Implementation of E-Catalog Technology as a Digital Promotion Media on a Small Medium Enterprise

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Abstract. Promotional media and information are media that are very influential and play an important role in the development of the business world which is getting bigger and tighter in competition. Visual communication media in the form of informative smart e-catalogs is a way that can be used as identification in communicating and promoting a company's product to make it easier for consumers to find the products or services needed. Daun Efek as an ecoprint MSME requires a promotional media in the form of a catalog that informs all of the superior products offered in a more complete and detailed manner in order to attract the interest of clients and consumers. Therefore, the researchers created a design media in the form of a smart e-catalog on Daun Efek so that information on products or services being sold is easier to know so that the promotion system becomes more creative and effective, by displaying attractive and complete product images with harmonious color arrangements and sentences that describe the description of the products offered. Smart e-catalog is a customer solution in choosing clothes according to the customer's body shape which has their own uniqueness. This smart e-catalog media is expected to improve the image of the eco-print business.

Keywords: Promotion · information · smart e-catalog · visual · eco-print

1 Introduction

The development of MSMEs and Cooperatives in East Java from 206 to 2019 has contributed to the East Java economy by 56 percent. The increase in MSMEs in 2019 was 65,471,134 business units [1]. Changes in consumption patterns of goods and services from offline to online due to the Covid-19 pandemic forced MSME actors to join digital platforms. The government through the Proudly Made Indonesia National Movement program noted that by the end of 2020 as many as 11.7 million MSMEs were onboarding to online businesses.

Green product innovation has become one of the business activities in production activities as the company's response to global challenges that expect that all production and business activities are now more concerned with environmental conservation, whose goal is to reduce pollution and exploitation of certain natural resources that can lead to scarcity [2].

Awareness of environmental protection is increasing, thereby increasing interest in environmentally friendly products [3]. This growing awareness has an impact on the tendency of companies to be more concerned with environmental protection as their social responsibility. [4] states that social responsibility is a non-material factor that can contribute to increasing the economic value of a company.

The object of this research is Daun Efek, which makes fabrics using the eco-print method. Eco-printing is a technique of transferring color to fabrics using natural dyes with motifs such as leaves and flowers [5]. The results of the Eco-print motif produced will not always be the same, therefore it can be said that the eco-print technique is unique and exclusive, including the mordanting process, the color transfer process, the boiling process, and the fixation process [6]. The resulting motifs are usually naturalist following the shape of the plants used. After the raw material for this eco-print fabric is produced, it can then be processed into bags, shoes, and sewn into clothes.

The increase in economic growth in the information and communication sector during 2021, respectively, grew positively by 8.72 percent, 6.87 percent, and 5.51 percent [7]. MSMEs are trying to compete in the era of the Covid-19 pandemic by participating in the online market. The Central Statistics Agency stated that in 2019 fashion products had contributed to product sales with the second largest percentage through e-commerce, namely 23.95% after food and beverage products at 30.95%. This shows that consumer enthusiasm in purchasing fashion products through e-commerce is quite high.

The process of a consumer using internet media to make a purchase of a product or service begins with the emergence of consumer awareness of an information or product that can be obtained on the internet. The process of building consumer awareness is carried out with online branding activities, among others with links and banner ads on a website that will attract consumers to click on the ad, then consumers get information about the advertised product or service and finally if the activity is carried out continuously then consumers will remember the advertised brand or brand. There are 5 elements of the promotion mix that businesses can do to promote their products [8]. The promotional mix includes: advertising, sales promotion: public relations and publicity, personal selling, and direct marketing.

MSMEs need to pay attention to important elements in entering the online market. Preparation of a product catalog containing descriptions, photos, and availability of goods is an important thing in marketing activities. The Big Indonesian Dictionary (KBBI) states that a catalog is a list, a piece of paper or a book that contains the name of a particular object or information to be conveyed, compiled by name, price, quality, and how to order it. [9] states that catalog promotion media has been used as a marketing tool since 1997. Catalog means a list of various types of library collections arranged according to a certain system. The online catalog system component is the desired orientation to increase the searcher's success during a search. Catalogs as a promotional support tool

in order to inform product related names, prices, quantities, quality, and other things related to products can make it a promotional medium.

