

Utilization of e-commerce in increasing the marketing of home industrial products in Cirebon district

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ABSTRACT

The rapid development of technology and information requires people to get to know the internet. One of the new lifestyles that was born is shopping via the internet or often called e-commerce. The use of e-commerce is not only carried out by large companies, but also by micro, small and medium enterprises (MSMEs). This service is carried out to find out the use of e-commerce in order to increase the competitiveness of MSMEs in Kebarepan Village, Plumbon District, Cirebon Regency. The method used is a qualitative method with a participatory approach. Determination of this sample using purposive sampling technique. The results show that the use of e-commerce will be able to increase the income of MSMEs, the products marketed will be easily recognized by consumers making it easier to get customers. In addition, the use of e-commerce can save promotion costs and increase transaction speed. This will ultimately increase the competitiveness of MSMEs in Kebarepan Village, Plumbon District, Cirebon Regency.

KEYWORDS

e-commerce;
technology;
products;
home-industry



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1. Introduction

The development of technology and information that is growing rapidly at this time requires people to start getting to know the internet. The internet, which was previously considered as a technological sophistication that was less desirable, has now transformed into the real world which has succeeded in creating a new lifestyle for modern humans, starting from mobile phones, netbooks, laptops and various other gadgets. One of the new lifestyles that was born is shopping via the internet or often called e-commerce which in Indonesian is defined as online shopping [1]. E-commerce (electronic commerce) is the process of buying and selling transactions or, services and information through information networks including the internet [2].

The use of e-commerce is an obligation in the business world, given the increasingly complex problems, increasingly mushrooming competitors and the demand to always keep abreast of developments in the global world which requires us to always act creatively and innovatively [3]. Based on research, there are several factors that encourage business actors to take advantage of the use of e-commerce [4], (1) the use of computers and information technology by business actors [5], (2) the current application of e-commerce and plans for the future [6], (3) constraints in the use of e-commerce [7], (4) expertise of information technology staff [8]. Consumer interest in e-commerce has grown exponentially in Southeast Asia, more than doubling in the last two years [9]–[11]. This shows that it is not only large companies that use e-commerce, but also micro, small and medium companies use e-commerce in marketing their products which are expected to save costs, time and effort, so that they can create selling prices that are able to compete in the market [12]. Thus consumers obtain lower prices compared to traditional purchases which are made manually [13]–[15].

Currently, Micro, Small and Medium Enterprises (MSMEs) [16]–[21] have become an important part of the national and regional economic system capable of accelerating economic growth, providing business and employment opportunities, increasing people's income, playing a role in increasing foreign exchange earnings and strengthening national economic structure [22]–[24]. There are at least three reasons underlying why the existence of MSMEs is considered important [25]–[28].

The first reason is because the performance of MSMEs tends to be better in terms of producing a productive workforce [29]–[32]. Second, as part of its dynamics, MSMEs often achieve increased productivity through investment and technological change. The third is because it is often believed that MSMEs have an advantage in flexibility over large businesses [33].

The existence of MSMEs in Kebarepan Village, which is located in the Plumbon District, greatly colors the life of the economic sector of Cirebon Regency [34]–[37]. MSMEs in Kebarepan Village are growing very rapidly when compared to other villages in Cirebon Regency. The number of MSMEs in Kebarepan Village is around 9 MSMEs in various business fields. The well-known type of business from UMKM in Kebarepan Village is processed products from rubber, in the form of flip-flops, floats, rubber base for cars. Most of the products have been marketed in Sumatra, Cirebon and other areas.

Even though there are MSMEs that market their products using e-commerce, there are still many MSMEs who do not know the benefits of this technological sophistication. The lack of use of e-commerce will have an impact on weak competitiveness and lag behind large companies that have used e-commerce (online business) as an effective and efficient marketing. Along with increasingly high business competition and minimal use of e-commerce in MSME business development, it is necessary to study the use of e-commerce in increasing the competitiveness of MSMEs in Kebarepan Village, Plumbon District.

2. Method

The implementation method used is descriptive method. This method is used to describe how the phenomenon of the activity of MSME actors utilizes e-commerce to increase the competitiveness of their businesses. Data analysis was carried out qualitatively, namely by describing the respondents' answers which were then presented in the form of tables, frequency distributions and graphs.

In this method, conducting direct interviews with the owner of the Sendal Khas Kebarepan MSME in Kebarepan Village, Plumbon District, Cirebon Regency, who utilizes e-commerce in their marketing and sales activities.

