



***International Journal of Humanities & Social Science Studies (IJHSSS)***

*A Peer-Reviewed Bi-monthly Bi-lingual Research Journal*

*ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print)*

*ISJN: A4372-3142 (Online) ISJN: A4372-3143 (Print)*

*Volume-VI, Issue-IV, February 2020, Page No. 61-67*

*Published by Scholar Publications, Karimganj, Assam, India, 788711*

*Website: <http://www.ijhsss.com>*

**DOI: 10.29032/ijhsss.v6.i4.2020.61-67**

---

## **Design Program and Model Development on Site [www.mercumart.com](http://www.mercumart.com) As a Business Space in Indonesian SME'S**

**Ardhariksa Zukhruf Kurniullah, M.Med.Kom**

*Faculty of Communication Science, Mercu Buana University Indonesia*

### **Abstract**

*Website Design Program Training [www.mercumart.com](http://www.mercumart.com) as a Business Space at MSMEs in RPTRA Manunggal, West Jakarta and developing MSME business is a Science and Technology community service program that is organized in accordance with Mercu Buana University's mission of developing competencies and developing entrepreneurial & ethical souls profession to the community and / or foster groups, students and staff who make a positive contribution to improving the quality of life & the environment as an implementation of this mission, so we lecturers at the Faculty of Communication at Mercu Buana University organize community service programs in the form of organizing training on the Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at UMKM in RPTRA Manunggal, West Jakarta is an entrepreneurial program that focuses on business mentoring activities.*

*The result of this program is that the overall training activities on the Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at the UMKM in RPTRA Manunggal, West Jakarta are said to be successful because all participants can understand, know and design products and packaging in accordance with current consumer tastes, tips on how to build marketing communication through the use of digital technology, the benefits of using digital marketing communication promotion tools, and how promotion using social media, [mercumart.com](http://www.mercumart.com) website and online marketing, how business opportunities in the digital social media industry, this is evident from the discussion / Interactive questions given by participants.*

***Keywords: Website Design, Creative Commerce, Digital Marketing Communication, MSME.s, Strategic of Development Models.***

---

**Background:** Promotion mentoring program through the website [www.mercumart.com](http://www.mercumart.com) for MSMEs in Mercu Buana University or commonly known as business startup and developing creative commerce-based businesses is the implementation of technology-based community empowerment activities that aim to develop competencies and foster entrepreneurial spirit & professional ethics to the community and / or foster groups that

focus on startup business mentoring activities for the realization of new entrepreneurs based on superior culture so as to be able to pour their entrepreneurial creativity and enthusiasm into a creative, innovative, and implementative entrepreneurship based on Information Technology.

The role of employers in driving the pace of economic growth and employment is expected to be the first step for the government's efforts to drive the production sector in various business fields. As an illustration, America has 11.5% entrepreneurs from its total population, Singapore 7.2%, Thailand 4.1% while Indonesia only has 0.24% entrepreneurs. To advance the economy and prosperity, Indonesia needs 4 million entrepreneurs, especially innovative ones, the number of entrepreneurs in Indonesia has only 400,000 of the population. It is time for the entrepreneurial spirit of higher education to be developed so that the younger generation is not only a generation of job seekers but is able to become a generation of creators.

However, to realize these ideals integrated synergy between parties is needed to produce young entrepreneurs with a world-class business mentality based on technology, the internet and digitalization. And the fact is that until now, access to finance and assistance is still a major obstacle for most MSMEs throughout Indonesia. For this reason, careful and smart handling is needed so that they can more easily get financing. From various UMKM competitiveness improvement programs conducted by the government throughout 2013. The initiator of PPM noted that there were at least four obstacles faced by MSMEs, namely financing, technology and product innovation, market research and finally inefficiency. These four obstacles must be resolved because next year the ASEAN Economic Community (AEC) will be implemented. If we neglect, our MSMEs will be overwhelmed by global competition. Funding is still an obstacle because of the difficulty in obtaining bank credit for MSMEs such as business feasibility, 3-month accounts must be good and the existence of collateral and the length of business. Facts on the ground, many MSME entrepreneurs whose business is actually very feasible, but are considered not bankable just because of collateral problems or the length of business. There is indeed a People's Business Credit (KUR), but this credit scheme pegs interest that is still very high for MSME entrepreneurs, especially those who are just starting a business.