The current ready-to-wear catalog only displays product photos, names, prices, sizes and product quantities. Consumers have to come to boutiques that are already popular and expensive if they want to get clothes that suit their tastes. In a person's appearance, choosing the right clothes has great meaning because this will show the taste and identity of the person. One of the factors that need to be considered in choosing clothes is individual factors. This factor pays attention to body shape, age, skin color, face shape and personality.

So far, online catalogs of ready-to-wear clothing have not been able to meet consumer needs in terms of adjusting clothing to individual consumer factors. This study aims to identify the promotion of Leaf Efek's ecoprint innovation products by using smart e-catalog as a marketing strategy in increasing sales of ecoprint products.

2 Literature Review

Marketing according to [8] is an effort to identify and fulfill human and social needs so that the process of creating, offering and exchanging products that have commodities is created. Marketing strategy as a fundamental tool is needed in achieving marketing goals, this can be done by developing the competitive advantage of the company and marketing programs in order to serve the target market [10].

In order to increase sales, business actors need to carry out promotions which are one of the marketing mixes, where this promotion can be done directly. The use of direct channels to consumers to be able to deliver products to consumers is done using an interactive marketing system from one or more media to may generate responses and/or transactions. (Direct Marketing Association). Companies can reach consumers using the internet, mobile devices, search engines, social media and digital channels through interactive technology, including email, catalogs, websites, social networks, online forums and newsgroups, interactive television and mobile communications.

A catalog or catalog in a general sense is a list of names, places and things. A catalog in a special sense, which is known in the world of libraries, is a list of library materials/collections owned by one or several libraries which are arranged according to a certain system. The library catalog serves as a document inventory of a library as well as a means of retrieval. The purpose of publishing a catalog is to provide convenience for all kinds of needs from readers or consumers in the form of data or information from a place or various existing collections.

The catalog has the following functions: (1) summary of documents/library materials owned by the library (2) means to rediscover books contained in library collections (3) provide information about the presence or absence of a book in the library collection (4) distinguish a work from other works that have the same characteristics (5) make it easier for library service users to find the desired information, either by approaching the author, title or subject. One form of catalog is an electronic catalog, where this catalog exists due to advances in the field of information technology. This catalog is in the form of data that is on a computer so that it has the advantage that it can be fast, easy to access, saves costs and energy and is easier to enter data. The drawback is that this electronic

catalog can only be accessed via a computer and if the electricity goes out it cannot be used.

The electronic catalog is a metamorphosis from a manual system to an automatic system. Basically, it has the same function, namely as a tool, a tool that helps users browse certain databases stored in a library. Technological developments that are so rapid then change the ways of creating catalogs and manual systems with card catalog outputs to web-based in the form of bibliographic metadata for collections of a library that can be accessed more broadly through the availability of web and internet networks, not only by users who directly visit the library but also by users who visit the library. by users who are geographically distant. The library's OPAC catalog has entered its third generation. According to him, there are two (2) main characteristics of this OPAC 2.0 catalog, which are as follows:

1. Development of usefulness and tracking features
2. The existence of social networking features (social networking)

With these two characteristics, the front of the OPAC 2.0 catalog offers several features in browsing, which are as follows. First, the OPAC 2.0 catalog offers searchers the level of relevance of the documents found. Documents found through the catalog are sorted or ranked (ranked) based on the level of relevance to the term money tracing submitted by the user to the system used.

Global network support (internet and web) has transformed the form and method of catalog access, namely from the form of cards and conventional access to online catalogs and even web-based catalogs (WebPac) which have facilitated wider access to global information sources. The ease, speed, accuracy, richness and other advantages of using online catalogs are then the strong reasons why library catalogs must be transformed.

