ONLINE MARKETING WITH COMMUNITY EMPOWERMENT BASED ON CONTENT MANAGEMENT SYSTEM (CMS) USING BUSINESS MODEL CANVAS (BMC) IN WEB APPLICATION DILADANGAN

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ABSTRACT

Marketing is a business process that exists in almost all companies in various forms. One form of marketing diversity is from the aspect of information technology (IT). For companies with big marketing budgets and qualified marketing and IT teams, it is not too difficult to build a brand product that they will market through professional website media that are connected to social media and even marketplaces that offer direct sales options. This form of marketing is certainly not possible for smaller-scale companies such as MSMEs or individual producers. On the other hand, there are online resellers, some of whom market their products with a drop shipping system. This condition can become an opportunity.

Diladangan, as a web application-based on content management system (CMS) created to execute these functions i.e. retail marketing online by empowering the community of sellers, online both sellers online who already own or beginners who are new to selling online. This community carries out the marketing function independently which can be utilized by small-scale companies such as MSMEs and individual producers in marketing their products. The Diladangan business model is designed based on research conducted using the action research method that produces a Business Model Canvas (BMC) and application design for the community. Meanwhile, the Diladangan application functions as a moderator in a standard system that ensures that ongoing marketing activities not only provide benefits but also provide convenience for all parties, that are online sellers, producers, and providers of the Diladangan application itself.

Keywords: Marketing, Information Technology, Community, Diladangan Application

I. INTRODUCTION

Based on data published by the Central Statistics Agency in the 2020 BPS Statistics E-Commerce catalog, in December 2020, it was stated that based on the data collection results showed that many E-Commerce business actors were non-formal E-Commerce businesses. As a non-formal business actor, of course, in carrying out its business processes, it faces several limitations that can hinder and even affect its business growth in the future. One of them is the limitations in the financial and IT fields related to the marketing process that is being carried out. This is different from large companies that have adequate marketing budgets and marketing and IT teams.

On the other hand, there are potential resources that are active independently carrying out marketing functions using information technology (IT). They resellers online, some of whom don't even have their products, and market their products with shipping system drop.
This condition can be an opportunity and can provide benefits to both parties if managed properly in an integrated and standard community ecosystem with the support of information technology (IT) that can be accessed virtually.

II. LITERATURE REVIEW

Information Technology

Experts have defined many information technology definitions by separating technology and information, as well as providing a comprehensive definition of information technology.

The word technology comes from the word technology or techno which means expertise and knowledge so that when interpreted, technology is a skill or things that are also related to limited knowledge of objects that have a form. Technology is a development of hardware (hardware) and software (software) that is based on science with the times and based on user needs (Karim, et al., 2020). According to Davis (1999), information is data that has been processed into a meaningful form for the recipient and is useful in making current or future decisions (Kadir, 2014; Kim et al., 2020; Berejena et al., 2020; Bibi et al., 2020; Aktin, 2020).

Meanwhile, M. Haryono thoroughly defines information technology as the application or development of various types of objects/equipment used by humans, or it could be a system that is ultimately able to solve all existing problems/problems. (Williams, Sawyer, 2005) also argues that information technology is a general form that describes any technology that helps generate, manipulate, store, communicate, and/or convey information (Suyanto, 2005).

Marketing

Marketing is a system of business activities designed to plan, price, promote and distribute products that can satisfy desires in achieving company goals (Stanton, 2008).

Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler, Philip & Armstrong, 2012)

Marketing is a management process that seeks to maximize returns for shareholders by establishing relationships with valued customers and creating a competitive advantage (Sudaryono, 2016)

Marketing is a business process that seeks to align human, financial, and organizational physical resources. with the needs and wants of customers in the context of a competitive strategy (Sudaryono, 2016).

Based on the above definitions, it can be concluded that marketing is an economic activity that aims to meet the needs and desires of customers with products and services offered by individuals or companies.

Content Management System (CMS)

Content management system is a system that makes it easy for its users to manage and make changes to the content on a dynamic website without being provided with knowledge about matters of a technical nature beforehand. CMS is software used to add or manipulate (change) the content of a website. CMS can help to manage, control, and publish information effectively, easily, dynamically, and has high flexibility (Heryana, 2017).

Business Model Canvas (BMC)

The business model canvas is a concept that is used as an overall method to provide an overview of how the communication between the organization and related external parties such as service providers, partners or customers. Besides that, it is also to provide an overview of the rationale for how a value can be created, given, and captured by the organization. (Gunawan, 2016).

