

## IMPLEMENTATION OF AN E-COMMERCE BASED UMKM MARKETPLACE APPLICATION TO INCREASE PEOPLE'S INCOME IN KOTA PARI VILLAGE

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**Abstract:** Marketing trends shift from conventional (offline) to digital (online). E-commerce applications for entrepreneurs that can market their products from anywhere and at any time via the Internet. The focus of the issues raised, namely: (1) how to design e-commerce applications based on Woocommerce (2) How to implement e-commerce applications for small and medium-sized enterprises (SMEs) in the village of Pari To reveal such issues, this research uses a type of qualitative research that is useful to provide facts and data about the design of e-commerce applications for Wookommerce-based small and medium enterprises (MSMEs) in the village of Paris. The data is then analyzed with a grounded theory approach that gives development to the field of research. Then data collection techniques use interviews, documentation, and observation techniques. Data analysis techniques include data reduction, data presentation, and conclusion drawing. The theory used in this research is the integrated marketing trend communication theory combined with woocommerce techniques. The results of the research found that through the e-commerce application, entrepreneurs can establish relationships with customers with a fast response (cepat tanggap). E-Commerce Application Implementation Benefits Related to 4P Marketing Trends (Product, Price, Place, and Promotion) Recommendations for SMEs should continue to update marketing trends, both conventional and digital, consistently, especially with regard to e-commerce applications, which can be developed again in their management, because throughout this is still their own management.

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### INTRODUCTION

Small and medium enterprises (SMEs) in Indonesia are growing very fast. By mid-2016, the number of SMEs in Indonesia had reached 57.9 million. Deputy Production and Marketing Department of the Ministry of Cooperatives and Small and Medium Enterprises, Wayan Dipta, said that the amount already has the potential to go international. The government's full support for the SMEs to go internationally The government uses a method of teaching people how to use the Internet, thus facilitating marketing to international markets. In the era of demographic bonuses that Indonesia

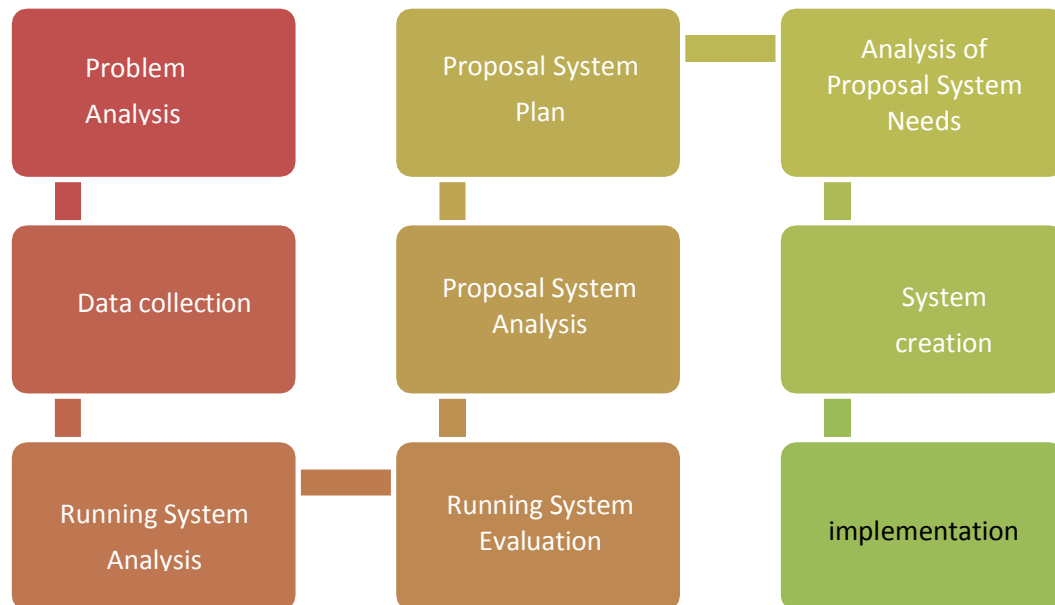
faces in 2020–2035, it has a massive competitive impact. If the community is not supported by my father-in-law, interested in and equipped with technology, Press Release No. 216/HM/KOMINFO/11/2017 of the Ministry of Communications and Informatics (COMINFO) on Go Digital! National Movement UKM Go online on November 7, 2017. The move supports Indonesia's economic vision of 2020 to become "The Digital Energy of Asia," with an e-commerce transaction growth target of USD 130 billion. Pursuing this vision, facing two major challenges that must be addressed in a balanced and simultaneous manner are globalization and the use of technology. Without the support of policymakers, SMEs will be losing competition with competitors from outside.

