

**ANALYSIS OF COMPARATION OPTIMIZATION TOWARDS  
KEDIRIMENJUAL.COM WEBSITE TO INCREASE BRAND AWARENESS OF SME  
PRODUCTS IN KEDIRI DISTRICT**

**By :**

Sonny Subroto Maheri Laksono<sup>1</sup>

Eka Askafi<sup>2</sup>

**Abstract**

Kedirimenjual.com is a media in the form of a website created through a series of plans by the government of Kediri Regency with the aim of facilitating Micro, Small and Medium Enterprises (UMKM) to market their products. The more massive and rampant use of digital marketing to market various products as the implications of the industrial revolution 4.0 which is increasingly being widely disseminated, the development of kedirimenjual.com still does not show the desired expectations. Based on the identification of problems, there are several aspects that need to be addressed to optimize the website, including website specifications, human resource management of the website, and MSMEs (UMKM) that market their products. Industry principle 4.0 achieving the objectives of marketing activities is the synergy of all the basic elements of marketing activities that are oriented towards the running of the organizational system, transparency, effectiveness and customer satisfaction. This research used a qualitative approach in descriptive form using comparative data analysis methods. The results of the study were obtained by using a comparative analysis method that required improvement and addition of features and capabilities on the web site kedirimenjual.com so that it can function optimally.

**Keywords:** kedirimenjual.com, UMKM, industry 4.0, marketing, digital marketing

<sup>1,2</sup> Postgraduate of Management Department, Kadiri Islamic University, Jl.Sersan Suharmaji No.38, Manisrenggo Kec.Kota, Kediri, Indonesia

## I. INTRODUCTION

### Background

Industrial Revolution 4.0. or also known as Fourth Industrial Revolution (4<sup>th</sup> IR) is the fourth industrial era since the first industrial revolution in the 18th century. This industrial era is characterized by a blend of technologies that blur the boundaries between the physical, digital and biological fields or collectively referred to as the cyber-physical system (cyber-physical system / CPS) (Savitri, v: 2019). In other words, industry 4.0 is an industry that combines automated technology with cyber technology. This term was first introduced in 2011 during an exhibition week in the city of Hannover, Germany. This term has different derivations and concepts in several countries such as Smart Factories, Industrial Internet of Things, Smart Industry, or Advanced Manufacturing (Hoedi and Wahyudi, 2: 2017).

A technical understanding has been conveyed by Kagermann et al (2013) that Industry 4.0 is the integration of the Cyber Physical System (CPS) and the Internet of Things and Services (IoT and IoS) into industrial processes including manufacturing and logistics and other processes. CPS is a technology to combine the real world with the virtual world. This integration can be realized through integration between physical and computational processes (embedded computers and network technology) in a close loop (Lee, 2008)

In general, based on concepts and objectives, Industry 4.0 strives to deliver efficiency, ease and target orientation. This is contained in the principles of industry 4.0 which can be identified as follows:

1. Technical support; First, an assistance system that can help humans to collect data and make visualizations so they can make the right decision. Second, the ability to help humans carry out various heavy tasks, is not safe for, and is not pleasant for humans.
2. Interoperability; the ability of devices such as machines, sensors and humans to be able to connect with each other and communicate with each other through the internet for everything or the internet for audiences.
3. Information transparency; the ability of information systems to be able to create a virtual copy of the physical world by enriching the digital factory model with sensor data rocks.
4. Independent Decree; the ability to make one's own decisions and carry out tasks independently (Anonymous, 2019)

Based on the above explanations, Industry 4.0 can be interpreted as an industrial era in which all entities in it can communicate with each other in real time at any time based on the use of internet and CPS technology in order to achieve the goal of achieving new value creation or optimization of existing values from every process in the industry.

