Role of Marketplace on Distro Industry

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Abstract. The purpose of this research is to find out the most profitable market for sales. The method used in this research was descriptive method to present complete information about encouragement and also to conduct observations and interviews from several distributions. The results of this study indicate that sales results have a larger market with sales results without using the market. Also known are products produced by distribution, as well as larger products. This research resulted in the sale of apparel products using the market. in addition it can be concluded that using the industrial distribution market can increase sales in the current era because it is more practical and easier for buyers and sellers.

1. Introduction

Online markets are a type of e-commerce site where information on service products or services have been provided by several third parties, while transactions are processed by market operators or stores that open the marketplace. The online market itself is the main type of multichannel e-commerce and can be a way to streamline the production process. ES Soegoto said that he said the book he wrote was that the world that is being seen today is the world that has experienced the IT revolution, namely the transformation of boundaries into infinite, from face to face to virtual, from paper to paperless, music to space cybercrime. Communication of each person is no longer limited by the State, nationalism or ethnicity but has become one state [1]. According to Arwiedya, the propagation of online shop has opened up business opportunities in the field of fashion products on the internet which leads to teenagers as consumers. The advantage of an online shop business is that aside from making it easier to do promotions, it is also very efficient because it only requires the cost of internet subscription and also can run its business [2].

Previously this marketplace has also been studied by some scientists such as marketplaces in the field of food fashion and others, but my discussion is different from what has been studied. I researched the role of the marketplace in the distribution industry. According to Kenan the Online Shopping Attitudes is another reason that can influence online shopping preferences, namely services, because the internet (although not directly meeting) allows buyers or consumers to ask sellers about information - information about products or services that consumers want can also directly order or download the product they want [3]. According to Yuni Gunarto, the People with a higher level of education than others will know more about computers and the internet and the level of education that has a strong influence on the selection in the e-commerce business model [4]. According to S. Kritikus states that entrepreneurship is very important for economic development, the benefits of entrepreneurship will feel greater in a country where entrepreneurs can operate freely, in developing their ideas and reaping the rewards of what they do. [5]. Tourists from various regions certainly greatly increase the opportunities for entrepreneurs who have businesses in the field of distribution, especially when going to start the business, plus the development of the fashion world that is constantly changing in style from time to time certainly adds to the competition among entrepreneurs in this distribution industry. According to Taneja & Leslie that for small businesses it is very important and necessary to use social media because
it can provide them with more clarity, in the continuation of business to achieve superior competitive advantage. [6] The market has become famous on social networks, and there are many uses in general in terms of information, we need to know what role is found in this market, this makes the author discuss the role of markets in distribution.

The purpose of this paper is to find out the role of the market in distribution, especially in sales and promotions, the method used was descriptive method, observation and also interviewing several distributions. From the results of research that the distribution industry sales are in demand because there are more benefits. Regardless of what is seen from current developments, many sellers or buyers are more interested in selling distribution industries such as markets.

2. Method
This study used descriptive methods to find out how influential the marketplace is in the distribution industry as the method to find what kind of marketplace is more profitable in marketing and sales by using previous research related to the marketplace. The researcher observes distro distributions that also tell the marketplace, and asks questions that are needed.

3. Results and Discussion
The more people use android and the internet as a medium of global communication, including online shopping, for some people it is a practical way and does not take much time. From the research conducted by the author looking at the factors that influence someone to shop online, which is easy, many choices, many price comparisons, fast, many discounts are offered so that consumers can save money on shopping. In the face of competition with other entrepreneurs who also use the market, of course we must have something more that can be offered to consumers, such as giving discounts, or designing our clothes that can be accepted in the wider community. According to Iskandar, a company or organization must be able to manage its business properly so that it can compete with other companies and be consistent in keeping their customers from switching to other companies [7].

To market and sell their products, distro entrepreneurs do not have to always meet consumers directly or make advertisements on TV or print media that may be quite expensive. With the existence of a marketplace which is one of the internet business models that resembles traditional markets in online trading, which brings together sellers and buyers on the business web. This market is very influential on the sales of the distribution industry and can increase sales because broad consumers from various cities can view this website and can order it directly. Low operating costs, getting visitor traffic easily, selling technically on the market is very easy. The following is a menu display in one of the markets (See Figure 1).

Using a website in opening a business or buying a product will make it easier to make purchases and sales apart from that distro industry entrepreneurs can open their own online stores. from here we can see on the main page there are several menus, to create an account, click on the account menu, and just fill in the requested data, in this main menu consumers can also search for the products they want, besides employers can also register and open businesses (See Figure 2).
Figure 1. Menu Display.