E-commerce is the spread of the sale, purchase, and marketing of goods or services that rely on electronic systems, such as the Internet, TV, and other technology networks. Increasingly advanced technology and high innovation by entrepreneurs make the pace of e-commerce business increasingly fast and widely recognized by the public. So it generates a bigger profit when compared to other corporate ventures that do not rely on e-commerce.

At this time, employees of UKM must be able to use E-Commerce applications as a means of product promotion so that customers will be more familiar with the products that UKM has produced. UKM that has access to an e-commerce application, operates online, and develops its e-commerce capabilities is likely to have significant business profit in terms of revenue, innovation, work ethic, and day-to-day operations. However, there are many UKM students who are unaware of information technology, namely the use of e-commerce applications, and who are unaware of some of the drawbacks and advantages associated with these applications. 2018 (Wardhana)UKM Desa Kota Pari, which is strong in many different areas of business, In the business process of selling and buying, Masyarakat pelaku usaha UKM Desa Kota Pari now sells a wide variety of goods, but the process for doing so is still very traditional and old-fashioned. For this reason, it is essential to provide an e-commerce application to ensure that the current trend is interactive and positive so that businesses may better reach their targets and increase previously successful sales. Masyarakat pelaku usaha UKM Desa Kota Pari was given an account on the e-commerce application. The current version of the e-commerce application was developed using the WordPress content management system, which also

offers a free plugin for building an online store known as woocommerce.

## RESEARCH METHODS



The parameters observed in this study are the variables used to measure or observe the phenomena being studied.

a. The Process of Problem Analysis

The penitentiary team started by using the approach through the discussion group forum (FGD) with the community involved in small and medium-sized enterprises (SMEs) in the village of Pari, as well as with the village apparatus of Pari. This activity also serves as a data collection process that will serve as the foundation for the research team in the design and development of an e-commerce application.

b. The Data Entry Process

The research team initiates the data entry process for the products of micro, small, and medium enterprises (MSMEs) in the rural area of Pari City.

c. The process of designing and developing an application.

At this stage, the research team is designing an e-commerce application that matches the technology used, namely Woocommerce.

d. The process of implementing an application.

During this stage, the research team implements the e-commerce application for the community of small and medium enterprises (SMEs) in the village of Kota Pari.

e. The process of application testing

At this stage, the research team is conducting testing of e-commerce applications in communities involved in small and medium-sized enterprises (SMEs) in Pary City Village. The aim of this test is to determine whether the application has been designed and made in accordance with the application design, which needs analysis carried out in the early stages.

f. The process of application evaluation

During this stage, the research team will periodically evaluate the e-commerce application among the small and medium-sized enterprises (SMEs) community in the rural area of Kota Pari.

## **RESULTS AND DISCUSSION**

Marketing of small and medium-sized enterprise (SME) products through online stores has some significant advantages and significance. Here are some of the reasons why using online stores to market SME products is so important:

1. Global Access

With online stores, SMEs can access global markets without geographical restrictions. This allows to reach customers in different regions, countries, or even continents.

2. Low Cost

Starting and managing an online store is often more economical than a physical store. SMEs can save on operational costs such as rent, electricity, and staff costs.

3. Better Performance Management

With analytical tools available on e-commerce platforms, SMEs can track sales performance, website traffic, buyer behavior, and conversions. This allows better monitoring of marketing strategies and better decision-making.

4. Time saving and efficiency

Marketing and sales processes can be better automated in online stores. Transactions, order processing, and communication with customers can be done automatically, saving time and increasing efficiency.

#### 5. Easy Customer Interaction

Online stores allow SMEs to interact with customers directly through chat, reviews, and quick response to questions or issues. This helps in building a better relationship with customers.

#### 6. Search Optimization (SEO)

By using the right SEO techniques, SMEs can increase the visibility of their online store in search engines. This can help to get more visitors and potential consumers.

#### 7. Personalization and Segmentation

Through data collected from customer activity, SMEs can provide a more personalized shopping experience that matches the preferences of each customer. This can increase customer satisfaction and their loyalty.

#### 8. Flexibility in Offers and Promotions

SMEs can easily change and update offers, discounts, and promotions in online stores. This allows quick adjustment to market trends and response to customer needs.

