



The Efforts to Improve The Sales of Villagers Business Using Online Marketing (Cases Study: Bawomataluo Village)

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Abstract

Most people who live in village especially in remote area make their living income based on farming or fishing. However, the income that coming from those activities not always can meet the ends. Bawamataluwo village is one of tourism villages in Nias island. The people in the tourism village take opportunities to sell souvenirs, like handicrafts, t-shirt to the tourists. Unfortunately, not all tourism villages are easily to be accessed by the tourist. Some villages are located in remote area, and one of the villages is Bawamataluwo. People in that village make handicraft to increase their income. They make wood crafts, woven hat made of nipah, bags and many more. Since the location of the village quite difficult to be accessed, the income of selling souvenirs is very low. The author made the research of the situation and gives solution for the marketing of their products. Using online marketing is the solution for the products. The method of developing the system is using waterfall method. The system information developed by using PHP and the database was built by using SQL. By building the online marketing, hopefully the villagers can raise their sales and also their income.

Keywords: handicrafts, information system, MySQL, PHP

1. Introduction

Today, most marketing are using online marketing, which can be accessed via internet. People selling and buying using online marketing. The online marketing is the most alternative that people choose to market their products. Anytime, where ever the products come from can be reach out by the customers. Online marketing breaks the limit of time and distance [1]. People can find any product in many places and any time by using internet.

People who live in tourism village like Bawamataluwo, makin handicrafts, t-shirt, hats, traditional house miniatures and sell it to the tourists, to raise their income. This activities are supported by village-community enterprise[2]. The products are T-Shirts with Hombo Batu and Omo Sebua graphics in front of the T-Shirt, Sifatele wood craft, Nias traditional house miniature, and also all the attributes that the Nias Maenamolo knight wears if they want to go to war. The attributes are Kalabubu necklace made of brass, Tologu sword made of metal, Baru Oroba vest. All these handicrafts are displayed in the house of souvenirs and can be seen and bought by tourists only if they visit the village. Based on this problem, the author plans to develop e-marketing by developing information system that can be accessed via internet. The purpose of making the system to market the products via internet.

2. Literatures

2.1. Marketing

“Marketing is a process to identify, create and communicate the value, and maintenance the relationship to satisfy the costumer therefore the maximum profit of the company can be achieved”. Marketing is a process which includes activity social to encourage a person or a group of people to gain their goals which is to make all the customers interest in buying the products they sell [3].

Online marketing includes the activities such as selling, advertisings, promotions and pricing. Internet marketing or e-marketing other word is online marketing. The activity is to sell, promote, advert goods by using internet [3].

2.2. PHP

PHP is Hypertext Preprocessor. It is a program language to develop dynamic website. PHP is input between the HTML tags. It has different function with the HTLM. HTML is used to develop the architecture, layouts of website, meanwhile PHP is used to make the HTML can

accept changes every time there are input by users, clicking the button or radios by the user, and etc. PHP has been used since 1996 by the website developers [5].

2.3. MySQL

MySQL is an application for Database Management System. MySQL is a descendent of database concepts. MySQL us Relational Database Management System (RDMS) concept. Before MySQL there was SQL (Structured Query Language), its function is to store and manage data. MySQL was invented by Micahel “Monty” Widenius in 1979. He developed a simple database, UNIREG. UNIREG uses low-level ISAM database engine with indexing concept [6].

3. Research Methodology

3.1. Development of the System

The water fall methodology was used to develop the system since the development system purpose was to develop a new system.

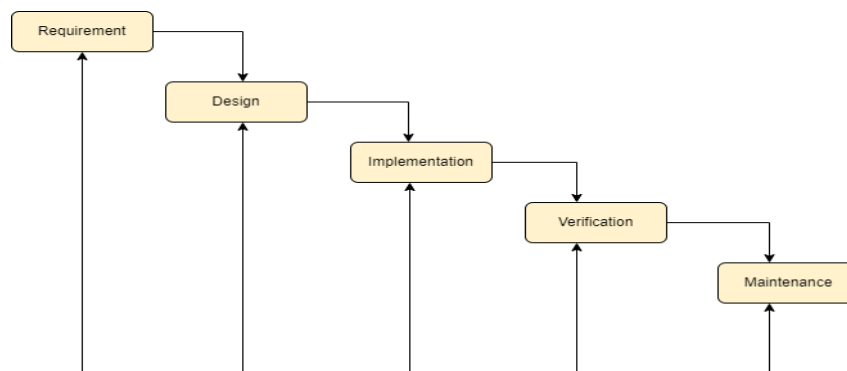


Fig. 1: Water Fall development system

3.2. Requirements

Data were collected by using questions, and interview to the villagers. The villagers were questions about how many tourists buy they products, what the most selling products were. The observations also took place in order to see how big the tourist interest in buying the handicraft, including the price system, the quality of the handicraft, etc. Reading some literatures also has been done, especially about e-marketing, how to develop marketing online system, how to develop marketing online system using PHP, MySQL, UML to design the the system.