Explicitly the statements and explanations about industry 4.0 that have been put forward refer to the existence of what is called digital marketing. As has been the case that digital marketing trends have penetrated into all elements of human life throughout the world. The use of digital technology in a variety of occupations has provided significant changes in thought patterns and behavior from individuals to groups. Digital innovation, according to McKinsey is at the top of the list that gives the most significant economic impact, including mobile internet, automation of knowledge work, internet of various things, cloud technology, sophisticated robotics, and 3-D printing (Kotler, Hermawan and Iwan, 41: 2019)

In Marketing 4.0 it is said that this technology helps develop several sectors in the economy such as retail (e-commerce), transportation (automatic vehicles), education (massive open online courses), health (electronic records and personal medicine) and social interactions (social networks ). The existence of information technology in the form of web sites (interactive pages) in the marketing world today seems to be an undeniable necessity. Its existence has become an inevitable need and even led to dependence on it.

Indonesia is a market with attractive e-commerce growth from year to year. Since 2014, Euromonitor noted, online sales in Indonesia have reached US \$ 1.1 billion. Census data from the Central Statistics Agency (BPS) also mentioned, the Indonesian e-commerce industry in the last 10 years increased by 17 percent with a total number of e-commerce businesses reaching 26.2 million units. In a meeting of the Director of Informatics Empowerment, the Directorate General of Informatics Application of the Ministry of Communication and Information Technology (Kemkominfo), Septriana Tangkary stated the growth of the value of electronic commerce (e-commerce) in Indonesia reached 78 percent. The growth rate is the highest in the world. Indonesia is the 10th largest e-commerce growth country with 78 percent growth and is ranked 1 st. (republika.com). With such potential and opportunities, e-commerce should be one vehicle for digital marketing to increase its growth, especially for SMEs.

Kedirimenjual.com as one of e-commerce engaged in digital marketing has been conceived and pioneered directly by the government of Kediri Regency as a vehicle for SMEs

to develop their potential and prospects. Built in 2010 kedirimenjual.com is expected to be able to make a positive contribution to the local government of Kediri Regency and SMEs in the region. But the journey did not take place smoothly and smoothly. Based on the background explanation, the researcher intends to conduct research under the title Comparative Analysis on the Optimization of the Website of Kedirimenjual.com In order to increase Brand Awareness of the SME Products of the District of Kediri through Digital Marketing

## **II. RESEARCH METHODOLOGY**

### **2.1 Types of research**

This research was conducted using descriptive research using a comparative qualitative approach. According to Soendari, descriptive research is research that seeks to describe a phenomenon, event, event occurring at the present time. (Sujana and Ibrahim, 1989: 65). Meanwhile, Nazir (2011: 54) defines descriptive research as a method of examining the status of a human group, an object, a condition, a system of thought, or a class of events at the present time which aims to make descriptive, systematic or fluctuative descriptions, drawings or paintings. and be accurate regarding the facts and the relationship between the phenomena investigated.

According to Nazir (2005: 58) comparative research is a kind of descriptive research that wants to find answers fundamentally about causation, by analyzing the factors that cause or emerge of a particular phenomenon.

So in this study a comparative qualitative approach is used in which the researcher wants to compare the research subjects with similar phenomena or entities to find out some distinguishing factors.

### **2.2 Research focus**

Bungin (2005) argues that the focus of research is the focus of research or the origin of the subject to be examined, containing an explanation of the dimensions of what are the dimensions of the research center and things that will be discussed in depth and thoroughly. Based on the underlying statement, the focus in this study is:

- Review the comparison web site (banyuwangi-mall.com) as a reference in comparison with the web site kedirimenjual.com

- Designing and building a website application system [kedirimenjual.com](http://kedirimenjual.com)
- Test the website [kedirimenjual.com](http://kedirimenjual.com); and
- Maintenance of websites with updated content and information on SME products in Kediri Regency.

### **2.3 Research Location**

The research location was determined in Kediri Regency because the server to run [kedirimenjual.com](http://kedirimenjual.com) was located in the Kediri Regency government office. In addition, the location of the study was not settled but was mobile in various places but remained within the territory of Kediri Regency. To study and analyze the comparison website [banyuwangi-mall.com](http://banyuwangi-mall.com) is done through browsing and surfing.

### **1.4. Data Source**

Source of data used in this study are primary data and secondary data. Primary data according to According to Hasan (2002: 82) primary data is data obtained or collected directly in the field by people doing research or concerned who need it. Primary data can be obtained from informant sources, namely individuals or individuals, such as interviews conducted by researchers. Secondary data is data obtained or collected by people who conduct research from existing sources (Hasan, 2002: 58). This data is used to support the primary information that has been obtained, namely from library materials, literature, previous research, books, and so forth.

