An Nahl Group's Honey Sales Assistance Through E-Commerce Shopee

Abd Rohman Taufiq[*1], Sri Utami[2], Ani Sulistyarsi[3]
[1]Accounting Study Program, Faculty of Economics and Business, PGRI Madiun University, Indonesia
[2,3]Biology Education Study Program, Faculty of Teacher Training and Education, PGRI Madiun University, Indonesia

ABSTRACT

Electronic commerce (E-commerce) can be described as the process of meeting sellers and buyers to conduct a transaction via the internet. The advantages of using Shopee's e-commerce media make it easier for business actors to do marketing easily and cheaply, reach unlimited consumers and potential business growth in the future. MSME Madu An Nahl Group marketing uses a word of mouth system and only to the surrounding environment so they have not used digital/online marketing. The abdimas program assistance aims to provide knowledge and training to Madu An Nahl Group in creating an online store and how to apply it to online buying and selling activities at Shopee e-commerce. The method in this mentoring program uses the Asset Based Communities Development (ABCD) method by prioritizing the utilization of existing assets and potentials in the vicinity of the Madu An Nahl Group MSME. The results of the abdimas mentoring activities at MSMEs Maadu and Nahl Group have produced an online store in the Shopee application for each store member in the shopee application, which is used as a means of buying and selling production goods. The products that have been created are in the form of handicrafts such as home decor, dry seblak and other branded products that can be sold freely.

KEYWORDS: *Based Communities Development; E-commerce; Marketing.*

ABSTRAK

Perdagangan elektronik (E-commerce) dapat digambarkan sebagai proses pertemuan penjual dan pembeli untuk melakukan transaksi melalui internet. Keunggulan penggunaan media e-commerce Shopee memudahkan pelaku usaha dalam melakukan pemasaran dengan mudah dan murah, menjangkau konsumen tanpa batas dan potensi pertumbuhan bisnis di masa depan. Pemasaran UMKM Madu An Nahl Group menggunakan sistem dari mulut ke mulut dan hanya ke lingkungan sekitar sehingga belum menggunakan pemasaran digital/online. Bantuan program abdimas bertujuan untuk memberikan pengetahuan dan pelatihan kepada Madu An Nahl Group dalam membuat toko online dan bagaimana menerapkannya dalam kegiatan jual beli online di e-commerce Shopee. Metode dalam program pendampingan ini menggunakan metode Asset Based Communities Development (ABCD) dengan mengutamakan pemanfaatan aset dan potensi yang ada di sekitar UMKM Madu

An Nahl Group. Hasil dari kegiatan pendampingan abdimas pada UMKM Maadu dan Nahl Group telah menghasilkan sebuah toko online di aplikasi shopee untuk setiap anggota toko di aplikasi shopee yang digunakan sebagai sarana jual beli barang produksi. Produk yang diciptakan berupa kerajinan tangan seperti hiasan rumah, seblak kering dan produk branded lainnya yang dapat dijual bebas.

KATA KUNCI: E-niaga; Pemasaran; Pengembangan Komunitas Berbasis.

INTRODUCTION

The internet is a global system of computer networks that connect to each other around the world using the standard internet protocol suite (Alcianno, 2020). The emergence of the internet has given a lot of influence on the world, especially in technology, academia, government, organizations, economics and business. The results of a survey by the Association of Indonesian Internet Service Providers (APJII) of internet users in Indonesia in 2019-2020 amounted to 196 million people or about 73.7 percent higher than in 2018 which amounted to 64.8 percent. Based on the results of the survey, it shows that the Indonesian people are now very close to the internet, even all activities, both public and private, cannot be separated from the internet.

The influence of the internet in the world of economy and business today is shown by the number of business actors who take advantage of the convenience of internet access through various social media platforms and other e-commerce platforms as a marketing strategy, or what is commonly called digital marketing (Salsabila Putri & Zakaria, 2020). Digital is a complex and flexible method that makes it a staple in human life. Digital technology can be interpreted as technology that no longer uses human or manual labor but tends to operate automatically with a computerized system (Wijoyo et al., 2016). Marketing or marketing is identifying and meeting human and social needs (Wijoyo et al., 2016).

