Marketing Strategy through E-Commerce at UMKM Queen Burger and Snack

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Abstract: *The empowerment community program aimed to describe the using of e-commerce as a strategy to increase the marketing of UMKM Queen and Burger Snack. The condition of a drastic decline experienced by business partners during the COVID-19 pandemic situation had an impact on sales and income. Unpreparedness to face the changing situation from offline to online sales is also a major problem in running a business for the owners of Queen Burger and Snack. Therefore, the team of empowerment community program (ECP) did the effort to help increase marketing through e-commerce strategies. The solution provided by the ECP team was to prepare a forum in the form of a website to convey information to readers (consumers) about the products produced by Queen Burger and Snack. Other preparations include assisting and accompanying business partners for six months to strengthen the use of e-commerce strategies in product marketing and preparation at key sales locations in production houses.*
Keywords: *E-Commerce, website, UMKM, Queen Burger and Snack*

Abstrak: Pengabdian ini bertujuan untuk mendeskripsikan penggunaan *e-commerce* sebagai strategi untuk meningkatkan pemasaran pada UMKM *Queen Burger and Snack*. Kondisi penurunan secara drastis dialami mitra usaha ketika situasi pandemi COVID-19 yang berdampak terhadap penjualan dan pendapatan. Ketidaksiapan menghadapi situasi yang berubah dari penjualan secara *offline* menjadi *online* juga menjadi masalah utama dalam menjalankan usaha bagi pemilik UMKM *Queen Burger and Snack*. Oleh karenanya, tim pengabdian kepada masyarakat berupaya untuk membantu peningkatan pemasaran melalui strategi *e-commerce*. Solusi yang diberikan oleh tim pengabdian adalah dengan menyiapkan wadah berupa *website* untuk menyampaikan informasi kepada pembaca (konsumen) mengenai produk-produk yang dihasilkan oleh UMKM *Queen Burger and Snack*. Persiapan lainnya adalah dengan membantu dan mendampingi mitra usaha selama enam bulan untuk penguatan penggunaan strategi *e-commerce* dalam pemasaran produk dan persiapan di lokasi utama penjualan di rumah produksi.
Kata kunci: *E-Commerce*, *website*, UMKM, *Queen Burger and Snack*

1. INTRODUCTION

Offline marketing strategies still dominate people in Indonesia. This is due to a pattern of verbal behavior that is still acceptable in communicating, including in the sales process. When interacting, speakers and speech partners can use verbal as well as non-verbal communication. The basic use of language is to use multiple expressions involving text, co-text, and context simultaneously to achieve the intended meaning (Seyfeddinipur & Gullberg, 2014; Lubis et al., 2018). The pattern of hospitality in serving when communicating directly can help and stimulate sellers to more quickly mark consumer desires. This is what the owner of Queen Burger and Snack has when selling offline. Even though they already have employees in marketing and sales, business owners also always intervene to see marketing developments by observing and communicating with consumers to get information about the products being sold. "I made a burger food innovation by processing vegetables for the burger stuffing so that children who don't like vegetables want to eat the vegetables in the burger. If you only add on sliced tomatoes, cucumbers and lettuce, children will usually throw them away because they don't want to eat vegetables. Though vegetables are important for children's health even in snacks. Plus, the vegetables I use are organic. I am happy if consumers are healthy in consuming the food that I sell", said the business owner to the ECP team.

Innovations owned by business owners can be obtained and applied at the time of offline sales. But, when the owner has to do online business caused by COVID-19 pandemic situation, she had difficulties to run her business. The impact of the Covid-19 pandemic has not only affected the manufacturing sector, but also the MSME sector since April 2020. Covid-19 has caused economic shock, which affects individual economy, home ladder, micro, small enterprise, medium or large, even affect the country's economy by scale of coverage from local, national, and even global (Bahtiar, 2021; Taufik, 2020). Before meeting with the ECP team, the business owner had made sales with a "join"

system, namely joining other partners who already had sales outlets on a take away basis and also used online sales services to deliver products to consumers. However, business owners have experienced difficulties such as the percentage of profit sharing that has not been able to meet the cost of capital and employees. "They already know the price of my burger, later if it goes up, the consumers will be disappointed," the business owner complained. Therefore, business partners stop this strategy and choose to try themselves by relying on WhatsApp media. Therefore, the ECP team noted the situation analysis was the lack of ability of the business owner to run business online. Based on the experience of these business partners, the ECP team came up with the idea of carrying out an online sales strategy through e-commerce, especially by using the media website. The use of technology is expected to provide great benefits to the competitive business world. Companies that are able to compete in the competition is a company that is able to implement technology into the company. One type of technology implementation in thing to increase business competition is to use electronic commerce which is to market various kinds of products or services services, both in physical and digital form (Tharob et al., 2017).

