

Marketing Optimization of Kerupuk Melarat and Opak Beca Through E-Commerce Learning

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ABSTRACT

E-Commerce can be a great opportunity for MSME players to develop their business and allow them to do marketing with the aim of global markets, so that they have the opportunity to penetrate exports. The large increase in the E-Commerce business shows the many advantages it offers. Astapada Village it self, the majority of its residents are MSME actors who focus on food, namely Kerupuk Melarat and Opak Beca, both of which are the hallmarks of the village. However, in terms of online marketing, it has not been optimally carried out due to several factors that become obstacles. This research method uses the Participatory Action Research (PAR) method with a problem tree technique and a ranking matrix or priority scale (ranking). Motivation to move forward and a strong will is the first step that every MSME actor needs to develop and improve his business.

Keywords: *E-Commerce, Business Development, Marketing*

INTRODUCTION

The term UMKM has become a familiar term to hear today. UMKM is an abbreviation of Micro, Small and Medium Enterprises. Law Number 20 of 2008 explains that UMKM are businesses run by individuals, home businesses, or small business entities. UMKM can be differentiated by the turnover they get during the year, the amount of wealth owned and the number of employees working in the company (Lubis et.al., 2021).

UMKM have a very important role in supporting an Indonesian economy. UMKM are spread all ver Indonesia and manage to control around 99% of business activities in this country (Jayani, 2021). Digital marketing for UMKM is very good strategy and can be carried out by most sellers or marketers around the world (Nursatyo & Rosliani, 2018)

The application of information technology, especially in the use of *E-Commerce*, has been highly tested for its use in promoting goods or services because at this point, we are very close and inseparable from the internet (Arifianto & Coiri, 2018). Buying and selling activities by utilizing the internet which can be referred to as *E-Commerce*. The application of *E-Commerce* in service, retail and manufacturing businesses has become a current trend.

The benefits of *E-Commerce* can certainly be felt from various side, online shopping is more practical than having to visit traditional markets directly. Consumers can quickly find the products they need and can make transactions anytime and anywhere (Badri & Yusendra, 2021). Meanwhile, from the business side, *E-Commerce* not only opens new markets for the products and

services offered, but also makes it easier for UMKM to run a business (Nanda, 2018). Because with *E-Commerce*, sellers don't have to buy or rent physical stores.

E-Commerce can be a great opportunity for UMKM actors to develop their business and enable marketing with global market objectives, so that they have the opportunity to penetrate exports (Pratiwi *et.al.*, 2022). The increase in the size of the *E-Commerce* business shows the many advantages it has to offer.

Astapada Village itself, the majority of its residents are UMKM actors who focus on food, namely Kerupuk Melarat dan Opak Beca. Both of these foods are characteristic of Astapada Village, so they are often used as souvenirs for tourists who are visiting the Cirebon Regency area, especially Astapada village, Tengah Tani District.

The method that has been used to sell products is one of the market places which people often use in the modern era like now. However, this is constrained by a lack of deeper knowledge regarding the use of the market place.

In this research activity to update what has been carried out before, the author only wants to start with *E-Commerce* learning assistance to these UMKM actors from the most basic things that can be easily understood as well as appropriate strategies so that they can be carried out in the future consistently and improve the quality of UMKM in Astapada Village. Therefore, the author takes the title "*Marketing Optimization of Kerupuk Melarat & Opak Beca Through E-Commerce Learning*".

LITERATURE REVIEW

Based on the results of previous research with a literature review, there are several previous studies related to the current research title, namely "*Optimization of Marketing of & Opak Beca Products Through E-Commerce Learning*":

Research (Wibowo *et.al.*, 2015) in a research journal entitled "*Analysis of Marketing Strategies to Increase UMKM Competitiveness (Studies on Batik Diajeng Solo)*". This study examines the problem of marketing strategies to increase the competitiveness of UMKM in Diajeng Solo batik. This study used a qualitative research model, with field studies and literature studies. Based on the results of this study, it was concluded that Batik Diajeng Solo uses a marketing mix marketing strategy system in this study so that several factors can be seen, namely price, place, location and promotion.