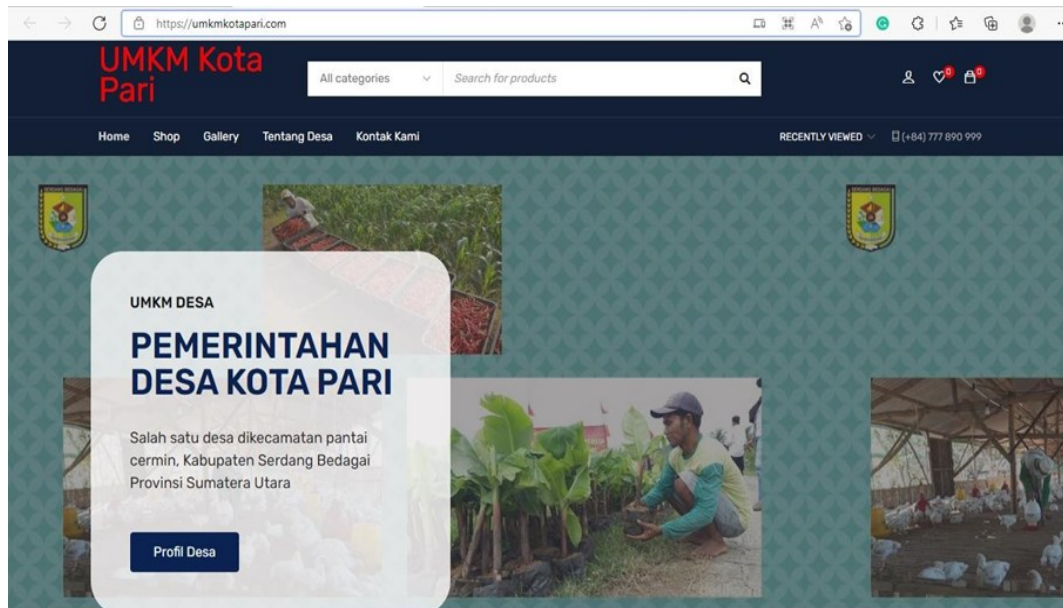
#### 9. Following Technology Development

In the digital age, many consumers prefer to shop online. Having an online store allows SMEs to be at the forefront in following technology trends and consumer preferences.

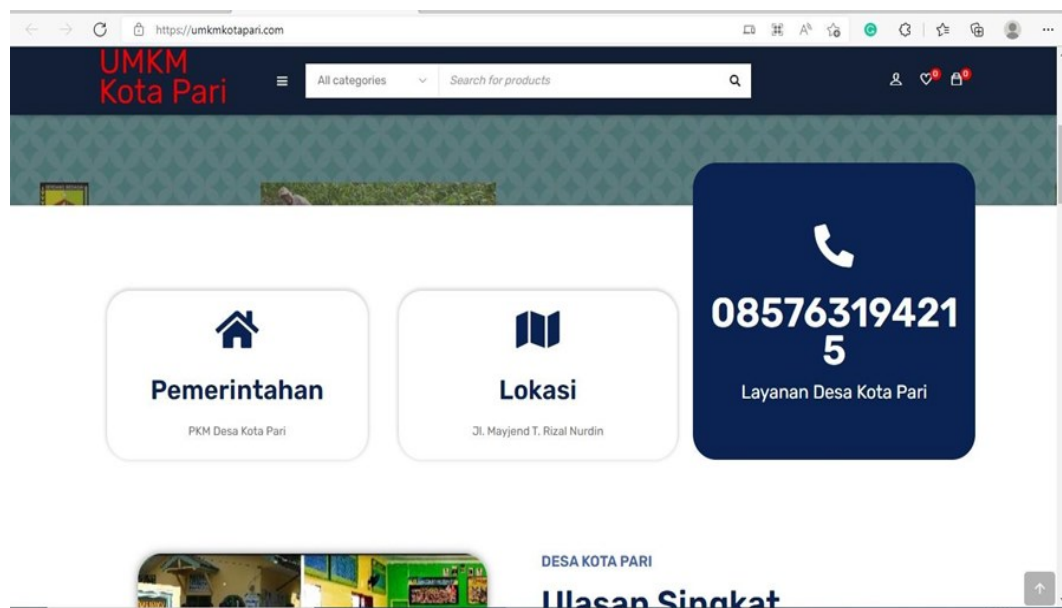
#### 10. Extending Market Range

Online stores open the door for SMEs to reach a wider audience, including those that may be difficult to reach through physical stores alone.