The presence of the COVID-19 pandemic has brought changes to the world with various challenges that were never imagined before and had a very large impact on daily human activities until the world economy worsened. Indonesia is one of the most impactful countries in the economic sector that makes big traders. The COVID-19 pandemic is currently entering its 2nd year, which requires daily activities to be carried out from home. The emergence of the COVID-19 pandemic has also made entrepreneurs feel a very significant decline to the culinary sector which usually serves a million flavors. But in the current pandemic.

The Government of Indonesia through the Kementerian Koperasi Dan Usaha Kecil Dan Menengah is here to support the use of an electronic trading system or so-called E-commerce as a tool and solution for Usaha Mikro Kecil Menengah (UMKM) in marketing their products in the midst of the COVID-19 pandemic. E-commerce is an activity of distributing, selling, purchasing, marketing products (goods and services) by utilizing the internet network. Although consumers and sellers do not meet in person, transactions can still be carried out properly, in other words, e-commerce offers convenience in shopping online. The presence of this electronic trading system is certainly very helpful for culinary traders and revive their business and can easily market their culinary by staying at home. And this is also one of the efforts to reduce the spread of COVID-19 by only at home, people can do online shopping activities.

The scope of this program was using online media toward improving product marketing. The development of information technology has an impact on economic growth. The easier the path of information resulted in faster economic growth. Kurniawan (2017) stated that today's society has started doing a lot of work using the internet, including traders. There are two things that become the focus of the solution to help business partners. First, business partners can enter the types of production that have been produced before and expand the range of marketing information. However, it still has obstacles, namely the readiness of human resources such as employee personnel who will run products online. Thus, the ECP team will and is still accompanying business partners for up to six months to assist business partners and will train employee personnel who will later assist business partners in running their businesses online.

2. METHODS

This program was carried out at Jalan Tomat No. 14 Medan, Darat Village, Medan Baru District, Medan City, North Sumatra Province. The business owner named Imelda Mahdalena Aritonang, A.Md. This Micro Small Business has started to issue its business license since August 23, 2019. Business activities include culinary, as well as food and soft drinks. Here is a picture of the front view of the house as well as the main location for selling Queen Burger and Snack.

Methods and Stages in using E-Commerce in Community Service activities consist of several stages, namely identifying the needs of Queen Burger and Snack, then designing and creating a website. Furthermore, the team carried out information dissemination and operational assistance so that technology dissemination to Queen Burger and Snack could be used sustainably.

The first stage is to identify the needs of Queen Byrger and Snack. Needs identification was carried out using survey methods and focus group discussions. Surveys and interviews to identify the needs of those who have limited knowledge of technology and information. The next stage is to do

website design. Website design is the solution offered to answer the promotional needs of Queen Burger and Snack. The third stage is the creation of a website to promote the Queen Burger and Snack business. Website creation through discussions with Queen Burger and Snack owners using the ZOOM application. This is due to the COVID-19 pandemic situation so all activities are carried out virtually.

Figure 1. The location of Queen Burger and Snack business.

The qualitative method was applied in this program. Depth-interview and participant observation were used to collect the data. The stages carried out in this ECP include three parts, namely: (1) situation analysis. In this stage, ECP team identify the problem of business partner. After that, ECP team and business partner discuss about the particular media used to market the product (2) the implementation stage. In this stage, ECP team create website. The website name determined by the business partner. (3) the evaluation stage. After creating the website, the ECP team evaluates the conditions experienced by business partners in using the website for marketing. The result of evaluation will be suggestions and follow up for further research or empowerment community programme. The flow chart of this program can be seen as follows:
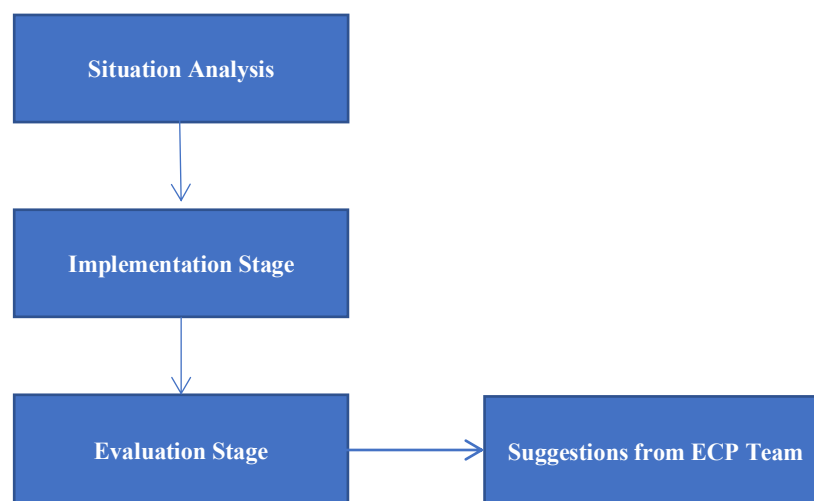

Figure 2. The flow chart of ECP team program.