### **2.5 Analysis Method**

The analytical method used in this study is a comparative analysis method. To begin with, internal analysis is carried out in the body website [kedirimenjual.com](http://kedirimenjual.com) with all the potential (weaknesses and strengths) and then an external analysis is carried out through comparison with other similar websites and specifically with the [banyuwangi-mall.com](http://banyuwangi-mall.com) website.

### III. RESULTS AND DISCUSSION

#### 3.1 Website comparison kedirimenjual.com

##### 3.1.1 Website Display

In general, the website functions as an information service and has several other specific functions. An ideal website that looks attractive and in accordance with the function or the initial purpose of the website was formed. The appearance of the website is one important aspect to be able to attract visitors (visitors) website. In addition to the appearance of the website, there are various features and can run perfectly. The purpose of the website kedirimen seller.com is as a place for MSMEs to sell online. In other terms, kedirimen seller.com was formed as a marketplace system specifically for entrepreneurs in Kediri Regency to expand the network of products it can sell.



Figure 1. Display Website Kedirimenjual.com

Based on Figure 1, that the initial appearance of the website Kedirimen Jual.com looks less attractive with a simple graphic design. The green color on the website category has no clear essence. The initial display only contains header-footer content and category options. The website header only contains admin contacts and search fields, while the footer section contains the number of visitors that are not normally found for marketplace websites. In the "Category" content, the color chosen doesn't match the green color in the header. The design of icons in each category is also not interesting to look at. Compared to the marketplace built by the Banyuwangi district government in the form of the banyuwangi-mall.com website, there is a significant difference.





Figure 2. Website Appearance of banyuwangi-mall.com

Based on Figure 2, the appearance of the banyuwangi-mall.com website is more interesting than the website of Kedirimenjual.com. There are various web features and generally found on several websites. Website design is good with green options that are in line with other content designs. The "Category" feature on the website display also looks attractive with a choice of red icons. The icons of each category also represent each subcategory with an attractive design. Then, the website header design looks interesting too by including a simple, but beautiful batik design to look at. There are various menu features, namely Home, Blog, Contact Us, Guides, search columns, shopping baskets, to Facebook and Twitter icons to be able to directly connect visitors (visitors) to social media. In addition, the Banyuwangi-mall.com website also features a direct conversation with the admin to make it easier to ask questions that customers don't understand.

The appearance of the banyuwangi-mall.com website reflects more of a marketplace in general. Appearance of the website presents highlight products contained in the categories provided. Visitors (visitors) can more easily find the desired product with the subcategory feature. In the picture below, it can be seen that there are categories that are given price information content that can attract customers to shop. Product appearance is made as attractive as possible with fairly perfect lighting. The concept of displaying product photos is included in both good and attractive categories. There are price tags and product titles or names that are made differently as if to emphasize the price being sold, making the customer's vision distracted.

### 3.1.2 Comparison of Website Category Features

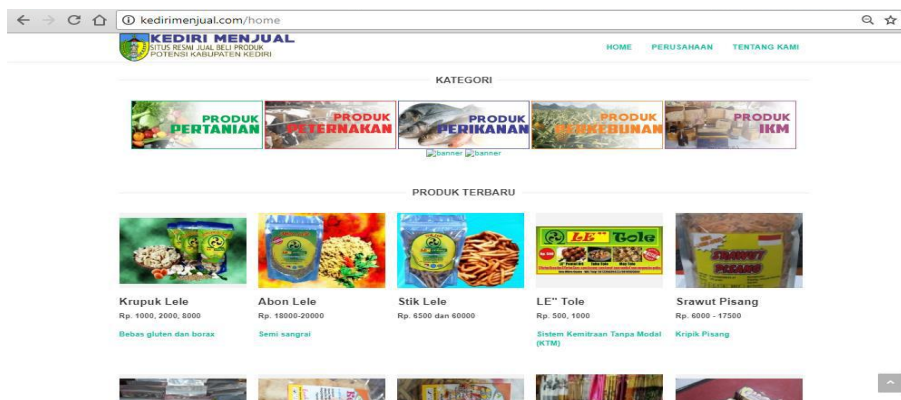


Figure 3. Display Wensite of Category Kedirimenjual.com

Display categories on the website Kedirimenjual.com is still simple and not very attractive. The names of the categories are not as specific as other marketplaces. The form of category design is also very simple with images that are less attractive to look at. When compared with banyuwangi-mall.com the category features still have significant differences.



