



Assistance With Using The E-Commerce Website

Bantuan Penggunaan Website E-Commerce

Ema Yudiani¹, Dian Ariani², Ida Aju Brahma Ratih³, Tio Devilishanti⁴, Ida Aju Brahmasari⁵

¹UIN Raden Fatah Palembang, ²Universitas Teuku Umar, ³Universitas 17 Agustus 1945 Surabaya, ⁴Universitas Teuku Umar, ⁵Universitas 17 Agustus 1945 Surabaya

emayudiani_uin@radenfatah.ac.id, dian4riani22@gmail.com, brahmaratih@untag-sby.ac.id, tiodevi21@gmail.com, brahmasari@untag-sby.ac.id

Article History:

Received: 27 Juli 2023

Revised: 22 Agustus 2023

Accepted: 26 September 2023

Keywords: E-Commerce; Coffee Gandus; Website

Abstract: It is difficult for company players to market their products in the current digital era so that the share market expands. As a service partner, Tani Sejahtera Group offers excellent products. Gandus specialty coffee requires online media marketing through the use of e-commerce to promote supportive activities. Use the Rational Unified Process method (RUP) to approach implementation, which is incorrect. Developing web applications is one strategy utilized in problem-solving marketing. A website designed specifically for partners, [www.kt Sejahtera Kopi.com](http://www.kt.sejahtera.kopi.com), offers online ordering capabilities. Using a website for media promotion will enable you to reach a larger audience, which will benefit farmers in the prosperity group.

Abstrak

Sulit bagi pelaku perusahaan untuk memasarkan produknya di era digital saat ini agar pasar saham semakin luas. Sebagai mitra layanan, Tani Sejahtera Group menawarkan produk-produk unggulan. Kopi spesial Gandus memerlukan pemasaran media online melalui pemanfaatan e-commerce untuk mempromosikan kegiatan yang mendukung. Gunakan metode Rational Unified Process (RUP) untuk mendekati implementasi, dan ini tidak benar. Mengembangkan aplikasi web adalah salah satu strategi yang digunakan dalam pemecahan masalah pemasaran. Sebuah situs web yang dirancang khusus untuk mitra, [www.kt Sejahtera Kopi.com](http://www.kt.sejahtera.kopi.com), menawarkan kemampuan pemesanan online. Menggunakan situs web untuk media promosi akan memungkinkan Anda menjangkau khalayak yang lebih luas, yang akan menguntungkan petani dalam kelompok sejahtera.

Kata Kunci: E-Commerce; Kopi Gandus; Situs web

INTRODUCTION

Goal of partner devotion This is a public matter. The Prosperous Growers Collection, a collection of Arabica and coffee growers in Gandus Village, Gandus District, Palembang City, is one such productive economy. 2010 saw the founding of Robuska. With 22 members, this farmer organization is a tiny enterprise of modest size

*Ema Yudiani; emayudiani_uin@radenfatah.ac.id

that was established and is presently led by Ruslan Abdul Gani. Each person who has signed up for this farmer organization has between 0.7 and 7 ha of coffee plantations. coffee that has been processed together at one location and is sold under a collective name. Grower Arabica coffee grown by the Sejahtera farmer group is categorized as productive age as 100% of it is still between the ages of 15 and 64 (Saepudin, 2022). Age-productive people will be able to embrace technology adoption and use it well, claims Aldi (20/20). 51,76% of those with higher education are senior high school graduates. Subject: This suggested Members of the Sejahtera farmer group have an average degree of schooling that falls into the tall category. The ability of a farmer to comprehend the significance of practicing quality coffee cultivation will be influenced by their educational background.