3. RESULT AND DISCUSSION

Based on discussions between the ECP team consisting of language and computerization fields, as well as business partners, a plan to create a sales profile display at the main location was prepared, the website name to be determined, the preparation of interesting texts, and product images. At the implementation stage, the name of the website and the displays that will be published on the website are known. Discussions of the ECP team and business partners were also partly conducted online due to the situation related to the security of both parties. Here is an image that was discussed offline and online.

Figure 3. Discussion time ECP team and the owner of Quuen Burger and Snack.

With the implementation of online discussions, the ECP team has also introduced and familiarized business partners to get used to dealing with online situations in communicating. The zoom platform was chosen because it can display audio-video, images, diagrams, and more so that they can still see each other in interaction. The government's appeal to carry out physical distancing has made video conference applications a prima donna for business people, the government or the general public to continue to meet and communicate during the COVID-19 pandemic.

The development of science is also one aspect that is very supportive, namely the world of education, where science and technology have made an open space for every human being to be creative, thus making technology a means or medium for doing anything, namely the internet. Information Technology reaches to the internet. Simply, it can be said that the internet is the language of the world's computer networks, all speaking the same language.

Recently, one of the results of the rapid development of internet use is a model of electronic commerce called e-commerce. Innovation and creativity in the world of information technology have provided business opportunities so that the downturn in the industrial world which has an impact on reducing labor and has an impact on the people's economy, inevitably internet facilities are widely used for business.

Online business is popular term we may often hear recently. Online business is also one of the industries with very potential business. This is happening in line with the times, which is currently the trend with online shopping which is being widely applied by people all over the world, including Indonesia. From this, many companies that initially implemented an offlineA business then flocked to start venturing into online business.

Making a website is expected to be a medium of information available in more detail than other online media such as Facebook, WhatsApp and Instagram. It is also able to inform the product in etail comploeted by images and texts. According Siregar (2018) that the website is also a very suitable medium to introduce to the wider community about the various potentials and advantages of a product to be marketed.

Recently the internet is not only used to obtain information, but can be used as a medium to do business by building a website. In addition to information about Queen Burger and Snack, these media will also display testimonials from consumers who have previously purchased offline to convince consumers about the existence of the product (Hasugian, 2018). Furthermore, testimonials from online buyers will also be loaded to convey information on the existence of products that are already running online. Below is the display of website:
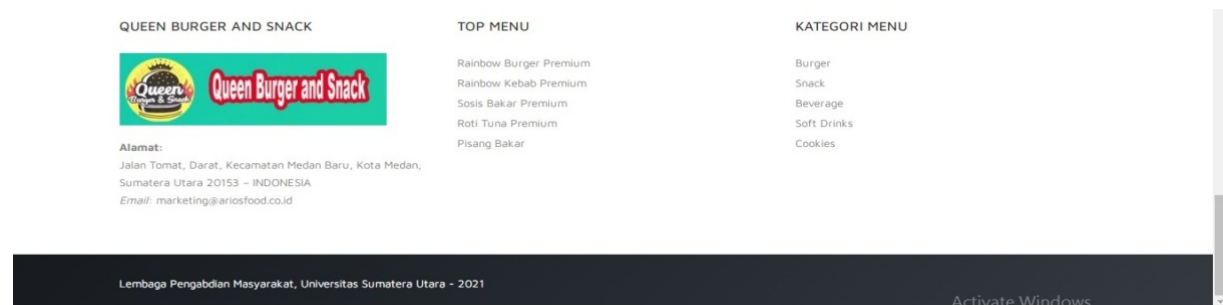

Figure 3. The display of Queen Burger and Snack website.

The name chosen for the website was https://www.ariosfood.co.id. By having the site, business partners who are accompanied by the ECP team will include the types of products that are owned and can be produced by business partners. The choice of name does not use the name Queen Burger and Snack because at this time, business partners do not only market burger products, but also other snacks such as chips, crackers, onion crackers, and even receive rice and cakes box. The language selection on the website is adjusted to the target consumers so that they are accepted by consumers later. In this case, language is also related to sociolinguistic behavior and the comparison of language use at the level of official and informal spaces. At the official level (official sign), the texts are produced by the government which is then introduced to the top-down concept and at the unofficial level (non-official sign). The texts produced by the private sector or individuals are then introduced to the bottom-up concept (Landry & Bourhis, R., 1997; Ben-Rafael, 2009; Backhaus, 2007; Kallen, 2009).