A business model framework will be created on a business model canvas which consists of nine interrelated and interconnected box parts as the material. These elements contain important components and provide an overview of how the organization creates value and generates profits for its clients.
Methods

Figure 1 above shows the research method used which using the action research method with the results of the Business Model Canvas (BMC) research and application design for the community.

Figure 2 above shows the research steps with the research method used, that are qualitative research methods using research techniques such as observation, collection of secondary data through literature review, and interviews with actors of online sales activities. While the stages of the formulation of the business concept follow the method Business Model Canvas (BMC) which consists of nine blocks or sections that will assist in the formulation of business ideas into a more structured and easy-to-understand business model. The following are the stages of the Business Model Canvas (BMC).

1. Customer Segments, that the part that defines who is the target consumer or user, in other words, to whom the application will be made.

2. Value Propositions, that the part that formulates products and services in applications that will be offered to consumers or users.

3. Channels that the part that formulates how or through what channels products and services can be delivered to consumers or users.
4 Customer Relationships which is the part that describes the application relationship that will be made with consumers or users.

5 Revenue Stream which is the part that explains the source of income from the business to be run. For example, from commission transactions that occurs through applications and others.

6 Key Resources which explain what resources are needed to carry out this business process. For example, place, labor, equipment, working capital, and others.

7 Key Activities is the section that describes what activities are needed to produce a product or service. For example, the activities of making applications, creating content, branding, publishing via the internet and others.

8 Key Partners is the part that explains who the partners should be invited to work together. For example, experienced online sellers are invited to cooperate in terms of sharing experiences and information about the online business processes that have been run or producers in terms of marketable product information.

9 Cost Structure which is the part that formulates the costs needed to run the business process.

III. RESULTS AND DISCUSSIONS

Needs Analysis
Based on the data that has been obtained, to carry out retail marketing business processes carried online with community empowerment, it is necessary to do a needs analysis as follows.

1 Needed a website application that can be accessed online anytime and anywhere that provides tutorial material, information products, and other information that can help in selling activities online.

2 Needed a website application that can make transactions or other interactions that occur between users, for example between sales and user suppliers or user star sellers, that are sellers who have been verified with other users

Business Model
Based on the needs analysis conducted, the results of the business model analysis have been obtained. The proposed business model can be seen in Figure 3.

Fig. 3 Business Model Canvas (BMC)

The results of the business model analysis described in Figure 3 above are as follows.
1 Key Partners

Diladangan Application positions itself as an online seller community platform is as a moderator in collaboration with parties involved in sales activities online to optimize and increase the economic value of the allocation of resources used, reducing the risk and uncertainty of competition, and increasing performance. The parties that need to be invited to cooperate are as follows.

a. Online sellers who are experienced with cooperation in the field of sharing information and experiences regarding their selling activities online to sellers online, especially sellers online beginners.

b. MSMEs or micro, small and medium enterprises with cooperation in the field of procurement of competitive local products that can be sold by sellers.

c. Drop shipping company with cooperation in the field of procurement of local and imported products that are competitive in retail and can be sold by sellers, especially for the test market.

d. Trading or importer with cooperation in the field of procurement of imported products in larger quantities for products previously supplied by drop shipping companies and the level of sales is quite high.

2 Key Activities

The main business processes carried out in Diladangan are divided into three processes as follows.

a. Education on how to sell online, especially aimed at sellers beginners who are just learning to sell online. This business process does not directly generate added value or revenue, but instead supports other business processes that generate added value or revenue. For example, when a star seller works with a seller novice to do several tasks with a service fee. Then the knowledge that gets sellers notice from the educational business process is needed.

b. Product offerings from suppliers that can be used by sellers novice in online selling practice activities or online selling activities sellers for real to make a profit so that transactions occur and generate added value or profit.

c. Offers a sales partnership system online between star sellers with seller beginners so that transactions occur and generate added value or profit.

3 Key Resources

Resources needed in Diladangan to realize its value proposition are as follows.

a. Infrastructure office that serves as a work area for the staff and co-working space for seller activities offline. For example, when a seller needs education that needs to be explained directly by a star seller or other seller.

b. Finance for operations and working capital.

c. Human resources, which consists of:

i. Operations manager who has the main function of managing the running of business operations and is responsible for its smooth running.

ii. HRD & GA staff who responsible for managing staff and office facilities as well as making regulations related to business relationships between users. For example, the provision of service fees between star sellers and sellers and so on.

iii. Web Admin staff who responsible for settings and content web such as tutorials and products.
iv. Educational staff who responsible for the syllabus and the availability of materials needed by sellers and other users.

v. Sales Coordinator staff who responsible for communication and coordination between sellers who are in the group.

vi. Designer who responsible for making product designs that are customized according to the seller needs.

vii. Supply Chain staff who responsible for coordinating with suppliers and ensuring the availability of products sold by sellers.

viii. Expedition staff who in charge of local shipments and cooperation with expedition companies.