3. Results and Discussion

A. Micro, Small and Medium Enterprises

Micro, small and medium enterprises (MSMEs) are generally characterized by a limited scale in terms of their operations. MSMEs play an important role in economic development in many countries around the world. According to Law No. 20 of 2008, micro businesses are productive businesses owned by individuals or individual business entities that have assets of \leq IDR 50 million and turnover of \leq IDR 300 million, while small businesses are productive economic businesses that stand alone, which are carried out by people or individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled or becomes part, either directly or indirectly, of a medium or large business that meets the criteria of $\text{IDR } 50 \text{ million} < \text{assets} \leq \text{IDR } 500 \text{ million}$ and turnover of $\text{IDR } 300 \text{ million}$ up to $\leq \text{IDR } 2.5 \text{ billion}$. Meanwhile, medium-sized businesses are productive economic enterprises that stand alone which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become part of either directly or indirectly with small or large businesses that meet the 500 criteria. $\text{million} < \text{assets} \leq \text{IDR } 2.5 \text{ billion}$ and $\text{IDR } 2.5 \text{ billion} < \text{turnover} \leq \text{IDR } 50 \text{ billion}$.

The Central Bureau of Statistics (BPS) which functions as the person in charge of statistical data in Indonesia has criteria regarding industries into four groups, namely the handicraft industry consisting of 1-4 employees, small industry consisting of 5-19 employees, medium industry consisting of 20-99 employees and large industries that have more than 100 employees. The problems experienced by MSMEs are caused by the following factors: (1) marketing difficulties, (2) financial limitations, (3) limited human resources, (4) raw material problems, (5) technological limitations, (6) managerial skills, (7) partnership. Besides the problems faced, MSMEs also have strengths including: (1) developing new business creativity, (2) innovating, (3) the dependence of large businesses on small businesses, (4) business resilience.

B. Competitiveness

Competitiveness is an important factor in the economy, especially in the process of producing goods and services to meet market demand. The term competitiveness (competitiveness), has been preceded by

the concept of comparative advantage by Ricardo since the 18th century. The most accepted concept of competitiveness is at the micro level. Classical microeconomic theory teaches that in an arena of business competition, companies basically have the goal of maximizing profits. Companies that are not able to make profits are companies that are not competitive (non-competitive).

In the competitive market model, firms that are not competitive have an average cost that exceeds the market price of the product offered. This is because the value of the resources used exceeds the value of the product produced. The forms of competition that often occur are the entry of new entrants, the threat of substitute products, the bargaining power of buyers, the bargaining power of suppliers, and competition among competitors. This reflects that the threat of competition is not only limited to fellow companies in the existing industry, but also comes from customers, suppliers, substitute products, and potential new entrants.

Competitive advantage can be realized in terms of gaining strategic, tactical and operational advantages. At the highest managerial level with the level of strategic planning, information systems can be used to change the direction of a company in gaining strategic advantage. At the (middle) level of management control, managers can specify how strategic plans will be implemented thereby creating a tactical advantage. Meanwhile, at the operational control level (lower), managers can use information technology in various data collection and information creation that will ensure operational efficiency, thereby achieving operational excellence. The basic competency strategies that companies can use to win the competition are: (1) cost leadership strategy, (2) differentiation strategy, (3) innovation strategy, (4) growth strategy, (5) alliance strategy.

C. E-Commerce

There are several opinions regarding the definition of Electronic Commerce or E-Commerce. E-commerce has a definition of the process of buying and selling products, or electronic data network services via the internet and the world wide web. E-commerce is the use of computer networks (including the Internet) to conduct business such as buying, selling, exchanging products, services and information.

E-commerce from the following perspectives: (1) a communication perspective: e-commerce is the delivery of information, products/services, or payments via telephone lines, computer networks or other electronic means, (2) a business process perspective: e-commerce is an application technology towards transaction automation and company work flow, (3) service perspective: e-commerce is a tool that fulfills the wishes of companies, consumers and management in cutting service costs when improving the quality of goods and service speed, (4) online perspective: e-commerce relates to the capacity to buy and sell products and information on the internet and other online services.

