



Website for E-Promotion in Industry 4.0

I Budiarti^{1*}, M Virgin²

^{1,2}Departemen Manajemen, Universitas Komputer Indonesia, Indonesia

Email: *isniar.budiarti@email.unikom.ac.id

Abstract. This study aims to determine the effect of promotion to increase consumers through e-commerce and also the benefits of using e-commerce. In this study, the authors used descriptive method. The results of it were the development of information and communication technology and also internet access create convenience in online business and online shopping, payment system, and promotional activity.

1. Introduction

The sophisticated information and communication technology influence the consumer behavior. One strategy that can be used to defeat our competitors is to use promotional strategies for the products. Promotion is an activity to inform and influence consumers or customers so that they are interested in making a purchase or sale of goods or services offered [1]. E-commerce is a transaction carried out by electronic payments, which almost all of the processes have used the internet. E-commerce is not just about buying and selling but also ordering, innovation, technology use, long distance and close communication, and also the exchange of information between two people [2].

Many standard approaches to promotion are used to have good quality, unite minds, encourage and open insights, communicate, increase benefits, make invitations in the form of clear calls for actions and others [3]. The previous research discussed about product categories such as hedonists, utilitarian, and product sales listed in online reviews can influence buyer decisions [4]. A positive directional value from price cuts and promotion of consumer buying interest and reviews in online businesses also influence potential customers to choose a decision to buy [5]. In the early period in 1990, changes in retail infrastructure in the world changed rapidly through the growth of e-commerce. Although in 2000-2002 the internet exploded and slowed down financial markets, the internet continued to develop into an organization for market strategies. Tips for success on the internet, retailers change the engineering model in business and change the way to obtain services and goods to support the convenience of customers. There are at least three components in online shopping that often occur, namely interaction, transactions, and also the fulfillment of the results of interviews about follow-up surveys. Components in this factor affect their shopping experience. A direct result of the arrangement and research of future directions is proposed [6]. E-commerce has indeed become an excellent supporter of global economic development. Its dynamism is indeed a major business program related to the digital economy and its role is increasingly high because it is supported by the growth of internet users in the world [7]. In

fact, success in E-commerce is half determined by whether consumers trust the goods we sell or not because their products cannot be directly seen or touched, and electronic purchases do not have a security system. Previous research illustrates that supplier credibility is a key determinant of consumer confidence for shopping in e-commerce and influences the confidence of a consumer [8]. Combined online shopping refers to activities where the e-commerce website is distant. Although combined online shopping has increased and is well known for social networking, this study evaluates two hidden design factors, actualization and income, which certainly add to and enhance the consumer experience. According to the theory of coexistence and flow, we can increase togetherness through flow and also the intention of using a combined e-commerce site [9]. Official trade has the meaning as an activity related to an exchange transaction that is taking place or is caused by a social network in a social environment that is mediated by computers, where the activity is related to the identification of needs before purchasing, ongoing purchasing, and after purchasing [10]. Username in this case, it is necessary in the digital world because an easy username will make it easy to search, although physical stores are not seen [11].

The purpose of this research is to find out the influence of products promotion in customers interest in buying products through e-commerce. The method used is descriptive method.

2. Method

The method used in this research is descriptive method to describe conditions, opinions, processes, and trends on e-commerce and online business.

3. Results and Discussion

The results of this study are indeed to attract the attention and also of users to access pages in e-commerce, users can participate in the daily games that have been offered by Shopee and offer various promotions and discounts on products. Users can also upload product images and also provide an explanation of the products they want to display and also sell. In writing products to be sold, of course, the seller must write a complete description and also clear and most importantly easy to understand so that potential buyers do not feel confused for the order. Inside the shopee there are many features offered: men's clothing, mobile phones & accessories, computers and accessories, baby and children's fashion, men's shoes, men's bags, watches, electronics, health, photography, women's clothing, beauty, home appliances stairs, mother and baby, women's shoes, women's bags, Muslim fashion, fashion accessories, hobbies and collections, food and drink, sports and entertainment, books and stationery, sundries, automotive, vouchers, souvenirs and parties.

In addition, shopee also offers various types of payments that are very easy and safe such as direct and indirect transactions. For example, indirect transactions buyers order payment products using ATM transfer transactions / cash deposits or internet banking, mobile banking and also through mini markets such as Indomaret or Alfamart and also now Shopee has been equipped with payments by credit or debit cards, installments with credit cards, one click, credivo and also I sold so that if the purchase with a rather expensive price we can buy it with installments starting from 3 months to 12 months and with low interest. While direct transactions from users / buyers can pay for transactions on the spot after the goods arrive and are received. Making it easier for consumers to make transactions and also the maintenance of confidence will worry about being deceived.