Subsequent research was conducted by (Sari *et.al.*, 2020) in his research journal entitled "*Increasing the Welfare of Small and Medium Enterprises (UMKM) Through E-Commerce and Promotion of Social Media Networks (Case Study of Gunung Sindur Village, Bogor Regency)*". The research used a qualitative approach research method. This research examines the problem of increasing UMKM through *E-Commerce* and network promotion through social media. The results of this research are to direct Small and Medium Enterprises (UMKM) to be able to increase income, it is necessary to have training on the use of *E-Commerce* first as an alternative solution in marketing innovation with the aim of capturing greater market potential.

The research was conducted by (Nanda, 2018) in a research journal entitled "*Analysis of Effective Marketing Strategies for E-Commerce Users*". This research examines the problem of product

marketing strategy for *E-Commerce* users. The research method used in this journal is a qualitative descriptive study which uses literature studies using supporting journals, books or websites according to the research title. Results the conclusion from this study is that *E-Commerce* is an *e-business* applications, marketing, electronic data exchange and so on. This study aims to find out how effective strategies can be used by *E-Commerce* users in marketing their products.

The fourth research conducted by (Christian & Kusuma, 2020) in his research seminar entitled “*Development of an E-Commerce System in Improving Online Marketing Strategies in Micro, Small and Medium Enterprises (UMKM)*”. The developer methodology uses the Prototyping system because the approach is fast and gradual so that it can be evaluated by partners. The conclusion of this research is that opportunity to increase sales can be done by using the *E-Commerce* system because it has a broader marketing reach through online ordering. The concept proposed in this service program is the development of *E-Commerce* that is tailored to the business needs of AISHALIHAH partners, which are Micro are Micro, Small and Medium Enterprises (UMKM) that sell syar'i and khimar clothing for Muslim women in Malang City.

Subsequent research was carried out by (Rakanita, 2019) in a research journal entitled “*Utilization of E-Commerce in Increasing the Competitiveness of UMKM in Karang Sari Village, Karangtengah District, Demak Regency*”. The research method used in this journal is descriptive qualitative, the sample used in this study is purposive sampling. The conclusion from this research is that Karang Sari Village has a lot of potential that is quite developed in the UMKM field and can be used as a regional asset.

Subsequent research was conducted by (Maulana *et.al.*, 2015) in a research journal entitled “*Implementation of E-Commerce as an online sales medium (a case study at a pastry shop in Malang City)*”. The method used in this study was qualitative. The conclusions from the research that using *E-Commerce* implementation using an opencart software at the Malang pastry shop will be able to help reduce costs incurred and be able to convey detailed and fast information about products to customers.

Based on the explanation above regarding previous research, this research will examine the use of *E-Commerce* and product marketing strategies for Small and Medium Enterprises (MSMEs) based on an Islamic economic perspective. Following are some differences between previous research and current research, namely as follows:

1. The variables used in this study are the use of an *E-Commerce* application, digital marketing strategy, and UMKM.
2. The object of research of research used in study were Kerupuk Melarat and Opak Beca Products in Astapada Village, Tengah Tani District.

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Based on this research entitled “*Optimizing the utilization of E-Commerce and Product Marketing Strategies for Small and Medium Enterprises Actors of Kerupuk Melarat and Opak Beca (Study in Astapada Village, Tengah Tani)*”. This research is a research which has never been done by previous research.

RESEARCH METHODS

In this study, the authors used the Participatory Action Research (PAR) method. This method is a research model that seeks something to link the research process into the process of social change (Rahmat & Mirnawati, 2020). This method is also participatory action research which is an approach in social research that promotes community empowerment. The PAR method aims to build community awareness or empower the grassroots through critical education, adult learning, public dialogue, and so on. Then to change the perspective on research by making it a participatory process and bringing about change (transformation) of social values in society (Z *et.al.*, 2021)

By utilizing the wealth of conventional research that is still developing, PAR equips itself with many work methods and tools. To collect field data and analyze it, PAR has a method of sharing stories, in-depth interviews and focus group discussions (FGD) (Egziabher & Edwards, 2013). In FGDs, for example, participants or informants are not limited to discussing in a sitting position, but can discuss in certain work tools, for example mind mapping, problem tree diagrams, trend lines, matrices, ranking or priority scale (*ranking*), and so forth.

