

Website Based Digital Branding Strategy for Increase Sales of Gunung Puntang Coffee In Mekarjaya, Bandung Regency

Juliyanti^{1*}, Rini Astuti², Willy Prihartono³

^{1, 2, 3} Program Studi Teknik Informatika, Stmik Ikmi Cirebon
wjuliyanti25@gmail.com^{1*}, riniastuti@likmi.ac.id², willy@likmi.ac.id³

Abstract

This research aims to develop a branding strategy through optimizing a website-based digital company profile to increase sales of Gunung Puntang coffee. Gunung Puntang coffee is a high-quality local product that requires a digital approach to marketing to reach a broader market and enhance competitiveness. In today's digital era, a website plays a crucial role as a promotional and informational medium, providing customers with easy access to product information and enabling online purchases. The research employs the Prototype method, consisting of problem identification, planning, requirements analysis, system design, implementation, and testing phases. Data collection was conducted through observation, interviews with the coffee business owner, and documentation studies related to business processes and branding strategies. The collected data serves as a basis for designing a website system that optimizes the company's profile and supports coffee sales transactions. The system development includes creating use case diagrams, activity diagrams, and system architecture designs to outline functional and non-functional requirements. The research outcome is a website functioning as a digital information medium for branding Gunung Puntang coffee products and supporting sales transactions. Key features include customer registration, product selection, quantity adjustment, payment methods, order confirmation, and order cancellation. Testing results indicate that the system operates effectively and meets user needs. This website enhances operational efficiency, expands market reach, and improves the shopping experience for customers. It serves as an effective medium for strengthening branding and marketing strategies in the digital era, ensuring the sustainability of local businesses in the global market. Regular evaluations and feature upgrades are recommended to maintain system relevance to customer needs and technological advancements..

Keywords: Branding, Website Optimization, Coffee Sales, Company Profile, Prototype Method

1. Introduction

In the era of rapid digital transformation, information technology has become vital across various aspects of human life, including business. Digitalization offers new opportunities for businesses to expand their market reach through internet-based platforms, such as websites. Small and Medium Enterprises (SMEs) must leverage digital technology as a primary strategy to enhance sales and build a strong brand amidst global competition [1]. Gunung Puntang Coffee, a premium local product from Mekarjaya, Kabupaten Bandung, has recognized quality but faces challenges in building a strong brand for both domestic and international markets. The application of web-based digital branding can serve as a pivotal step in showcasing its uniqueness, including high-quality standards and the local story behind the product. A professional and informative online presence, especially a website, is crucial to increasing visibility, engaging customers, and improving sales [2]. Despite the potential of digital technology, many SMEs, including local coffee businesses, have not fully utilized it. Issues such as lack of awareness about digital branding and reliance on conventional marketing strategies hinder growth [3]. Gunung Puntang Coffee exemplifies these challenges, as it struggles with limited market access, low online visibility, and ineffective marketing strategies. Current consumers prefer to research products online before purchasing, making a professional website an essential tool for presenting brand identity consistently [4]. Previous studies have emphasized the role of digital technology in SME branding but have yet to explore the strategic integration of web-based branding with local narratives, particularly in the coffee industry. This study aims to bridge this gap by developing and implementing an effective web-based digital branding strategy for Gunung Puntang Coffee. The research investigates how web technology can create a strong brand identity, attract customers, and expand market reach nationally and internationally. This research also highlights the potential of combining local storytelling with digital branding to enhance customer experience. The findings aim to empower local coffee farmers, support sustainable business practices, and enrich the digital transformation literature, especially for SMEs in the coffee sector [6], [7], [8], [9], [10], [11].

2. Research Methods

This study employs a Design and Development Research approach to design and develop a web-based information system aimed at implementing digital branding for the Gunung Puntang coffee business. The primary goal is to create a technological solution that enhances