Reservations can be done anytime and anywhere and also not limited to time unlike purchases in stores or offline stores, E-Commerce can be accessed by browsing the internet on

various devices that have internet access. In E-Commerce reviews written and rated by customers are an attraction for customers to recommend and terminate to buy, daily games, lots of promos, lots of discounts, sale of goods can be taken by the shipping service, free, simple, easy, and practical, satisfied, happy, safe with a short time makes it easy for the seller and also the buyer (Figure 1).

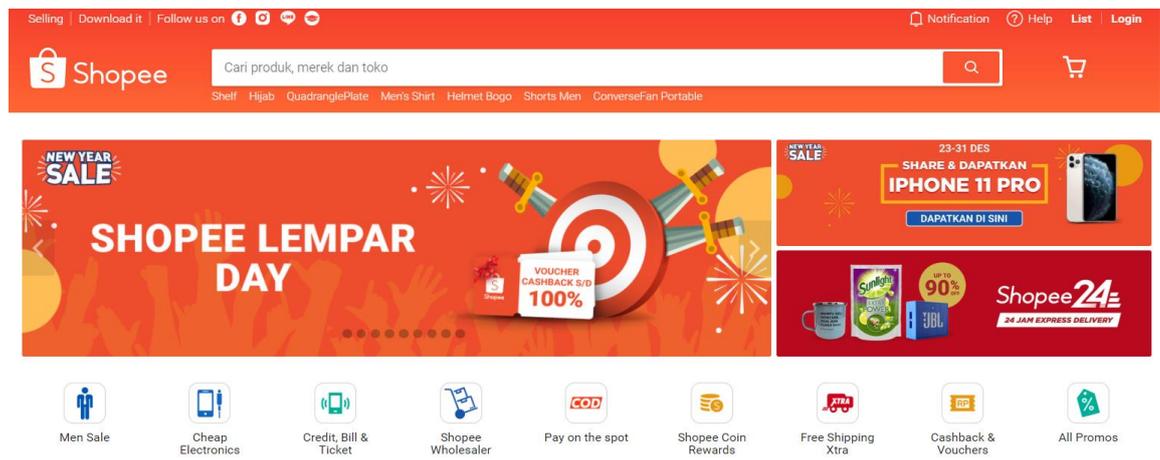


Figure 1. Main Menu

In Figure 1 in the main menu, there are several choices at the bottom of the page, the function of which is the user can use an account to buy products or sell products. There are various choices, discounts and also offers and promos, ranging from lowest price guarantees, shipping subsidies, store vouchers, bank promos (installments), new products that are given specifically for free users for the first shopping. Buyers can also get coins by shaking their smartphone according to the schedule including using game Shopee capture, Shopee shake, Shopee quiz, Shopee x league quiz, guess Shopee champions league 1, vote for your favorite players, vote for your favorite club. And besides that users can get Shopee coins from Shopee daily check-in activities, Shopee shopping reviews. So that coins that have been collected can be used to reduce the total expenditure (Figure 2).

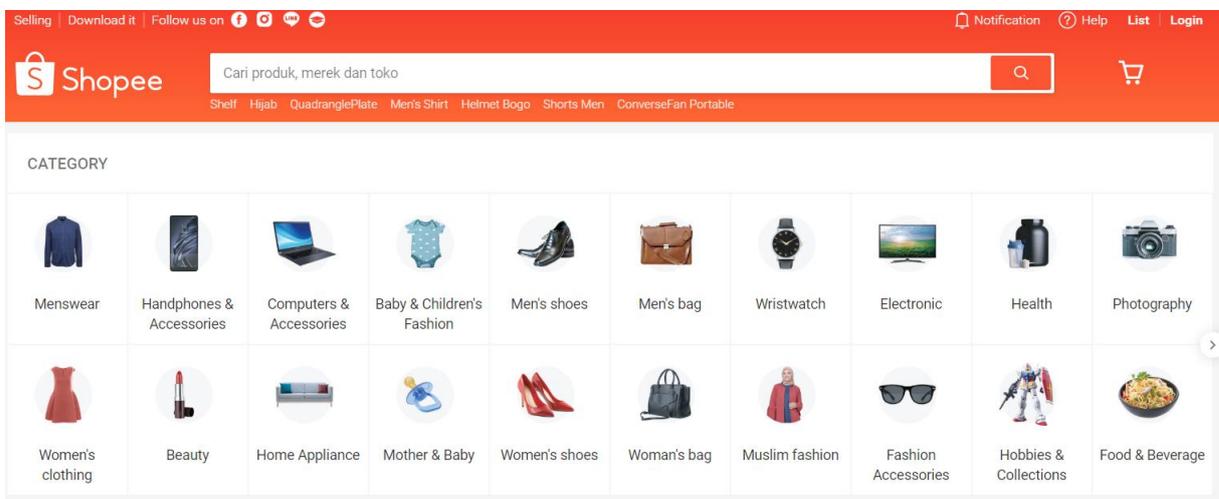


Figure 2. Categories Menu

On this page there are categories offered and also separated by shopee making it easier for users to buy products (Figure 3).