The advantages of e-commerce are: (1) can be done anywhere, (2) global reach, (3) universal standards, (4) rich in benefits, (5) interactive, (6) information density, (7) customization. The three main categories of e-commerce include: (1) business-to-consumer (B2C) e-commerce involves retailing products and services to individual buyers, (2) business-to-business (B2B) e-commerce involves selling products and services between companies, (3) consumer-to-consumer e-commerce (C2C) involves consumers selling directly to consumers. Nearly all e-commerce takes place on wired networks, but the use of mobile phones and other wireless digital devices with internet capabilities can send text messages, e-mail, access the web and make purchases. Companies can offer new web-based products and services that can be accessed via wireless devices. The use of wireless devices to buy products and services from any location is called mobile commerce (m-commerce).

D. Kebarepan and production of sandals

Kebarepan Village, Plumbon District, Cirebon Regency has great potential. One of the potentials of the Kebarepan village is the Sendal Jepit UMKM which has been quite developed and has become an asset to Kebarepan Village. MSMEs that are developing in Kebarepan Village are rubber material processing home industries in Kebarepan Village. The products produced from this business are sandals, buoys, car base rubber.

The following is the profile of MSMEs in Kebarepan Village. MSMEs in Kebarepan Village are dominated by Sendal entrepreneurs, where in its development the Sandal products produced have been shipped outside the city and outside Java. However, there are still a few MSMEs that use e-commerce as

a media for promotion and marketing. This can be seen where in recent years data has been obtained that sales of their products have continued to decline and many producers have gone out of business, many of these MSME actors still complain about their difficulties in marketing the products they have made.

Only 30% of the buying and selling process carried out by Kebarepan Village SMEs through online sales (e-commerce), while the remaining 70% still distribute their goods directly to traditional markets is shown in Figure 1. This figure explains that by selling their products directly to traditional markets, goods will be sold faster, it will be easier to meet buyers face to face and the market will be closer to their homes.

Online and Traditional Sales Data on MSMEs in Kebarepan Village



Fig. 1. Online and Traditional Sales Data on MSMEs in Kebarepan Village

The e-commerce application as an online marketing medium used by MSME players in Kebarepan Village varies, including Facebook. Facebook is the most widely used e-commerce media by MSMEs, this is because Facebook media is the easiest to learn and more interesting media compared to other e-commerce media. Utilization of e-commerce media will provide a challenge to MSMEs to increase their competitiveness because in online business there is very tight competition.

The factor that most influences MSME actors in Kebarepan Village in utilizing e-commerce is facilitating product promotion and marketing. MSMEs realize that by utilizing e-commerce their products will be more easily recognized by the wider community. Without doing promotions using advertisements and so on, their business will be underdeveloped in increasingly fierce business competition. In addition, MSMEs also realize that they must keep up with the increasingly modern times and the growing demands to be more creative and innovative in running their business.

The desire to develop a business is also one of the factors that supports MSMEs to take advantage of e-commerce, the absence of space and time boundaries in the digital world makes the business they do open up opportunities to be able to sell their products to the global market. Another factor that encourages MSME players to take advantage of e-commerce is being able to build brands, get closer to customers, help communicate faster with customers and be able to satisfy customers with faster service.

While the factors that become obstacles in utilizing e-commerce shown in Figure 2 are intense competition in the online business world, strength in traditional markets where the main sellers are dominated by sales in traditional markets because there are regular customers, lack of trust between sellers and buyers, lack of knowledge of MSME actors about e-commerce and the existence of network problems.

Strength in traditional markets is the biggest factor in hindering MSME players in Karangasari Village from taking advantage of e-commerce, this is because MSME actors think that they already have regular customers who will buy their products.

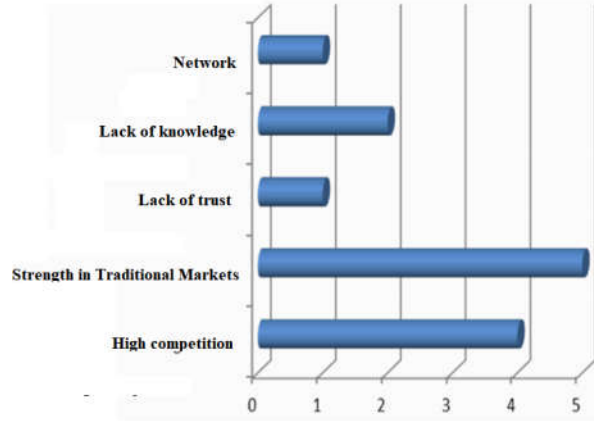


Fig. 2. Barriers to MSMEs E-Commerce in Kebarepan Village

E. The Impact of Using E-Commerce in Increasing the Competitiveness of MSMEs in Kebarepan Village, Plumbon District, Cirebon Regency

The use of e-commerce will have both positive and negative impacts on MSMEs. The most positive impact felt by MSME actors is shown in Figure 3, namely their income has increased, besides that the products being marketed will be more easily recognized by consumers, making it easier to get customers. Other impacts felt include saving on promotional costs and increasing transaction speed. This will ultimately increase the competitiveness of MSMEs in Kebarepan Village.