Capturing in This group of farmers still does everything by hand. Research chief proposer processed one kilogram of Arabica coffee beans into In Gandus, the fullwash variety of ground Arabica coffee yielded an average added value of IDR 5 1. 8.00, or 4 1. 76%, meaning that for every Rp. 100, there will be an additional Rp. 4 1.76 applied to the product's value. The conversion of 51 kg of coffee arabica seeds into natural coffee arabica powder results in the same additional value. In the meantime, the profit from the mark product coffee arabica complete wash is IDR 4.99, or a level profit of up to 94.07%. The profit margin on natural Arabica coffee is lower, at Rp. 9,970, or 92.6%. This profit represents the overall return on investment from each Arabica coffee production. The Gandus Village Prosperous Farmers Group's members' high profits are largely due to their high-priced coffee, arabica-type full wash, and natural, which can reach Rp. 1,300,000/kg. In addition to that, power work is also categorized as inexpensive, which affects its height mark plus the profit that the farmer receives (Saepudin, 2021). Coffee farmers make more money financially if they sell more than 90% of their processed coffee beans as coffee powder. Sales of this coffee powder are, however, less than those of seed coffee.

The Sejahtera farmer group uses the pattern marketing channel in the realm of marketing management. First, there is the producer-consumer channel. Coffee is sold directly to customers by farmer groups. Typically, customers visit Gandus' production location straight away. Customers visit the production site directly in order to engage in agrotourism activities and observe the conditions of the garden coffee. The second channel is the producer-trader-big-consumer combination. In the division downstream,

partner priority issues have been decided upon. Specifically, post-harvest marketing, particularly for coffee packaging powder produced by group farmers, is still low. The goal of this project is to enhance sales of coffee powder while giving partners access to skills and information through e-marketing and website-based commerce.

APPROACH

Support and foster the prosperity of a website group dedicated to coffee farmers through the Rational Unified Process (RUP) way of implementation (Kushendar, 20–22), which is the incorrect strategy utilized to solve the problem.

The issue in the field of marketing management is the use of websites for application construction that follow these steps:

1. **The start** This phase, which entails doing a preliminary analysis (observation) on a partner and searching for a solution to the issue, has been completed. Goal from the stage This gathers partner issues and ascertains the fix.
2. **elaboration**, which involves risk analysis and condition analysis Next, establish a baseline. In order to determine the design of an e-commerce application, starting with the form, design, and scope of the application that will be created by the implementer, this phase involves partners in focus group discussions (FGDs) to gather more comprehensive information. As a result, it is anticipated that the e-commerce application will be made in accordance with partner needs. FGD was conducted at the partner's site to enhance the implementers' comprehension of the issue. The tasks in this phase will take place over the course of two months, with three sessions a week. Goal from the stage This is the full collection of data used to create the reference application.
3. **Construction**: Using information from phases 1 and 2, an e-commerce application is created during this phase. Testing the program until partners are prepared to utilize it. This application must be submitted within three months. This phase's goals are to develop e-commerce applications in collaboration with partners.
4. **Sliding Doors; Stage** The initial step involved teaching the employee partner how to use the e-commerce program and passing along knowledge to them. The next step was phase accompaniment, which included creating advertisements for

products, uploading new product data, and managing e-commerce apps. Time Frame For three months, there will be three meetings a week during this period. The goal of this phase is to have a partner who can use e-commerce again on their own.

FINAL RESULTS AND TALK

Website creation process for Group Farmer Prosperous This study started with the problem partner, and priority was assigned to the team's dedicated solution. After the results were observed, the elaboration phase was completed by hosting FGD sessions with farmer groups on July 20–23. The objective was to collect comprehensive information to serve as a reference for creating the website's concept. According to the FGD's findings, the following data were collected:

1. Product farmers
2. Write to the group farmer secretariat.
3. Profile
4. Booking procedure
5. Product price

After activity elaboration, a website is built using steps based on data from the previous phase. based data structure The website can be accessed using the URL www.kopigandus.com. The website can be used to book coffee online and promote support processes. Online-based technology can be used by Kushendar and Saepudin (2022) to generate assessment and satisfaction for development agriculture. Apart from that, transition phases are put in place to ensure the website can function and be sustainable. In this phase, partner personnel are trained to utilize e-commerce apps, and expertise is transferred to partners. Next, the mentoring phase, uploading new product data, and maintaining e-commerce applications are carried out. This took place on October 11, 2023. When carried out, an activity This has been successful in raising the group's level of e-commerce website management expertise.