Even extracting information from participants can be done through role-play. In this dynamic, participants/informants have a greater chance of expressing their experiences, ideas and reflections more openly because they are assisted by a number of work tools that facilitate observation (*visual*) and dynamic/non-rigid activities. This dynamic also makes it easier for the facilitator to encourage as many participants/informantes as possible to participate more actively because they use activities and work tools that can be selected on the basis of their suitability with the cultural, educational and occupational backgrounds of the participants/informants.

In this method, the authors use a problem tree technique and a ranking matrix or priority scale (*ranking*). The problem tree technique is an approach used to identify the causes of a problem (Azizaj, 2014). Problem tree analysis is carried out with the aim of forming a more prioritized mindset. This method can be done when you have identified the priority of the problem.

Then in the ranking matrix technique, it is a technique that aims to identify a number of topics that exist in society by assigning a value to each aspect based on comparison criteria. In addition, this technique also aims to facilitate and encourage community thinking in determining topic choices by providing an assessment so that a sequence or rating can be drawn based on the conditions and considerations of the community together (Lestari *et.al.*, 2020).

RESULTS AND DISCUSSION

The implementation of a technology in the world of marketing, one of which is through the application of popular *E-Commerce* based marketing media. Through these media, it will enable access to information for promotion and marketing to be carried out widely without being limited by time and space.

It's no stranger to hearing the term digital marketing or digital marketing today because this term is one of the terms that might make a business sound more sophisticated because marketing these

products uses digital. In fact, the term began to be popularly used by the public in the 2000s, if traced further, it was already 100 years old (Kannan & Lo, 2017).

Following are several ways to optimize the marketing of optimize the marketing of Kerupuk Melarat and Opak Beca product in Astapada Village, so several methods/activities are made through *E-Commerce* learning, namely as follows:

1. *Socialization about E-Commerce and Scope*

For starters, the most basic thing is to introduce and explain in advance what is *E-Commerce*, what are the uses of *E-Commerce*, what are the benefits to get from this *E-Commerce*, and others that aims to make it easy for people to understand it. In terms of socializing *E-Commerce*, the author tries to use grammar so that people can understand it and when the people who are the author's interlocutors can easily digest what the author conveys. By doing this, say alhamdulillah, both in the production of poor crackers or beca opaques, the community really accepted the author's explanation with pleasure and eagerness to listen to what the author had to say. The results of this socialization is that people's knowledge is increasing and they realize that through *E-Commerce*, the marketing of Kerupuk Melarat and Opak Beca has become wider in reach outside Java.

2. *Create an account on the marketplace*

When talking about *E-Commerce*, of course what we think about is buying and selling activities online which certainly discusses what applications are used to buy and sell a product. The intent and purpose of this is that later the account can be used for online marketing for both Kerupuk Melarat and Opak Beca. The response from most people who are familiar with the online buying and selling application is Shopee, it's just that so far they have only used this application for personal needs (such as shopping for personal needs online) not for marketing their own products. The results of the learning in creating this *marketplace* account is that with this online store, marketing previously was only done to markets or to physical stores which was quite draining, then it can only be done via a smartphone.

3. *Make attractive promotions both verbally and visually through social media*

Promotion is an important element in marketing activities. With good promotion, of course, we can easily attract customers to buy the products we offer. The intent and purpose of this promotional lesson is to attract consumer buying interest in a product, namely Kerupuk Melarat and Opak Beca. The promotion can be in the form of a price discount offer if a purchase is made in large quantities, or a product bonus when making a certain number of purchases. In addition to verbal, visual promotion is no less important. Therefore the author directs the UMKM actors that adjusting the light in shooting greatly affects the quality of the resulting image. If the image is clear and clear, the image will be used as initial capital for promotion through social media. The public's response regarding what social media is used on average is *Facebook*. Because the application is very familiar and easy to use. In this promotion lesson, the seller should explain the description of the product to be sold. In this context, the seller explains the description of kerupuk melarat and opak beca as best he can without having to exaggerate, which is actually not in accordance with reality.