sales through optimized workflows. The research begins with a needs analysis phase, identifying challenges faced by the business, particularly in transitioning from traditional to digital branding and marketing. Data collection includes field observations, interviews with business owners, and documentation reviews, along with an analysis of market targets and website feature requirements. This phase provides a roadmap for addressing identified issues during the website development process. The second phase involves system design, focusing on creating a user-friendly and visually appealing website interface. Key components include a homepage, product pages, an online ordering system, and social media integration to boost brand awareness [12], [13], [14], [15], [16]. Additionally, features such as customer data management and online payment systems are incorporated, ensuring a seamless customer experience. In the system development phase, the design is implemented using web technologies like HTML, CSS, JavaScript, and PHP. The development process includes coding, initial testing, and integration of planned features such as product catalogs, online ordering, and payment systems, as well as social media links to support digital branding efforts. The developed system undergoes testing using black-box testing to ensure functionality and detect technical issues. This phase assesses transaction workflows, the online ordering system, and payment integration against the established requirements. Any identified issues are resolved to ensure smooth system performance. Finally, the system is evaluated for its effectiveness in increasing sales, enhancing brand image, and meeting customer needs. Feedback is collected through user surveys and interviews with the business owner before deployment. The evaluation results guide further improvements or additional developments to optimize website performance. In summary, the research process comprises interconnected phases—needs analysis, system design, development, testing, and evaluation—to systematically develop a web solution tailored to the business needs of Gunung Puntang coffee. The ultimate goal is to create a digital platform that enhances branding and sales for the business [17], [18], [19], [20], [21], [22], [23].

The diagram explains the stages in the design and development research process for building a web-based information system. Below is a brief explanation of each stage:

- a. Identifying key issues, such as challenges in branding and traditional marketing in the Gunung Puntang coffee business.
- b. Designing solutions by defining goals, required features, and development steps.
- c. Analyzing business needs, target markets, and essential features through observations, interviews, and data studies.
- d. Creating a system prototype, including a user-friendly interface, transaction flow, and social media integration.
- e. Turning the design into a functional system by developing features such as product catalogs, online ordering, and digital payment systems.

2.1. Data Source

One of the main data studied in this research is business processes. An in-depth overview of the business process of the Gunung Puntang coffee company, from production, distribution, to marketing. This data was collected through interviews and observations of business owners to understand the business management process. By describing different business processes, this research can uncover elements that require digitalization, such as stock management, sales reporting, and online ordering of goods. This data is used as a basis for determining appropriate web features for business needs [24], [25], [26], [27], [28].

2.2. Development Method

In this study, the software development method used is the Prototype method. This method was chosen because it allows developers to quickly build and evaluate an initial model of the system based on user requirements. The stages of the Prototype method include initial requirements analysis, prototype creation, user evaluation, prototype refinement, and final system implementation. This approach was applied to ensure that the company profile website for branding and increasing the sales of Gunung Puntang coffee meets user needs and delivers optimal design and functionality [29], [30].

2.3. Testing Method

Testing in this study uses the Black Box Testing method. The system will be tested to find out if there are parts that have errors or discrepancies from what was previously designed. This test will be carried out for each feature on each user role in the developed system.

2.4. System Analysis

System analysis discusses the work process of the old system that is currently running at the research location, and the work process of the new system proposed in this study.

2.5. System Design

The system design phase focused on creating a user-friendly and visually appealing web interface to support the branding and sales of Gunung Puntang coffee. Key components of the design included a responsive homepage, a product catalog with detailed descriptions, an online ordering system, a "About Us" section featuring stories about local farmers, and integration with social media platforms. The design prioritized usability and aesthetics to enhance the user experience while aligning with the brand identity of Gunung Puntang coffee. Additionally, the system was structured with secure data handling and a streamlined transaction flow to ensure efficient and reliable operations. Use Case Diagram

This section explains the use case diagram, which illustrates the interaction between users and the system of the website designed to introduce and market Gunung Puntang coffee products. The use case diagram focuses on how users, such as customers and admins, interact with various features of the system, including the coffee ordering process, managing product information, and enhancing brand visibility through content optimization. The key actors involved in this diagram include:

1. **Customer:** Interacts with the system to view product information, place orders, and provide feedback on purchased products.
2. **Admin:** Responsible for managing website content, including updating product information, processing orders, and ensuring

the website is operational and up-to-date.