Image 2: Companion Utilizes Website to Collaborate



Picture 3: The E-Commerce Submission System Website, which represents the partner

Participants' average post-test score on the activity's knowledge exam was 90%. This value rose 34.3% over the pretest findings. denotes the performance of services

This helps the training participants gain more understanding, knowledge, and management skills, particularly when it comes to starting and growing a coffee business by utilizing websites for marketing. There are three categories for the results of this activity: short-term, medium-term, and long-term (long-term consequences). Even if this action is only temporary, it will have a lasting and quantifiable effect. Regarding the short-term results, Table 2 illustrates what was accomplished.

CONCLUSION

It can be inferred from the public's loyalty to the Group Farmer's prosperous use of technology as a means of information and media marketing. In the digital age, websites are essential since they may aid group farmers in online product promotion.

LIST REFERENCES

- Anas, A., Putri, C. M., Devilishanti, T., Shifa, M., & Mahdani, R. (2023). Sosialisasi Kebijakan Penanaman Modal di Kabupaten Aceh Barat Daya. *Jurnal Pengabdian Agro and Marine Industry*, 3(1), 28-34.
- Ariani, D. W. (2011). Manajemen operasi jasa.
- Ariani, D. (2007). Persepsi masyarakat umum terhadap bank syariah di Medan. *Published Master Thesis, Universitas Sumatera Utara*.
- Ariani, D. (2007). Persepsi masyarakat umum terhadap bank syariah di Medan. *Published Master Thesis, Universitas Sumatera Utara*.
- Ariani, D. (2014). Analisis faktor-faktor yang mempengaruhi konsumsi di kabupaten Nagan Raya. *Jurnal Ekonomi dan Kebijakan Publik Indonesia*, 1(1), 1-7.
- Ariani, D. (2018). Effect of Globalization on Inflation Rate in Indonesia. In *E3S Web of Conferences* (Vol. 73, p. 10016). EDP Sciences.
- Ariani, D. (2017). ANALYSIS OF MAKROPRUDENTIAL AGAINST INDONESIA'S EXCHANGE RATE.
- Aripin, Z., Suganda, U. K., & Kusumah, A. Z. (2022). Marketing intelligence: Innovation ability to anticipate global competition. *International Journal of Research in Business and Social Science* (2147-4478), 11(1), 328-339.
- Jaya, F., & Puryantoro, P. (2022). Rancang Bangun Sistem Informasi Kepuasan Petani Terhadap Kinerja Penyuluh Pertanian Berbasis Website Di Balai Penyuluhan Pertanian Situbondo. *JSR: Jaringan Sistem Informasi Robotik*, 6(2), 290-296.
- Makmun, A. H., Yuliana, D., Devilishanti, T., & Hasni, J. (2023). Conceptualizing the Relationship between Islamic Religiosity and Islamic Work Ethics. *Jurnal Bisnis dan Manajemen West Science*, 2(02), 184-192.
- Makmun, A. H., Devilishanti, T., Yuliana, D., & Hasni, J. (2023). PELATIHAN

FORMATTING KARYA ILMIAH KEPADA MAHASISWA UNIVERSITI SAINS ISLAM MALAYSIA. *Indonesian Journal Of Community Service*, 3(1), 24-29.

