

Website Development on Advertising

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Abstract—This study aims to build a website as an effective modern promotion media for a cafe, which based on consumer preference so the consumers are able to recognize products more deeply. In this study the researchers used a qualitative research method by collecting survey data conducted directly on the consumers. The results of this study is building a website as a promotional medium that will produce content to introduce the product history, product types, product manufacturing stages, and workers involved in making products. Product introduction is needed so the consumers can get the product and know the advantages between other products on the market. In addition, this promotion is needed in order to increase selling prices and expand the range of product geographical segmentation.

Keywords—Website, Development, Advertising

I. INTRODUCTION

In marketing a product, promotion is needed especially in the early stages of business, both direct promotion by introducing products to the audiences, as well as with advertisements in print media [1]. With the creation of the web as an advertising medium, it will facilitate the promotion of products, because people can easily access information about the products from various system platforms so that they can recognize products more deeply. [2]

Along with the development, advertising media also developed. At this time, advertising is not only focused on print media but also has penetrated into digital media. [3] In digital media, there are many types of platforms, such as social media, websites, web ads, video ads, and many more. [4] A website is a collection of pages on a domain in the internet made with various purposes, all pages in a website are connected to each other and can be accessed using a web browser through various platforms connected to an internet connection. [5] In its use, websites can be accessed through media such as computers, smartphones, and other systems which certainly have a web browser and are connected on the internet, so that it will facilitate the advertising process of a product and will increase the reach of the product promotion. [6]

In designing a website, it takes a web designer who is in charge of making visual designs along with the concepts that will be presented on the website. [7] In addition to web designers, it also takes a web programmer in making the structure and stage of programming as well as inputting data on web databases to perform web performance trials. [8] In designing, a designer must look at the target audience that will be targeted so that the design can be made effectively [9]

This study aims to find out what things are needed to create a website as a digital promotion media. The website is one of the effective promotional media in the modern era because at the moment, almost everyone can easily access information from the internet using a gadget. [10] therefore, it will make it easier for anyone to access the website that will be created so they will be interested and buy the promoted product. This study aims to build a website as an effective modern promotional media for a cafe, which is based on consumer preference so that consumers are able to recognize products more deeply. In this study, the researcher used a qualitative research method in the form of collecting survey data conducted directly on consumers.

II. 2. METHOD

In this study, we used quantitative research method with interviewing the product owner and conducted several surveys aimed at consumers in the surrounding area. In this study, the author used one of the MSMEs (Micro, Small and Medium Enterprises) in the Lembang area - Bandung, namely Tona's Coffee. The interview done by asking a number of questions to the owner of Tona's Coffee. While the survey submitted is in the form of a written question about Tona's Coffee.

III. 3. RESULT AND DISCUSSION

Based on the data obtained through interviews with the owner of Tona's Coffee, Dikdik. It was found out that Tona's Coffee is located on Jalan Sesko au no.2, Lembang, West Java. The café was named "Kopi Arjuna" which was originally founded in Andir, and then changed to Tona's Coffe along with the change of location. The

production of this café began in 2015. the business was started in Cibodas with the help from his grandfather. When starting a business, there were several obstacles, such as the lack of capital or money to rent a place also losing customers because they need to move into several places.

According to Gilmer in Sulaeman and Hamalik (1995), division and boundaries the age of adolescents is stated as follows:

1. Pre adolescent, which is between the age of 10-13 year.
2. The initial adolescent period, which is between the age of 13-17 years.

3. The final adolescent period, from the age of 18-21 year.

When he was started doing a business, most customers were at high school level. Whereas the condition is still very labile. however, the owner stated that this cafe is more focused on the customers with the age of 21 years old and for those who needs a place to do their works. he also stated that male is the target of Tona's caffe. however, after conducting a survey with 50 participants, the results showed that the majority of consumers were 19 years old, see Figure 1.