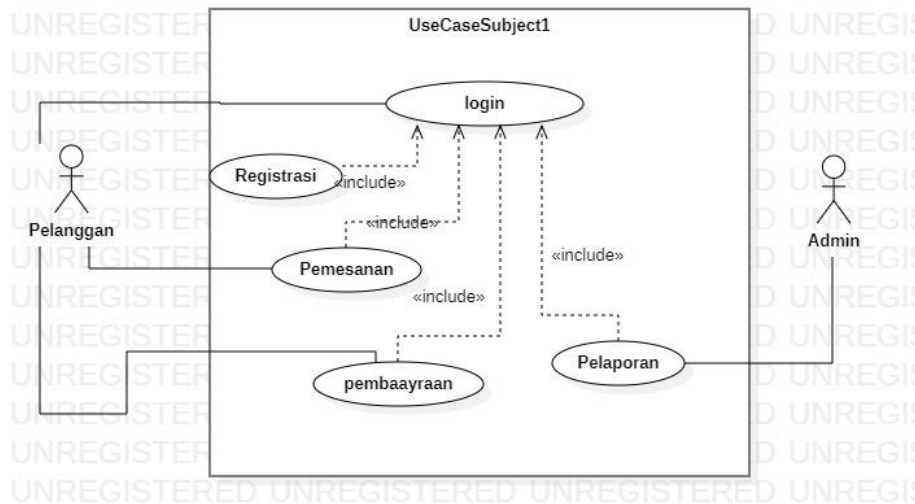


Fig. 2: Use Case Diagram

Through this use case diagram, it is expected to provide a clear overview of the interaction flow between users and the system, as well as how each feature of the website contributes to supporting branding strategies and increasing the sales of Gunung Puntang coffee.

3. Results and Discussion

The development of the Gunung Puntang coffee website successfully achieved its primary objectives of enhancing branding and increasing sales. The website's user-friendly design, showcasing the unique story of Gunung Puntang coffee and its local farmers, effectively engaged customers and established a strong brand identity. Features such as detailed product information, easy ordering, and an integrated payment system contributed to an increase in customer engagement and sales. Despite some initial challenges, the website's performance has improved significantly, with future enhancements planned to further optimize user experience and brand visibility. Home View

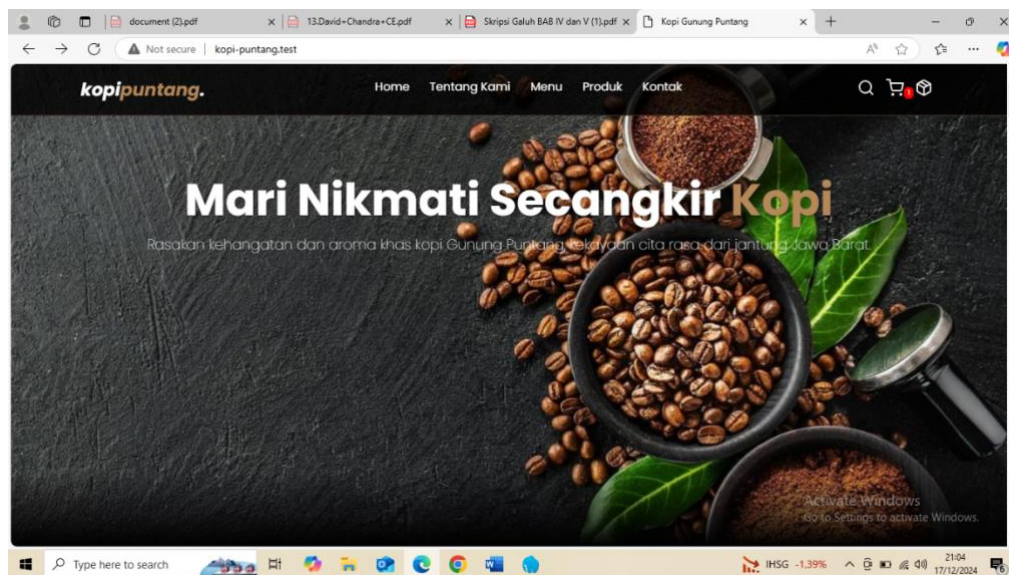


Fig. 3: Home Page Display

3.1. Principal Role Home Page

The home page of the Gunung Puntang coffee website serves as the key point of entry, designed to capture attention, introduce the brand, and guide visitors to explore further. It features engaging visuals, a brief brand introduction, and clear navigation, encouraging users to interact with the website and place orders. The home page effectively supports the website's goal of enhancing brand visibility and driving customer engagement.

