Analysis E-commerce Handicraft of Website-Based

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Abstract. The purpose of this study is to facilitate craftsmen in selling handicraft products and contribute significantly to spur Indonesia’s economic growth. This is because this gives an increase in the income of craftsmen in very large areas and increases the production of small-scale people. The research method used is descriptive method, to present a complete picture of relevant situations aimed at collecting data in detail. The results of this study are that the sale and marketing of handicraft products through cyberspace has many advantages, namely broad coverage, no space and time and web-based information can be used to establish cooperative relationships with sub-districts and can increase the potential of craftsmen so that they can improve the economy of work. In addition, it was found that social media facilitates interactive social interactions with internet-based technology that changes the pattern of information dissemination from previously broadcast media monologue one to many audiences to social media dialogue many audiences to many audiences.

1. Introduction

Today’s rapid technological advancements have encouraged large companies or small companies to practice marketing and new business. The internet as part of technological advancements has dramatically changed markets and businesses. Consumers all over the world are exposed to new ways of life and use and want many things they often see. Now Business is also starting to adopt the internet so that it strongly supports the creation of e-commerce systems, e-marketing, e-education, to get excellent results in doing business [1]. Besides that the development of information technology is increasingly rapid and affects almost all aspects of life today. The internet is no longer something foreign to society. Technological developments are increasingly expanding free trade as if trade has become without limits of space and time. This causes higher levels also competition that must be faced by all parties, especially the company as producers [2]. Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They gradually began to leave the conventional / traditional marketing model shifting to modern marketing, namely digital marketing. With digital mark communication and transactions can be done at any time / real time and can be global or global [3]. According to Aidie, the internet era offers two-way communication. The purpose of the two-way communication system is the owner provides information, then visitors can leave / add something in it. So that it creates a direct communication even without face to face. Because the advantages in the interactivity is that makes online boutique business owners use the internet as a marketing medium [4].

According to Clemes M D, and friends in explaining that with online media will greatly affect the purpose of customers to buy in the future about the products offered [5]. Social media has a role to
increase public awareness of business product brands, and aims to buy products [6]. In the face of intense competition in the online shopping business, the online shopping environment must be made attractive, safe, and friendly to consumers [7]. According to Colicev A, and friends explained that social media consumers will get various kinds of knowledge about brands in a product in e-commerce [8]. The narration by Dr. Eddy, to manage a business is managing resource processes building systems, organizational culture, setting goals, and formulating business strategies and making the organization stable, independent, advanced and superior [9]. The internet is an information media used by all institutions, business organizations and individuals in introducing or promoting products or services in sales [10]. Before consumers choose to shop online, consumers first seek information both online and offline to ensure consumers that online shopping is safe to use and the level of customer satisfaction with one of the online sales sites depends on the security of the site [11]. According to Adamousky, G. D., & Graves, G. T. explained E-commerce websites provide online content that has incentives that motivate consumers to choose vendors. this discovery provides rewards related to site visitors where site visitors can purchase goods and services online through a website [12]. In the last few years Big Data may have been a very big innovation in computing. The potential for managing, collecting, and processing data in all areas of life has just begun. The federal government accelerates the development and deployment through simple investments [13].

The purpose of this research is to make it easier for craftsmen to sell hand-crafted products and make a significant contribution to spurring Indonesia's economic growth. This is because it provides an increase in the income of craftsmen in a very large area and increases the production of small-scale people. The method used is descriptive method in collecting data in detail. other than that, with the help of information technology, especially the internet, greatly affects the world of marketing, even the use of the internet for marketing is considered a trend setter. The increasing use of the internet is directly proportional to its use in the world of marketing, so it is said that online marketing is gaining in popularity in line with the growing use of the internet.

2. Method

The method used in the research is descriptive analysis, to present a complete picture of the related situation that aims to collect data explicitly by making direct observations by participating in small and medium business activities in Jatinangor Subdistrict, and collecting craft related data obtained from interviews with owner respondents small business in Jatinangor Regency. Then proceed with the design of information systems and implement information systems, conduct analysis and guidance to respondents about the use of existing information systems.

3. Results and Discussion

According to Serfaiani et al., saying that online business or e-commerce is defined as an item of transit or service via the internet or other electronic media that contains communications, transactions and approval of payments in accordance with the basic principles intended for traditional trade where buyers and sellers do goods or services. with payment media in the form of money without meeting directly between the seller and the buyer [14]. About the situation and condition of craftsmen After carrying out community activities in the District of Jatinangor there were several craftsmen namely airsoft gun craftsmen, sculpture craftsmen, puppet craftsmen, musicians, and hand-carved craftsmen. to the community especially outside the jatinangor sub-district. So it is necessary to implement the use of an information system about handcraft production in the sub-district of Jatinangor to improve the provision of information and introduce about the production of handicrafts in Jatinangor Regarding the situation and condition of the craftsmen after performing community service in the Jatinangor sub-district, there were several craftsmen namely airsoft gun craftsmen sculpture craftsmen, puppet craftsmen, musicians, and hand-carved craftsmen. The problem faced by this sub-district craftsman is the lack of information about the results of this handicraft to the community especially outside the Jatinangor sub-district or abroad So that it is necessary to implement the use of an information system about the outputs in the jatinangor sub-district to improve the production of hand-produced
information and to generate significant income for craftsmen in the jatinangor sub-district to become the definitive craftsman of the jatinangor sub-district part of Sumedang.

The results of the Information System Display and implementation of this web-based information system can be seen on the site with the following output (Figure 1).

**Figure 1.** The main view of the website.
This figure was adopted from [https://cratly.com/](https://cratly.com/)

In the main view, you can immediately see that there is a direct menu feature that is used to select the desired craft and then can choose a number of options from the submenu that has been provided, then select the type of item you want to buy (Figure 2).

**Figure 2.** Product Menu.
This figure was adopted from [https://cratly.com/](https://cratly.com/)

In the middle of the main page, there is a handicraft catalog that can be directly seen by users who want the specifications of the type of item that the customer wants. And the customer can choose the item and the amount they want then add to the chart (Figure 3).
In this section, the customer can choose the item and the amount they want then add to the chart, when it has determined the item and the amount then just add it to the shopping bag. then then just enter the postal code and see the total expenditure for purchasing the items that have been selected (Figure 4).

Figure 3. Choose the item Product.
This figure was adopted from https://cratly.com/

Figure 4. Transaction Process.
This figure was adopted from https://cratly.com/

4. Conclusion
The results of this study are to discuss the sale and marketing of handicraft products through cyberspace has many advantages, namely wide coverage, don’t know space and time. The e-commerce information system in making web-based handwork can be utilized by costumes or parties who establish cooperative relationships with craftsmen in the Jatinangor sub-district and can increase the potential of craftsmen so that they can improve the economy of craftsmen in Jatinangor sub-district.
besides that, it can also expand existing market share, a companies should not assume that the increase in market share in the markets they serve will automatically improve the level of earnings of the company. This depends on the company's strategy in increasing the company's market share, perhaps far exceeding the company's value or income level. In increasing market share, companies can determine marketing policies by making appropriate promotional strategies.

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