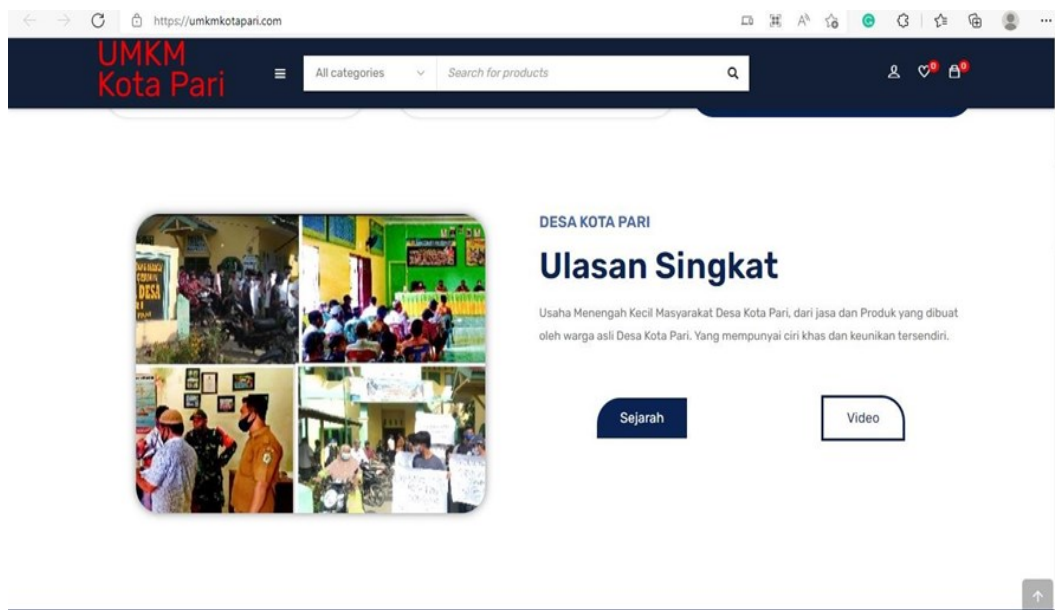
By using online stores effectively, SMEs can increase visibility, grow business, and increase sales more efficiently and effectively. Here's a look at the results of online store design using woocommerce plugins to market small and medium-sized enterprise products in the village of Kota Pari.



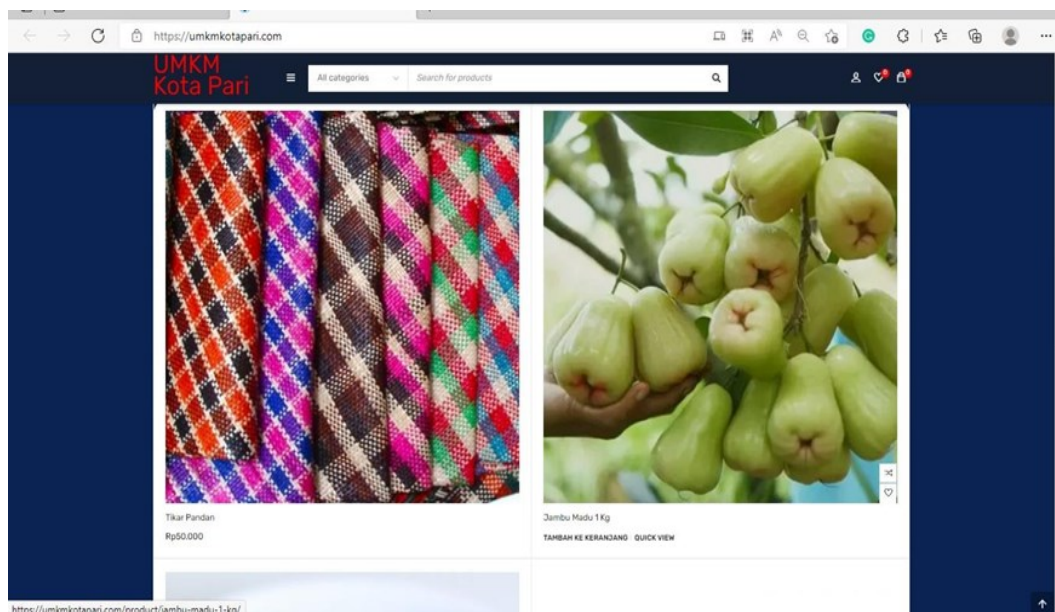
Gambar. 1 Home Applications Online Shop Village of Kota Pari