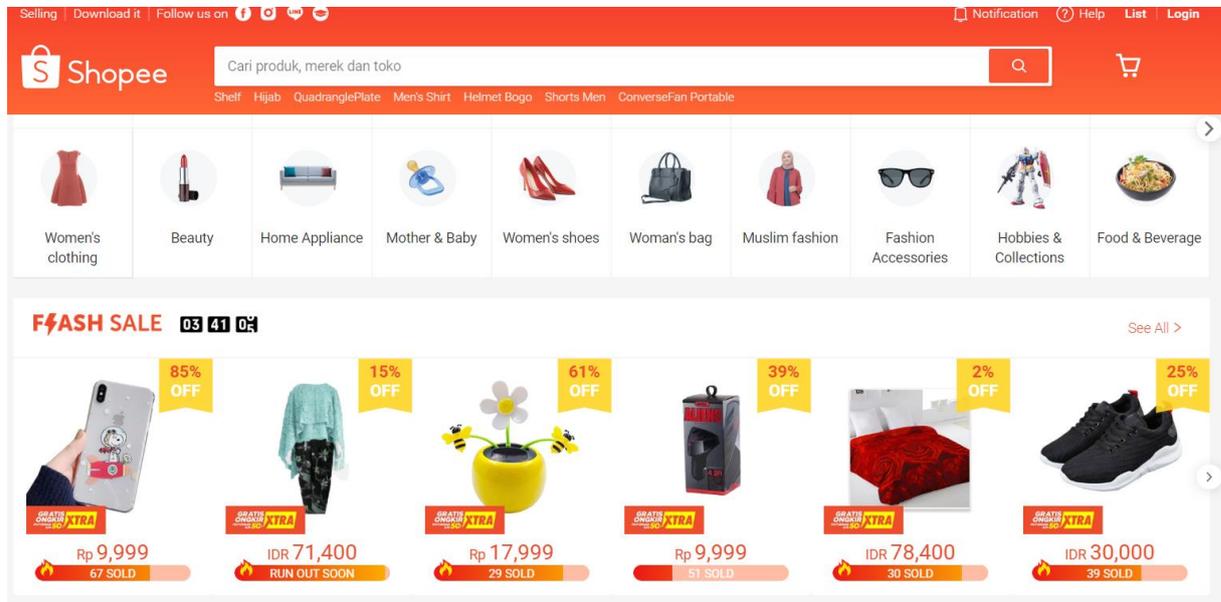


Figure 3. Product Recommendation

There are promos displayed by Shopee and also such as free shipping, categorized cashback vouchers, various product categories and best-selling products that allow users to search and make it easier to choose faster according to the best-selling, of course faster, easier and more time efficient, in addition to the sales display that shows the number of sold, consumers are more interested, and there is also a flash sale in the category of discounted price so that it attracts consumers (See Figure 4).