4. *Build Good Communication and Service for Consumers*

Even though marketing is online, it doesn't mean you can just go around communicating. The author's intent and purpose is to provide these directions so that in buying and selling

activities, good communication is maintained and will create a good image for the owner and the place of business it self. In this case, both at the kerupuk melarat production house or the opak beca, both of them have good communication with their interlocutors. That will certainly have a positive impact on consumers because it has been supported by good service and communication from the seller himself. As a paying buyer, of course the buyer wants to be served as well as possible. Based on these results, as sellers must always provide the best possible service in serving consumers, it's just that from online marketing, because they haven't started yet, so they don't know how to do it. This is something that needs to be considered when doing online marketing.

The Following is The Documentation of The Process of Making Kerupuk Melarat and Opak Beca in The Village of Astapada, Tengah Tani

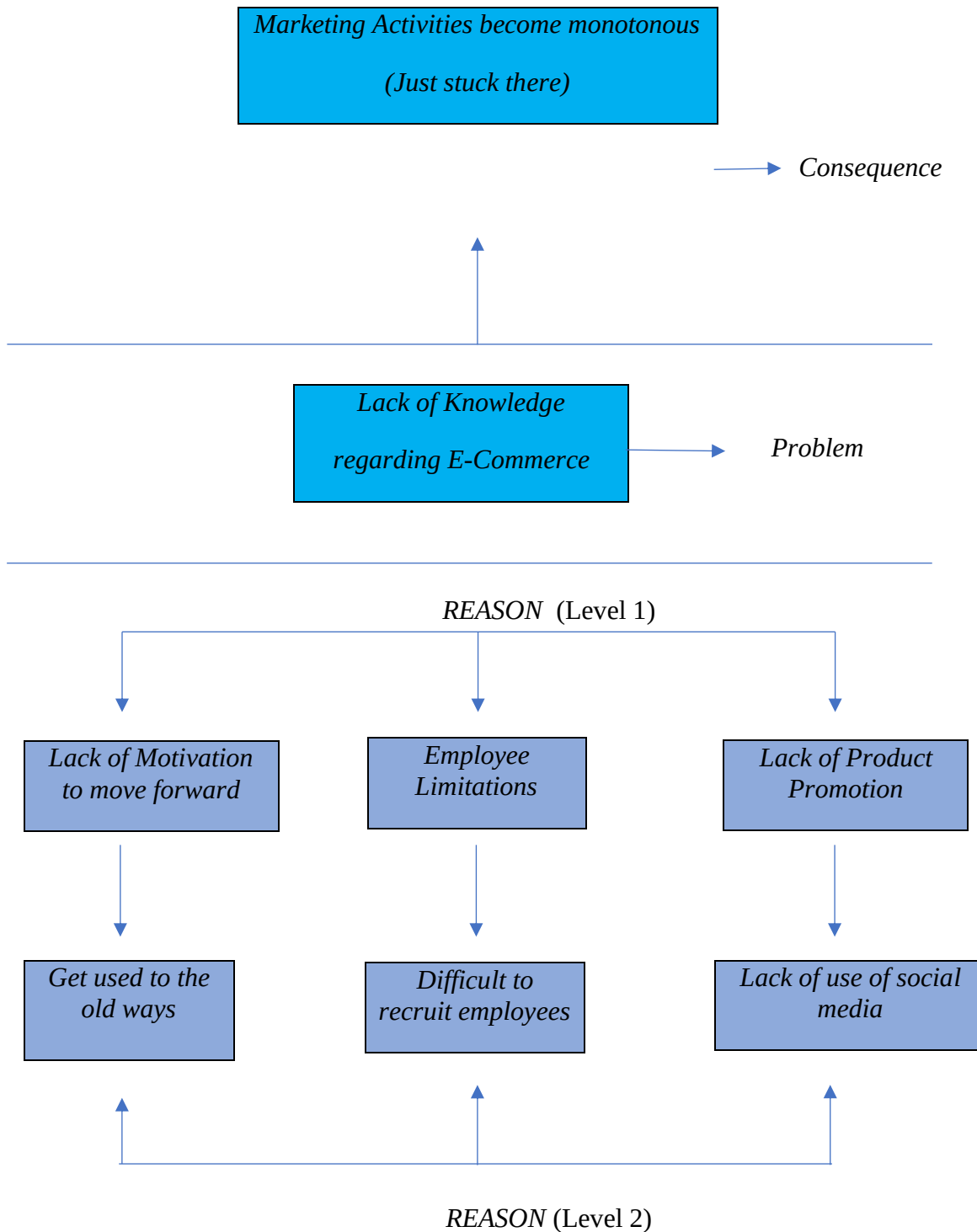


Image 1. Kerupuk Melarat



Image 2. Opak Beca

After conducting observations and interviews related to the problems faced by UMKM Kerupuk Melarat and Opak Beca in Astapada Village, an overview of causes and effects is presented in the problem tree as follows



Based on the description above, the main problem faced by UMKM crackers Melarat and Opak Beca in Astapada Village is a lack of knowledge about *E-Commerce*. This resulted in marketing activities not yet developing because they were just stuck there (monotous ways).

The cause of this is:

1. Lack of motivation for business owners because they feel that the old ways are more than enough for marketing these products.
2. Limited number of employee. The average employee working in the production house is no more than 5 people and each of these people has their own duties in the product manufacturing process. These limitations also make its difficult to recruit employees because the pay is felt to be insufficient to meet daily needs.
3. Less in term of promoting a product. The products is not properly promoted due to a lack of ability to use social media where the media is now widely used by the wider community (such as: *Facbook, Instagram, and so on*).

In the following, we will see based on the ranking matrix table (*priority scale*) of the urgency of the problem, which is as follows:

Tabel 1. RANKING MATRIX

No.	Type of Business	Kind od problem	Score			Ranking
			Enough	Bad	Urge	
1.	Kerupuk Melarat	Lack of motivation	-	-	5	1
		Employee Limitations	-	3	-	3
		Lacking in product promotion	-	4	-	2
2.	Opak Beca	Motivation course	-	-	5	1
		Employee Limitations	-	3	-	2
		Lacking in product promotion	-	4	-	3

Value Statement :

5 = Very Important