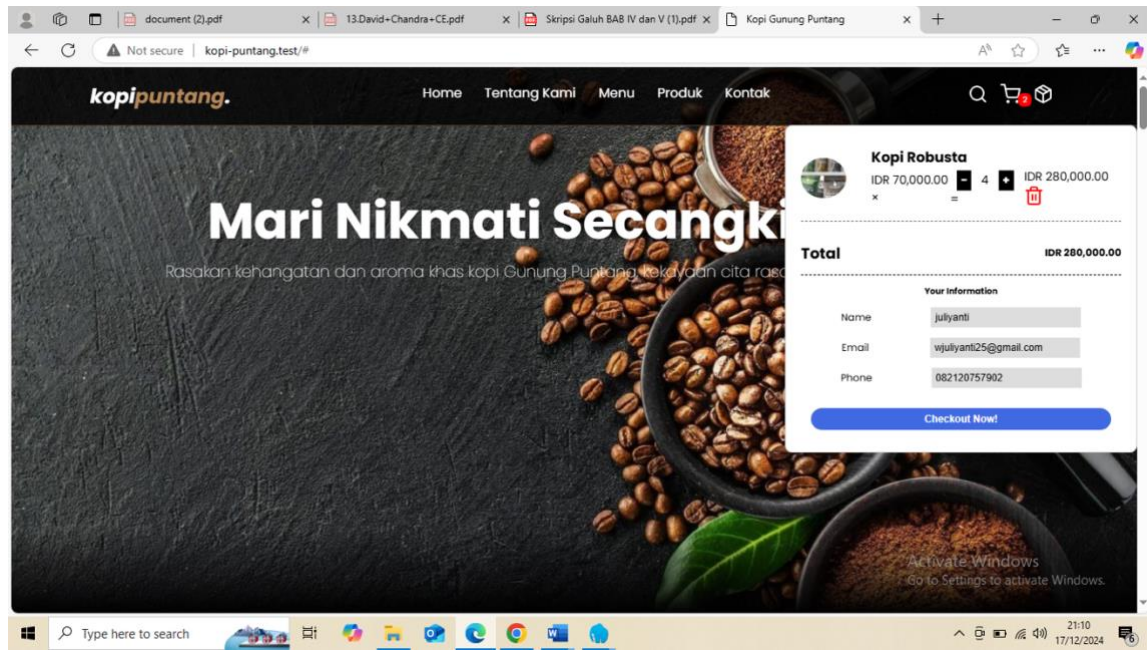


Fig. 4: Principal Dashboard Page Display

3.2. Principal Role Report Recapitulation - View Report

The "View Report" feature on the Gunung Puntang coffee website allows admins to track sales performance, analyze customer engagement, and make informed decisions based on real-time data. By providing detailed reports on sales and customer behavior, this feature helps optimize strategies to increase sales and improve the brand's presence.'

