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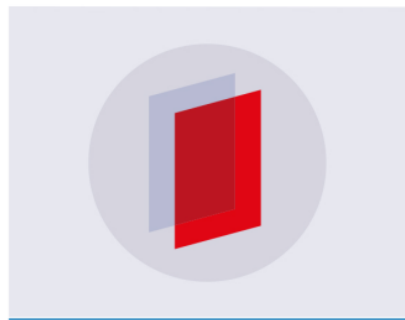
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A Web Based Market Access Improvement of Community Service Product

Laela Sagita¹, Marti Widya Sari², Nendra Mursetya Somasih Dwipa³

^{1,3} Mathematics Education Department, Universitas PGRI Yogyakarta, Indonesia

² Informatics Department, Universitas PGRI Yogyakarta, Yogyakarta, Indonesia

laelasagita@upy.ac.id, widya@upy.ac.id, ndwipa@gmail.com

Abstract. The purpose of this community service activity is to help partners improve the quality of production and marketing development which was originally done conventionally to be web-based. Conventional marketing has been increasingly abandoned, changing to marketing done online. One of the online media used for marketing means is through the website. The method used is by conducting observations, literature review, web requirements analysis, web display design, web content planning and web testing. From the results of the analysis, then we plan the structure of the website, as well as the use of technology that includes applications, and other features that will be posted on a website. With the use of this web, sales have increased by around 50% compared to previous sales conventionally.

1. Introduction

The development of information technology today makes every company obliged to be able to improve the quality of its performance in an effort to face increasingly rapid global competition. Companies and customers are no longer limited by distance and time, all of which are done through media websites or mobile media. A company is required to have a web organization to communicate with its customers in order to compete with other companies engaged in the same field. Conventional marketing has been increasingly abandoned, along with developments in information and communication technology, changing with online marketing. Marketing done online is a more effective way because it is not limited by distance and time. Today marketing adapts to the environment and customer behavior [1], thus making the user revolution happen, from conventional models to online models [2]. In addition, economic development also greatly affects telecommunications and media markets [3]. One of the market media that is well known today is through websites, with this media, anyone can access all information whenever and wherever [4]. In addition to appearance, the contents of the website must also be considered [5][6].



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Website development can be done by doing customized coding by making coding changes to improve the security of the website (safe from viruses and hackers) [7][8]. In addition, the development that can be done on the website is to increase hosting capacity along with the growing content of the website [9][10][11]. Another development is to make responsive design with widgets that are applicable to various media. By putting forward the principle of content is king, the content of the website is the most crucial because through content we convey the message of communication to the target audience who are visitors to the website [12][13]. Therefore we must pay attention to the quality of copywriting, the quality of photos and videos included in a website [14][15]. Copywriting that is used is a good idea to keep abreast of the rules of Search Engine Optimization. In addition, security issues on the web also need to be considered in line with the increasing online transactions carried out [16]. Based on the information above, we develop marketing through websites, with the aim of increasing product sales. SKIS Craft and Kancil Collection are a group of craftsmen in the city of Yogyakarta, precisely in the Krapyak Wetan, Panggungharjo Village, Sewon District, Bantul Regency. SKIS Craft is engaged in handicrafts made from lurik fabric, while Kancil Collection is a group of craftsmen who produce various kinds of leather bags. The problem faced by partners is the lack of quality of product information dissemination, marketing is still done manually, lack of cooperation with direct users.

2. Method

The method used is by conducting observations, literature review, web requirements analysis, web display design, web content planning and web testing.

2.1 Conducting Observation

The aim of observation is to collect data and information by reviewing and making observations directly to the partner's location in Krapyak Wetan, Panggungharjo Village. We had visited the research location to observe directly the various things or conditions that exist in the field, especially those related to making product promotion media through web development.

2.2 Literature Review

The literature review method is a way to obtain data by studying books, journals, papers, or scientific writings obtained from print media. As material for consideration and reference to the development of information systems, the author studies journals and previous research reports in accordance with the research conducted.

2.3 Web Requirements Analysis

From the results of the analysis, then we plan the structure of the website, as well as the use of technology that includes applications, and other features that will be posted on a website. This certainly will affect the quality and speed of browsing website visitors later. After planning, the next step is to design. What is meant by design here is not merely limited to the visual appearance. Website design had pay attention to the aspects of wireframe models such as the placement and presentation of pages that make it easier for visitors to receive information on the website. This is actually a development of the sitemap and web structure. The website design also pay attention to the visual appearance, such as choosing colors, fonts, etc. by still paying attention to the aesthetics of the website.

2.4 Web Design

From the results of the analysis, then we plan the structure of the website, as well as the use of technology that includes applications, and other features that will be posted on a website. This certainly will affect the quality and speed of browsing website visitors later. What is meant by design here is not

merely limited to the visual appearance. The website developed using PHP, HTML 5, and MySQL software for the database.

2.5 Web Content Planning

Website design must also pay attention to the aspects of wireframe models such as the placement and presentation of pages that make it easier for visitors to receive information on the website. This is actually a development of the sitemap and web structure. The website design must also pay attention to the visual appearance, such as choosing colors, fonts, etc. by still paying attention to the aesthetics of the website.

