

Implementation of web-based online ordering applications for MSMEs in Ciharalang Village, Ciamis Regency

Rian Dwicahya Supriatman¹, Maulana Sidiq¹, Luthfiyatun Thoeyyibah², Ida Bagus Nyoman Pascima³, Rani Ligar Fitriani⁴

¹Department of Information Systems, Universitas Galuh, Indonesia

²Department of English Education, Universitas Galuh, Indonesia

³Department of informatics Engineering Education, Universitas Pendidikan Ganesha, Indonesia

⁴Department of Banking Financial Management Major, Politeknik LP3I

Abstract

This community service is intended to provide solutions to the problems experienced by a partner named UMKM Usaha Laksana Mandiri (MSMEs Usaha Laksana Mandiri), namely the low marketing literacy of trade. In implementing the objectives of this community service, an instructional method is adopted which has three stages of implementation, namely 1) socialization of the use of online sales media, 2) training in making designs and packaging goods, and 3) training in inputting data on goods to be sold in the admin menu. After going through several stages, there are several positive results from the implementation of this community service, including 1) understanding the use of online marketing information technology, 2) attractive product packaging strategies, and 3) sales skills through online marketing media by UMKM Usaha Laksana Mandiri.

Keywords: E-Commerce; UMKM; Website

Corresponding author:

Rian Dwicahya Supriatman
Department of Information Systems
Universitas Galuh
Jl. R.E. Martadinata No. 150, Ciamis, West Java
Email riandwicahyasupriatman@unigal.ac.id

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INTRODUCTION

In this digital age, technology systems are a primary need for performing various activities. By using the right application tools, information output can be produced effectively and efficiently according to the needs. Internet is a technological device that can be used today to provide a variety of information. In this technological era, many vendors are competing in similar business fields, so MSMEs in Ciharalang Village need a breakthrough to compete with other vendors. Web-based applications are one way to increase product sales (Masrianto et al., 2022; Mbete & Tanamal, 2020). It proves that this not only way to increase product sales through the offline stores, print media, social media or direct word of mouth.

Nowadays, the use of e-commerce media is one of the breakthroughs that can provide services without time limits (Slavko, 2016). It also provides information faster and increases the selling product (Imaniawan & Nur, 2019; Ratna Gumilang, 2019; Syafnur et al., 2021). At present, this community service has not know yet or use the information technology as a sales promotion tool. The use of information technology is still considered taboo by some people (Atmojo, 2022). So, it is hoped that public awareness will be able to realise that information technology should now be used as a tool to increase production promotion. From the above description, the authors intend to connect through partnership cooperation between communities in Ciharalang village.

The definition of MSME (Micro, Small and Medium Enterprises) is a productive business owned by an individual or business entity that fulfils the criteria of a micro enterprise (Pemerintah Pusat, 2008). As stipulated in Law No. 20/2008, in the definition of MSMEs, the criteria for MSMEs are distinguished individually, including micro, small, and medium enterpr/ises. This is in line with Rudjito (2003) stated



that the definition of MSME is a business that has an important role in the Indonesian economy, both in terms of employment created and in terms of the number of businesses.

In general, the MSME in this Ciharalang village have not yet realised the importance of being informed about tools to help promote their production. Unfortunately, this contrasts with the reality, where e-commerce is gradually becoming undeniable. Thus, the authors determine the position of the corresponding online marketing needs when helping to solve the partner's problem. Refers to Jony Wong (2010) e-commerce is the buying, selling and marketing of goods and services through electronic systems such as television, radio and computer networks or the internet. Furthermore, electronic commerce or e-commerce can be defined as a means of buying or selling goods or services using electronic media, either through radio, television, mobile phones or even the internet.

There are many ways to classify e-commerce transactions. One is to look at the nature of the participants involved in the e-commerce transaction. Based on the nature of the users, e-commerce is divided into 3 types; Business-to-consumer (B2C) e-commerce involves the retail sale of products and services to individual buyers, business-to-business (B2B) e-commerce involves the sale of products and services between businesses and consumer-to-consumer (C2C) e-commerce involves consumers selling directly to consumers (Matter et al., 2006). The objectives of e-commerce include facilitating the transaction process of buying and selling goods through access to the Internet. Service-oriented, a combination of conventional and virtual: responsive, dynamic, informative and communicative.