Users of the online library catalog on campus are used to check the availability and location of library materials at the [11]. The importance of education for online catalog users to be able to use the catalog effectively. Customer satisfaction with the use of catalogs is closely related to the quality of the system, information and services provided so that customers will be more satisfied with the performance of the catalog [12].

Digital fashion marketing that is entertaining, informative, has few irritability factors and is credible will have a high online advertising value. Then with a high advertising value will have a positive and significant effect on consumer attitudes as a whole towards online advertising. Furthermore, if consumers have a positive attitude towards online advertising, their intention to buy fashion goods will be high. Purchase intention is the customer's desire to buy a product or service that affects several factors, including; aspirational values, recommendations, and expectations. In addition, purchase intention can indicate that customers will follow environmental preferences.

3   Method

Qualitative research is research to answer problems that require in-depth understanding in the context of the time and situation concerned, carried out naturally and naturally in

accordance with objective conditions in the field without any manipulation, as well as the types of data collected, especially qualitative data. Observations were made, among others: observations on ecoprint leaf effect products, to find out about all information related to what design aspects are needed to support promotions that lead to brand awareness.

Data Collection Techniques In this study using the type of participatory observation. According to [13] participatory observation is the researcher observes what is done, listens to what they say, and participates in their activities. Observations were made directly to the owner's house in Surabaya by looking for data in the form of:

a. Interview

Interview is proof of previous information or information. Interview technique used in research. Qualitative is an in-depth interview. The resource person for this research is the owner, namely Mrs. Siti Harnanik.

b. Documentation

Documentation technique is a record of events that have passed. Documents can be in the form of writing, pictures, or monumental works of a person. Documents in the form of writing such as diaries, life histories, stories, biographies, regulations, policies.

c. Existing Study

According to Sugiyono, this literature study is related to theoretical studies and other references related to values, culture and norms that develop in the social situation being studied, besides that literature study is very important in conducting research, this is because research cannot be separated from the literature. Scientific [13].

4 Result and Discussion

Ecoprint originating from Turkey has been introduced in Indonesia since 2016. The uniqueness of ecoprint includes having a unique motif, producing soft colors, having a vintage impression and the results of this Ecoprint technique the end result can be different even though it uses the same material. This ecoprint includes motifs that are unique, friendly to the environment, and have a fairly high selling value. In ecoprint, the basic ingredients of ink are not used like printing in general, the colors produced come from natural ingredients, namely the sap of the leaves.

The ecoprint created by Siti Harnanik is marketed under the brand Daun Efek, where she is also actively conducting trainings on making ecoprints for PKK women and the younger generation in schools. So far, marketing is done through participating in exhibitions, showrooms and Instagram. Finished products will be photographed and then uploaded on Instagram, as well as products that have been sold (Fig. 1).

Catalogs that are widely circulated in the marketplace for apparel currently only display general information such as in Fig. 2.

Fig. 1. Ecoprint products

Fig. 2. Online catalog

In the product catalog only the name of the clothes, prices, sizes of clothes and materials are mentioned.

If consumers want to buy clothes according to individual factors, then consumers need to get information on what things need to be considered in choosing clothes. Users/customers of online clothing stores often buy clothes that do not match their body shape which results in user/customer discomfort and disappointment. As a result, many users/customers are hesitant to buy clothes online because they can't try them on first. The limitation of online store features that give users/customers the opportunity to try on clothes and choose the one that suits their body shape is one of the obstacles. This feature that provides recommendations for clothing models based on body shape is still not available in online clothing stores.

