telpon pintar yang ada pada hampir setiap orang begitu juga halnya dengan kelompok ibu rumah tangga, yang rata- rata mereka juga memiliki telpon pintar ini. Dengan pelatihan yang diberikan pada kelompok ibu rumah tangga dalam hal penggunaan *mobile* dengan aplikasi *e-commerce* maka kelompok ibu rumah tangga ini sudah menggunakan *e-commerce* yang lebih mudah dan cepat dalam menjual produk yang sudah mereka hasilkan. Sehingga hasil yang didapat dari pelatihan tersebut terjadi peningkatan penjualan produk dan dari penjualan sebelumnya dan perekonomian kelompok ibu rumah tangga meningkat. Selain itu kelompok ibu rumah tangga juga lebih mudah memasarkan produknya dengan aplikasi *mobile ecommerce*.

Kata Kunci: *E-commerce, media pemasaran produk industri rumah tangga*

1. INTRODUCTION

1.1 Application Mobile E-Commerce

Klambir Lima Kebun Village is in Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. The area of Klambir Lima Kebun Village is: 2,558 Ha, consisting of 21 hamlets, with a population of 16,355 people, consisting of 2,895 families. This village is one of the villages supported by the Panca Budi Medan Development University.



This community service is an application of previous research so that the object of research in this service is still the group of housewives. The previous condition of the group of housewives was that they were economically unproductive, but they had a strong determination to achieve change, especially improving the economy. This strong determination is used as the main asset by the service team to guide them. By taking the superior plant in their village, namely yellow pumpkin (waluh) to process it into products such as diamonds, dodol and crackers.

Yellow pumpkin is a commodity that has been cultivated in this village so it is very profitable if its use is maximized. The production tools used in the manufacturing process are not many and complicated. This alternative was chosen because housewives in this area really need knowledge and skills that can be used as provisions to start a business and especially since they have never previously received training in these skills. Marketing opportunities are also very wide open because besides traditional marketing there are also forms of marketing that use existing technology, *mobile e-commerce* for example. *E-commerce* (electronic commerce) is the activity of buying and selling goods/services via electronic networks, especially the internet.

1.2 Application *Mobile E-Commerce*

a) Understanding Application

An application is a software unit created to serve the needs of several activities (Subari 2012); (Purnama, and Silfianti 2012).

b) *Mobile*

Mobile can be interpreted as easy movement from one place to another, for example the telephone *mobile* means that a telephone terminal can move easily from one place to another without disconnection or loss of communication. A mobile application system is an application that can be used even when users move easily from one place to another without disconnection or loss of communication. This application can be accessed via wireless devices such as pagers, such as cell phones and PDAs (Jaya 2013).

c) *E-Commerce*

E-Commerce (Electronic Commerce) is the purchase, sale and marketing of goods and services through electronic systems, such as television, radio and computer networks or the internet (Jansiska and Sugihartono 2019).

E-Commerce includes the process of buying, selling, transferring, exchanging products, services or information via computer networks, including the internet. Several people looked on *E-Commerce* only to explain transactions carried out between business partners (Jakub 2012); (A. Setyadi and G. Bhinuka 2013).

1.3 Problems Faced by Partners

The problem that is known from the results of observations made by the service team is that housewives do not know how to use the application *mobile e-commerce* which is on *smartphone* / the smartphone they have as a means of marketing their products. *Smartphone* It's only used to socialize with friends and family without thinking about it *smartphone* that they can make money.

Based on the problems faced by the group of housewives, they really need continuous and integrated guidance starting from building an entrepreneurial spirit from the ground up, technical guidance in producing good quality products on the market to marketing the products that have been produced.

In terms of product marketing, housewives in this village have not been able to take

advantage of it *smartphone* / smartphones with touch screens they have. It should be the users *smartphone* can use *smartphone* It is used to market goods to be sold, also known as *ecommerce*. To make this easier, you need an application for the device *mobile* so that users can easily market their goods to various sites *e-commerce*.

2. METHOD

2.1 Solution to Partner Problems

Smartphone which many people often use just for fun by socializing with other people. Apart from its main function, namely calling and SMS and other uses, *smartphone* It can also be used for ease of doing business. Current technological developments have brought major changes to the world, the world is even within our grasp.

Usage *smartphone* more directed towards things that are positive and bring benefits, such as doing business. By knowing the many features and their respective uses, it will provide many conveniences for users. Marketing products, for example, sellers no longer have to come to a place and meet directly with potential buyers, but with technological developments everything has become easier.

Using an application that has been designed in such a way makes it possible to market products as easily as turning the palm of your hand as long as you know how. Mastery of technology by using applications *mobile e-commerce* It is very trendy at the moment and many have been successful in marketing their products using applications *mobile e-commerce* the.

2.2 Working Procedures with a Partner Approach

To facilitate the implementation of this service activity, the team carries out activities according to their respective division of tasks using equipment that has been prepared according to training needs. The implementation of this activity program took 6 (six) months starting from April to September 2019, with details of each month's activities as follows:

- Approach housewives by providing an understanding of the planned community service program.
- Provide training on use *mobile e-commerce* which is on *smartphone* them as a means of marketing the products they produce.
- Assistance for outreach and training activities that have been carried out.
- Evaluation of the activities that have been carried out.