Digital Marketing was first recognized in the early 1990s, then widely applied in the business world in 2014 (Rapitasari, 2016). Digital marketing is a form of direct marketing that connects consumers with sellers electronically using interactive technologies such as email, websites, online forums and mobile communications (Andrian, 2019). Digital marketing strategy is a strategy used by business people in maximizing the potential of digital marketing activities that are being implemented. Every business person or company has a different digital marketing strategy, tailored to the needs and goals to be achieved (Komalasari, 2021). Digital marketing has a high level of efficiency because at this time digital platforms are increasingly being used by the general public (Agung et al., 2021).

Shopee is one aspect of the economy that is modern. This is because Shopee is an online or online-based shopping application and in every process of buying and selling transactions it uses technology, namely gadgets (Viona et al., 2021). In 2015 Shopee e-commerce was launched in 7 different regions namely Singapore, Indonesia, Malaysia, Thailand, Taiwan, Vietnam and the Philippines (About Shopee - Careers | Shopee Indonesia, n.d.). Shopee e-commerce has a vision that is easy and fun online shopping. In addition, Shopee E-commerce is designed to provide an easy, safe and fast online shopping experience with strong supports. In March 2021 the percentage of Shopee's traffic share reached 29.73% or throughout January-March 2021 Shopee pocketed 117 million monthly visits and 35.74

million unique visitors per month (Not Shopee, This is RI Marketplace Champion In Quarter I/2021, n.d.).

During the COVID-19 pandemic, there are obstacles for Micro, Small and Medium Enterprises (MSMEs) in terms of marketing, so that their income has decreased. Given these conditions, innovation in marketing techniques is needed to keep existing businesses running smoothly. One of the marketing strategies that can be done is to use social media and E-Commerce such as Instagram, Shopee, and Tokopedia. However, the problem here is that MSME actors do not have an understanding of online marketing models. E-Commerce Shopee can be utilized as much as possible, so Madu An Nahel Group SMEs can develop well and can improve their marketing.

Based on the existing problems, several things can be drawn. MSME actors Madu An Nahl Group still has not optimized their sales strategy using Shpee's E-Commerce media to the fullest in their sales. In addition, MSME actors are still relatively new to using existing applications to reach a wider target market, so in-depth guidance is needed.

METHOD

Assistance in selling An Nahl Group honey through an e-commerce shopee for Micro, Small and Medium Enterprises (MSMEs) in Musir Hamlet, Banjarasi Wetan Village, Dagangan District, Madiun Regency is carried out using the following methods:

1) Conducting Focus Group Discussion

Focus Group Discussion (FGD) is a small group interview led by a moderator whose task is to encourage participants to dare to speak openly and spontaneously about things that are considered important but related to the topic of discussion being discussed. The purpose of the focus group discussion itself is to obtain input or information on local and specific problems.

2) Counseling and socialization

At this stage the abdimas team provides an understanding of digital marketing, the benefits of e-commerce, explains and introduces shopee e-commerce both in the form of a website and its application on smartphones, tips and tricks for selling in e-commerce so that it sells quickly and how to anticipate fraud.

3) Training

The next form of abdimas community assistance activity is by providing face-to-face training. The form of training includes how to install the Shopee application, create an account and store, as well as how to upload products to be marketed.

4) Follow Up

The follow-up that was taken after the service was to establish communication between the service team and An Nahl group about the obstacles faced by An Nahl Group in implementing digital marketing activities using shopee e-commerce.

The target audience selected in this community service activity are MSME actors in Musir Hamlet, Banjarasi Wetan Village, Dagangan District, Madiun Regency with a total of 15 MSMEs Madu An Nahl. The materials and tools used are demonstrations and providing material about shopee e-commerce.

RESULT AND DISCUSSION

Abdimas program with the theme of assisting the sale of honey and Nahl group through e-commerce shopee. This assistance is carried out in several stages, including: socialization, question and answer to technical special training. This assistance was carried out in Musir Hamlet, Banjarasi Wetan Village, Dagangan District, Madiun Regency with a total of 15 MSMEs Madu An Nahl group. The initial stage was the opening and continued by conveying the purpose of the socialization of digital marketing strategies using shopee e-commerce as well as direct question and answer sessions. In this stage, it explains about e-commerce shopee, where apart from being used to shop for household needs, it turns out that e-commerce shopee can also be used as a medium for selling. Shopee can be accessed through the website and applications on mobile phones, making it easier for users. In this case the service team in this mentoring activity provides an explanation of how to use Shopee either through the website or application on a cellular phone.