4 = Important

3 = Enough

2 = Not Important

1 = Very Unimportant

Based on the two data retrieval technique above, the lack of motivation from UMKM actors makes their curiosity to know more about using *E-Commerce* as a meddium for business development hampered. Followed by other inhibiting factors such as the limited number of employees and the lack of product promotion activities to a wide audience. So some solutions that can be used in this problem include:

1. Nurturing the soul of doing business, namely by being willing to accept technological advances. With high enthusiasm and enthusiasm for learning, learning something new (*E-Commerce learning*) is not a difficult thing to do.
2. When you're ready to receive new knowledge, start with the basics, namely creating an account on the *marketplace* that today's people often use (*Shopee, Lazada, Pedia Stores, and So On*).
3. Make attractive promotions. For example, if you buy in large quantities, you will get a discount, or get a product bonus with a certain amount. Likewise promotion on social media, it is necessary to have a visual form of the product so that potential consumers know how the condition of the item is.
4. Maintain ethics and good communication with consumers. Friendliness and good service in responding to consumers will add plus value in the eyes of consumers. So that consumers will not hesitate to suscribe and make purchases again at that place.
5. Consistent. Maintaining consistency is certainly a very difficult thing considering that not always the situation will be good. By maintaining product quality, it will certainly make consumers not feel disappointedd to always make repeat purchases in the future.

CONCLUSION

Based on research using the methods and techniques carried out, to optimize the online marketing of Kerupuk Melarat and Opak Beca products from Astapada Village, namely by cultivating a sense of wanting to progress in developing and expanding the reach of product marketing. Then do promotions that can attract consumers. Always maintain good ethics and service for the convenience of consumers in shopping. And what is no less important is maintaining consistency of taste and good service so that consumers are not disappointed to always make repeat purchases in the future. And in its development, the support of the village goverment is also very much needed so that these UMKM in their development receive good training and empowerment. I hope the next researcher, especially in an effort to improve product quality in posting contetn, is by conducting training and mentoring in the creation of sales product marketing content in the form of videos, besides that is is also very necessary to have business assistance related to product innovation owned by partners so that they can run the business more good again for the future.

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