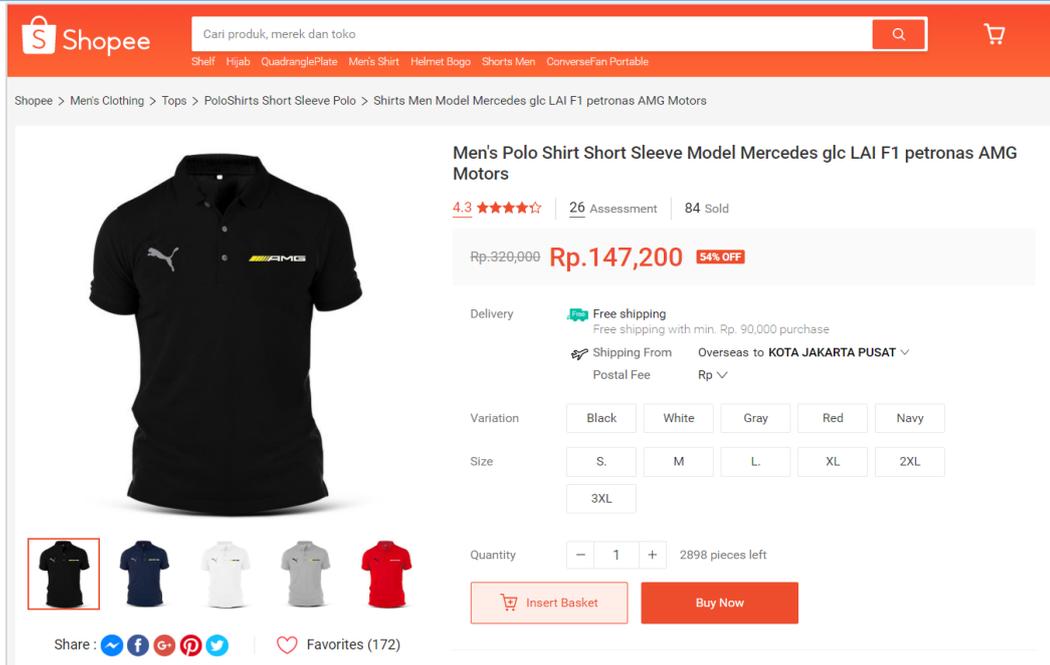


Figure 4. Shipping Form

In Figure 4 In the process above checkout of this order, consumers can use the voucher feature to get free postage subsidies in accordance with the shopping nominal, and also game coins or cashback can be used to checkout orders for items such as in figure 4. Coins taken from shopee shake results, and other Shopee games can be used for payment as a discounted price. Fill in the page for the buyer's data and also the buyer's address, can check the details of goods in the form of electronic invoices that are purchased and then the buyer fills in the data in the form of the recipient's name, address and also the active telephone number to further send the item (see Figure 5).

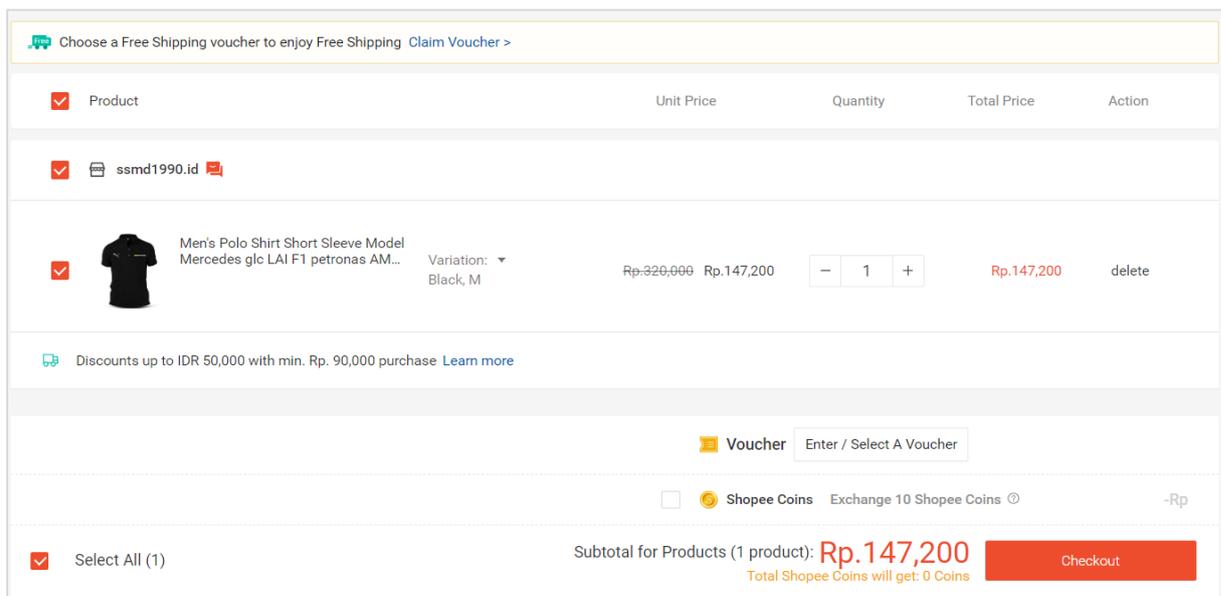


Figure 5. Paid Form

In (Figure 5) Payment details at this online business have many options for paying on the spot when the goods arrive, and transfer using credit / debit, using shopee pay, or through a convenience store in accordance with shopee support, through me, credit and one click. All processes carried out are guaranteed security by shopee guarantee or money back guarantee. If the buyer has made payment, confirm and confirm whether all data has been validated correctly, if within 2x24 hours the order has not been processed, the order will be canceled directly by the shopee and the funds that have been issued will be returned and entered into the funds shopee pay user (Figure 6).