Figure 4. Display Category Website of banyuwangi-mall.com

On the banyuwangi-mall website, the categories are separated into various categories complete with sub-categories. This can facilitate visitors (visitors) to more easily find the desired product. The red category icon can increase the center of attention more on the visitor. The icon is made attractive according to the name of the category.



### 3.1.3 Comparison of Blog Features on Website

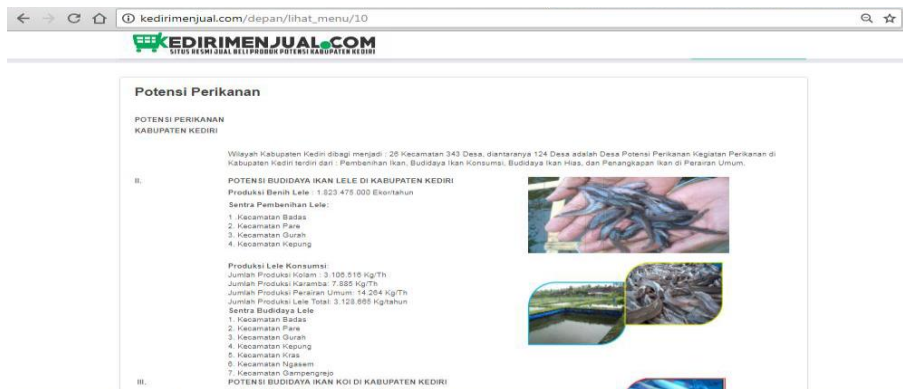


Figure 5. Display of Fisherues Potential Data Features on Kedirimenjual.com Website

The data features on the website kedirimen seller.com seem less attractive, it looks like an article copied into the website. The picture contained in the article is also not interesting to look at. The data contained in the article is merely giving general and non-specific information. It is better to reprocess the article with a better concept so that readers can be interested in reading each article.

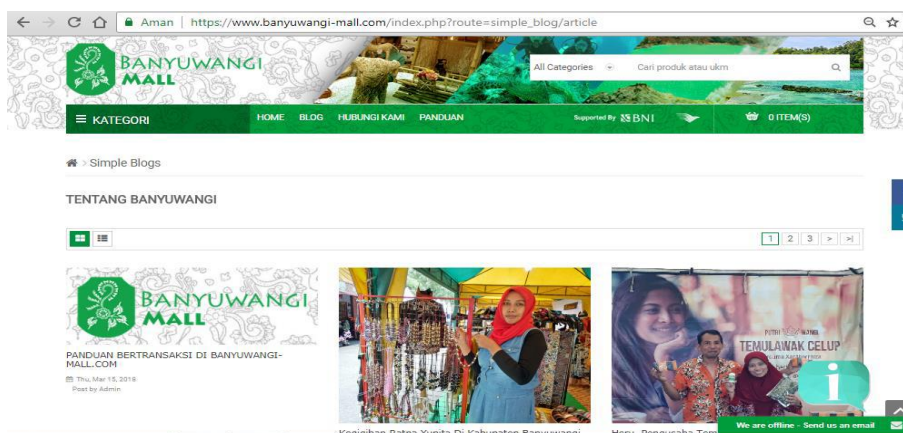


Figure 6. Display Blog Features on the Banyuwangi-mall.com Website

When compared with the banyuwangi-mall.com website, features that contain articles are included in the Blog feature on the website. In this Blog feature, the articles are arranged neatly with a box-shaped layout design. The article contains news about what achievements the UKM (SMEs/ Micro, Small and Enterprises). have achieved. With the blog feature, the website becomes more interesting because it not only provides products for sale but there is also news about the development of UKM (SMEs/ Micro, Small and Enterprises).

