

# Digital marketing design for Small and Medium Enterprises of Amplang Crackers

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**Abstract—** Information technology as one crucial to solving several problems. Including the small and medium enterprises (SME)). Amplang crackers which the small business in Samarinda needs to develop digital marketing to increase sales. The objective of this research creating a system of digital marketing or the famous e-commerce application for online stores. The application uses a website to make it accessible to the customer to make orders from other places. The benefit of using online purchases is the customer reduces cost and efficiency. Moreover, digital marketing will influence small businesses in the long term and in the future small and medium enterprises (SME).

**Keywords—** e-Commerce; eAmplang; PHP; MySql

## I. INTRODUCTION

Technology of information help solve of problem in business. The small and medium enterprises are business that contribute in development of economy in the country. Therefore, small and medium enterprises are necessary to change the model of sales of products to increase their income. Digital marketing is essential on business. One of the famous product from Small and medium business enterprises in Samarinda is Amplang crackers.

## II. LITERATUR REVIEW

### A. Selecting a Template

Prior study argued that the information of technology could change the value of business and the customer [10].

The application of E-commerce could improve the sales of product and help the customer to get the information as the results the business sustainable [4]. Design of E-commerce application to increase sales and business competitiveness in small and medium enterprises. The case study on Batik putra wiradesa, found E-commerce is one of the rapidly growing technologies for buying and selling goods and services through internet [3].

The application of digital marketing makes the sustainable on the business [11]. Application of digital marketing provides of catalogs, products and prices thus making the customer easy and enjoy shopping without come to the store. The advantage of shopping online the customer could make transaction anytime. Small and medium enterprises make it easy on manage and control financial reports, including cash flow, stock and net income. The financial report will be more accurate using application digital.

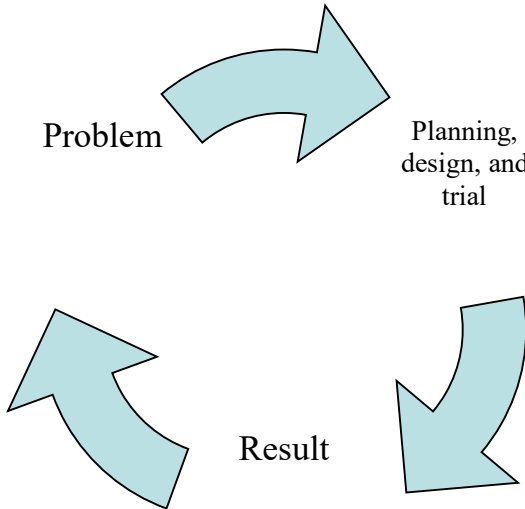
## RESEARCH METHOD

The object of this study that will be tested is SME's Amplang in Samarinda which sell amplang crackers using the conventional market. The authors will conduct research to build an integrated information system that raises issues related to Buying, payment, and delivery system problems based on PHP and Mysql program.

The approach method used in this study is presented in below:

3.1 Framework

The conceptual framework in this research refer to the prior study. The framework presented on the figure 3.1. **e-Amplang research flowchart**



3.1 e-Amplang research flowchart

3.1.1 Problem

In this study, data was collected in the Amplang SME area in Samarinda City by filling out surveys both online through Google and direct to the SME

3.1.2 Planning, design, and trial

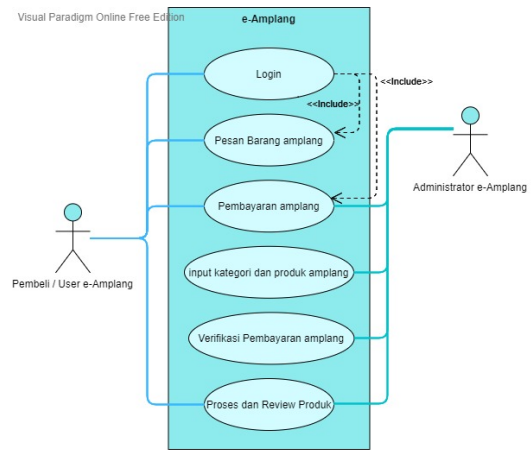
In this stage the results of data collection and designing of the e-Amplang system are then tested using blackox

3.1.3 Results

After conducting a series of trials and repairs due to bugs, they immediately finalized the page publication through hosting and domains

3.2 Ucase Diagram e-Minat

Use Case Diagram (UCD). The use case diagram will explain who is involved in the system (actor) and what the system does (use case) [8]. The following design of use case diagram on e-Amplang is presented in picture 1



Picture 1. Use Case Diagram e-Minat

The design also uses the PHP programming language and MySQL database. According to willing in his book, namely PHP is web programming language that is open resources. Scripts in PHP are executed at the server level to process data which is then send to the browser in html format [11]. Meanwhile, MySql itself, according to Prasetyo in his journal entitled design of the printing ordering system at Novita store, using PHP and Mysql explains that is a database management system created by MySQL AB to store the data base [7].

