

Implementation of Marketing Technology in Improving MSME Products in Medan City

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ABSTRACT

One of the industrial potentials that is the basis of the economy in Medan City is Fashion. Based on data obtained from the Central Bureau of Statistics Medan city in 2020 that there are 6 groups of tofu industrial centers and not yet there is a group of salted egg industrial centers. On the other hand, the population of the city of Medan from year to year has increased so that it will add to the problem new unemployment if not offset by creating new industries or developing small businesses that already exist. SMEs that have the potential to currently developing in Klaten district, namely white tofu and salted egg SMEs. The Fashion with MSMEs is that marketing is still done traditionally by using human power so as to develop into a large will experience difficulty. To overcome these problems, technology is needed which can increase and expand the reach of marketing, thus developing faster. One of the technologies that is developing very rapidly now is by use marketing technology. Marketing technology is a type of trading that use the internet to make transactions. The method used in making this marketing technology, namely the Web Engineering Method(WEM) which consists of acquisition, orientation phase, identification phase, design phase, phase realization, and implementation phase. The benefits obtained by implementing marketing technology for MSMEs, namely being able to do marketing with a wide range broader without being limited by distance and time, communication between MSME managers and consumers can do with the internet so that it is faster and cheaper, and data production, consumer, and profit recorded in a manner automatic.



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1. INTRODUCTION

One of the industrial potential become the basis of the economy in Medan city namely industry Fashion. Based on that data Fashion from the Central Bureau of Statistics Medan city that in 2020. The population of the city of Medan from year to year has experienced enhancement. Data obtained from The Central Bureau of Statistics for the City of Medan that residents of the city of Medan, 5 last year added about 2,460,858 souls and population in the year 2020 numbered 2 435 252 people (BPS,2020). This will add to the problem new unemployment if not offset by creating a new industry or

developing a small industry already available. SMEs that have potential to develop in the current city of Medan.

UMKM white tofu is located in Kampung Kolam, Medan Area, Medan. SMEs are managed by Mr. Arif which employs 4 employees people. Every the pack is sold for Rp. 12,000. The produce is sold to nearby buyers the city of Medan and if there are remnants processed into fashion sold in his own shop. Buyers bought this product with visit a place of business. Know is a fashion Indonesian is one of the Islamic fashion that has a high value. UMKM fashion in Medan which also has the potential to develop into large, namely MSMEs fashion. UMKM it's on Kampung Kolam, Medan Baru, Kota Medan. This business is managed by Ms. Wilda.

The results of the production of fashion at this UMKM only sold around the Medan city area, can not be sold outside Medan city. This is due to in doing marketing only done traditionally, namely by offering fashion sellers directly and information get to the buyer from word of mouth so it is limited and cannot be reach remote places due to the lack of employees and limited time. Based on the problems above then SMEs are to develop getting big will have a hard time. Need technology that can increase and expand marketing reach, so that develop faster, raise business profits and energy absorption more work around Medan city. One of technology that growing very rapidly now ie using marketing technology. Marketing technology is a trade type who take advantage of the internet in make transactions. All catalogs presented in marketing technology can seen by people around the world via the internet. Consumer can choose products online then can make payment by bank transfer. Consumer can also communicate with the seller by chatting and e-mail, so the relationship between sellers and buyers can be leveled [1]. Globally, Marketing technology has trade impact international, thus affecting the yield, import, exports, prices, and others.

2. RESEARCH METHOD

The method used in making this Information Technology namely by Web Engineering Method (WEM) as presented in the table 1 [2].

Tabel 1. Metode Pengembangan Web menggunakan Web Engineering Method

Phase	ACTIVITY
Acquisition	<ul style="list-style-type: none"> • Obtain information customer • Describesolution
Orientation	<ul style="list-style-type: none"> • Risk management
Identification	<ul style="list-style-type: none"> • Product vision • User modelingand domains • Application models • Needs non functional
Design	<ul style="list-style-type: none"> • Architecture application web
Realization	<ul style="list-style-type: none"> • Implementation graphic designing • Web application configuration • Functional testing Implementation
Implementation	<ul style="list-style-type: none"> • Product installation • Product acceptance

Complies with the WEM model used, the method of implementing the activity in the development of marketing technology will be carried out with stages as follows:

a. Acquisition

The acquisition phase focuses on exploring customer desires be the right solution through customer interview, basic understandings desired web application obtained and ideas regarding environment project which needed can be caught. CMS based web application

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provides standard functions which complete, based on information obtained from customer, customer expectation then formulated into clear and accessible form understood by all team members developer so solution to project could described.

b. Orientation Phase

The project starts from the orientation phase. Aspects organizational objectives are clarified, including targets, product, scope, and assumptions used. More further, aspects of project management implemented

c. Identification Phase

This phase consists of identification need, analysis, and specification. Needs analysis starting with developing a vision product, then for identify users and the environment is modeled users and domains. Here will identified various types users and information what he needed. Next, inherited functions/obtained from users andhis needs compared with availability on the app CMS based web used. The next step is application model building which includes a navigation description, user interface description, mapping functional, work-flow modeling, and reuse rate content. Final, identification non aspects functional, e.g. user management, security, scalability, performance, design, backup and record keeping.