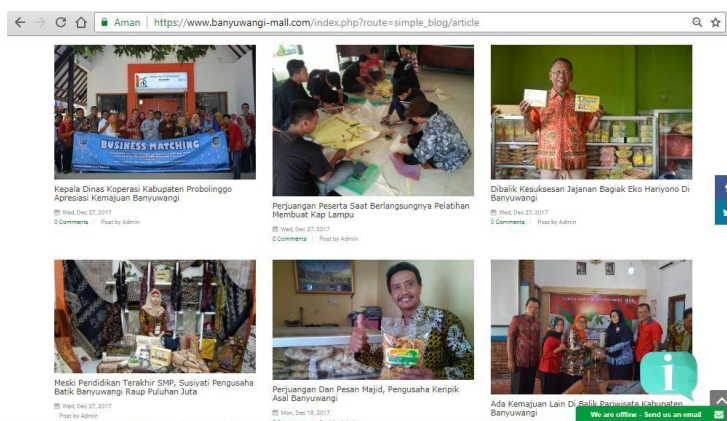


Figure 7. Display Blog Features on banyuwangi-mall.com website

### 3.1.4 Product Display Comparison

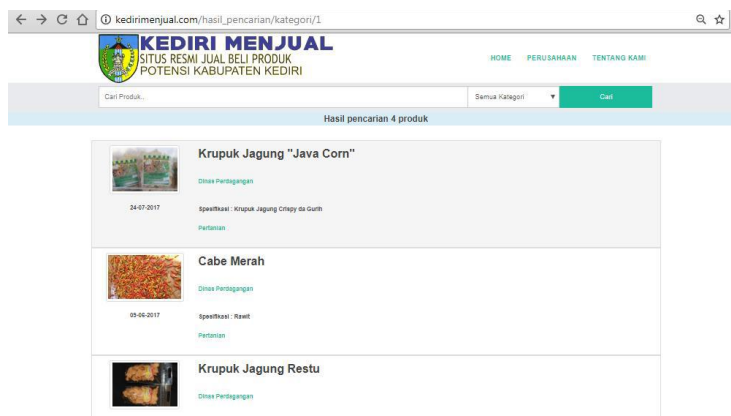


Figure 8. Display Products on website of Kedirimenjual.com

The appearance of the product on the website Kedirimenjual.com is very simple. It only consists of rectangular boxes that contain product names and specifications. There is no product price or availability. The photo shown is small and not very clear. When compared to the banyuwangi-mall.com website, more and colorful features, there is a wish list and rating for each product for each item.

