Assistance With Using The E-Commerce Website

Bantuan Penggunaan Website E-Commerce

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Abstract: It is difficult for company players to market their products in the current digital era so that the share market expands. As a service partner, Tani Sejahtera Group offers excellent products. Gandus specialty coffee requires online media marketing through the use of e-commerce to promote supportive activities. Use the Rational Unified Process method (RUP) to approach implementation, which is incorrect. Developing web applications is one strategy utilized in problem-solving marketing. A website designed specifically for partners, www.kt Sejahtera Kopi.com, offers online ordering capabilities. Using a website for media promotion will enable you to reach a larger audience, which will benefit farmers in the prosperity group.

Keywords: E-Commerce; Coffee Gandus; Website

INTRODUCTION

Goal of partner devotion This is a public matter. The Prosperous Growers Collection, a collection of Arabica and coffee growers in Gandus Village, Gandus District, Palembang City, is one such productive economy. 2010 saw the founding of Robuska. With 22 members, this farmer organization is a tiny enterprise of modest size

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that was established and is presently led by Ruslan Abdul Gani. Each person who has signed up for this farmer organization has between 0.7 and 7 ha of coffee plantations. Grower Arabica coffee grown by the Sejahtera farmer group is categorized as productive age as 100% of it is still between the ages of 15 and 64 (Saepudin, 2022). Age-productive people will be able to embrace technology adoption and use it well, claims Aldi (20/20). 51.76% of those with higher education are senior high school graduates. Subject: This suggested Members of the Sejahtera farmer group have an average degree of schooling that falls into the tall category. The ability of a farmer to comprehend the significance of practicing quality coffee cultivation will be influenced by their educational background.

Capturing in This group of farmers still does everything by hand. Research chief proposer processed one kilogram of Arabica coffee beans into In Gandus, the fullwash variety of ground Arabica coffee yielded an average added value of IDR 51.80, or 41.76%, meaning that for every Rp. 100, there will be an additional Rp. 41.76 applied to the product's value. The conversion of 51 kg of coffee arabica seeds into natural coffee arabica powder results in the same additional value. In the meantime, the profit from the mark product coffee arabica complete wash is IDR 4.99, or a level profit of up to 94.07%. The profit margin on natural Arabica coffee is lower, at Rp. 9,970, or 92.6%. This profit represents the overall return on investment from each Arabica coffee production. The Gandus Village Prosperous Farmers Group's members' high profits are largely due to their high-priced coffee, arabica-type full wash, and natural, which can reach Rp. 1,300,000/kg. In addition to that, power work is also categorized as inexpensive, which affects its height mark plus the profit that the farmer receives (Saepudin, 2021). Coffee farmers make more money financially if they sell more than 90% of their processed coffee beans as coffee powder. Sales of this coffee powder are, however, less than those of seed coffee.

The Sejahtera farmer group uses the pattern marketing channel in the realm of marketing management. First, there is the producer-consumer channel. Coffee is sold directly to customers by farmer groups. Typically, customers visit Gandus' production location straight away. Customers visit the production site directly in order to engage in agrotourism activities and observe the conditions of the garden coffee. The second channel is the producer-trader-big-consumer combination. In the division downstream,
partner priority issues have been decided upon. Specifically, post-harvest marketing, particularly for coffee packaging powder produced by group farmers, is still low. The goal of this project is to enhance sales of coffee powder while giving partners access to skills and information through e-marketing and website-based commerce.

**APPROACH**

Support and foster the prosperity of a website group dedicated to coffee farmers through the Rational Unified Process (RUP) way of implementation (Kushendar, 20–22), which is the incorrect strategy utilized to solve the problem.

The issue in the field of marketing management is the use of websites for application construction that follow these steps:

1. **The start** This phase, which entails doing a preliminary analysis (observation) on a partner and searching for a solution to the issue, has been completed. Goal from the stage This gathers partner issues and ascertains the fix.

2. **elaboration**, which involves risk analysis and condition analysis Next, establish a baseline. In order to determine the design of an e-commerce application, starting with the form, design, and scope of the application that will be created by the implementer, this phase involves partners in focus group discussions (FGDs) to gather more comprehensive information. As a result, it is anticipated that the e-commerce application will be made in accordance with partner needs. FGD was conducted at the partner's site to enhance the implementers' comprehension of the issue. The tasks in this phase will take place over the course of two months, with three sessions a week. Goal from the stage This is the full collection of data used to create the reference application.

3. **Construction**: Using information from phases 1 and 2, an e-commerce application is created during this phase. Testing the program until partners are prepared to utilize it. This application must be submitted within three months. This phase's goals are to develop e-commerce applications in collaboration with partners.

4. **Sliding Doors; Stage** The initial step involved teaching the employee partner how to use the e-commerce program and passing along knowledge to them. The next step was phase accompaniment, which included creating advertisements for
products, uploading new product data, and managing e-commerce apps. Time Frame For three months, there will be three meetings a week during this period. The goal of this phase is to have a partner who can use e-commerce again on their own.

**FINAL RESULTS AND TALK**

Website creation process for Group Farmer Prosperous This study started with the problem partner, and priority was assigned to the team's dedicated solution. After the results were observed, the elaboration phase was completed by hosting FGD sessions with farmer groups on July 20–23. The objective was to collect comprehensive information to serve as a reference for creating the website's concept. According to the FGD's findings, the following data were collected:

1. Product farmers
2. Write to the group farmer secretariat.
3. Profile
4. Booking procedure
5. Product price

After activity elaboration, a website is built using steps based on data from the previous phase. The website can be accessed using the URL www.kopigandus.com. The website can be used to book coffee online and promote support processes. Online-based technology can be used by Kushendar and Saepudin (2022) to generate assessment and satisfaction for development agriculture. Apart from that, transition phases are put in place to ensure the website can function and be sustainable. In this phase, partner personnel are trained to utilize e-commerce apps, and expertise is transferred to partners. Next, the mentoring phase, uploading new product data, and maintaining e-commerce applications are carried out. This took place on October 11, 2023. When carried out, an activity was successful in raising the group's level of e-commerce website management expertise.
The E-Commerce Submission System Website, which represents the partner.

Participants' average post-test score on the activity's knowledge exam was 90%. This value rose 34.3% over the pretest findings. denotes the performance of services.
This helps the training participants gain more understanding, knowledge, and management skills, particularly when it comes to starting and growing a coffee business by utilizing websites for marketing. There are three categories for the results of this activity: short-term, medium-term, and long-term (long-term consequences). Even if this action is only temporary, it will have a lasting and quantifiable effect. Regarding the short-term results, Table 2 illustrates what was accomplished.

CONCLUSION

It can be inferred from the public's loyalty to the Group Farmer's prosperous use of technology as a means of information and media marketing. In the digital age, websites are essential since they may aid group farmers in online product promotion.

LIST REFERENCES