Furthermore, preparations at the main location, namely in the production house as well as the residence of business partners will also be prepared by put up banners and decorations that support sales. This is because the ECP Team and business partners prepare the location if there are consumers who want to make purchases directly. The next stage is the ECP Team consisting of lecturers and students will accompany and facilitate business partners to be familiar with the use of the website and when employee who will operate the website have been found, business partners can fully use the website to carry out marketing strategies in running their business. A common problem for offline traders during the COVID-19 pandemic is the difficulty in marketing their sales products.

With regard to the COVID-19 virus pandemic and its impact on the national economy, especially the micro, small and medium sector business actors, most of which are paralyzed and on the verge of bankruptcy (Soetjipto, 2020 and Rosmadi, 2021). Based on data from the KEMNAKER (Kementerian Ketenagakerjaan) as of April 7, 2020, due to the COVID-19 pandemic, there were 39,977 companies in the formal sector that chose to lay off and lay off their workers. In total, there are 1,010,579 workers affected by this. This is due to the knowledge that traders have about how to market their products.

Online deals with all activities that use the internet where people can communicate or relate or connect with many people through cyberspace. In general, something is said to be online if it is connected to a larger network or system. Online business is defined as the activity of selling goods/services for profit through internet media.

However, according to Wikipedia, Online Business or what is known as Electronic Commerce or e-commerce is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet and television, www, or other computer networks. Trading may involve electronic data transfer, electronic data exchange, automated inventory management systems, and automated data collection systems. The information technology industry sees this e-commerce activity

as the application and application of e-business (e-business) related to commercial transactions.

People's income as thought by Rosyidi (2006: 100-101) is the flow of money that flows from the business world to the community in the form of wages and salaries, interest, rent and profit. And that personal income consists of rent, wages and salaries, interest, non-company profits, dividends and transfer payments. According to Sukirno (2006: 47) income is the amount of income received by residents for their work performance during a certain period, either daily, weekly, monthly or yearly.

Based on the description above, we can conclude that income is the result of a job or trade that provides results or benefits from activities carried out regularly or not. human needs, namely both clothing and food, educational needs and other needs. In order to meet human needs which are increasing day by day, it is necessary to increase people's income.

The use of E-marketing is part of E-Commerce, which is carried out by business entities such as companies, micro-enterprises to convey messages about certain products, promote them, and sell goods and services through the internet (Amstrong & Philip, 2002). Furthermore, online sales are also one of the elements in e-commerce with the aim of marketing the products of business entities through the internet market or through the use of other digital equipment (Boone & Kurtz, 2007).

The use of e-commerce is a must in the business world, given the increasingly complex problems, increasingly mushrooming competitors and the demand to always keep abreast of global developments that require you to always act creatively. It is hoped that the use of e-commerce will have an impact on accelerating the development of the business world, both small, medium and upper class businesses.

This positive impact will certainly be obvious if the company can use e-commerce appropriately and adapted to the type and character of its business. One of the functions of using e-commerce is the efficiency of the business world. Both materially (cost) and non-material (energy and time) efficient. In terms of costs, companies can reduce costs, for example by using telephone and internet as a medium for offering and promoting goods or services. Because it will be cheaper than the traditional way or ofiline.

On the other hand, cost efficiency can also occur due to a reduction in labor in certain positions. In addition, the use of e-commerce can also reduce working time. This happens, for example, by using fax and email in sending various business letters. Thus, the use of e-commerce in addition to having implications for improving services to customers (consumers/customers) or clients, can also be used as a strategic tool in dealing with competitors or competitors. In relation to customer service, e-commerce will facilitate communication and transactions between sellers and buyers.

The role of e-commerce is expected to be able to provide significant benefits in facing the competitive business world. Companies that survive and are consistent and tend to increase are companies that are able to translate the world of technology into the world of business. The use of e-commerce is one form of implementing technological developments to market their products (goods or services) to all places and on a large scale. Massive promotion with the hope of bringing a lot of profit for Queen Burger and Snack.

4. CONCLUSION

Marketing strategies through e-commerce can help business partners in dealing with the transition of the marketing system from selling offline to online. The assistance of the ECP team in the program of implementing marketing strategies through e-commerce has also been able to increase the confidence of business partners to bounce back and be optimistic in running a business online. The condition of business partners is also a concern of the ECP team, especially in terms of preparing personnel who can assist business partners in running the media website. Therefore, this program will continue by providing training to business partners and continuing to open up communication spaces regarding the maximum use of the website.

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