



The Information System Of Name Card Sales Based On Digital Marketing To Improve Creativepreneur On College E-Commerce Website

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Abstract

services by utilizing e-commerce. When buying a business card, the buyer can order a business card by contacting the seller directly, then the order is processed to completion and finally reaches the buyer. However, this method is not in line with current technological advancements because it still uses conventional transaction processes. Therefore, to overcome this problem an e-commerce website is used that can process transactions accurately and quickly. In this study, there are 3 (three) problems that will be overcome with 2 (two) methods, and 3 (three) solutions are produced. The advantage of e-commerce website is that it can be accessed anytime and anywhere, so it is concluded that the use of e-commerce websites is able to overcome the problems found in business cards, business services and develop creativepreneur in Raharja Higher Education.

Keywords: E-commerce, Creativepreneur, Raharja Internet Cafe, Name Cards.

1. Introduction

With current technological advancements, most human activities in various fields are being helped [1, 2]. Trade has not escaped the development of the times, the buying and selling process that was previously carried out in the center of the crowd, can now be done from inside the house [3]. In the past, a trader and buyer had to spend more time, money and energy to carry out transaction activities. However, at present various facilities are available with all its features, utilizing electronic commerce that can be accessed using a computer or smartphone, anytime and anywhere as long as it is supported by an internet connection network [4, 5].



Figure 1. Flow to buy traditional business cards

Products offered in the world of commerce are not counted. Buyers are always looking for items they need, and one of them is a name card product. In Figure 1, the process flow of buying a name card is traditional or non-electronic. Initially, a buyer contacted the seller of a name card service to design the order name card. If the seller agrees, the buyer's order will be played. Then the completed name card will be given to the buyer after the buyer pays the price. This traditional method is outdated and does not keep up with technological developments, causing both buyers and sellers of images to be hampered in completing fast and smooth transactions.



Figure 2. Raharja Career Logo

Raharja Career is an exhibition of the results of research work by Pribadi Raharja who has completed his TA / Thesis at Raharja College. Raharja Career was carried out before Pribadi Raharja conducted a comprehensive hearing. This activity is held twice a year, which means it is held every semester. The results of the works on display were in the form of program demos, robotic tools, and video presentations. Raharja Career aims that students who will conduct a comprehensive session practice answering questions from other Raharja Persons who conduct interviews with the products they produce. At the Raharja Career event students always need a name card to introduce themselves.

Raharja College is a university that always follows technological developments [6, 7]. To support the student activity, Raharja Internet Cafe was opened in the Raharja College, which provides various services around student needs such as printing, scanning, installing, and selling various items such as keyboards, USB, computer books, etc. [8]. However, for students who want to sell their work, they still don't have the right tools to promote their products. In this case, Raharja Internet Cafe is used as a place to help students promote fish and sell their work. So that it is expected that with the products of student work at Raharja Internet Cafe, it can help and motivate students to study electronic commerce, as well as increase products and develop Raharja Internet Cafe [9].

2. Research Method

In this study, a direct observation or observation research method was used. With the observation method, observations were made at Raharja Internet Cafe at Raharja College,

which has implemented an e-commerce system in the process of buying and selling its products. After knowing that Raharja Internet Cafe can be used as a means for ordering product transactions *online*, then the next step is to analyze all kinds of benefits and the level of effectiveness that will be obtained if the name card products are applied to the Raharja Internet Cafe website. Observation provides an opportunity to see conditions directly which shows new ways and completes tasks well [10].

Then to support this research, a research study method is also used by gathering several journals relevant to the system being discussed in this study, in the form of a theory of knowledge about e-commerce systems that are applied or discussed in various places [11-14]. The following are 7 (seven) literature studies that are used as references in this study:

