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THE ECONOMIC EFFECT OF REJOSOPINGGIR UMKM ADVERTISEMENT IN VILLAGE WEBSITE

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Abstract

This study discusses the home business listed on the village website. In the home business there are several products, namely, anyaman bamboo, wedek, sesek and meri rejeki. The new Rejosopinggir website was created by researchers due to direct requests from village officials. The purpose of the website is to introduce village profiles and promote village superior products. In addition, many home-based businesses in Rejosopnggir village have not yet entered the social media scene to promote their products. Many home businesses are still using traditional methods for promotion. Examples include traveling throughout the village, approaching the nearest places or minimarkets, and disseminating products by word of mouth. According to Sombert's theory, the home business in Rejosopinggir is still in the first and second eras. Namely, a closed economy and crafts and barter. With this goal in mind, qualitative research is carried out by interviewing the four sources who come from superior products listed on the village website. This program is a forum for our research to become a benchmark for economic improvement in Rejosopinggir. From the results of the interviews, we have known the responses of the four businessmen in Rejosopinggir village. Three of the four interviewees stated that the results of the superior product profile could help them to expand the range of promotions for their products and attract more consumers. One of them thinks otherwise, namely the product profile on the village website needs a lot of improvement, especially in product information and product photos, because superior products always make new innovations. With interviews with the four sources, they we can conclude that there are many rooms for improvement, especially in the village's superior product menu, especially for detailed information about the local people's production sites as well as including complete product photos.

***Keywords**: Website, Home-Businesses, Rejosopinggir, Promotion, and Products.*

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INTRODUCTION

Website is one of the tools on the internet that is widely used besides FTP, Gopher, or even E-mail (Raharjo & Heryanto, 2012). The first website was launched on August 6, 1991, and it is describing The website and its usage of it (Nix et al., 2017). As it becomes generally used by society, it is not only for Commercial electronics, large-scale products, or big fashion brands. However, The website is also used to promote places like states, districts, and villages. The benefits of a website have already been documented by some experts, and two of them are (Horng & Tsai, 2010) the importance of the promotional website in distributing the knowledge about the food culture, cuisine, and the tourist destinations in East Asia. In this 22 century, the importance of the internet and technology has increased greatly until it becomes a primary need in certain places, including in Rejosopinggir village, Tembelang district. In spite of that, the village is only detected on the map, yet does not have a website to promote its place.

Although, there are many home-businesses in Rejosopinggir village, only some home-businesses that have e-commerce or social media platforms to promote their products. Meanwhile, the other home-businesses still use the traditional way to promote their products, such as go around the village, advertising their product from door to door, and deposit their goods in some markets. In order to help the home-businesses expanding their sales range, we asked the village head to put the Rejosopinggir villagers' home-businesses in the website. Therefore, the website function is not only to promote their village in some geographical ways, yet it is to promote the home-businesses in the village. Such as 'Meri Rejeki', 'Bamboo handicraft, 'Wedek', and 'Sesek'.

METHOD

This study used a qualitative method by interviewing four sources who came from superior products listed on the village website. This program is a forum for our research to become a benchmark for economic improvement in Rejosopinggir. From the interviews, we know the responses of the four entrepreneurs in Rejosopinggir Village. Three out of four interviewees stated that the results of a featured product profile could help them expand the range of promotions for their products and attract more consumers. One of them argues the opposite, namely that the product profile on the village website needs a lot of improvement, especially on product information and product photos, because superior products always make new innovations. With interviews with four sources, it can be concluded that there is still a lot of room for improvement, especially the village's superior product menu, especially for detailed information about local community production sites and including complete product photos.

RESULTS AND DISCUSSION

This study use qualitative method, because the issue need to be studied deeply into the phenomenon. Author use this method to analyze the descriptive, full, and valid data to find the focus of the research. According to (Sugiyono, 2016), qualitative research is: the main tool of the author to analyze the condition of the natural object. The technique to collect the data is through triangulation. Qualitative research is inductive, which the result of the study is focused on the significance of the object. Another definition of qualitative research that is stated by Bogdan and Taylor (Tauda, 2018) is the exploration procedure that provides technical data based on this format: a written statement or daily conversation that comes from personality. The relevant quality of this studenof this study can be measured from the facts and the value of the data that comes from observation and interview with a few home-businesses that are included in Rejosopinggir village's website.

Product

New Menu

Restaurant Management has an idea by creating a new menu that is more creative and made from high-quality ingredients but at an affordable price. The program makes a new custom menu in this case involved where when the customer comes given a presentation about the new menu, the waiter in charge is given training how to communicate to customers, with the aim that they are interested in buying.