Figure 1. Diskusi Terkait Logo dan Produk

Some MSMEs Madu and Nahl group have known shopee and have become shopee users so that the service team can easily convey material explanations, in addition there are participants who already have an online shop at e-commerce shoppe and have even made sales. The products sold are MSME products that are self-produced with attractive packaging. A business or business, either face-to-face or online, cannot be separated from fraud or fraud. Therefore, users, both sellers and buyers, must be more careful and alert and know the types of fraud in online buying and selling transactions. The following is documentation of the socialization activities carried out by the abdimas team.

Figure 2. Diskusi Menentuan Nama Produk

The second stage is question and answer related to the explanation that has been delivered by the service team. At this stage the community members were very enthusiastic so there were questions about how to create an online shop on e-commerce shopee, so this

question was immediately answered by the service team for the last stage, namely the training stage. The third stage is training on how to install the shopee application, create an account and store, and upload products, as follows::

1) Install Shopee App

The first step that must be prepared is to have a shopee application on a smartphone, both Android and iOS. Mentoring participants who do not have the Shopee application install it directly accompanied by the service team through the Playstore for Android and the App Store for OSS. After the application is installed, participants can immediately practice one-on-one in creating accounts and stores at Shopee E-Commerce.

2) How to create an account and Shopee Store

The steps that must be taken are: (a) Download the Shopee application, (b) select Me and then tap Register, (c) Enter an active cellphone number (make sure it is not registered with Shopee before) a captcha code will appear, and you are asked to enter a verification code then click Register, (d) Check Whatsapp then enter the verification code, tap Continue and Done.

3) How to Upload Products at Shopee Store

Here are the steps: (a) select Me in the shopee application, then tap My Store, (b) Select Add New Product, (c) Then enter related item specifications, namely (product name, product description, category, variation, price, stock, wholesaler , postage costs, conditions, pre-orders), (d) Product Name, in naming the product in the first letter of each word using capital letters, can add subjective such as the words "Hot Item" or "Best Seller", prohibited word spam irrelevant keys or words, product names do not use emoticons, symbols or hashtags, (e) Product descriptions, sellers can describe information related to goods sold or product specifications, (f) Categories, product categories can make it easier for buyers to find products being sold , (g) Variations, including shape, size, color, etc., (h) Price, the seller determines the price of goods at competitive prices, (i) Stock, regulates the number of stock items to be uploaded/sold (adjust to the existing stock) , (j) B cost of shipping, provide information related to the weight of the goods and specify the address of the previous store, the postage will automatically appear adjusted to the location of the store with the consumer/buyer. (k) Condition, clarifying the description of new and second/used goods, (l) Re-order, to explain the ordered goods by determining the order period, for example Pre-Order 3 days. The following is documentation related to training in installing applications, creating accounts and stores, uploading products.

Figure 3. Diskusi UMKM An Nahl Group

The results of community service assistance activities at MSME Madu and Nahl group have produced an online shop in the Shopee application for each member where

the shop on the Shopee application is used as a means of buying and selling production goods. The products that have been created are in the form of honey bees which can be sold freely. After this service activity, members of MSME Madu and Nahl group realized that with the development of increasingly advanced and rapid technology, how important digital marketing is for business continuity.

CONCLUSION

Digital marketing strategies are used by business people in maximizing the potential of digital marketing activities that are being implemented. Every business person or company or MSME has a different digital marketing strategy that is tailored to the needs and goals to be achieved. The form of community service assistance is assistance in selling honey and Nahl Group through shopee e-commerce. With the assistance of selling honey an Nahl group through e-commerce shopee, MSME Madu an Nahl group can create an online store to market their products so that they can be known by the general public. With the e-commerce shopee, it is easier for MSMEs to market products so they can reach more consumers anywhere and anytime, both in-town and out-of-town consumers.

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