3.3. The Design of the System

3.3.1. Use Case diagram

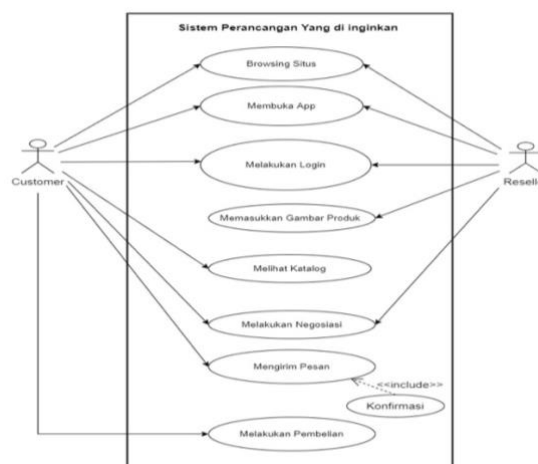


Fig. 2: The Design of the Functions in the system

There are two users or actors that can access the system, the candidate customers and the reseller. The Reseller is the person who takes care of the system, such as maintenance the system, upload the picture of the products, communicate with the candidate buyers or customers.

3.3.2. Class diagram

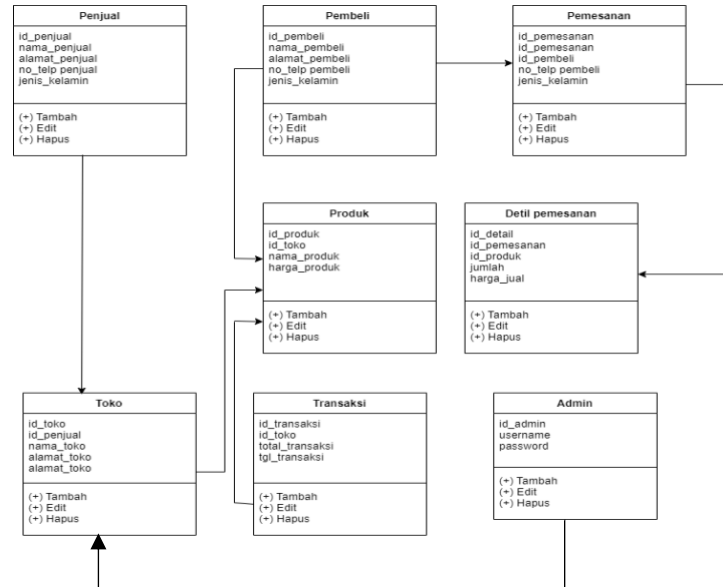


Fig. 3: Class diagram of the system

In the Class diagram, there are 7 (seven) classes to build the system. From the figure 3.3. the customers can access the online store (toko) to see the products. The Admin, which is the negotiator can maintenance the system and the data and also communicate to the customers.

3.3.3. The Register Form

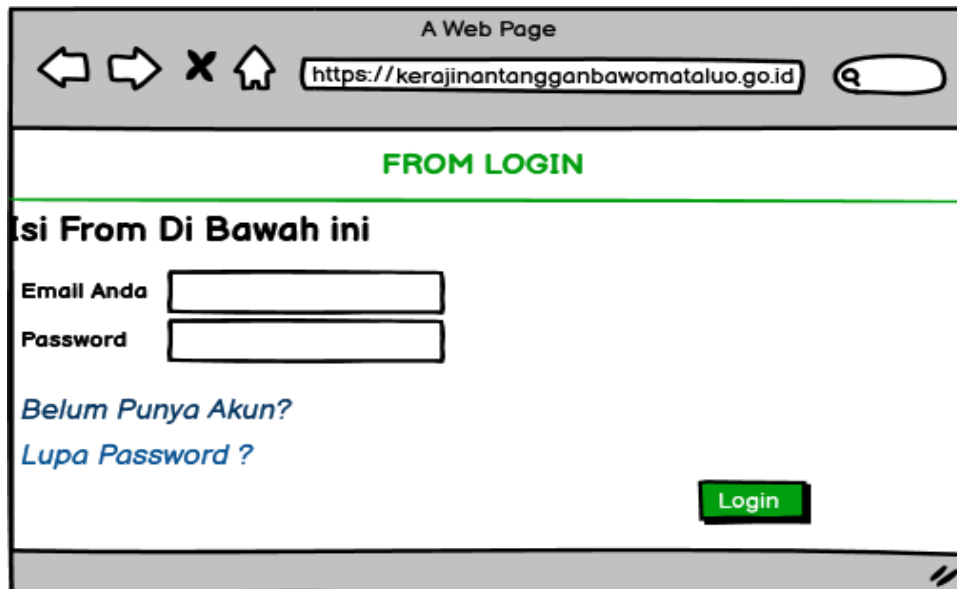


Fig. 4: User Interface

Form to register or log in into the system. The candidate customers must register in order to be able to see all the products of the handicrafts. By register to the website, the customers can check regularly the update products such as new T-Shirt design, new handicrafts, and new Nias Knight attributes.