- Rachman A, Siliwangi CR-JP, 2016 U. IbM Pelatihan Pemanfaatan E-Commerce Sebagai Media Pemasaran Global Untuk Peningkatan Penjualan Produk Kelom Geulis (Studi Kasus: UKM kelom geulis. J Pengabd Siliwangi [Internet]. 2016 [cited 2022 Jan 31];2(1). Available from: <http://jurnal.unsil.ac.id/index.php/jps/article/view/59>
- Shifa, M., Devilishanti, T., Apriani, D., Natsir, M., & Siregar, M. P. A. (2023, March). THE INFLUENCE OF THE AGRICULTURAL SECTOR ON ECONOMIC GROWTH IN THE PERSPECTIVE OF ISLAMIC ECONOMICS (NORTHERN ACEH DISTRICT). In *Proceeding International Seminar of Islamic Studies* (pp. 205-213).
- Suganda, U. K. (2022). Reducing turnover intention: The mediating role of work-life balance and organizational commitment. *International Journal of Business Ecosystem & Strategy* (2687-2293), 4(3), 01-12.
- Suganda, U. K., Theresia, M. P., & Wijaya, H. A. (2022). Antecedent of green purchase behavior: Cases of Indonesia. *International Journal of Business Ecosystem & Strategy* (2687-2293), 4(1), 01-10.
- Suganda, U. K., Egiani, D., & Sugiarti, I. (2021). The Influence of Product Quality and Brand Image on Customer Loyalty Of "Little Hanna" Muslim Clothing. *Review of International Geographical Education Online*, 11(3), 1498-1503.
- Suganda, U. K., Oktavia, P., & Fridayanti, V. D. (2021). The Effect of Experiential Marketing and Service Quality on Customer Loyalty of Domino's Pizza in Cirebon City. *Review of International Geographical Education Online*, 11(6), 772-777.
- Suganda, U. K., & Arrifianti, I. (2023). Analysis of The Drivers of Consumer Purchasing Decisions in The Digital Era: The Role of Social Media Marketing, E-Service Quality, and Payment Safety. *Quantitative Economics and Management Studies*, 4(1), 1-11.
- Suganda, U. K., Wardhana, B. A., & Oktavian, R. (2022). INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE INTENTION "UNKL 347" CLOTHING PRODUCTS A STUDY ON BANDUNG WEST JAVA. *Central Asia & the Caucasus* (14046091), 23(1).
- Suganda, U. K., & Simbolon, E. D. (2023). Building Entrepreneurial Intention: The Moderating Role of Social Support. *Quantitative Economics and Management Studies*, 4(2), 304-313.
- Suganda, U. K., & Simbolon, E. D. (2023). Building Entrepreneurial Intention: The Moderating Role of Social Support. *Quantitative Economics and Management Studies*, 4(2), 304-313.
- Suganda, U. K., Handayani, W. F., & Amalia, A. (2021). The effect of promotion and perception of the quality of advan smartphone products on purchase interest in the Dukonsel Store Bandung. *Review of International Geographical Education Online*, 11(6), 778-783.
- Suganda, U. K., & Priadi, Y. (2023). Improving customer loyalty through customer