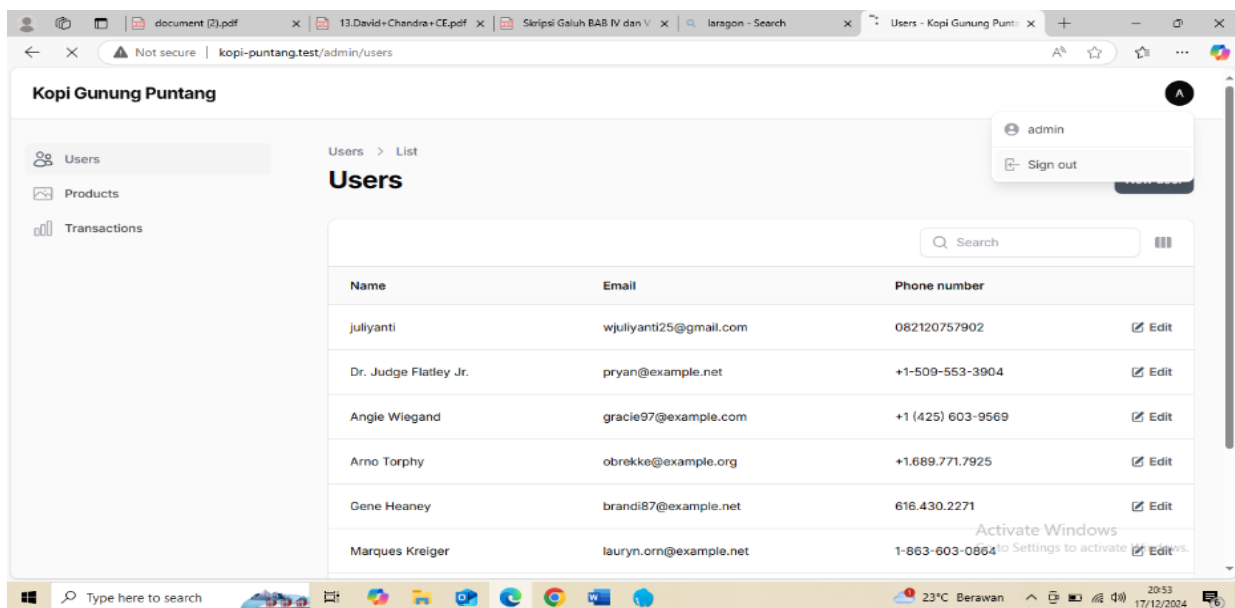


Fig. 5: Principal Role Report Recapitulation - View Report

3.3. Treasurer Role (Admin) Dashboard Page Display

The Admin dashboard provides a comprehensive view of the website's sales, orders, inventory, and financial performance. It allows the admin to efficiently manage and monitor key aspects of the business, ensuring timely order fulfillment, stock management, and informed financial decision-making, ultimately supporting the growth of Gunung Puntang coffee sales.

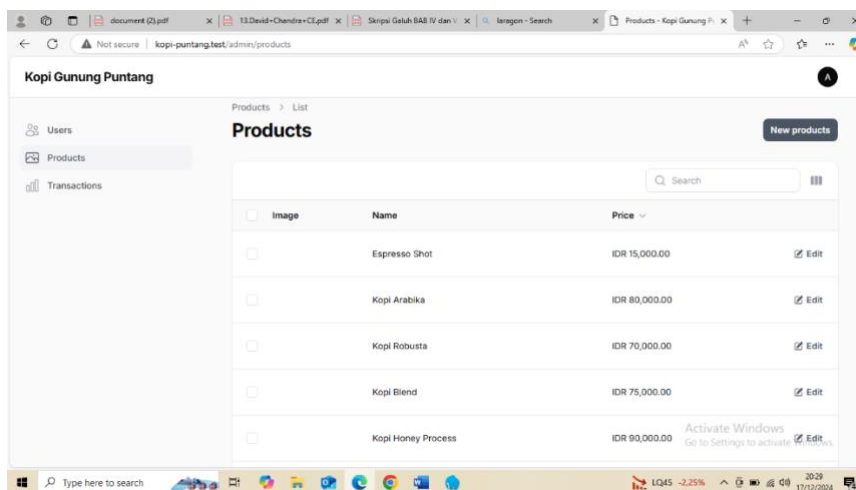


Fig. 6: Treasurer Role Dashboard Page Display

3.4. Treasurer Role (Admin) Report Recapitulation Page - Results Download PDF Report + Signature

On the report recapitulation page - pdf report download results with signature below, the Treasurer (Admin) role will see the report recapitulation page, where the pdf report download results will appear with his signature.