Data from the Deputy for Financing at the Ministry of Cooperatives and SMEs said that nationally, the total number of MSME actors in the first and second clusters, which are vulnerable to financing micro-businesses, reached 50.70 million business units. As many as 35.49 million businesses or 70% are businesses that are not yet feasible and are not bankable, so they have a high risk of capital return. The remaining 15.21 million businesses or 30% are feasible but not bankable. Nationally, the total number of MSME actors who are included in the first and second clusters who have difficulty accessing financing reaches 50.70 million business units.

In this case, we propose a financing synergy between government programs, banking, and the Partnership Program of a State-Owned Enterprise (BUMN). There must be synergy

between the government, banks, and SOEs with a uniform funding scheme and in tune control so that the development of MSMEs can run well, not sporadically, and do not overlap between existing programs.

The second obstacle is the problem of technology and product innovation. This problem is a classic problem for MSME entrepreneurs. As a result, MSMEs are often confused when dealing with product expansion from larger and more established factories. If there is no technological approach and the growth of innovation culture, MSME will sooner or later die. At least MSME will find it difficult to develop large and forever be a mediocre alias intermediate player. In fact, MSMEs are dealing with big businesses that are very sensitive to technology and innovation, so that they are more efficient and more able to keep up with changes in the market.

In this case, we have established a KLERA school which is focused on increasing the competitiveness of MSMEs through a technological approach. The Mercu Buana University PPM team also hopes that the private sector and BUMN will become partners for MSMEs in terms of technology improvement.

The third obstacle, market research. All this time, MSMEs have been barely supported by adequate market research related to promotion models, market opportunities, competitors, substitute and complementary goods for young entrepreneurs' products, consumer tastes, market trends, and other external factors. This condition makes MSME business expansion very limited. Without market research support, it is difficult for novice entrepreneurs to be able to find out what the market needs. Together with the government and business world, in the future the involvement of tertiary institutions must be intensified to conduct market research. Need some kind of market intelligence. The function of the East Java trade representative office in several provinces must be optimized.

The fourth obstacle, inefficiency. MSMEs do not yet have an optimal level of efficiency because they are unable to create economies of scale. Level of Total Productivity (TPT) of capital-intensive large enterprises reaches 170 times the TPT of small-scale businesses. While medium-scale businesses have 3 times the TPT of small businesses. This shows how SMEs are only large in terms of employment and the number of business units, but in terms of scale and business value they are far less than large companies that are capital intensive. TPT itself is a way of measuring business performance by calculating added value per job opportunity created.

For this problem, we propose the clustering of MSMEs. The development of MSMEs in Indonesia must rely on local characteristics (economies of localization) and be based on endogenous development policies. This means that the development of MSMEs is based on the utilization of the potential of local human resources, local institutional resources, local physical resources, and natural resources owned by the region. This approach provides a focal point for local initiatives to stimulate economic growth at the local level in order to open up new jobs and increase the economic competitiveness of the community.

Based on the background of the problems above, in the PPM program we currently see problems developing existing businesses in Mercu Buana University students regarding information limitations and the difficulty of promoting effectively and efficiently, so we as part of the Mercu Buana University LPPM Team facilitate and initiate by making [www.mercumart.com](http://www.mercumart.com) website as a means of promotion, besides that it is also a workshop on how to make promotional programs to several market places that exist today. Through the Website design program as a business space in MSMEs, we want to continue the community service program by continuing to help students and citizens to become micro entrepreneurs and MSMEs, especially for young people. The business conditions experienced by these business groups require the touch of other parties in order to create significant business development. The Science and Technology Program for the Community (IbM) which has been held based on the background above and the focus of the problems that will be prioritized to be solved in the IbM activities

As one of the forms of concern for Communication Marketing and Advertising Study Program at the Faculty of Communication at Mercu Buana University in the University's CSR program and community empowerment, especially for young people, a community service activity was held with the title "Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at UMKM ", Then the problems are: 1. How to design a business promotion for MSME business spaces that suits the current market? 2. How to develop a creative commerce-based business in winning competition through the internet and market place? The purpose of the activity "Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at UMKM", is to open up insights, facilitate and accommodate partners, students and the general public about creative businesses that want to be developed with the use of media and technology, and provide briefing technical aspects of business startups among young people throughout DKI Jakarta to form a creative and innovative businessman spirit.