d. Design Phase

The goal to be obtained at phase planning is determine how needs realized. Based on identify later need sappropriate architecture. Architecture on web applications CMS-based is used as architecture actual with possible development if there is a need yet answered.

e. Realization Phase

In the realization phase an application is made real website. Results graphical user design interfaces (GUI) is integrated into CMS based web application. Web application functions relevant configured for meet customer needs. Depending on the complexity, one or more can be done iteration conducted for realizing those functions needed. All components which realized tested based on test planning (test plans). Ifcomponents success in functional and integration tests means the realization phase has been completed.

f. Implementation Phase

CMS based web application generally developed for production. Customer then test the product before receiving it. In phase training will also be provided in using and manage.

3. RESULTS AND DISCUSSION

Marketing Technology applied based on UMKM fashion and UMKM fashion in Medan City Content Management System (CMS) with architecture like in figure 2. This system is easy to use either on MSME management side as well consumer. MSME Managers and consumers can access e-commerce sites via PC, tablet, or cellphone. MSME managers namely managers from UMKM know fashion can fill in the news/ information, add products that sale, send out promotions, as well interact with consumers. Mean while, consumers and the public can browse product catalogs sold, read information presented, sending messages, even interact directly with the manager.

In general, the back end marketing system. The front end is used by administrators, namely MSME managers, and UMKM which is applied to UMKM white tofu and salted eggs is divided into two parts, namely the front end and the front end is used by visitors.

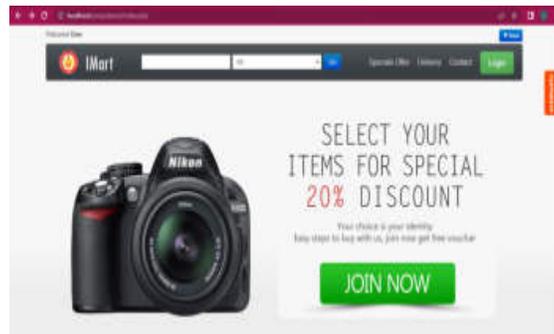


Figure 1. Front end display Marketing technology for MSME fashion

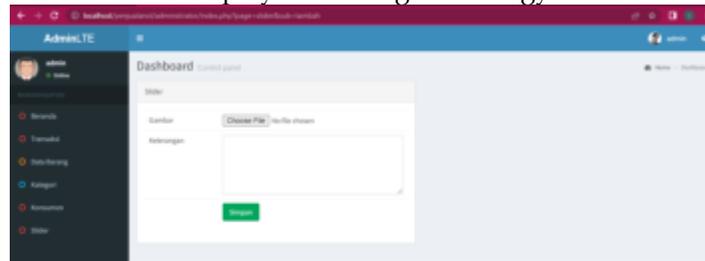


Figure 2. Back end display of MSME marketing technology for fashion

Marketing technology in apply to fashion have features already quite complete. Features these are as follows:

- a. Administrator or manager can easily change the design or e-interface commerce only by installing new template or edit source code.
- b. MSME managers can choose multiple languages provided.
- c. MSME managers can make catalog of products to be sold with more product types many.
- d. Customers can order and bought salted egg and tofu products white with harness Shopping Carts.
- e. Ecommerce-based marketing system this is accessible online various web platforms browsers.
- f. Support based system modules so that could added new features.
- g. MSME managers can see analysis, statistics, and reports sales at any time.

From the results of the application of marketing technology with the CMS used on UMKM fashion brittle located in the city of Medan is visible that there are many benefits from a marketing perspective information, communication, and management product data and consumer data.

a. Marketing Benefits

Marketing of fashion made by the two previous SMEs still done in a conventional way namely by human power so only limited distance and time and costs which is big enough. Information Technology that has been applied to marketing balado banana chips products and fashion brittle accessible by the public 24 hours a day and anywhere, so marketing has wider range and more marketing costs are needed a little.

b. Communication

communication that conducted before it was marketing technology there is limitations that is consumers must meet directly with MSME owners so consumers have to repeat explanation to consumers. Application of marketing technology for communication between consumers and manufacturers can be done through internet, such as e-mail at a lower cost,fast, and anytime.

c. Data management

Management of consumer data, products peanut brittle and banana chips balado, finance, and others previously done manually ie must be in write it down in a book so it's vulnerable against mistakes. The benefits in gain with the implementation of e-commerce so data consumers, products sold, Profits are recorded automatically and can see statistics on the period certain.

4. CONCLUSION

Marketing technology can be used to market products to SMEs fashion. The benefits obtained from the two SMEs with in application of this marketing technology, among others i.e. wider marketing reach, communication costs between owners SMEs and consumers faster, and inexpensive, and consumer data statistics, visitors, products, and others can seen in a certain period.

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