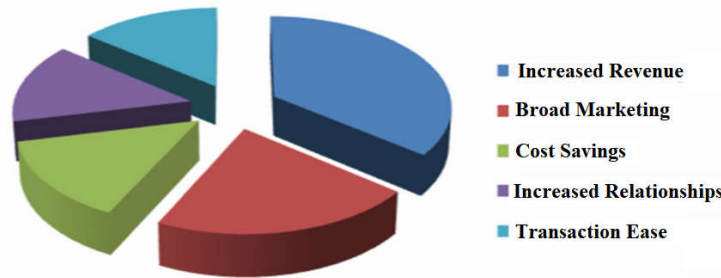


Fig. 3. The Positive Impact of Kebarepan Village MSMEs E-Commerce

In addition to having a positive impact, the use of e-commerce also has a negative impact. The negative impact that Kebarepan Village MSMEs have had on the use of e-commerce is that there is increasingly fierce competition as shown in Figure 4. The figure shows that in online business (e-commerce) all people can carry out buying and selling activities and open up opportunities for anyone to sell their products. Another negative impact is that it is vulnerable to fraud and cheating, and will lead to plagiarism of similar ideas and products.

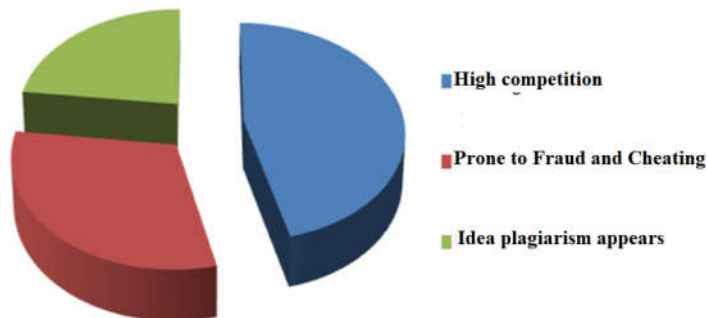


Fig. 4. Negative Impact of Kebarepan Village MSMEs E-Commerce

The use of e-commerce carried out by UMKM in Kebarepan Village is a strategy they use to increase their competitiveness. This can be seen from previously where MSMEs in Kebarepan Village had started their business by selling traditionally, they only opened shops at home or sold their products directly to traditional markets. However, along with the times and the development of the business world, Kebarepan Village MSMEs have utilized e-commerce as a form of competitive strategy, namely previously only targeting traditional markets and sales were still within the city, now it has reached outside the city and outside the island of Java.

4. Conclusion

MSME actors are of the view that the use of e-commerce can expand marketing, provide business efficiency, controllable operational costs, is not limited by space and time and can increase income. In general, the use of e-commerce can be a competitive strategy that will increase the competitiveness of MSMEs. This is shown by the marketing reach of MSMEs in Kebarepan Village not only around Demak Regency, but has reached outside the city and outside Java. Along with technological developments, the use of e-commerce has become a necessity that must be met. The desire to keep up with the times, the ease of product promotion and marketing, the desire to develop a business, the ease of transactions and the absence of space and time restrictions are a number of factors that support the use of e-commerce by MSMEs in Kebarepan Village. The factors that hinder the use of e-commerce are the trust factor between sellers and buyers, lack of knowledge, having strength in traditional markets, intense competition, and unsupportive networks. The use of e-commerce carried out by MSMEs in Kebarepan Village has an impact on their business. The impacts felt by MSME players are: (1) income increases, (2) marketing is expanding, (3) saving costs, (4) increasing relationships, (5) ease of transaction. In addition to the perceived advantages in using e-commerce, there are also negative impacts that are felt, namely: (1) increasingly fierce competition due to wider and global marketing reach, (2) the emergence of plagiarism of ideas and products, (3) prone to fraud and fraud.

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Author Contribution

The activity plan in order to implement the solutions offered that there are four series of activities, namely coordination, logo design, marketing, and marketing education.

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Conflict of Interest

The authors declare no conflict of interest.

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