**Method:** Community Service Program through the Website Design Training Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at UMKM in West Jakarta basically has a goal to encourage the growth of qualified MSMEs in conducting business planning thoroughly, both in terms of originality of ideas, feasibility, and implementation in the field as well as socializing entrepreneurial discourse within the UMB environment as a driving force for the nation's economy and alternative solutions to overcome unemployment in Indonesia, especially DKI Jakarta. In this activity participants will get an understanding of how to utilize digital technology in optimizing current digital communications marketing, especially in the MSME business. This socialization process will use interactive lecture and discussion methods with presenters, both from Mercu Buana University academics and marketing communication practitioners for MSME businesses in West Jakarta

**Results and Discussion:** As an institution of higher learning, Universitas Mercu Buana has a tri dharma program of higher education that includes teaching, community service, and research activities. The Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at the UMKM in RPTRA Manunggal, West Jakarta is part of the Implementation of Mercu Buana University Community Empowerment Integration. Where this program is part of a

community service program (PPM). The PPM program is part of the university's commitment to contribute to helping overcome various social problems in the community.

Community Service Activities through the Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at MSMEs in RPTRA Manunggal, West Jakarta and developing MSME businesses that are carried out with lectures, demonstrations, direct practice and question and answer running smoothly. Lecture, demonstration and practice methods for making products and packaging, followed by tips for promotion through websites, social media and online.

Starting from the stage of exposure of material related to studying the characteristics and tastes of consumers today, tips on how to build marketing communication through the use of digital technology, the benefits of using digital marketing communication promotion tools, and how to create effective websites for marketing, how business opportunities in the digital industry social media to how the presentation tips to get investors and business funding. This activity is carried out 3 (three) hours, namely on Thursday, February 7, 2019 from 09.00-12.00 BBWI. There were 30 participants in the activity. Whereas the location of the training in the training was held in the West Jakarta Manunggal RPTRA office. The P2M activities are carried out by 2 (people) people with the subject matter delivered regarding:

1. Introduction
2. Presentation of material related to studying the characteristics & tastes of consumers today
3. Tips on how to make products and packaging that are tailored to consumers in the current digital era
4. Benefits of using digital marketing communication promotion tools,
5. How to use promotional tips on social media and websites for marketing

The activities that began with lectures and demonstrations were then followed by interactive discussion / question and answer sessions. In the question and answer session. Various questions were asked enthusiastically by the participants in the question and answer session. Broadly speaking, the core questions of the participants are:

1. How to be able to build marketing communication through the use of digital technology, how the benefits of using digital marketing communication promotion tools, and how tips on how to make products and packaging that are tailored to consumers in the current digital era.
2. How to use digital marketing communication promotion tools.

Community service programs in the form of Website Design Program activities [www.mercumart.com](http://www.mercumart.com) as Business Space at the UMKM in RPTRA Manunggal, West Jakarta, which have been implemented are expected to increase knowledge, skills and more confidence in exploring capabilities in the field of entrepreneurship and digital marketing.

Hopefully this training can also add other knowledge to the activists of small and household industries. It is also hoped that it will provide a business mentality and spirit for small / household entrepreneurs, especially in the MSME industry, so that it becomes a useful MSME entrepreneur in the future as a provision of knowledge to develop its business sustainably.

In its implementation, this activity was attended by 30 participants consisting of MSMEs. Thus it can be said that the target audience has almost reached 100%. This figure shows that the Community Service activities seen from the number of participants who participated can be said to be successful. Achieving the goal of making digital marketing communication in the MSME business in West Jakarta run smoothly. Then it can be concluded that the purpose of this activity can be achieved. Achievement of material targets in community service activities is good, because the material can be delivered as a whole. Overall training activities regarding the activities of the [www.mercumart.com](http://www.mercumart.com) Website Design Program as a Business Space at the UMKM in RPTRA Manunggal, West Jakarta are said to be successful because all participants can understand and know the digital media advertising industry, this is evident from the interactive discussion / questions given participant. Indirectly participants pay close attention to any material provided. This is due to the timeliness of delivering the material, the readiness of the workshop material, the intense coordination by the organizing committee of community service activities.