2.6 Web Testing

Some tests done by testing all the technical elements of the website and by doing browser compatibility which is testing the suitability of websites with various browser providers with various series of outputs. This stage is the last stage of the website planning and development cycle. Monitoring the running of the website, making repairs by removing bugs that are on the website and doing maintenance with regular updates, both technically and on the website.

3. Results and Discussion

3.1 Results

The results of web design is a product sales web called 'Kullu'. This web contains information on product types, product prices and product stock quantities. The display image is shown in Figure 1 and Figure 2 below. The appearance of the web created has been adjusted to the desires and needs of partners. Partner needs, namely promoting their handicraft products to disseminate information about products and increase revenue. The web created is still not perfect and continues to develop in adjusting the market. The web can be accessed at the address <https://kulluid.com/en/>.

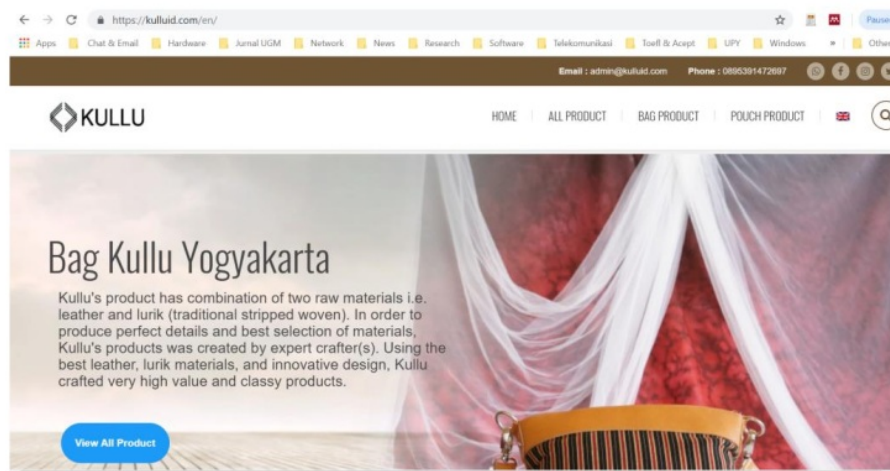


Fig 1. Results of web design

In Figure 1, there is a Home, All Product, Bag Product and Pouch Product menu. Two types of products are displayed in the form of bag and wallet products according to the products produced by partners with the name Kullu. Then, there is a brief description of the product that has been made. Next in Figure 2, photos of products sold are displayed. Product photos and prices displayed are actual data, and will be updated if there is a new product. The process of updating web content is the responsibility of partners.

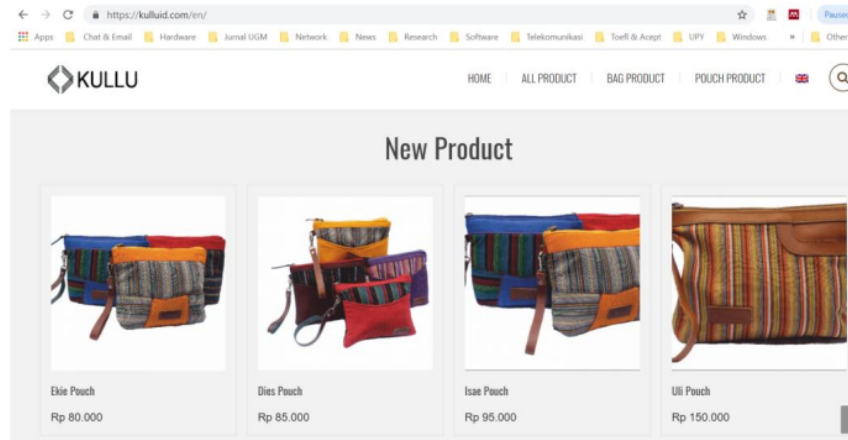


Fig 2. Types of product

3.2 Discussion

Products that have been produced up to the middle of this year are 10 with various types of design. Products are equipped with labels and brands new. The contents of this website are still limited to the type, price and quantity of product stock. On this website there are no direct ordering features, so for further development, additional sales features can be carried out interactively, so that customers can be served quickly and have the right delivery, because now customers can access this website anywhere. In addition, it is also necessary to use 2 languages, English and Indonesian, to make it easier for users to read the information on this web. Based on information from partners, with the existence of this web, sales have increased by around 50% compared to the previous ones who still use manual systems. In addition, other promotional media also need to be developed, one of which is through the market place that is becoming a trend at the moment.

4. Conclusion

The output of this procurement activity is that partners can produce bags with various variations. Through the new brand label, Kullu, the two partners collaborate to create new products and have selling power. Web procurement can help partners to promote products easily and widely. Accompaniment the bag production process is carried out during the bag making process. The team did observation and observation to get the results as expected. Output from this activity 10 bags with new designs will be marketed under a new brand namely Kullu. Based on information from partners, with the existence of this web, sales have increased by around 50% compared to the previous ones who still use manual systems.

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