Ordered Products	Unit price	amount	Product Subtotal
ssmd1990.id chat now Meris Polo Shirt Short Sleeve Model Mercedes glc LAI F1 pe... Variations: Black, M	Rp.147,200	1	Rp.147,200
Message: <input type="text" value="(Optional) Tinggalkan pesan ke penjual"/>	Shipping Options: Integrated Logistics Express Standards Will be accepted on Jan 8 - Jan 13	CHANGE IT	Rp10,000
Order Total (1 Product):			Rp.157,200
Voucher Enter / Select a Voucher			
Shopee Coins Exchange 10 Shopee Coins [- Rp10] <input type="checkbox"/>			
Payment method: <input type="button" value="ShopeePay (Rp. 0)"/> <input type="button" value="Bank transfer"/> <input type="button" value="Online Credit / Debit Card"/> <input type="button" value="Pay On Site (COD)"/> <input type="button" value="Credit Card Installments"/> <input type="button" value="Indomaret / I. Pocket"/> <input type="button" value="Alfamart"/> <input type="button" value="OneClick"/> <input type="button" value="Kredivo"/> <input type="button" value="I am"/>			
Subtotal for Products			Rp.147,200
Shipping Cost:			Rp10,000
Total payment:			Rp.157,200

Figure 6. Checkout Form

After all data and payments are made, the buyer only waits for the goods to be sent by the seller to the address in accordance with the data that has been filled by the consumer. In the shipping process shopee usually estimates the delivery time 3 days after payment, but if the shopee seller does not send after the specified deadline then the online buying and selling process will be canceled and the money paid will be refunded through to the shopee pay balance of the consumer. And if the order is shipped, the shipping status changes to the estimated item will be received according to the estimated time, and in the estimation there is a receipt number displayed in the shopee of the ordered item. And when the goods have arrived at the consumer, confirmation of the receipt has been received, the money paid by the consumer will be forwarded to the seller and will get cashback, and to get the shopee coins for receipt of the product, the product must be reviewed.

4. Conclusion

After doing this research, it is concluded that the development of information and communication technology and also internet access create convenience in online business and online shopping. Customers can make order anywhere at any time through their smartphones and internet connection. Shopping become more. Not only the selling and buying process that become convenient, but also the payment system and promotional activity.

Acknowledgement

The authors would like to thank the Rector of Universitas Komputer Indonesia (UNIKOM) and Dean of the Faculty of Economics and Business for giving the opportunity to conduct this research.

References

- [1] Soegoto, E. S., & Rahmansyah, M. R. 2018, August. Use of internet as product marketing media using internet marketing method. In *IOP Conference Series: Materials Science and Engineering*, 407(1), pp. 012053
- [2] Savrul, M., Incekara, A., & Sener, S. 2014. The potential of e-commerce for SMEs in a globalizing business environment. *Procedia-Social and Behavioral Sciences*, 150, pp. 35-45.
- [3] Mulyana, A., Rusmana, D., & Rafdhi, A. A. (2021, February). Application platform for e-reservation system in traditional show. In *Journal of Physics: Conference Series*. 1764(1), p. 012197.
- [4] Zablocki, A., Schlegelmilch, B., & Houston, M. J. 2019. How valence, volume and variance of online reviews influence brand attitudes. *AMS Review*, 9(1-2), pp. 61-77.
- [5] Jiménez, Fernando R & Mendoza, Norma A. 2013. Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Product, *Journal of Interactive Marketing (Mergent, Inc.)*, 27(3), p. 226-235.
- [6] Chen, S. J., & Chang, T. Z. 2003. A descriptive model of online shopping process: some empirical results. *International Journal of Service Industry Management*, 14(5), pp. 556-569
- [7] Chen, L., Cuyvers, L., & De Lombaerde, P. 2017. Asean Economic Integration Compared: What do the Numbers Tell Us? *The Singapore Economic Review*, 62(03), pp. 619-641.
- [8] Lee, M. K., & Turban, E. 2001. A trust model for consumer internet shopping. *International Journal of electronic commerce*, 6(1), pp. 75-91.
- [9] Soegoto, E. S., & Pratama, A. (2018, August). Making Online Shop Based on Web as a Business Opportunity. In *IOP Conference Series: Materials Science and Engineering*. 407(1), p. 012007.
- [10] Arora, A. S., & Sanni, S. A. 2019. Ten years of 'social media marketing' research in the *Journal of Promotion Management: research synthesis, emerging themes, and new directions*. *Journal of Promotion Management*, 25(4), pp. 476-499.
- [11] Baltas, L. P. 2015. Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 8(2), pp. 111.