Figure 2. Registration page. This figure was adopted from https://www.tokopedia.com/ on Augst 22 2018.

This is a display when an entrepreneur wants to register and open a store. It can be seen that the process is easy and does not require a long time and can even be done while relaxing, and anywhere. besides being able to make business according to the desired category. After registration is complete, we only need descriptions of interesting information and information needed by consumers such as; price, size, color, material, etc. That way, consumers will find it easy to know the information about the products we sell. in fact all the distribution industry markets are good for the business being run, but depending on the type and needs to be used as what. According to E. James David & Peter said that the constraints commonly faced by an industry in a company to meet consumer demand in the form of
frequent increases in domestic costs such as fuel oil, electricity, water and so on, the increase in provincial minimum wages which usually burden the industry [8]. The following is registration for the purchase of goods (see Figure 3).

Figure 3 Product upload. This figure was adopted from https://www.tokopedia.com/ on Augst 22, 2018.

After registration is complete, we only need to upload images or photos of clothes that we sell, with interesting descriptions and information needed by consumers such as; price, size, color, material, etc. That way, consumers will find it easy to know the information about the products we sell. that is one example of the marketplace that is used today. The following is a Development Chart from the results of interviews with RocknrollApparel distro owners for sales from before to after using the marketplace Development Charts (See Figure 4).

Figure 4. Increase in Sell
This is a sales chart from the Rocknroll Apparel distro. After conducting an interview, it can be seen in the picture above that in December 2017 it was before the distribution used the clothes marketplace that was sold in December that was about 12 scores, in January 2018 this distribution began using the marketplace, and in January their sales increased to 14 score, in February 2018 sales increased again to 15 scores and in March 2018 sales increased to 19 scores. And until this month, in October, their sales continued to increase, because many orders from various cities. According to In Van Stel's statement, the number of entrepreneurial activities can affect GDP growth for 36 countries. But many people, especially young people who have just entered the workforce, are still hesitant to start a business and prefer to work as Civil Servants or employees in a company. [9]. But not with this RocknrollApparel distro, from the beginning they ventured to start and take risks in the future. Deni as one of the founders of this distribution, said they started this business from a small age, initially they only opened the pre order system, so they only produced clothing or other orders if they had met the minimum production value. Until they have a shop and open a marketplace like this. The following is an online store display from the "RocknrollApparel" distro Display of the Rocknroll Marketplace (See Figure 5).

**Figure 5.** Display of the Rocknroll Marketplace. This figure was adopted from [https://shopee.co.id/](https://shopee.co.id/) on August 22 2018.
This is an online store from the "RocknrollApparel" distro. They joined one of these famous Marketplaces about 10 months ago precisely in January 2018. The products they sell are not only for adults but also for children and adolescents. And here is a picture of the store "RocknrollApparel". Display of RocknrollApparel Distro (see Figures 6 and 7).

Figure 6. Display of RocknrollApparel Distro. This figure was adopted on August 22 2018.

Figure 7. Display of RocknrollApparel Distro. This figure was adopted on August 22 2018.

Torben M. Roepstroff has said that in this modern era the manufacturing industry in Indonesia has developed very fast. Currently Indonesia is listed as the largest manufacturing producer among other developing countries [10]. Fashion users in Indonesia can compete with foreign fashion, this is the opportunity used by this RocknrollApparel distro, they open a business in the distribution industry, because they think that the world of fashion in this world will not become extinct, it continues to develop. Using this marketplace makes it easier for this RocknrollApparel distro to promote and sell its
products, especially clothing. Because by opening this marketplace, people all over Indonesia can see
the products they sell, especially because they have designs that are different from other distributions,
because they design their own products.

4. Conclusion
Based on the results of the analysis that the author has done, it can be concluded that sales using the
market in the distribution industry can affect sales. By observing from several distributions, and the
results are 90% the same, and the author takes the distribution to be discussed in this article. Having
observations, interviews, and by criticizing it from the results of previous research that sales use an
increasing market compared to not using the market, and using markets can facilitate the distribution of
entrepreneurs to promote their goods without having to spend a high budget. This market is also very
practical for both sellers and buyers. The results of this analysis were also proven by conducting surveys
and interviews with one of the Bandung distributions that used Marketplace in their efforts,
"RocknrollApparel”.

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