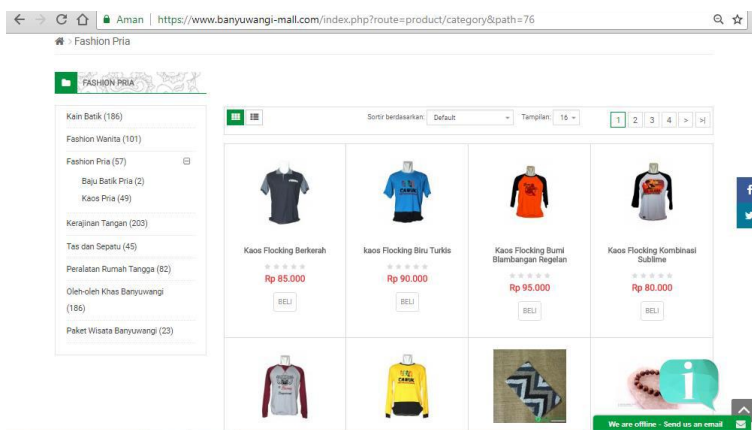


Figure 9. Product Display on banyuwangi-mall.com website

### 3.1.5 Comparison of Purchase Views

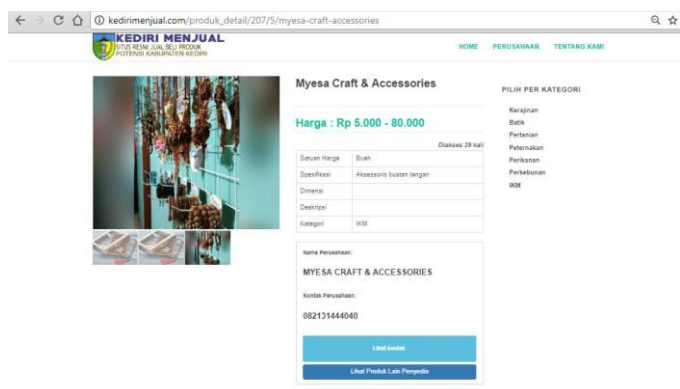


Figure 10. Display Purchase Feature on the Website of Kedirimenjual.com

Display purchase feature on the website Kedirimenjual.com already has an image that can be zoomed in or out. However, these product items do not yet have how many items are still available. The price is still in the form of a range between the lowest to the highest price. So there is no clarity between the items with the prices listed. The price is also unclear whether the postage fee has been charged or taxed.

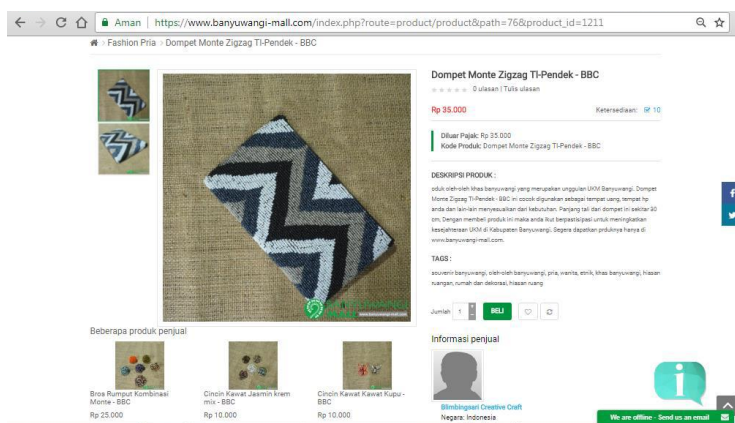


Figure 11. Purchase Feature Display on banyuwangi-mall.com website

When compared with the Banyuwangi-mall.com website, there are stock items that are still available. Prices do not include VAT or postage costs. How many items you want to buy along with the wishlist. The product description is also detailed and there are tags that can make the entire search category related to the item. So it's not just one category.

In brief, there are some things that must be considered to support a new website that is getting better, including the Initial Display, Display Availability of Goods, Category Features, Blog Features, and Admin. The following analysis results are obtained:

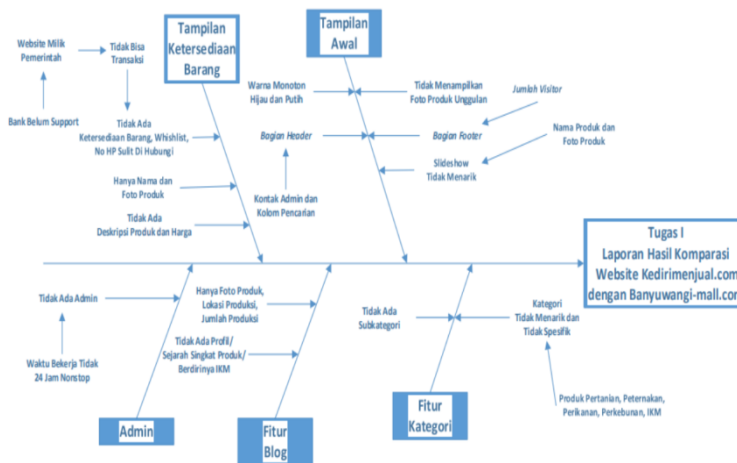


Figure 12. Comparative Website Analysis

### 3.2. Website Improvement Results on Kedirimenjual.com

Improvements to the website kedirimenjual.com are based on the results of comparative analysis and discussions with the trade authorities. All existing features can be accessed and directly managed by the admin. In addition, the Serving Doctorate Team has conducted TOTs for admins in the Department of Commerce so that the sustainability of the website can be guaranteed well.