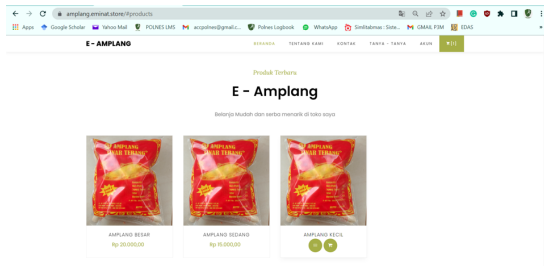
III. RESULTS AND DISCUSSION

The business process at SME’s Amplang in Samarinda explains the events that apply to SME’s Amplang in Samarinda. Starting from the main data input to the transaction, the authors make a design which consists of two stages. The first stage is design for Customer. The second stage is for the Owner.

This research creates the application digital marketing for amplang crackers with the Aplication e-Minat. The application consists of:

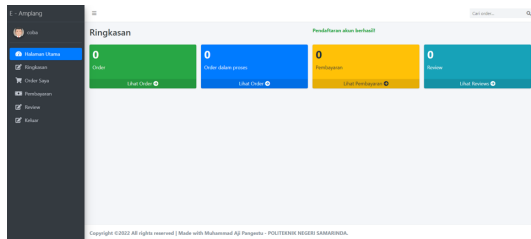
1) Main Page





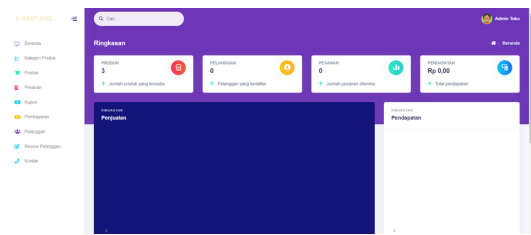
On the main page appear the information including the question of the product in the menu of question. Moreover, in this page presents variety of pictures of products if customer scroll down on this page. This page provides a menu for login, account list, purchase. The menu of purchase includes of checkout and a basket for buy product.

## 2) Customer



This page appear on the purchase order, before making the order of product the customer has to make registration in the system. Customer has finished registration could direct transaction purchase and confirm the payment by bank transfer.

## 3) Admin



The page of administration is present the all data of e-Amplang application. Starting from the product categories and what product are sold by the seller. After that the customer confirms the payment on make trough bank transfer. The data includes the product of categories. This page presents the review from the customer relate to the product.

The application e-minat on the main page presents the picture of product Amplang with various packaging. This

application e-Minat make Customer easy to order and delivery product directly to their address. When the customer wants to order Amplang crekers through the application the first step is the customer needs to create an account in the account list. The second step going to the home page to choose the product Amplang crackers, with different packaging. The next step is choosing the Amplang and click on the basket. A pop up will appear, add a basket, and click in the icon, then how much was purchased. Then choose the payment used to transfer or pay used cash on the spot, after that check out and will appear your personal data and address then order. Furthermore, the customer if chooses payment transfer must click confirm payment.

A digital marketing strategy combines traditional marketing techniques with contemporary digital environment resources. Because of this, creating a marketing complex in a digital environment necessitates that its primary elements—such as product, price, promotion, and distribution—be transformed into digitized representations.

As a result, we offer a structure for the digital marketing complex that may help SMEs leverage digital channels for product promotion and distribution. Placing a product on a digital marketplace, however, necessitates a unique approach from the producer to the consumer. The digital customer is more demanding and knowledgeable, as we've observed from prior studies [2], as there are more options to compare products on the market. Therefore, social media marketing for SMEs is appropriate. The formation of structural relations is facilitated using digital marketing.

They cover customer interactions with brands and products as well as interactions between businesses and their customers. Companies benefit from quick customer feedback since it allows them to react quickly and adjust their marketing tactics. Because successful use of advertisement can boost sales and enhance a firm's brand image, social media marketing can therefore benefit both a company and the customer. The company's response to customer input can also significantly improve the product or service for the customer, resulting in a better overall experience and some type of life improvement [5].

## Conclusion

The application of digital marketing for e-Amplang very important to sales the product, as the result the income of small and medium business enterprises will be increase sales leading to increase of profitability. The benefit of this application easy to use for the customer to order product and more efficient. This research will develop design application e-commerce for many stores therefore, the customer has chosen among various products. Considering the findings from the analysis and discussion, the authors would like to share some advice that could be helpful. First, more study is required on SMEs' use of digital marketing tools and strategies, as well as on their decision-making. The use of particular social media platform [6].

Future studies ought to explore further into the causes of SMEs' absence of corporate websites. also refrain from building business profiles on social networking sites [9]. Assessing the effect of internet advertising spending on SMEs' financial performance also calls for more research [1].

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