

DIGITAL MARKETING WITH LANDING PAGE TO IMPROVES SELLING OF MSMEs DECHEFDEFINZS

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Abstract: Micro, small and medium enterprises (MSMEs), which are the main supporting of the Indonesian economy, need attention, because they can absorb labor and reduce the cost of unemployment by competing for jobs in the formal sector. This research aims is to assist MSMEs Dechefdefinzs in marketing their products to prospective customers. The landing page method uses the waterfall methodology, by collecting data, analyzing data, making designs from an analyzed data, making coding, and testing the landing page and website. Developing this web-based application uses the HTML and PHP programming language with the Laravel framework which easy to apply at this time and in the long run. Creating a Dechefdefinzs landing page and website hopefully can expand and spread widely its products in the society, such as traditional cakes, cake pans, bakery, rice menus and cookies. This website also makes it easier for customers to orders and get product information just by looking at the website without having to come to the location.

Keywords: landing page, MSMEs, waterfall, website.

Abstrak: Usaha mikro, kecil dan menengah (UMKM) yang merupakan penopang utama perekonomian Indonesia perlu mendapat perhatian, karena mereka dapat menyerap tenaga kerja dan mengurangi biaya pengangguran dengan bersaing mendapatkan pekerjaan di sektor formal. Penelitian ini bertujuan untuk membantu UMKM Dechefdefinzs dalam memasarkan produknya kepada calon konsumen. Metode yang digunakan dalam pembuatan *landing page* dan *website* adalah metode *waterfall*, dengan cara pengumpulan data, analisis data, pembuatan desain dari data yang dianalisis, pembuatan program, dan pengujian terhadap *landing page* dan *website*. Pengembangan aplikasi berbasis *web* ini menggunakan bahasa pemrograman HTML dan PHP dengan *framework* Laravel yang mudah diterapkan saat ini dan jangka panjang. Dengan dibuatnya *landing page* dan *website* Dechefdefinzs diharapkan dapat memperluas dan menyebarkan produk-produknya secara luas di masyarakat, seperti kue tradisional, kue loyang, roti, menu nasi dan kue kering. *Website* ini juga memudahkan pelanggan dalam memesan dan mendapatkan informasi produk hanya dengan melihat *website* tanpa harus datang ke lokasi.

Kata kunci: landing page, UMKM, waterfall, website.

INTRODUCTION

SMEs a sector that grew out of Indonesia's economic in creative work, where can accommodate the unemployed in medium or large scale [1]. Small businesses, many of them are community-based. Starting this business is very easy and does not require a lot of capital. Empowering MSMEs is a strategic choice to increase the income of community groups, reduce income inequality and poverty, and improve business skills and business management skills. The policy implemented by the government to empower MSMEs is to provide business permits to run a certain business including develop business by providing facilities and guidance, helping to grow and improve abilities and competitiveness under government coordination and control [2]. According to the Law No. 20 of 2008 MSMEs are micro, small, and medium enterprises, while micro-enterprises are production businesses owned by private entrepreneurs or private individuals. meet the micro business criteria stipulated in the law [3]. A small business, namely an independent productive business managed by a person or business unit that is not a subsidiary or branch of a business that owns, controls, or is directly or indirectly part of a business entity or large company that fulfills the business. criteria, small businesses as determined by law [4].

Currently, MSMEs are in positive development and their numbers are increasing every year. This positive trend has a good impact on the Indonesian economy. Based on information from the Ministry of Cooperatives and MSMEs, the share of MSMEs in national products

is 60.5%. This shows that Indonesian MSMEs have great development potential to contribute more to the economy [5].

During the pandemic, MSMEs that have the ability to sell on the internet seem to be able to survive compared to conventional ones. However, the transformation to a digital system is not easy, due to the low level of public knowledge regarding internet technology. The decline in income for MSMEs occurred because many people were afraid of being exposed to the corona virus. This situation has caused many MSMEs become bankrupt. MSMEs who become bankrupt generally do not have online businesses. Converting a business from conventional to digital provides several benefits, including: expanding marketing wider, saving marketing costs, facilitating access to purchases, increasing product attractiveness [6].

In 2020, many employees and female workers were laid off because the Covid-19 pandemic was rampant, this was also the background for MSME Dechefdefinzs to start producing cookies with just two workers, namely Mrs. Fransisca and her husband, Mr. Fajra Avandy. Mrs. Fransisca succeeded in producing up to 100 jars of cookies. Not only that, Mrs. Fransisca decided to try making various types of bakery and bomboloni as children's snacks. As a result, the products get a positive impression from closest friends and relatives. In the same year, Mrs. Fransisca decided to focus on creating a business operating in the food sector with the name "Dechefdefinzs".

Digitalization of MSMEs is an important solution in facing the disruptive

era at the moment. There are a lot of factors that encourage MSMEs to digitalization, include customer demand, competition with competitors, product innovation and services, and the use of data effectively [7].

The aim of this research is to create landing pages and websites because landing pages enable you to extend the searching of a particular company, institution, or application. The aim is to provide the best information which is relevant to the owner's website. A website is a site that contains a lot of company informations and product information offered in detail and usually contains many page [8]. When users press the link, advertisement, newsletter, or even online shopping they are redirected to a landing page . The use of information systems in the business sector is very necessary for development, electronic exchange of information has become a tool for business applications such as marketing, sales and customer service [9].

METHOD

The general methodology used in developing information systems is the System Development Life Cycle (SDLC). There are several models in this methodology, one of which is the waterfall model. Waterfall model is a sequential approach to the software life cycle. The waterfall model is a very simple software development model and is widely used in development method studies [10], [11].

