

Analysis of Product Marketing Information Systems Web Based

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Abstract- Lia Bintanglaut is an actor of Micro, Small and Medium Enterprises (MSMEs) in Pangandaran district who markets various kinds of accessories made of shells. So far, the marketing process has been carried out conventionally, along with the development of information technology and the high public interest in the products it markets, the founder of Widi's Collection believes that by utilizing information technology in marketing management, he can market products with a wider range. The research method in building this system is Object Oriented Analyst and Design with the modeling language Unified Modeling Language (UML) and using the free web CMS, namely WordPress as its tools. This web-based marketing information system is expected to be able to further improve the introduction of various kinds of accessories and knick-knacks made from sea shells to the public, and to expand the range of product sales that can be reached by anyone, anywhere and anytime, so that it can facilitate consumers in making transactions.

Keywords: *information systems, marketing, MSME.*

1. INTRODUCTION

Micro, small and medium enterprises or abbreviated as MSMEs are the pillars of the economy in Indonesia. So many MSMEs and their various products have developed, especially in Pangandaran district. The more MSME business develops, the level of competition is getting tougher. Dissemination of information is one of the important keys in marketing these MSME products.

Lia Bintanglaut is one of the MSME players in Pangandaran district, to be precise in the Pangandaran beach area. Products marketed are accessories made from sea shells. This accessory is one of the many souvenirs purchased by domestic and foreign tourists. So far, in its marketing, Lia Bintanglaut is still doing it in a conventional way, where consumers have to come to their stall or storefront to just look around or buy.

This research only explores the supporting aspects of the sales process, product marketing of Lia Bintanglaut, especially in terms of product introduction to consumers, which includes the product ordering process, activities that are transactional in nature and as a media for product promotion to be marketed.

It is hoped that even though the tourism situation is quiet from visitors, the marketing and sales system will continue, so that the economy will continue to run. In addition, the existence of this web-based product marketing information system can simplify product management, and at the same time attract domestic and foreign tourists.

The methodology in this study, including the following:

a. Observation

The observation method is a data collection method by making direct observations of the object under study with the related MSMEs to collect data and information related to existing problems. Related information is the process of running the sales system in the agency.

b. Interview

Methods of data collection by conducting questions and answers to management in the object of research. Data obtained from various data sources either directly. The direct data source referred to is the source of data obtained directly at the research location such as product data, production prices, product types and so on.

c. Study of literature

The method of collecting data by studying book sources and related information from the internet is summarized as a writing reference.

2. LITERATURE REVIEW

Marketing

Marketing according to (Stanton, Principles of Marketing, 1991) can be defined as the process of compiling integrated communication that aims to provide information about goods or services in relation to satisfying the needs and desires of prospective customers [1].

Based on the above definition, marketing starts from finding what consumers want. In the end, marketing has the following objectives:

- a. Potential consumers know in detail the products we produce and the company can provide all their requests for the products produced.
- b. The company can explain in detail everything related to marketing. This marketing activity includes various activities, starting from product explanation, product design, product promotion, product advertising, communication to consumers, to product delivery to reach consumers quickly.
- c. Know and understand the consumer in such a way that the product fits him and sells itself.

Web Based Application

Applications are ready-made programs or programs designed to carry out a function for users or other applications. Application is also defined as the use or application of a concept that is the subject of discussion or as a computer program designed to help humans carry out certain tasks. Software applications designed for the use of specialized practitioners, this broad classification can be divided into 2 namely:

- a. Specialist software applications, programs with bundled documentation designed to perform specific tasks.
- b. A package application, a program with incorporated documentation designed for a specific type of problem [2].

A website is a collection of site pages, which are usually encapsulated in a domain. The web is a system with information presented in the form of text, images, sound, etc. which is stored on an Internet Web server which is presented in hypertext form. Web-based applications are applications that are accessed using a web browser via the internet or an intranet [3].

UML

Unified Modeling Language (UML) is a tool that can be used in an object-oriented programming language, currently UML will start to become the future standard for the object-oriented system / software development industry because UML is basically used by many engineering companies such as IBM, Microsoft, and so on [4].

3. RESULTS AND DISCUSSION

Current System

The business process that runs at MSME Lia Bintanglaut has used online media as a means of promotion, but it is still limited to social media. The social media in question include using Facebook, Twitter, Instagram, where the social media is not fully able to convey information and its reach is still not too broad, in the sense that it is only certain people.

A system that has not been computerized yet uses information technology can be said to make it difficult for MSMEs to do marketing widely.