1. Research conducted by Mahdi Choshin and Ali Ghaffari from the Institute of Mizan and Islamic Azad University in 2016, entitled "*An Investigation of the Impact of Effective Factors on the Success of E-Commerce in Small-and Medium-Sized Companies*". This study discusses the strategies of companies and organizations in capturing and mastering buyers so that they can survive in the world of commerce. One precise strategy is to use *e-commerce*, which can be used in marketing, sales and services *online*, giving a significant role in identifying, acquiring and retaining buyers. However, in *e-commerce* there are many factors from within and outside the organization that affect success. After the experiment, the results showed that what gave a significant influence on the success of *e-commerce* was buyer satisfaction, total costs, infrastructure, knowledge and information [15].
2. Research conducted by Nasrin Rasouli, Lela Abedi and Sara Ghaei from the Islamic Azad University and Computer Group in 2018, with the title "*Designing Agents for Information Extraction from Persian E-Shops*". In this study, the researchers discussed *E-shops* which is one of the conventional applications of *e-commerce* or electronic commerce. To find the desired product, a buyer must write the right *keyword* in the search column. However, often products that appear do not match what is searched for, such as the product form that is not the same and different product descriptions on each *website*. Constraints in the search for this product cause buyers difficulties in the search process. Therefore, a *software* is made that can extract product formations, displayed in the form of tables that buyers can use to compare prices and conditions of sellers without having to spend a lot of time looking for it [16].
3. The research was conducted by Untung Rahardja, Qurotul Aini and Desi Sar tika from Raharja College in 2014, with the title "*Build a name to Customer Online Store Using Airzone Content Management System*". This study discusses the progress of technology and information in the world of commerce, which is required to be able to provide services to sell goods and services quickly in accordance with buyer demand. In the name world, *online* sites have provided buying and selling services with *online* transactions better known as *e-commerce*. Airzone is one form of a system that uses *e-commerce*, as a medium for doing name using the internet with the *name to Consumer* (B2C) methodology. Airzone can also be used as a means for developing *online* transactions, product promotion and *after sales support* [17].
4. Research conducted by Wei-Tsong Wang, Yi-Shun Wang and En-Ru Liu from National Cheng Kung University and National Changhua University of Education in 2016, entitled "*The Stickiness Intention of Group-Buying Websites: The Integration of the Commitment–Trust Theory and E-Commerce Success Model*". In this study, the researchers discussed the relationship between buyers and *Group-Buying Websites*, which is the key to the success of *Consumer to name* (C2B). *Group-Buying Websites* are a system of purchases that are done collectively, so that buyers and sellers benefit, such as discount *vouchers* for buyers, and sellers can sell many of their goods effectively. By integrating successful *e-commerce* models and commitment-trust theory, the results show that the relationship between commitment, trust and satisfaction is the main determinant of *stickiness intention*, a model of *Group Buying Websites* developed by researchers [18].

5. The research was conducted by Untung Rahardja, Eka Purnama Harahap and Ririn Eka Cipta Devi from Raharja College in 2018, with the title "The Influence of Services and Facilities on Raharja Internet Cafe for Lecture Activities at Higher Education". This study discusses the quality of Raharja Internet Cafe, a place in Raharja College that provides various facilities to meet student needs. Raharja Internet Cafe has a website with an *e-commerce* system that can be accessed anytime and anywhere, serves as a media information viewer and facilitates the transaction process. In order to obtain data on the quality of service at Raharja Internet Cafe, 30 (thirty) visitors to Raharja Internet Cafe were given an *online* questionnaire , and the average benefit *section* was obtained at 85.42%. So that it can be concluded that Raharja Internet Cafe is very influential and provides quite a lot of benefits for student lecture activities [19].
6. Research conducted by Nina Rahayu, Fauziyyah Husna Nurdiyanah Lestari and Ulfa Tiana Aprilyani from Raharja College in 2017, entitled "*Clothing Sales Web-Based Information System: 'Bluelight Distro'*". In this study , the researchers discussed a *website*-based clothing sales application where name activities can be carried out anytime and anywhere. The purpose of this study is to facilitate prospective customers in finding clothes, which are accompanied by information including distributions and prices and ordering procedures. The results of the study show that with the media delivery of *web site* -based sales information systems, it can be used by customers as an alternative media to carry out the purchase of clothing, and as a medium to communicate and interact with sellers through the *website* [20].
7. Research conducted by Yulianto, Fifit Alfiah, Eka Purnama Harahap, Baiq Aneji Pahad, Andriyanto, Ian An Azhari and Riyan Sindi Saputra from Raharja College in 2015, entitled "Analysis of the Role of Internet Technology as a Media for E-Commerce Transactions in Increasing Economic development". This study discusses the good impact of technological developments on the lives of the community, especially in the name field. Some namees market products through existing media and technology, such as social networking, internet web, and applications. E-commerce actors consist of various groups, ranging from adults to students. For students, name experience using e-commerce can be used as a benchmark, to be able to give birth to young people who are innovative, independent, productive and varied. Based on the results of the survey obtained, it is evident that the development of e-commerce and online sales is strongly influenced by technological developments. It is expected that *e-commerce* sites can not only present product catalog information and as a promotional media, but also can be used for dialogue and discussion [21].

Based on the 7 (seven) literature studies above, it can be concluded that the current buying and selling system is highly developed with all the facilities available *online*, offering a variety of products and conveniences, so that buyers can make transactions anytime and anywhere conveniently and fast.