From the explanation above, the approach method offered in Figure 1 will be explained as follows:

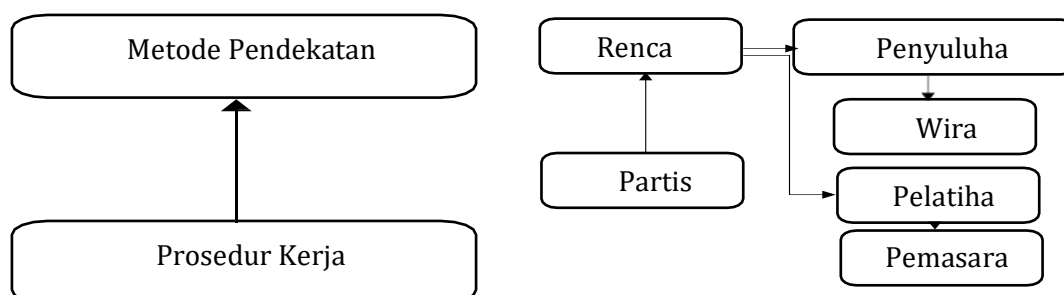


Figure 1. Approach Methods Offered



Based on Figure 1 above, it can be explained that partner participation really supports planned activities, then entrepreneurship or new entrepreneurship counseling is carried out and after that training was carried out *e-commerce* which will help housewife groups to maximize the marketing of their products.

2.3 Activity plan

The planned activity is to provide training about *e-commerce* in marketing products. This training is mutually integrated and mutually supports each other. The service activity plan can be seen in Table 1, as follows:

Table 1. Activity Plan

Activity	Method	Target
Usage training <i>e-commerce</i>	Practice direct how to use <i>e-commerce</i>	Participants use <i>e-commerce</i> to maximize product marketing.

Based on Table 1 above, you can see the plan for community service activities for the group of housewives in the village, starting with training in use *e-commerce* then practice directly to use it in marketing products.

3. RESULTS AND DISCUSSION

After carrying out a series of service activities for the group of housewives in Klambir Lima Kebun Village. Product sales were carried out by a group of housewives in the village. Previously, marketing only put the product in stalls around the village and waited for special orders when there were certain events. With training in use *e-commerce* Housewife groups can market their products more and be known to the wider community.

To maximize *e-commerce* If available, several components are needed, namely, a product, a place to sell the product, a way to receive orders, a payment method, a delivery method and so on. One place used by groups of housewives is the Shopee application. The component facilities needed by the housewife group are already available in the Shopee application, the housewife group only provides products to be sold. The following are the activities of groups of housewives who have used them *and-commerce* in marketing their products can be seen in Figure 2, namely:

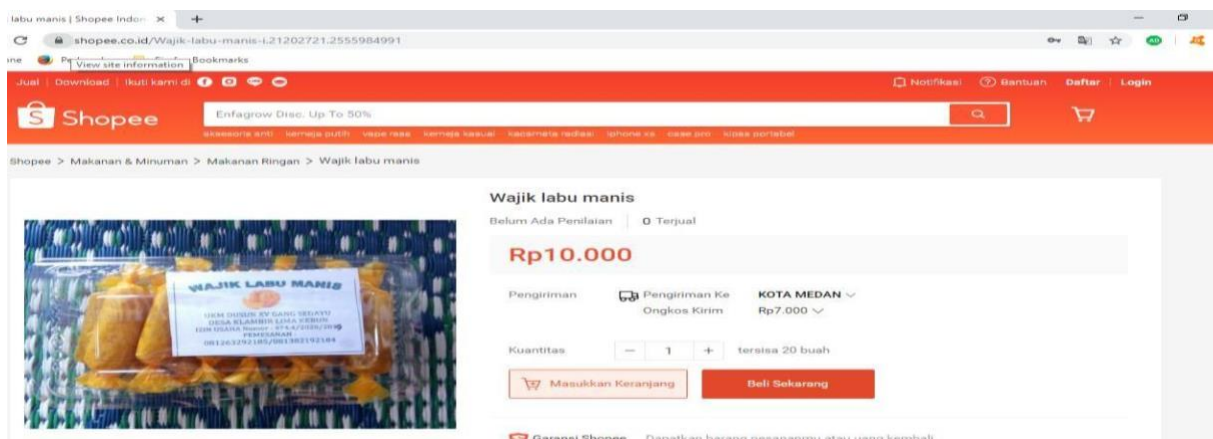


Figure 2: Selling products via Shopee but still using a simple design

Based on Figure 2 above, it can be seen that groups of housewives have marketed their products on the Shopee application. The prices are also visible and listed so that potential buyers clearly get information regarding the product. Real product photos and also the number of products available are also displayed on the application.

Photos of products can be taken using all types of cameras, both professional and commercial cameras *Smartphone*. This is not a big problem as long as the product results are clear.

Apart from photos, the housewife group also requires additional activities, namely, sending products to the buyer's address. Product delivery uses a delivery service that has collaborated with the Shopee application. The housewives group only sends it to the delivery service. Once the product is received, the amount of the fee agreed upon by the buyer will immediately go into the housewives group's account.

The picture of the product above still uses the old brand design and now the housewife group has created a new brand design, as in Figure 3 as follows:



Figure 3: Latest Product Brand Design



Based on Figure 3 above, you can see the differences in product brand designs for groups of housewives in Klambir Lima Kebun Village. This latest design is used in packaging products that will be marketed.

Impact after user training *e-commerce*, the housewife group has marketed its products more than before and this really helps maximize the economy of the housewife group.

4. CONCLUSION

The conclusion of this service activity is: *E-Commerce* As a Product Marketing Media in Klambir Lima Kebun Village, it can increase the knowledge and skills of hoewives in marketing products through *e-commerce*.

The recommendation from this activity is that it is hoped that the relevant agencies will provide assistance to groups of housewives in other places. THANK-YOU NOTE

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