3.3.4. Main Page Website

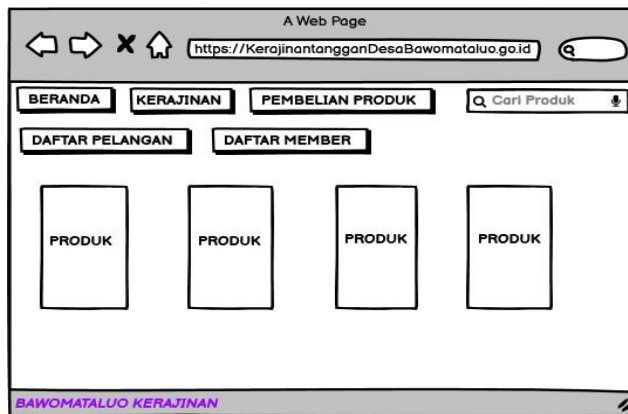


Fig. 5: Main Page

The design of the main page of the website consists of all tabs that link to the other pages. On the main page, the categories tab or “produk” buttons divided into four categories, Woodcrafts, clothes or t-shirt, things to be wear made of nipah such as hats, and the last produk button is for knight attributes such as sword, brass necklace, etc.

4. Results

4.1. Administrator Log in Form

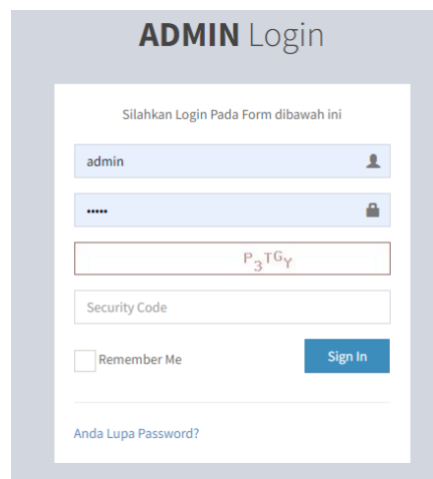


Fig. 6: Administrator Log in Form

4.2. Main Page of the Website

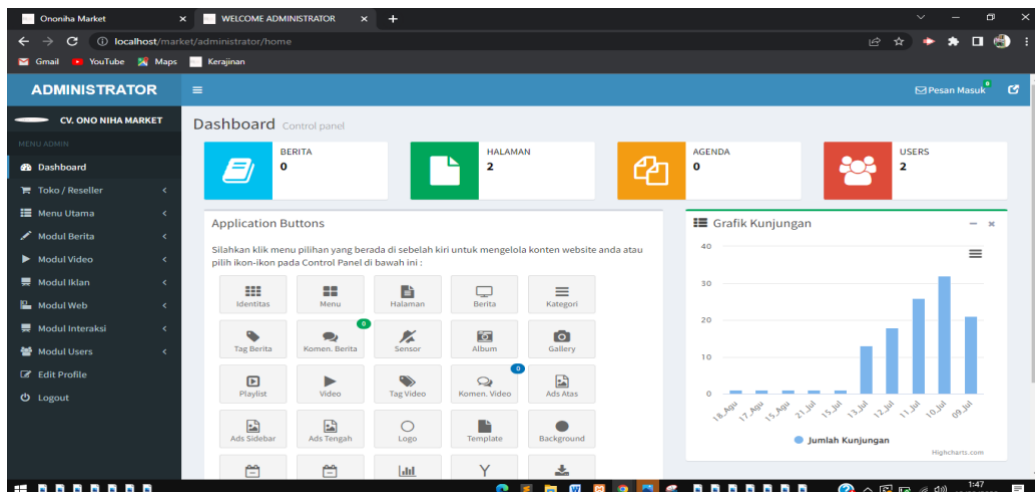


Fig. 7: Main Page

5. Conclusion

The e-marketing system which were developed by using PHP and MySQL so the website can be automatic updated every time there are new products that have been uploaded to the website database. The website can be seen by people everywhere and anytime, and the transactions can be done by using internet. Since the is a user the administrator, the villagers can focus on making the products.

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