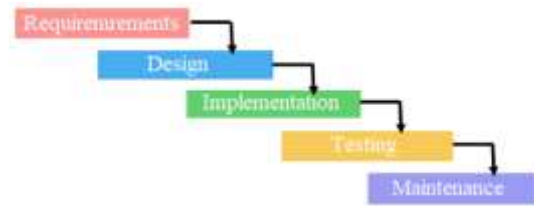


Image 1. Waterfall Methodology

The following are the most common steps in the Waterfall model [12]:

- **Requirements:** During this first steps, requirements are analyzed from stake holders. The results are placed in a requirements document. At this step, data was collected by conducting direct interviews with the owner of Dechefdefinzs and identifying existing problems.
- **Design:** In this step, technical design specifications are created. The requirements will be fulfilled by the technical solution specifications in detail. At this step, the website is designed using Navigation Structure and UML (Unified Modeling Language) such as Use Case Diagram, Activity Diagram and Class Diagram based on information obtained from previous observations.
- **Implementation:** This step represents the actual work of programming. The design specifications are implemented in source code. Based on the application design that has been created, program code is then created using the HTML and PHP programming languages with the Laravel framework for the database. This stage is the implementation of the design stage which is technically carried out by the programmer.
- **Testing:** This step, the owner of the

Dechefdefinzs check each function to ensure whether the application that has been created meets the needs that have been designed or not. If the testing of all the fuction is done and a serious problem arise then it is sent to the development team for changes [13]. The steps of black box testing are: The requirement specification is examined first. The tester then creates various inputs based on the requirement and checks each functionallity. The tester creates several test cases which includes decision table, cause-effectct graph, equivalent division, error estimation etc. All the test cases are then executed. The tester then performs a comparison between expected and actual ouput. In case of any issue in the software function it is corrected and tested again [13]. From the test results using the black box methodology on the Dechefdefinzs website, it can be concluded that the functions on the website are functioning well and as expected.

- Maintenance: Once the software has been deployed, the life cycle enters this phase for bug fixes and other enhancements. At this stage the website will continue to be developed and improved if there are things that are not suitable and can be updated at any time.

RESULT AND DISCUSSION

The results of programming the Dechefdefinzs website can be seen in the following display. Image 2 is the home display on the landing page, where the landing page is the part of the website that displays special information and limited of-

fers. The design created is different from websites that look more attractive and do not have a lot of content. As part of digital marketing. The landing page uses a call to action to attract specific customers to be captivated by the event being offered. This home section displays a button which, if clicked by the customer, will be directed to an official website belonging to the Dechefdefinzs. Below there is a picture that explains that most of the Dechef-definzs menu is in this picture.

In Image 2, customers are given an overview of various cakes and traditional snacks.



Image 2. Home on landing page

In Image 3 are the advantages that customers can feel when ordering. Information about buying units, the quality provided is premium, the service is fast, there are many choices of various cakes and traditional snacks, and there are special orders, and of course there is an attractive promotion.



Image3. Why you should by at our store

In Image 4 is a review from a customer of the products made.



Image 4. Customer Review

Image 5 is the home on the official Dechefdefinznz website which contains headers in the form of home, about, best-seller, maps, review, and order. There is an image containing products from Dechefdefinznz



Image 5. Website Home

In Image 6, customers are shown the best seller menus from other products.



Image 6. Best Seller

Image 7 provides information to customers about the story of the struggle from the beginning until now.



Image 7. The Story of Dechefdefinznz

Image 8 is a display of Dechefdefinznz products.



Image 8. The Dechefdefinznz Products

In Image 9, a map is shown to customers, so that customers who are close to the Dechefdefinznz location can order directly at home.



Image 9.. Maps of Dechefdefinznz Home

In Image 10, a customer review is displayed in the form of a WhatsApp capture and a customer review is in the form of a direct comment from the website.

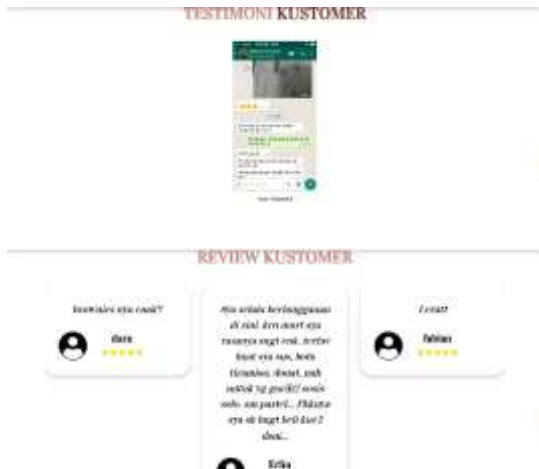


Image 10. Customer Review

In Image 11, customers can directly order products via the WhatsApp platform provided and there are automatic messages in it.



Image 11. Order via WhatsApp

Image 12 shows the dashboard display on the admin page, which contains menus for each category. Here the admin can change the menu and can delete menus that are no longer produced.



Image 12. Dashboard of Admin.

Image 13 admin can add a new menu. This new menu will later appear on the website.



Image 13. Adding Menu

In Image 14 the admin can immediately see the reviews from customers and can immediately delete customer comments that are not support the Dechef definis.



Image 14. List of Customer Review

Image 15 is a display of adding a testimonial image on the admin page, where the admin can add an image in the form of a screenshot from the customer's WhatsApp for a review.



Image 15. Adding an Image

CONCLUSION

Having a landing page and website for Dechefdefinzs can expand its product range, including traditional cakes, bakery items, rice menus, and cookies. It makes ordering and accessing product information easier for customers as they can do so by simply visiting the website instead of having to physically go to the store. This website also allows Dechefdefinzs to easily add new products for their MSME owners. The website is hosted at the following URL: <https://Dechefdefinzs.com/>.

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