**Conclusions and Recommendations:** The FIKOM Community Service Program at Mercu Buana University with the theme "Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space for MSMEs in RPTRA Manunggal, West Jakarta" is going well, smooth and interesting. Broadly speaking the results of the socialization that can be concluded in this training program are as follows: This training / workshop activity is very important to do, bearing in mind that there are still many business people, especially entrepreneurs of the home / micro small / MSME industry, who do not yet know and understand how digital marketing communication on their business. Overall training activities on the Website Design Program [www.mercumart.com](http://www.mercumart.com) as a Business Space at the UMKM in RPTRA Manunggal, West Jakarta are said to be successful because all participants can understand, know and design products and packaging in accordance with current consumer tastes, tips on how to build marketing communication through the use of digital technology, the benefits of using promotional tools of digital marketing communication, and how promotion using social media, the [mercumart.com](http://www.mercumart.com) website and online marketing, how business opportunities in the digital social media industry, this is evident from the interactive discussion / questions given participant. Indirectly participants pay close attention to any material provided. This is due to the timeliness of delivering the material, the readiness of the workshop material, the intense coordination of both the organizers, participants and also the academic community, especially the Faculty of Communication Sciences and Mercu Buana University. This training activity is an effort for Mercu Buana University to contribute to the community. Thus, the University of Mercu Buana University has indirectly contributed to helping improve the welfare of the community, especially the business

partners of MSMEs in West Jakarta in the Mercu Buana University environment through various development and training programs that fit the community's needs. The advice that we can convey is as a collaboration between Mercu Buana University related agencies such as Corporate Partners, the Ministry of Communication and Information and other related institutions, in implementing similar programs in order to continue.

## **References:**

1. Aaker, David A, (1996), Building Strong Brand. Journal of Marketing Communications.
2. A Nugroho, J Sihite. 2017. Brand Extension in the Marketspace: An Exploratory Study from Air Asia. Journal of Economic & Management Perspectives, 11 (3), 110-116
3. AZ, Kurniullah, (2018). Efforts to Communicate Corporate Identity through Company Website. International Journal of Science and Research (IJSR), 7(7), 2319-7064
4. ...., (2017) Workshop“Klinik Ekonomi Kerakyatan: Dengan Konsep One Village One Sociopreneur (OSOP)”. JAM (Jurnal Abdi Masyarakat) 3 (2)
5. Cappel, Joe., (2003) The Future of Advertising: New Media, New Clients, New Consumers in the Post Television Age., Chicago: Crain Communications.
6. H Aima, N Surip, Wilhelmus Hary Susilo. (2015). Model Of An Influence Communitization Marketing 3.0 And Behaviour Segmentation On Increase Consumer Value For Higher Education Institution Private University In Jakarta. International Journal Of Applied Business And Economic Research, 13 (9), 6841-6852
7. Directorate General of Higher Education Kemendikbud RI. 2010. Strategic Plan of the Directorate General of Higher Education 2010-2014.
8. Directorate of Research and Community Service, Directorate General of Higher Education, Ministry of Education and Culture of the Republic of Indonesia 2011. Guidelines for Community Service.
9. Directorate of Research and Community Service, Directorate General of Higher Education, Ministry of Education and Culture of the Republic of Indonesia 2012. Research Guidelines Edition VIII.
10. Indonesian Institute of Sciences. 2012. Guide for Proposal for the Application of Utilization and Utilization of Science and Technology in the Region (IPTEKDA) of LIPI XVI 2013.
11. Law Number 12 of 2012 concerning Higher Education.
12. Law Number 18 of 2002 concerning the National System of Research, Development and Application of Science and Technology.
13. Ministry of Research and Technology National Research Council. 2010. National Research Agenda 2010 - 2014.
14. Republic of Indonesia Government Regulation No. 41 of 2006 concerning Licensing Conducting Research and Development Activities for Foreign Universities, Foreign Research and Development Institutions, Foreign Business Entities, and Foreigners.
15. Republic of Indonesia Government Regulation No. 48 of 2008 concerning Education Funding.
16. Republic of Indonesia Government Regulation No. 66 of 2010 concerning Amendments to Government Regulation Number 17 of 2010 concerning Management and Implementation of Education.
17. The Ministry of National Education. 2010. Strategic Plan of the Ministry of National Education 2010-2014.