4 Value Propositions

Values offered in Diladang to users in the community are mainly integrated and selected systems and networks related to sales activities online involving suppliers and sellers using systems that are widely available online. The system is often difficult for users to select what is good and suitable and what is not. Whether related to the user or the system used by the user.

5 Customer Relationships

It is the relationship between Diladangan and the customer, which in this case is the user, established according to the type of user who joins the community as follows.

a. User sellers with relationships that are established through educational tutorial materials regarding sales online that provide information and options to make it easier for sellers to carry out sales activities online.

b. User star seller with established relationships apart from educational tutorial materials as well as collaboration with novice sellers to help their online sales activities with service fees.

c. User supplier with relationships that are established through the marketing of products marketed by sellers who are members of the community.

6 Channels

Channels used in the education process, interactions and other activities are carried out through the website diladangan.com which can be accessed online anytime and anywhere. Besides that, it is also provided a co-working space that can use users if they need interaction offline.

7 Customer Segments

a. Segmentation for user seller is prospective sellers who have not started selling at all until sellers who have just started online sales activities.

b. Segmentation for user star seller is online sellers who are already established but still carry out their business processes individually so they need help from seller novice to help. For example, in carrying out routine business activities such as listings, creating content, and so on.

c. Segmentation for user suppliers is small and medium scale producers or importers who have not done marketing online.

8 Cost Structure

Costs that must be incurred to run a business process in the area are divided into several forms as follows:
a. Fixed cost that is fixed costs that are incurred each month such as staff salaries and operational costs such as electricity costs and annual costs, the costs of which are divided equally into in the current month such as shop rental costs and so on.

b. Variable cost that is costs incurred for rent such as hosting costs, domains, plugins, and other applications.

9 Revenue Stream

Income earned in the area in the business process comes from transaction commissions, whether it is a product that occurs between a user seller and a user supplier or a service that occurs between a user star seller and a user novice.

Function In Model

Following is the definition of actors from the Use Case Diagram above.

<table>
<thead>
<tr>
<th>No.</th>
<th>Actor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer</td>
<td>A user who can make transactions, view products, and access tutorials.</td>
</tr>
<tr>
<td></td>
<td>Seller</td>
<td>Users who have access to make product transactions, communicate with other sellers, and access special tutorials.</td>
</tr>
<tr>
<td></td>
<td>Supplier</td>
<td>A user who has access rights to manage products, orders and financial data.</td>
</tr>
</tbody>
</table>
Website Application Display

1. Front Page
The front page displays an animated slide that aims to provide an overview and inform about the mission of the website Diladangan online seller community that are, learn, practice, earn and share which means the metamorphic process that will be undertaken by users in the Diladangan community, that is the process of learning about sales online which is followed by the practice of selling directly to generate income and after being quite successful, do not forget to share knowledge and experiences with users other community. On the bottom front page, there are selected recommended tutorial materials for learning displayed users and product products from suppliers that are also recommended for sale during the direct practice of selling online.

2 Tutorial Page

The tutorial page displays tutorial materials that can be learned by the user. These materials are classified based on categories and subcategories which are arranged according to the level of learning as follows.

a. Philosophy and motivation that is material regarding the basic understanding of online selling activities and the success stories of successful online sellers.

b. Categories that is material regarding the choice of forms of online selling activity which are divided into three main forms as follows.

1 Marketplace that is tutorial material on how to sell online in marketplaces global such as Amazon, eBay, Bonanza, Etsy, and others as well as local marketplaces such as Tokopedia, Shopee, Lazada, and Bukalapak.

2 Social media that is tutorial materials on how to sell online through social media such as Facebook, Instagram, YouTube, and Tiktok.

3 Website that is tutorial materials on how to sell online via the website.

4 Products Page
The page displays products from suppliers classified by category.

5 My Account Seller Page

Account Seller page is a page for users classified as beginner sellers. All users who register will automatically be a seller.

6 My Account Star Seller Page

My Account Star Seller page is a page for users classified as star sellers.

7 My Account Supplier Page
IV. CONCLUSION

The limitations faced by business actors, such as those in the financial and IT fields related to the marketing process, are an opportunity to work together with one another to produce a more efficient business process. The Diladangan application is present as an option to accommodate and create conditions of cooperation among business actors, especially online sellers.

REFERENCES