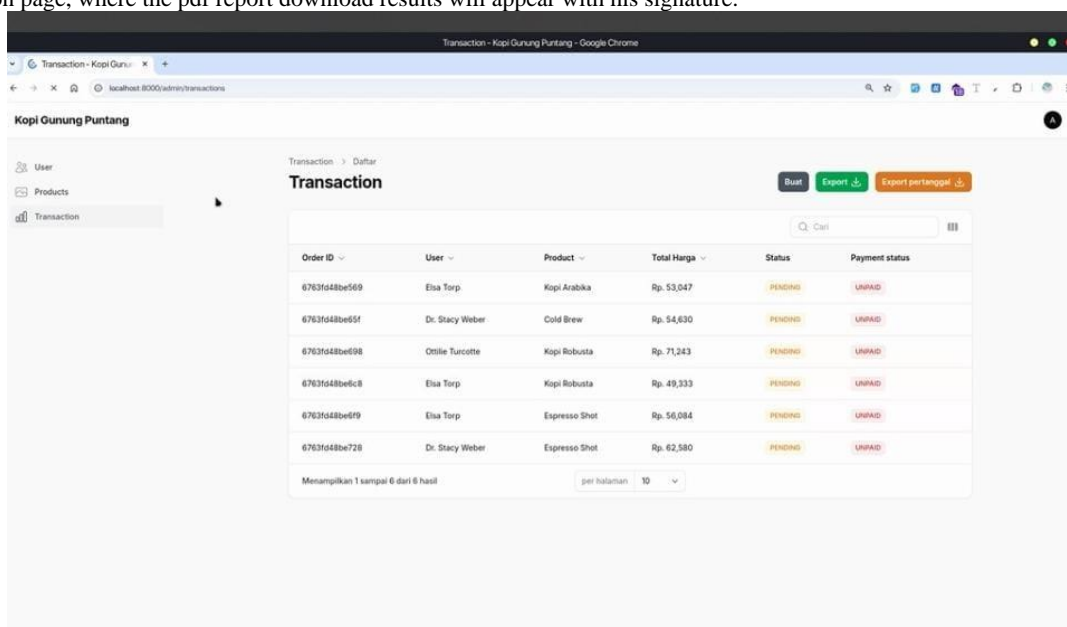


Fig. 7: Treasurer Role Report Recapitulation Page - Results Download PDF Report + Signature

4. Conclusion

Based on the research that has been done, the conclusions obtained from the results of this study are as follows:

1. The Information System for the Management of School Operational Assistance Funds (BOS) has been successfully built with a web-based and can facilitate users in supporting the process of managing school operational assistance funds (BOS).
2. The Information System for the Management of School Operational Assistance Funds (BOS) can increase efficiency in management because the system has been integrated for all the needs of managing school operational assistance funds (BOS).

5. Suggestions

To further enhance the Gunung Puntang coffee website, it is recommended to optimize the site for mobile users, implement a customer feedback system, improve SEO and digital marketing strategies, introduce loyalty programs, and expand the product range. These improvements can help increase customer engagement, brand visibility, and sales, ensuring the continued growth and success of the business.

References

[1] N. H. P. Wijayakusuma, Y. Sainika, and I. Susanto, "Perancangan Website E-commerce Produk Kopi Menggunakan Metode Prototyping (Studi Kasus: Kedai Kopi Kontekstual)," *J. Inf. Syst. Informatics*, vol. 3, no. 3, pp. 471–482, 2021, doi: 10.51519/journalisi.v3i3.182.