New System

Breakthroughs in order to increase product sales by doing appropriate marketing and delivering information that is able to be right on target, then the need for an informative product marketing system. For this reason, it is necessary to design a website for product marketing which has a function as data processing on MSMEs Lia Bintanglaut, including product information, ordering methods, company history and company contacts.

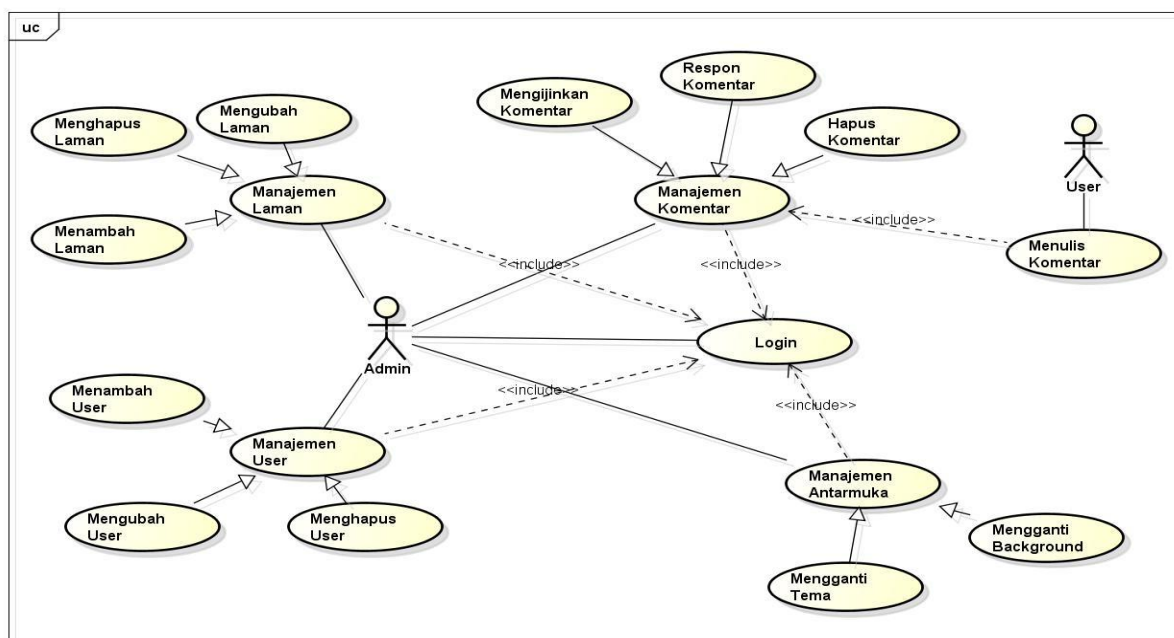


Figure 1. Use Case Diagram

The actors involved in this website marketing process are:

Table 1. Definition of Use Case Actors

No.	Actor	Action
1	Admin	1. Log in 2. Manage product content and information. Which will be displayed on the website page. 3. Manage website interface and themes. 4. Manage User.

No.	Actor	Action
2	User	1. Can see all product information and provide comments on the information posted by the admin. 2. Can access information on each menu provided by the admin on the website page.

The description of each activity in the Use Case is as follows:

Table 2. Description of the Use Case

No.	Use Case	Description
1	Login	Login is an authentication process for making changes to the website. This activity is carried out by the admin.
2	Page management	Is a page management activity which consists of adding, deleting and changing pages.
3	Add pages	The process of adding pages to <i>website</i>
4	Erase old	The process of deleting pages on the website
5	Change the page	The process of changing pages on the website
6	Comment management	Is a comment management activity which consists of allowing, deleting and verifying comments.
7	Allow comments	Comment moderation process on the website
8	Verify comments	Comment verification process on the website
9	Delete comments	The process of deleting comments on the website
10	Interface management	Activities to adjust the appearance of the website interface for customers include changing the theme and background color.
11	Change the theme	Activities change the display theme of the website.
12	Change the background (background)	The activity of changing the color or display image of the website background.
13	Change user	User change process on the website.
14	Input comments	User activity in response to admin posts.

4. CONCLUSION

Conclusion

From the discussion above, it can be concluded as follows:

- a. With this product marketing information system, the owner of MSMEs Lia Bintanglaut can find out which products are in great demand by consumers, seen from the many comments.
- b. With this product marketing information system, consumers can find good information related to products and information related

to the Lia Bintanglaut MSMEs environment.

- c. It is hoped that this new system can help MSMEs, especially Lia Bintanglaut, be able to market their products when they are quiet from domestic and foreign tourists.

Suggestions

It is hoped that for further development, this system can facilitate online sales transactions, and web applications that are built based on databases.

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