Admin from the Department of Commerce has the duty as a website manager and SMEs' trainer in inputting data as material for updating website content. Some website content, especially the SMEs' database and its products have been obtained directly and recapitulated by DM KKN students. 86 SMEs' data and several products were collected. The initial data is the initial input to the website Kedirimenjual.com which can later be further updated.

Website appearance, especially for users and some website features have been improved. The system of using the website Kedirimenjual.com is that users can create an account by registering and making purchases directly by communicating with related SMEs. While SMEs need to confirm with the admin to update content and the availability of goods on the website. This is done for the validation of the product specifications and the SMEs. Some website views that address to Kedirimenjual.com can be seen in the picture.

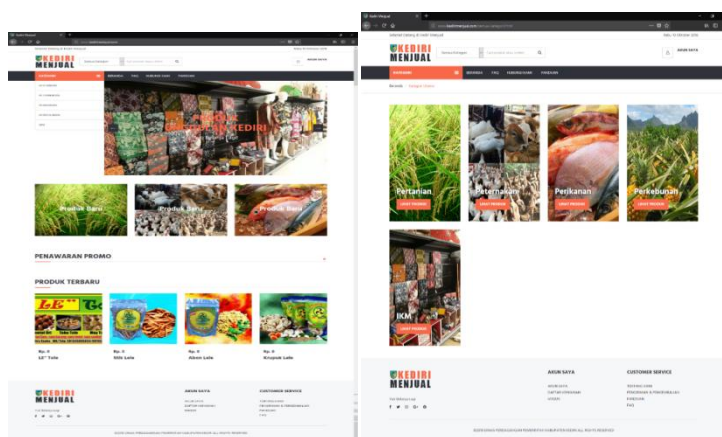


Figure 13. Homepage of Kedirimenjual.com

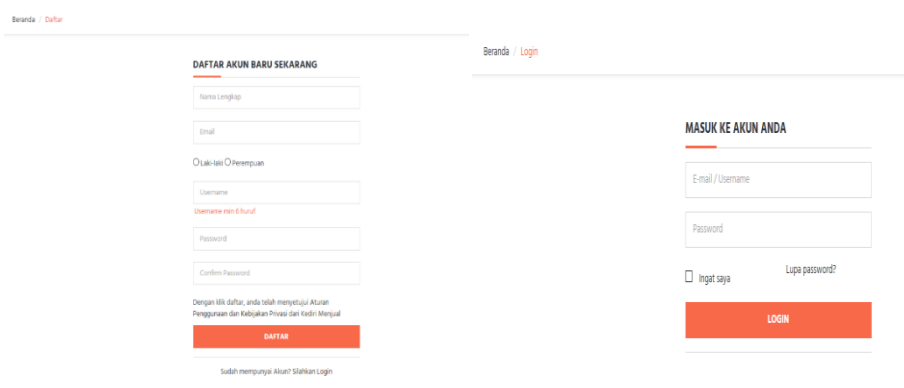


Figure 14. Kedirimenjual.com Account List Page



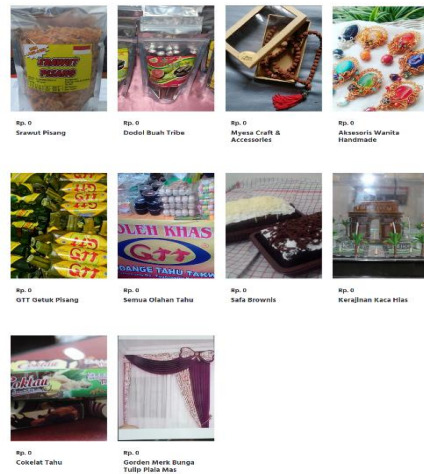


Figure 15. Item Category Page

#### IV. CONCLUSION

SME products of the Kediri area with diverse varieties have potential to be marketed more broadly. This is supported by the local government with the facility in the form of a marketplace in the form of website [Kedirimenjual.com](http://Kedirimenjual.com). The results of the initial marketplace analysis are less dominated by customers because, the display is less informative than other websites. After being redesigned the website [Kedirimenjual.com](http://Kedirimenjual.com) so that it is more dynamic and informative and can increase the brand awareness of the District of Kediri.



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