- experience, price attractiveness, and customer relationship management. *Jurnal Manajemen Industri dan Logistik*, 7(1), 195-204.
- Suganda, U. K., & Rohman, N. (2023). Analysis of the Factors that Influence the Competitive Advantage of SMEs in the City of Bandung. *Quantitative Economics and Management Studies*, 4(1), 75-83.
- Suganda, U. K., Asmala, T., & Prihadi, M. D. (2022). The Role of Social Media Adoption and Dynamic Capabilities to Boost SMEs Performance: A Moderated Analysis. *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 12(3), 177-188.
- Suganda, U. K., Syaifullah, I., Malini, S., & Sinaga, O. (2022). "IN IMPROVING CONSUMER DECISIONS CHOOSE SHOPPING AT INDOMARKET MINIMARKET BY UPGRADE QUALITY OF SERVICE AND THE INFLUENCE OF REFERENCE GROUP ". *Central Asia & the Caucasus (14046091)*, 23(1).
- Yudiani, E. (2017). Work engagement karyawan PT. Bukit Asam, PERSERO ditinjau dari spiritualitas. *Psikis: Jurnal Psikologi Islami*, 3(1), 21-32.
- Yudiani, E. (2013). Pengantar Psikologi Islam. *Jurnal Ilmu Agama: Mengkaji Doktrin, Pemikiran, Dan Fenomena Agama*, 14(2), 175-186.
- Yudiani, E. (2013). Dinamika Jiwa Dalam Perspektif Psikologi Islam. *Jurnal Ilmu Agama: Mengkaji Doktrin, Pemikiran, dan Fenomena Agama*, 14(1), 45-60.
- Yudiani, E. (2016). Etos kerja islami dosen fakultas ushuluddin dan pemikiran islam UIN Raden Fatah Palembang ditinjau dari religiusitas. *Psikis: Jurnal Psikologi Islami*, 2(1).
- Yudiani, E. (2014). Komparasi Paradigma Psikologi Kontemporer Versus Psikologi Islam Tentang Manusia. *Jurnal Ilmu Agama: Mengkaji Doktrin, Pemikiran, Dan Fenomena Agama*, 15(1), 79-90.
- Yudiani, E. (2005). Hubungan Antara Kecerdasan Emosi dan Masa Verja dengan Penjualan Adaptif. *Psikologika: Jurnal Pemikiran dan Penelitian Psikologi*, 10(19), 58-72.
- Yudiani, E., Putri, P. A. N., Halik, A., Rukmana, A. Y., & Aini, Z. (2023). Career Development Of The Millennial Generation. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 2(4), 106-115.
- Yudiani, E., Khosiyah, S., & Umer, A. (2023). THE EFFECT OF GRATITUDE AND ACADEMIC SELF EFFICACY ON ACADEMIC ENGAGEMENT IN STUDENTS. *Psikis: Jurnal Psikologi Islami*, 9(1), 154-160.
- Yudiani, E., Rustiawan, I., & Jasiyah, R. (2023). THE IMPACT OF TRAINING AND WORK MOTIVATION ON EMPLOYEE PERFORMANCE. *Jurnal Ekonomi*, 12(02), 182-190.
- Yudiani, E., & Istiningtyas, L. (2022). PSYCHOLOGICAL WELL-BEING AND WORK-LIFE BALANCE FOR WOMAN LECTURERS. *Psikis: Jurnal Psikologi Islami*, 8(1), 19-30.
- Angga, A., & Iskandar, S. (2022). Kepemimpinan Kepala Sekolah dalam Mewujudkan Merdeka Belajar di Sekolah Dasar. *Jurnal Basicedu*, 6(3), 5295–5301. <https://doi.org/10.31004/basicedu.v6i3.2918>

PENGUATAN PERAN GURU DALAM IMPLEMENTASI KEBIJAKAN MERDEKA BELAJAR DI SEKOLAH DASAR Agustinus Tanggu Daga Pendidikan Guru Sekolah Dasar STKIP Weetebula Sumba NTT Indonesia. (n.d.).

Ke, J. P., Widiyono, A., Irfana, S., Firdausia, K., & Kunci, K. (n.d.). *Frederiksen Novenrius Sini Timba, dkk / Implementasi Merdeka Belajar / 102-107 METODIK DIDAKTIK IMPLEMENTASI MERDEKA BELAJAR MELALUI KAMPUS MENGAJAR PERINTIS DI SEKOLAH DASAR.*

Daga, A. T. (2021). Makna Merdeka Belajar dan Penguatan Peran Guru di Sekolah Dasar. *Jurnal Educatio FKIP UNMA*, 7(3), 1075–1090. <https://doi.org/10.31949/educatio.v7i3.1279>

Pendidikan Provinsi Jawa Barat, D. (n.d.). *Kurikulum Merdeka untuk Pemulihan Krisis Pembelajaran Tono Supriatna Nugraha.* <https://ejournal.upi.edu/index.php/JIK>

Yudha setiawan, T. (2022). PERAN TEKNOLOGI PENDIDIKAN DALAM PERSPEKTIF MERDEKA BELAJAR PADA ABAD 21 DI SEKOLAH DASAR. *Jurnal Ilmiah Profesi Guru*, 3(2), 137–142. <https://doi.org/10.30738/jipg.vol3.no2.a12252>