- [2] M. T. Astuti, A. A. Noor, K. Pariwisata, and K. Morotai, "Marhanani Tri Astuti dan Any Ariani Noor : Daya Tarik Morotai Sebagai Destinasi Wisata Sejarah dan Bahari, pp. 25–46, 2019.
- [3] I. Purnama, "Analisis Strategi Pemasaran dan Komunikasi Dalam Meningkatkan Daya Beli (Studi Kasus Pada Kedai Kopi Sanawa)," vol. 3, no. 3, 2024.
- [4] T. Khaerunnisa, I. Setiawan, L. Trimio, and G. W. Mukti, "STRATEGI PEMASARAN KOMBUCHA CASCARA MENGGUNAKAN KONSEP MARKETING MIX 7P DENGAN ANALISIS MATRIKS SWOT DAN QSPM (Studi Kasus PT Agritama Sinergi inovasi Kota Bandung)," vol. 2022, no. 105, 2024.
- [5] D. Susanto and A. Ridwan, "OPTIMALISASI PEMASARAN DIGITAL UNTUK MENINGKATKAN," vol. 4, no. 2, pp. 98–105, 2024.
- [6] W. M. Sari *et al.*, "Harma Oktafia Lingga Wijaya PENERAPAN E-COMMERCE MENGGUNAKAN METODE EXTREME Harma Oktafia Lingga Wijaya," vol. 05, no. 02, pp. 136–144, 2020.
- [7] F. Syamsul, U. Royal, U. Royal, W. Handoko, U. Royal, and B. Foods, "The Use of E-CRM as a Means of Selling Groceries," vol. 07, no. 02, pp. 189–198, 2024.
- [8] H. Hanafiah and R. Prasetya, "IMPLEMENTASI PEMASARAN DIGITAL KEDAI KOPI OM BEWOK DALAM MEM-BRANDING KOPI LOKAL ROBUSTA ASLI BANTEN," vol. 1, no. 1, pp. 11–19, 2021.
- [9] F. Tarbiyah, I. Kudus, and N. S. Az-zahra, "NCOINS : National Conference Of Islamic Natural Science (2021) Implementasi Digital Marketing Sebagai Strategi Dalam Meningkatkan Pemasaran UMKM," pp. 77–88, 2021.
- [10] J. Ilmiah and W. Pendidikan, "No Title," vol. 10, no. September, pp. 1009–1016, 2024.
- [11] W. P. Aji, "Ulasan Literatur Menganalisis Aplikasi Berbasis Website," vol. 4, pp. 8445–8468, 2024.
- [12] M. Database *et al.*, "Jurnal Pendidikan dan Konseling," vol. 5, pp. 4441–4447, 2023.
- [13] I. Kurniawan, R. Dhoni, D. A. Saputra, and F. R. Wahyudin, "IMPLEMENTASI METODE PROTOTYPE PADA SISTEM INFORMASI DIGITAL," vol. 3, no. 1, pp. 20–26, 2023.
- [14] A. Triwijayati, Y. P. Luciany, Y. Novita, and N. Sintesa, "Strategi Inovasi Bisnis untuk Meningkatkan Daya Saing dan Pertumbuhan Organisasi di Era Digital," vol. 2, no. 03, pp. 306–314, 2023.
- [15] I. W. Ardiyasa and I. P. C. Wibawa, "Pembuatan Aplikasi E-Commerce Berbasis Web pada UMKM Kopi UD . Arta Merta Banjar Badingkayu Desa Pengeragoan , Jembrana," vol. 1, no. 3, pp. 67–71, 2018.
- [16] D. Chandra, P. Studi, T. Informatika, F. I. Komputer, and U. E. Unggul, "TRANSFORMASI DIGITAL KEDAI KOPI SUDUT KOTA BERBASIS," vol. 2, no. 2, pp. 729–743, 2024.
- [17] D. Melalui and P. Pemerintah, "No Title," vol. 9, no. 2, pp. 184–204, 2022.
- [18] M. Faisal and M. Fanyuri, "Perancangan Sistem Informasi Penjualan Kopi Robusta di Café 86 Berbasis Web (Studi Kasus : Café 86)," vol. 2, no. 10, pp. 2729–2734, 2023.
- [19] K. Pejawaran and K. Banjarnegara, "Implementasi Website BumDes Manggala Karsa Desa," vol. 4, no. 4, pp. 4579–4586, 2023.
- [20] F. Hidayat, "Implementasi Pemasaran Digital Pada Perusahaan Manufaktur PT . Hanjayaperkasa Metals Indonesia," vol. 3, no. 2, pp. 224–231, 2024.
- [21] T. Literatur, "Faktor revolusi perilaku konsumen era digital: sebuah tinjauan literatur," 2017.
- [22] I. Artikel, "Implementasi Strategi Pemasaran Digital Pada Perusahaan CV . Lin ' s Fashion Shop," vol. 3, no. 2, pp. 1363–1371, 2022.
- [23] "1 1 * 1," pp. 93–112, 2024.
- [24] S. Mutmainah and E. Wahyuningsih, "Implementasi Website E-Commerce Pada Penjualan Makanan Dan Minuman Di Kedai ' Mesen Kopi ' Purworejo," vol. 4, pp. 9170–9178, 2024.
- [25] F. R. Pratama, N. Santoso, and L. Fanani, "Pengembangan Aplikasi E-Commerce Menggunakan Payment Gateway Midtrans," vol. 4, no. 4, pp. 1133–1140, 2020.
- [26] R. Mardikaningsih, "Strategi Inovasi Bisnis Sebagai Upaya Peningkatan Keunggulan Kompetitif Dan Pertumbuhan Bisnis UMKM Industri Kreatif Di Era Digital," no. 4, 2024.
- [27] M. Faris and A. Wisaksono, "Pengembangan Aplikasi E-Commerce Untuk Pemasaran Biji dan Bubuk Kopi Berbasis Web (Studi Kasus D ' Votee Coffee) Development of E-Commerce Application for Web-Based Marketing of Coffee Seeds and Powder (Case Study of D ' Votee Coffee)," vol. 1, no. 1, pp. 61–72, 2021, doi: 10.25008/janitra.v1i1.116.
- [28] F. Pertanian and U. S. Maret, "Program Studi Penyuluhan dan Komunikasi Pertanian, Fakultas Pertanian, Universitas Sebelas Maret," pp. 36–45, 2023.
- [29] M. E. Zaini, "Tinjauan Literatur Tentang Perubahan Saluran Pemasaran Kopi : Tantangan Dan Peluang di Era Digital," vol. 1, no. 4, pp. 277–289, 2024.
- [30] B. A. B. Iv and H. D. A. N. Pembahasan, "Bab iv hasil dan pembahasan 4.1.," pp. 1–81.