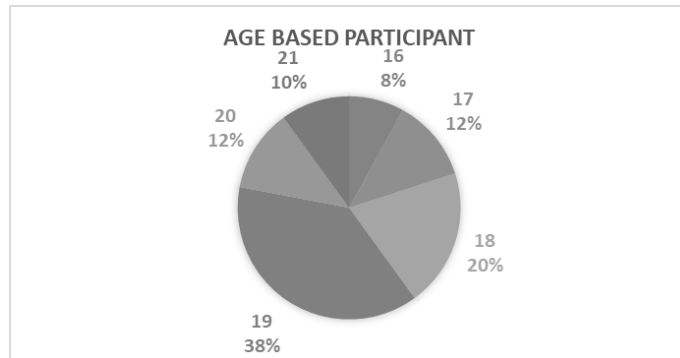


Fig. 1. Age Based Participant

From 50 participants, it was found that the majority of the consumers like to drink coffee, especially blend

coffee. it shows the participants' interest are drinking coffee when they come to the cafe (See Figure 2).

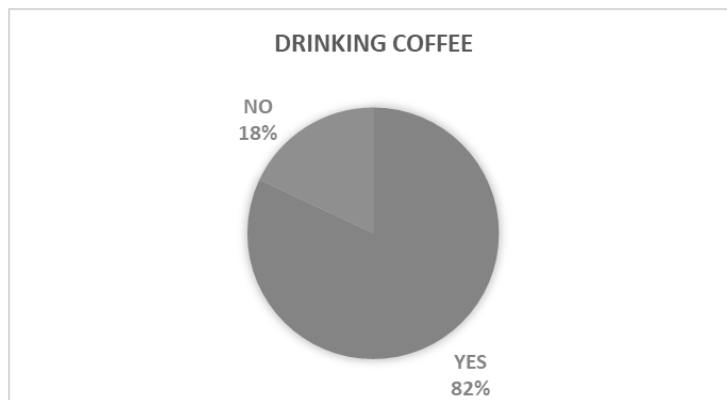


Fig. 2. Drinking Coffee

It was also found from 50 participants that only a few of them who knew the existence of Tona's Cafe. It shows

that the majority of the respondents still does not know about Tona's Caffe (See Figure 3).

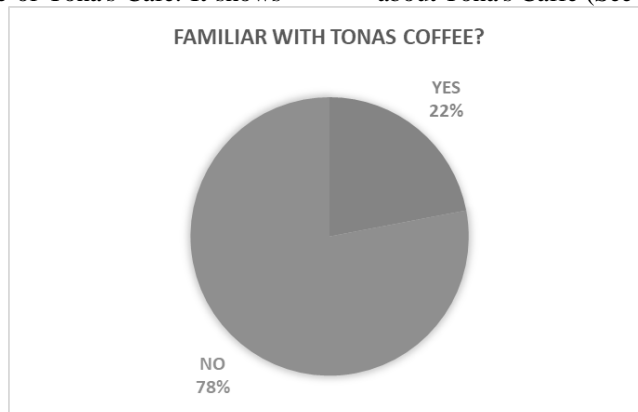


Fig. 3. Familiar with Tona's Coffee?

The result of the survey also stated that the majority of the customers from Tona's Coffe does not know that the cafe produces its own coffe beans (See Figure 4). It is

very unfortune considering that it is one of the USP (Unique Selling Points) and main seeling point of Tona's Coffe.