3. Findings

E-commerce plays a very important role in bridging the seller with the buyer, therefore for the smooth process of buying and selling in this sophisticated era, a seller must adapt and utilize all available facilities. Creativepreneur right come into one's vision stands two (2) words are creative and entrepreneurial, so creativepreneur can serve as a namemen who cultivate the creative industries [22]. A seller of name card designs is included in creativepreneur , because the products offered are the result of thoughts and skills, full of innovation and creativity.

3.1. Problem Analysis

As previously explained, Raharja Internet Cafe provides facilities for *creativepreneurs* to sell their products . However, there are still some problems that must be addressed in order to support *creativepreneur* activities. At present there are 3 (three) problems in the name card transaction process on *the* Raharja Internet Cafe *website*. The first problem is that there are no name card products included along with descriptions and product details. Without the name card products that can be purchased, the transaction process becomes hampered and this is

a problem that must be addressed immediately. Then the second problem, marketing or promotion regarding name card products also does not yet exist, if the product is not offered to the buyer, the success of the transaction will not be achieved. Then the last problem is the third problem is, it is complicated to collect buyer order data such as name, contact and desired image details.

3.2. Program Design

One method used to overcome the problem is by managing *the* Raharja Internet Cafe *website*, so that buyers and sellers can transact without constraints. Maintenance of *websites* by admin such as adding *up to date information* must also be done, thus *miscommunication* between the seller and the buyer can be avoided. As a result, the transaction process has the necessary support and the smooth sale and purchase can be guaranteed.



Figure 3. Mind map

The picture above is the view of *mind mapping* or mind mapping defining the product name card pa da *website* Prog Internet Cafe, which consists of: (1) Explanation: as *creativepreneur* development for students in Higher Education. (2) Parties involved: seller, buyer and admin. (3) Login: SSO (*Single Sign On*) using e-mail. (4) Excellence: product information can be delivered effectively and efficiently, and the transaction process becomes easier. (5) Function: Provides convenience for sellers and buyers in buying and selling name cards.

3.3. Implementation

The electronic media needed to access *the* Raharja Internet Cafe *website* is not limited to the *Personal Computer*, various electronic media such as *laptops*, *notebooks*, *tablets* and *mobile phones* can be used to access, along with support for good internet connections. In addition, the appearance of *the* Raharja Internet Cafe *website* that is neatly arranged and comfortable to see will have a positive impact on the *end-users* who come to visit. The following are 4 (four) *screenshots* from the *website* Raharja Internet Cafe that are accessed using a media *notebook*.

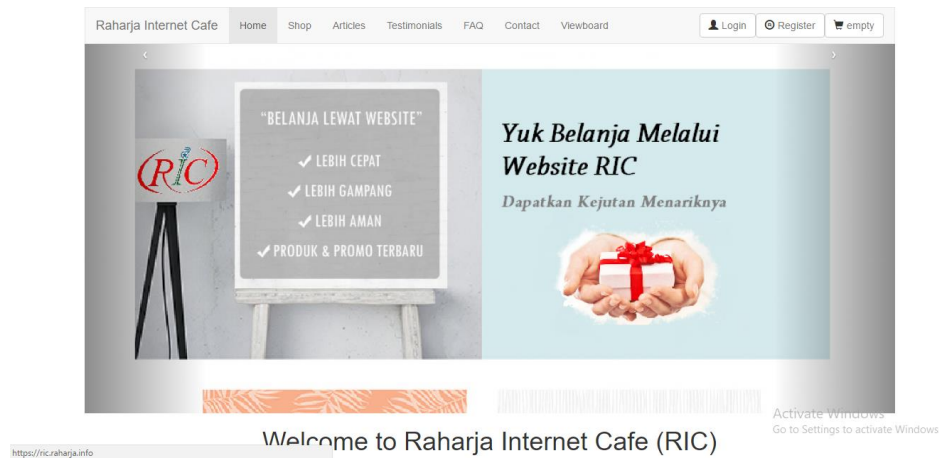


Figure 4. Raharja Internet Cafe's website homepage

Seen in Figure 4, the *interface* of the *homepage* or main page of the Raharja Internet Cafe *website*. At the top, there are 7 (seven) menus, namely home, shop, articles, testimonials, FAQ, contact and viewboard. The log in, register and check out menus are also located at the top right. In addition there is also a banner that informs about interesting news from the Raharja Internet Cafe website, 5 (five) top products that are often purchased by buyers, and some photos from the situation that occurred at Raharja Cafe located in the L-002 room of the Raharja College.