Fig. 3. Smart Fashion E-Catalog Design: Users can enter their height and weight

Therefore, Daun Efek needs to have a catalog that can meet consumer needs in order to help consumers to get clothes that suit their individual factors. Smart Fashion E-Catalog design that can provide clothing recommendations according to the user/customer's body shape. The web-based Smart Fashion E-Catalog is designed to have the following features: (a) users can enter their height and weight, (b) applications can generate user/customer avatars, (c) users/customers can modify avatars, (d) applications can generate details of the user's/customer's body size, and (e) the application can recommend clothes that suit the user's/customer's body shape (Figs. 3, 4, and 5).

This Smart Fashion E-Catalog design will provide a new experience for consumers in shopping for ready-to-wear clothes. This is because consumers in addition to choosing the model of clothing to be purchased will also enter data related to their body shape so that the application can provide information related to clothes that are in accordance with the consumer's body shape (Figs. 6 and 7).

Fig. 4. Smart Fashion E-Catalog Design: applications can generate user/customer avatars and users/customers can modify avatars
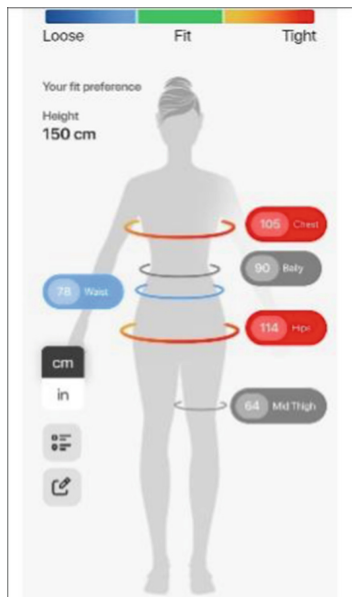

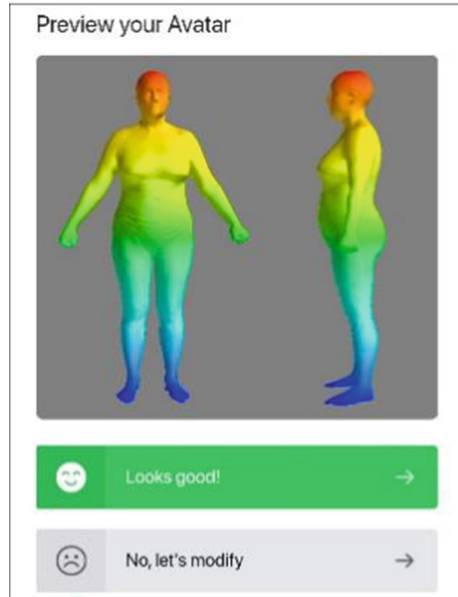**Fig. 5.** Smart Fashion E-Catalog Design: users/customers can modify avatars &

Fig. 6. Smart Fashion E-Catalog Design: The application can recommend clothes that suit the user's/customer's body shape

Fig. 7. Men's shirt with ecoprint material

5 Conclusion

The results of the study indicate that the existing apparel catalog is only limited to providing information on clothing names, prices, clothing sizes and materials. The need for the importance of having clothes according to body shape in order to appear optimally makes an opportunity for Daun Efek to create a Smart Fashion E-Catalog as an advantage of the Daun Efek product catalog. This Smart Fashion E-Catalog can also help with online orders so that all kinds of customer requests anywhere can still be served.

The weakness of using the Smart Fashion E-Catalog is that customers are not accustomed to entering body shape data because they may not have the current body shape size. The advantage is that the clothes recommended by Smart Fashion E-Catalog will

be more harmonious considering the shape of a person's body will affect the appearance of the clothes more harmoniously. In addition, Smart Fashion E-Catalog will be able to display an avatar in the output of the suggested clothing selection from the customer's body shape so that customers can see how the results of entering data with the selected clothes visually are.

However, this study has limitations because it only uses descriptive analysis and analysis of the existing situation in determining competitive strategies by making Smart Fashion E-Catalog as an online promotion tool. For further research, you can use a more complete strategy analysis such as using the SWOT space matrix, CPM, BCG, and Grand Strategy to get better results.

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