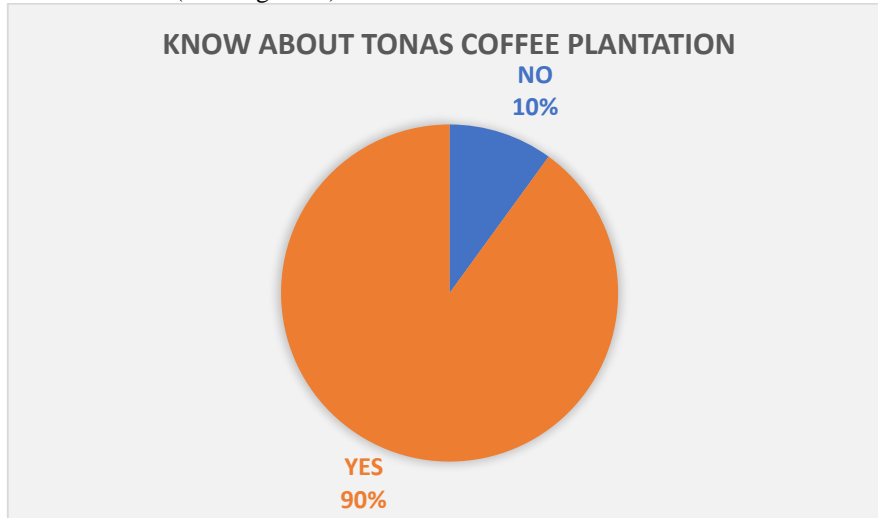


Fig. 4. Know about Tona's Coffee Plantations?

from 50 respondents that stated did not know about the existence of Tona's Coffe said that they are willing to try and come to taste the coffe also. However, unfortunately, they do not know the location of the Tona's Coffe and what kind of products that Tona's Coffe provided.

Therefore, the thought and idea to create a website to promote tona's Coffe. From the data obtained, it can be determined what content will be presented in the website. This chart contains an open navigation system that can be accessed from the homepage (See Figure 5).

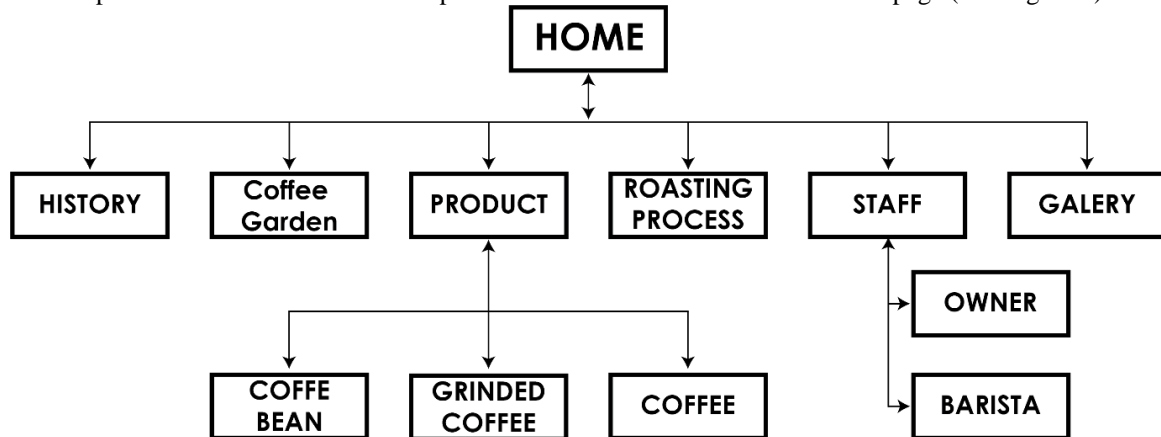


Fig. 5. Simple Navigation System

Description:

- Home : Contains logos, photos and slogan Tona's Coffee
- History : Contains history of Tona's Coffee
- Coffe Garden : Contains a photo gallery of coffee gardens
- Prodct : Contains the types and products available at Tona's Coffee
- Roasting Process : Contains the stage of making coffee at Tona's Coffee
- Staff : Contains photos and profiles of owners to bartender Tona's Coffee
- Galery : Photos of the Tona's Coffee cafe, as well as product photos of Tona's Coffee.

From the navigation system, the customers will see a brief explataion about the Tona's Coffe, what kind of product that they sell, as well as the other informations related to the Tona's Coffe.

IV. CONCLUSION

It could be concluded from survey conducted that Tona's Coffe is lacking a promotion. Many of the

participants who took the survey did not know about the existence of Tona's Coffee. From that, it can be seen that Tona's Coffee needs promotional media that can promote the available products from Tona's Coffee. The website also need to be easily accessible for everyone, so the idea to create a website to promote the Tona's Coffe is needed.

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