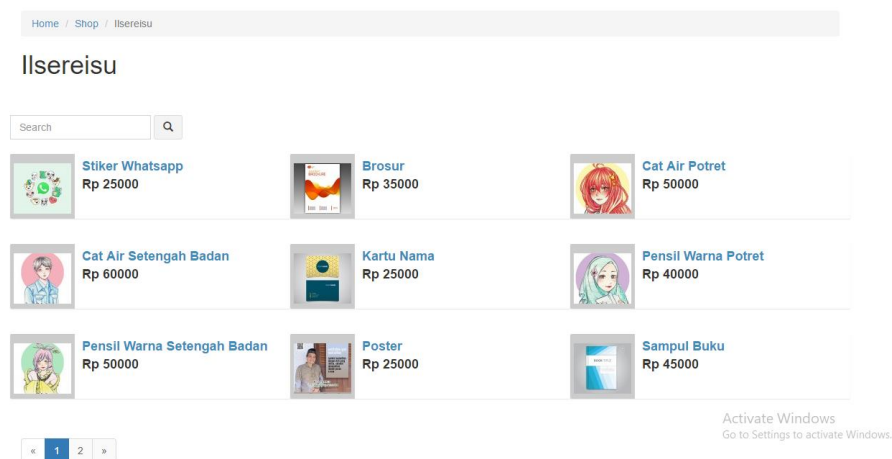


Figure 5. List of products

Then as seen in Figure 5, it is a display of the product list image. There are 9 (nine) products namely Whatsapp stickers, brochures, portrait watercolor, half body watercolor, name cards , portrait color pencils, half body color pens , posters and book covers, along with the price. Based on this page the buyer can choose the type of work he wants to order.

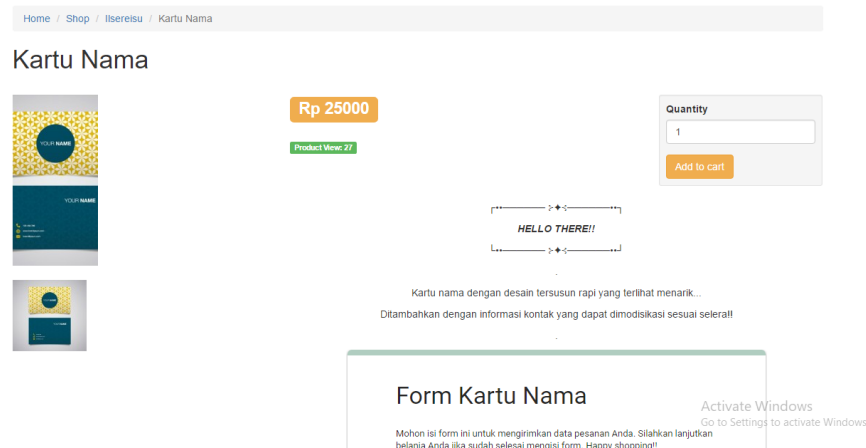


Figure 6. Name card products with their descriptions

Next is Figure 6, product descriptions such as samples, prices and details are displayed as important information for buyers. With the description of this product, the seller does not need to explain the product repeatedly to many enthusiasts of product images.

Figure 7. Order form

And the last one is Figure 7, displayed an *interface* from an *online* form that is used by sellers to collect important data from buyers. With this form, the buyer can inform the wishes of the name card order effectively and efficiently [24]. Because of the existence of this form, the buyer does not need to bother to explain the work he wants.

4. Conclusion

It can be concluded that the *e-commerce* system can help *creativepreneur* in developing his creative name. name card products that are sold *online* in addition to making it easier for sellers and buyers, can also develop the Raharja Internet Cafe *website*, which had never before been a means of *creativepreneur* in their name. Then, with the acquisition of name card products on the Raharja Internet Cafe *website*, if *banners* or articles are made *eye-catching* and informative, it will attract buyers. Because of the ease of transactions caused by technological advancements, distance is no longer a significant obstacle. Information about name card products can be found easily in your hand. Then with the use of *online* forms, the informative order data can be received by the seller neatly and easily. Misunderstandings in the order can be minimized because the *online* form has presented clear questions, requiring the buyer to fill them clearly too. Suggestions given for the progress of this research are the development of types of name card products in *hard copy* such as the pictures on real paper, because currently the name card designs provided are in the form of *soft copy* with JPEG

format. In addition, the promotion of name card products on *the* Raharja Internet Cafe *website* also needs to be expanded, so that buyers can get more and *creativepreneur* can continue and develop.

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