A website is an information medium on the Internet. Websites can be used not only to disseminate information, but also to create online stores. A website is a collection of web pages, usually grouped together in a domain or sub-domain, located on the World Wide Web (WWW) on the Internet. Web pages are documents written in HTML (Hyper Text Markup Language) format, almost always accessible via HTTP, a protocol that transfers information from a website server to be displayed to users via a web browser. All the publications of these websites can form a huge network of information, the pages of the website are accessible through a URL, commonly called the homepage. This URL organises the pages of the site into a hierarchy, but the hyperlinks on the page guide the reader and tell them about the overall structure and flow of information. Some websites require subscriptions (data entry) in order for users to access some or all of the website's content (Java Creativity, 2018).

PHP stands for Personal Home Page and is a standard language used in the web world. PHP is a programming language in the form of a script that is placed on a web server. PHP can be thought of as a hypertext preprocessor. It is a language that can only be executed on the server and the results of which can be displayed on the client. PHP interpreter in executing PHP code on the server side is called server-side, as opposed to the Java virtual machine that executes programs on the client side (Peranginangin, 2006). MYSQL, according to Raharjo (2011), is an RDBMS (database server) that manages databases that can quickly accommodate very large amounts and be accessed by many users. Based on the aforementioned opinions, it can be concluded that MySQL is a suitable software or programme suitable to create open source databases for MSMEs in Ciharalang village.

METHODS

This community service concerned with MSMEs Usaha Laksana Mandiri in Ciharalang Village. This present community service employed instructional method which consists of practicing product manufacturing, using online ordering application and making packaging (Rogowsky et al., 2015). These stages were executed to break down some problems faced by partner in the aforementioned paragraphs. Initially, the socialization of information technology was carried out by community service team to give some insights on practicing product manufacturing. In the socialization, it was given a material of an appropriate information technology and the use of online ordering application. Moreover, partners were given a training of design and packaging process. The training participants were a group of 10 people. This activity includes; 1). personal consultation, namely explanation and training on how to search for product designs on the Internet, 2). Training on packaging production, 3). Explanation of product quality management so that products are suitable for sale. Finally, a training on how to input a list of items to be sold in the administration menu. This activity includes: 1) How to input list of items to be sold in the online



ordering application or MSME website. 2) The administrator posts promotions on social media to help the public find out how to order goods. That's a new deal of ordering because they previously manually ordered without using an application or website.

RESULTS AND DISCUSSION

The results of the instructional method are evaluated for their level of success and analyzed for their economic feasibility as material for the report. As it has been aforementioned in previous paragraphs, this community service released some leaflets for its promotion were made. Additionally, this community service was held as follows in three different stages (Rogowsky et al., 2015).

Stage I

This activity deals with the socialization of information technology carried out by community service team to give some insights on practicing product manufacturing. The community service team is eager to improve selling behavior through technology. To achieve this, the team conducted a socialization of Usaha Laksana Mandiri's MSMEs by providing information technology knowledge. The socialization was done in several meetings to make sure that this kind of information could be absorbed smoothly by the partners (Chesnes & Jin, 2019). Two things that became the focus were finding the right information technology for partners and their specific training session on the operation of the chosen online ordering application.

Stage II

Furthermore, this stage concerns with training of design and packaging process. This becomes one of crucial consideration in selling products (Isohanni, 2022). In the training session, the team made partners into groups of 10. The thing that became the central point were 1) personal consultation, namely explanation and training on how to search for product designs on the Internet, 2) training on packaging production, and 3) explanation of product quality management so that products are suitable for sale.

Stage III

Finally, training to participants as partners did in this community service. This was intended to give a clear and real experience in entering list of goods to be displayed in the administration menu. In reality, an MSME will need an administrator. This administrator helps to control the list of items sold on the website (Java Creativity, 2018; Trier et al., 2023). There were two main activities given in this final stage, those are 1) How to input list of items to be sold in the online ordering application or MSME website, 2) The administrator posts promotions on social media to help the public find out how to order goods.

