E-Marketing of Coffee Products

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Abstract. The purpose of this study is to share coffee products with all coffee enthusiasts and benefit coffee farmers from the benefits they get because there will be many coffee products purchased by the company. The research method used was the descriptive method which will analyze the development of coffee products marketed to all coffee enthusiasts. From the results of the study is to find out many or less fans of coffee after online marketing. Discussion sentences are obtained from the results of research on how many coffee products are ordered or sold after online marketing. From this research will discuss ordering coffee products that are marketed and will know the results of how many coffee enthusiasts after doing online marketing.

1. Introduction
Hendri Sukotjo and Sumanto Radix A explained that marketing is a system of business activities that are interconnected and shown to plan, distribute and promote goods and services carried out by the company to meet the desires and needs of consumers [1]. While M. S. Iskandar and I. N. Firdaus explained that in conducting marketing must involve any strategy for the development and implementation of innovative ideas in the form of projects [2]. Dr. Ir. E. S. Soegoto explained in his quote that products or services to be understood, understood and liked by the public or consumers need to be marketed. For that, every entrepreneur must understand the main concept of marketing because there is a close relationship between entrepreneurs and consumers related to needs, desires, demand for value service products, satisfaction of the quality of exchanges, relationship transactions and markets that are bound to each other [3]. Qais Hammouri and Emad Abu-Shanab explained that in making the marketing strategy must be considered and considered the product, its location, and how to conduct promotions [4].

Mujiyana and Ingge conducted research that internet media has a big impact on all aspects of business development and marketing because the number of internet users continues to grow rapidly so that it can be useful for marketing [5]. Pauline and Miriam argue that the results of internet research will allow marketing relationships one to one marketing, mass customization is fulfilled, dialogue between marketers and consumers. Therefore marketers get more information about the demographics, preferences, and purchases of individual consumers who can adjust the product [6]. Carolynn, Roxanne, Sally marketing using a website is an effective way because it can create a direct interaction with consumers and also more website features [7]. Susanne and Monika explained their research that web presence is the main object of online marketing and arrangements outside the internet also include online marketing [8]. Y Kiang, Raghu, Shang explained that online marketing with the internet requires several product factors that can influence the selection in the transaction channel process [9]. James and Esther put forward the impact of telepresence, interactivity, and clarity to consider how these concepts can help explain how and when the web can operate most effectively when broadcasting online [10].
The purpose of this study is to share coffee products with all coffee enthusiasts and benefit coffee farmers from the benefits they get because there will be many coffee products purchased by the company. The research method used is the Descriptive Method which will analyze the development of coffee products marketed to all coffee enthusiasts.

2. Method
This research method used descriptive method to analyze and find out the variables of online product marketing and used the results of previous research related to web-based online product marketing so that it could be better analyzed how much the customers made an order after marketing coffee products online using the website.

3. Results and Discussion
With the marketing of this online coffee, the product is to find out how much local coffee enthusiasts are marketed through online websites, here enthusiasts can place an order online by opening an existing website. This site has provided various local coffee products and can be ordered directly. The buyer can place an order anytime and anywhere because it can be accessed through browsing the internet in various electronics and the order can be responded immediately by the admin and the goods can arrive on time (See Figure 1).

![Main Menu](image)

**Figure 1. Main Menu**

When the buyer opens the site, it will enter the initial display, the menu. In this initial view, there are various options that have been provided. The buyer can open all the pages in the menu (See Figure 2).
On the product display, the buyer can choose various types of local coffee products that already exist, and the appearance of this product has also included the name of the local coffee and the price (See Figure 3).

In this view, the buyer can choose various types of chill before making a purchase. In addition to variations, there is also an option so that the orderer is not mistaken in ordering the desired coffee. If it is in accordance with the wishes of the buyer, you can immediately buy it and will later go to the shopping cart section (See Figure 4).
In the shopping cart display, the order is made, how many items will be ordered, and the price immediately has a total of all, and if the customer has done the order, just click the checkout section and if there is an error in the selection of the item, click on continue to return (See Figure 5).

After booking, log in first. However, if you have never previously bought coffee products on this site, you must register first. Here the login section is saved when you have placed an order so that when opening the first site, all coffee enthusiasts can immediately see the various features without having to log in first. So this site is open to seeing various coffee products (See Figure 6).
If the buyer does not have an account, then entering the register section is preliminary in purchasing coffee products.

4. Conclusion
Online coffee product importers to make it easier for local coffee enthusiasts or lovers to order can also see various local coffee products and from these results can later find out whether local coffee enthusiasts are much less.

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