Benefits of E-Commerce Marketing For Handicraft Wayang Golek

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Abstract. The purpose of this study is to find out the marketing using internet technology or e-commerce web for the business of handicraft puppet show (Wayang Golek). The method used in this study was a qualitative descriptive method by collecting data with the library research method and field research using observation techniques. With content analysis and deductive analysis, this study examines the marketing strategy of the Tokopedia E-Commerce website to market handicraft puppets. The results show that Tokopedia provides easy online business features for the sale of local handicraft products, especially puppet show. Besides that, Tokopedia also provides convenience in transactions, safe and convenient shopping, and easy in product search.

1. Introduction
The rapid development of the internet, information and communication technology or what is commonly called information communication technology (ICT)[1]. Today can be said to be very fast, and online business is one of the fields that are developing in it. The rapid development of online businesses or what is often called e-commerce occurs because of the development of the internet and changes in consumer behavior [2]. The convenience of consumers in accessing information about the products they want and breaking through the high level of promotion of e-commerce companies is itself a major factor in the rapid development of e-commerce today[3]. In 2013 data released by the Minister of Communication and Information showed that online shopping transactions at that time reached Rp. 130 trillion, with a total of 82 million users. This encourages the growth of SMEs (Micro, Small, and Medium Enterprises) in the field of e-commerce[4].

E-commerce and IT (information technology) have a positive relationship. E-commerce and IT are measured by assessing the value of their business, the more positive value and trust the company gets, the more buyers come[5]. The existence of customer trust will have an impact on loyalty to the company because the presence of customer trust is caused by the level of customer satisfaction with the company [6]. With the presence of e-commerce today, it has created comfort and creative and innovative ideas for human life. Increased interest in shopping is measured by the benefits felt by customers and the results of satisfaction (products and services) obtained by customers[7]. In addition to believing there are several factors that support e-commerce development such as prices, discounts, and safe delivery systems, it is a factor in increasing customers in online shopping[8]. Also, online sales can be used to conduct discussions with customers, so consumers are also involved in product marketing indirectly. In good planning and implementation of promotion, strategies will be more targeted, compared to those that are still messy. Companies often invest in e-commerce applications, but often have difficulty evaluating systems that are running[9]. The ease and appearance that is on the web or e-commerce website are very influential on the customer's purchase intention[10]. E-commerce is a good sales and
advertising tool for Micro, Small, and Medium Enterprises (MSMEs) because work methods that are classified as very efficient and practical greatly facilitate sellers and customers[11]. Tokopedia is one of the e-commerce providers. With various highly qualified features, Tokopedia is worthy of being used as research material. The research in question is the sale of handicrafts of Wayang Golek. The puppet show is a wooden doll from West Java that is usually played when there are celebrations, such as weddings and circumcisions. The purpose of this study was to find out the marketing strategy of handicraft puppets sold through Tokopedia using a qualitative descriptive method. This is very useful for the preservation and preservation of ancestral culture.

2. Method
The research method used was a qualitative descriptive method which aims to explain the variables and overall description of a problem related to e-commerce and also uses previous research related to e-commerce[12]. Qualitative research, which is descriptive research that uses analysis with an inductive approach. This study does not use statistics, but through data collection, analysis, then interpreted. In this study, the author uses the online paradigm to research various phenomena that exist in the online world[13]. For data collection needed, it is used as follows:

a. Research Library: To analyze and evaluate the results of field research, theories are needed from reading books, the results of previous studies, scientific magazines, and other sources related to this research[14].
b. Field Research: Conducted through a review of the object of research, namely the Tokopedia.com website, to obtain data that is real, precise, and accurate[15]. Performed at the time of observation, namely communicating with Tokopedia.Com buyers who were encountered during the observation to obtain input related and useful for the discussion in this study. The data collected will be analyzed with two methods, namely: Content Analysis Method / Content Analysis/ content analysis is a method for studying and analyzing communication systematically, objectively, and quantitatively towards the visible message. So, content analysis/content analysis is an investigative technique that describes objectively, systematically, and qualitatively with analysis to understand the text. An important component of this analysis is the existence of a problem that is consulted through theory[16].

3. Results and Discussion
This Tokopedia.com website provides business opportunities for various products and is equipped with a search engine that facilitates search. To attract customers to access pages and make transactions on doll products, sellers can advertise products to e-commerce websites for free and explain in detail about information or information about products sold. Tokopedia.com also provides various methods of payment using the transfer method and payment methods on the spot. Transfer method can be done via ATM, internet banking, mobile banking, or other financial products on smartphone devices. While the payment method where the buyer can directly come to the store and pay it in the shop or vice versa. In this study, samples were taken in ordering puppet shows with two choices offered, namely free and paid advertising. The difference between free and paid advertising is in the ad period, and if the seller is paid, the ad will be placed in the main menu. Following is the display of the tokopedia.com main website, as seen in Figure 1.
In the main menu display, there are several menus and submenus. Buyers and sellers register an account that aims to facilitate activities carried out by buyers and sellers. For the buyer’s account, they can directly search and buy the product they want, while the seller can market or advertise their products on the web can be seen in Figure 2.

On the Search Results menu, buyers will display the products they are looking for so that they can choose the products that they want, and sellers must advertise their products in an attractive manner as unique product images in order to attract customers and compete with their competitors. After getting the desired product, it will proceed to the product menu display. In this view, after the buyer gets the desired product to buy, it will proceed to the next view to see reviews from previous buyers and information on the product that has been selected. Can be seen in Figure 3.
Figure 3. Product Menu. The figure was adopted from www.tokopedia.com was taken Nov 25, 2018.

On this view the buyer will see the rating and review of the product and information in the form of product information that is purchased such as product color, product type, etc. can be seen at Figures 4.

Figure 4. Product Reviews and Information. The figure was adopted from www.tokopedia.com was taken Nov 25, 2018.

On this display, the buyer can add the number of products to be purchased. Moreover, after confirmation of the number of messages, at that time, the buyer can immediately place an order. Can be seen in Figure 5.
Figure 5. Cart Dan Item List. The figure was adopted from www.tokopedia.com was taken Nov 25, 2018.

In this view, after the buyer orders the selected product, the buyer must fill in the shipping data in the form of a shipping address, and the delivery courier selection, and there is information about the total price and payment. Can be seen in Figure 6.

Figure 6. Delivery Menu. The figure was adopted from www.tokopedia.com was taken Nov 25, 2018.
In this view, the buyer chooses the payment method to be used, then the item will be sent by the seller through the expedition courier, and the buyer is just waiting for the item to arrive at the filled address. Can be seen in Figure 7.

![Figure 7. Payment. The figure was adopted from www.tokopedia.com was taken Nov 25, 2018.](image)

4. Conclusion
Tokopedia is one of the largest markets in Indonesia that provides business opportunities and convenience in marketing products, various types of electronic products, office equipment, household, and sports, cosmetics, baby equipment, including local / traditional products such as puppet shows. Tokopedia is equipped with a search engine that makes it easy to find the desired product and directory features that can be used as a shopping catalog. Services for consumers for discussions or complaints are also available. Paid product marketing will be more quickly recognized by consumers than free. Because paid products will be placed on the front page. Finally returning to the future in seeing markets and opportunities, as big as and as large as any market, if you don’t use it properly and accurately, there will be no effect on the marketing value of the product.

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