Working Procedures of The Final Stage

To promote the products that have been applied to the wider community, at this stage, leaflets are being made as well as disseminating them. The leaflets include 4 types, namely: 1) Using an online goods ordering application 2) Making Packaging and Product Processing Training strategies 3) Training on how to input goods into the application 4) Training on how to promote applications that are already running, or inform customers who previously ordered manually switch to ordering by using the application.

Table 1. Implementation materials and speakers


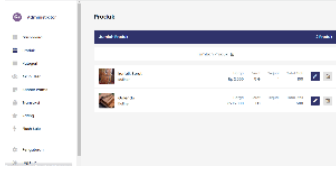
Activity	Meeting	Material
I	Into I	The general material is appropriate Information Technology
	Into II	Specific material in the form of: training on the Operation of the Goods Ordering Application
	Into III	Special material in the form of how to fill in the admin menu, to input data on goods to be marketed.
	Into IV	General material is how to promote applications that have been made so that customers switch to using applications, which were previously manual



There are some details on the result of community service in MSMEs Usaha Laksana Mandiri hels in Ciharalang that is depicted in the following tables and paragraphs.

Results performed on partners

Table 2. Conditions before and after the activity

No	Description	Before	After
1.	Education has been given regarding the use of information technology by utilizing information systems	Lack of information about what information technology is 	An understanding of the use of information technology through the information system created 
2.	Education has been given about the operation of information systems in the form of goods ordering applications	Manually marketing	Become using the goods ordering application
3.	Education has been given on how to promote applications that have been made so that customers switch to use previously manual applications	Lack of understanding of how to promote applications so that customers switch to use technology	Understanding the use of information technology is one of the media that must be faced at this time

Results on partners

The result for partners is the increased knowledge of the technology used to market partner products so that partners can take the benefit in the form of increased sales of their products online and everywhere.

a. Economic and Socio-Cultural Impacts

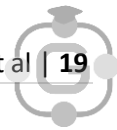
The impact on the economy and socio-culture is that from the economic point of view, there are an increasing sales because the marketing of products using online applications will be more widely recognized and the buyers will not only be in the city. While in terms of socio-culture, there will be a change in old habits of marketing using applications, so that MSME employees will have to master the procedures of using online applications, this will be an adaptation in user habits as they will have to keep up with the times (Zhao et al., 2023).

b. Partner Contribution to Implementation

The contribution to the implementation of this service is to participate in the collection of product sample data and in the identification of people who will use the online application (Li et al., 2021). In addition, it will be discussed to change the usual marketing flow into a system flow, namely with the principles of system review.



Figure 1. Determination of Application Operations



c. Obstacles/Constraints

The only inhibiting factor is the change from old habits to new habits in the execution of product marketing flows, which requires readjustment because the online application system for MSMEs is something new for partners (Zhang & Gong, 2023; Lages et al., 2023).

d. Supporting Factors

The supporting factor in this service is the openness of MSME owners in developing technology that is easy to understand in the initial socialization because it relates to current life and wants their business to grow rapidly.

e. Solutions and Follow Up

At least 2 meetings have been held for the solution of this online application, in order to socialize and provide understanding and training in the use of this online marketing application. For follow-up, further training and application development will be conducted according to the users' wishes.

Table 3. Solutions and Follow Up

No	Partner Problems	Solution	Target	Output
1.	Lack of information about what information technology is	Provide Socialization	Partners understand the use of information technology	Module
2.	Using manual word of mouth marketing	Provide education about the operation of information systems in the form of goods ordering applications	Understanding How to Operate Applications	Training

CONCLUSION

Training on the use of appropriate information systems from community service activities this time is intended to increase the quantity and quality of marketing of MSME trade goods for Usaha Laksana Mandiri in Ciharalang village. Several activities initiated by the service team in the form of socialization to mentoring on how to use the application that will later be used by MSME administrators and users are expected to achieve maximum results so that the paradigm of using technological information systems is no longer considered difficult.

Limitations and future direction

The next plan is to add a menu for financial and asset management so that partners can more easily find out the targets or income and expenses they get. The steps that will be taken are conducting intensive training for those who will operate the application and developing applications according to user needs.

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Statement and Declarations

The authors declare that there is no conflict of interest regarding the publication of this article.

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