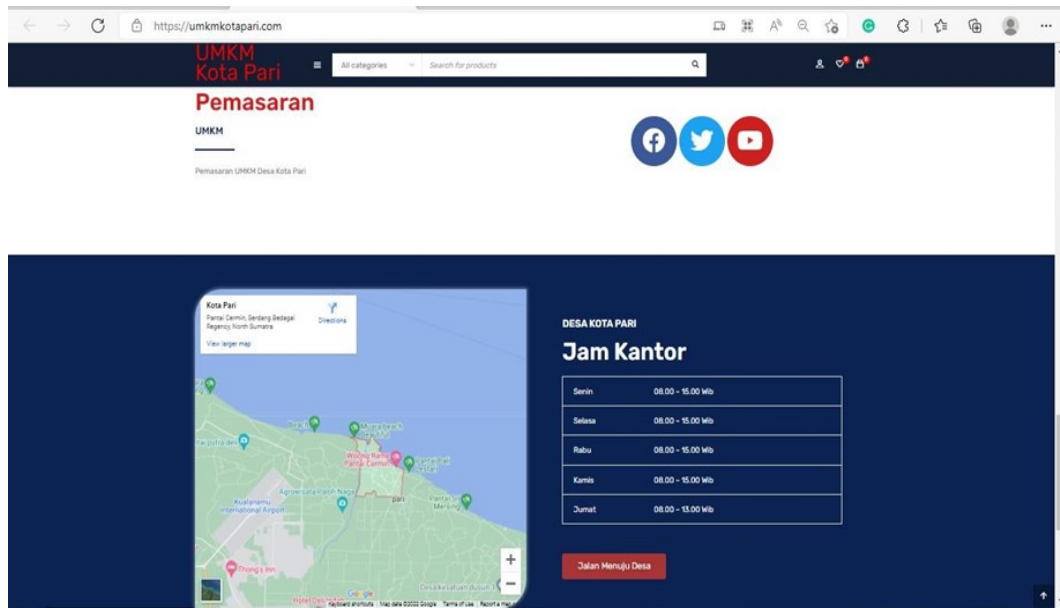
Gambar. 2 Contact Information View



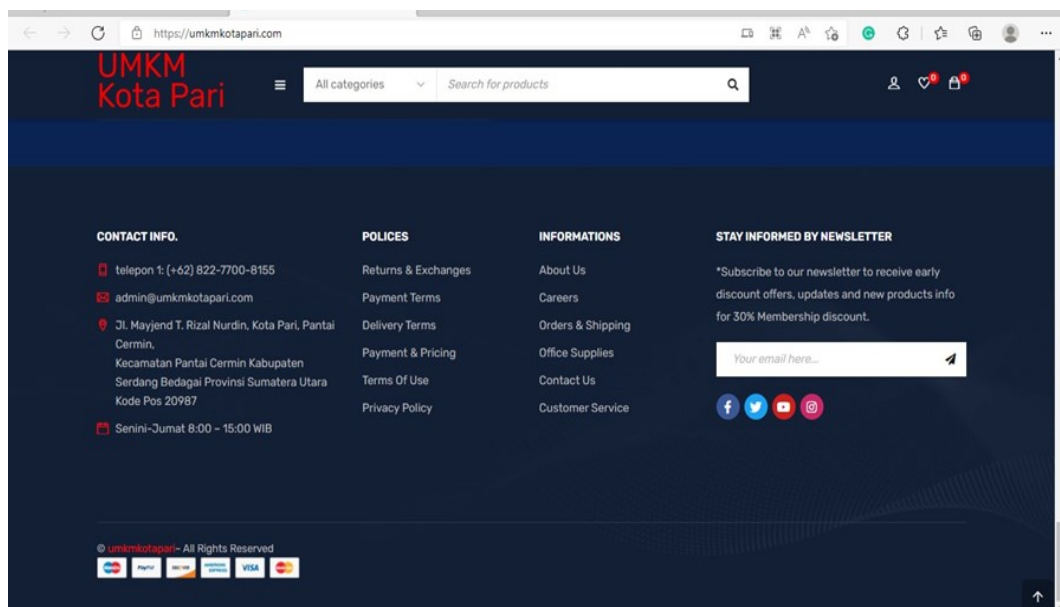
Gambar. 3 Short Review Appearance



Gambar. 4 Product Exhibition View



Gambar. 5 Location View



Gambar. 6 View Full Information

## CONCLUSION

The conclusion of the research is as follows:

- The selection of woocommerce as an auxiliary tool in the creation of UMKM applications is very effective and efficient both in terms of its usage which makes it very easy for the user, by the use of the cost is also much cheaper in comparison with the usage of other tools in the design build an application.
- With the presence of the UMKM application based on woocommerce, greatly



helps the village appliances in doing UMKM development especially for online promotion and sales.

- c. UMKM management which was originally processed individually, can be integrated into one (1) application.
- d. The application is lightweight and easy to access.

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