When communicating with customers, waiters are in charge of using a mini banner that contains new menu images that are deliberately made interestingly with good photo techniques.

Marketing Communication is an intermediary in which companies inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell (Kotler & Keller, 2009).

Attractive Packaging

The current pandemic period makes some people still afraid to eat on the spot, this makes The management change all Packaging into the one that is safer to put in the heat at home. These changes are well continuously communicated by the receptionist in front of the restaurant room, for any customer who wants to buy and order food on a takeaway basis.

Marketing activities involving communication activities Such as advertising, salespeople, store signage, display on-site purchases, product packaging, direct mail, free product samples, coupons, publicity, and other communication tools. Overall, the 15 activities mentioned above are promotional components in the marketing mix (Smith et al., 2003).

Free Appetizer

Customers who come and order a lunch set menu will get a free appetizer. This is to attract customers to order a complete lunch and will certainly increase sales turnover. To provide awareness of this program, waiters have been given clearer training to every customer who comes.

Price

For the price, the management did not raise the price in the middle of the increase in raw materials at that Time. Instead, they preferred to lower the dose. For fixed prices as usual and at certain times they do promo price programs/events for each purchase of a particular product.

Place

The comfort of cleanliness is the main Factor. It is to make customers comfortable eating on the spot, in accordance with social distancing conditions. For tables and chairs are arranged in such a way that the customer feels comfortable. Some rooms are not given a minimum charge or minimum order, they are free to use private rooms, so families who bring children can calmly take them out *Umrah* for the road.

Hospitality provided by all staff, from doorsteps to kitchen staff becomes a must-do, the ease of any information is provided also by them, at least customers feel king, always served and treated well in one-star class. Unbroken welcome starts from the doorman, then the waiter who will provide complete information about the PPKM rules, at what level, and how. Communication is persuasively chosen so that guests feel comfortable and do not feel threatened to eat on the spot within the allotted time.

Promotion

Promotion of the product is continuously communicated to customers across all channels. There are several events that are once a week done by management, this makes customers not bored to come and enjoy the dishes that have been provided. The waiter who is an officer in the field always offers every new menu and also offers a menu that must be pushed in sales.

Advertisement

Advertising is a form of non-personal communication to convey information about a particular product/service, in accordance with the wishes of the ad maker. In this case, the company / individual ad maker must pay to the media that disseminate the ad. The purpose of advertising is to influence the public to buy the product/service. Ads can also build a long-term image and spark sales quickly.

Yumeya Restaurant uses online advertising on Facebook social media accounts, with a specific budget and targets. The ads posted are very useful to inform about health protocols carried out in outlets and inform new menus, events, and restaurant opening schedules.

Personal Sales

In personal sales, the company makes sales directly (face-to-face) to prospective buyers. The goal is to introduce the product and form delivery of the product/service to prospective buyers, thus making them interested in trying and finally buying.

Direct sales made by Yumeya Restorang involve waiter staff and staff appointed as Public Relations, when customers have finished the menu that has been purchased, usually, they come and offer other menus that may be needed by customers, such as desserts or want to add to the beverage menu. Staff who act as Public Relations always ask how and what should be given input every time the customer finishes spending the menu on the table. Customer feedback and feedback mean a lot to restaurants to continue to provide the best service.

Special Events

Eliminate events that make customers interested in being present at certain hours and times. Information about the event is regularly shared on all Yumeya restaurant social media.

Marketing Communication Strategy

Marketing Communication Strategy conducted by staff by making sales on the ground using informative, persuasive, and educative techniques. In this case, the staff is given a briefing of training, in training is taught how to communicate well by a staff who acts as Public Relations. Staff in their duties are obliged to provide complete information about their experience trying every menu sold. The experience when staff tries each menu will be one of its own attractions how customers decide to buy.

CONCLUSION

As the website has widely used, the function of it also variety. The most used is for the business, and also to introduce a place or a corporation. In Indonesia, especially in Jombang, almost every village in the district has a website for their profile and also the villager's home-businesses that is also labelled as the village products. It appears that in Rejosopinggir village there is no village website yet, and the village head asked the researcher to work with them to make the website. Furthermore, the village website has included the home-businesses product of the villager in order to help them promoting their products. We have conducted the research by interviewing four home-businesses owner and craftsmen about their method of promoting and sell their products. Only two out of four have used the social media to sell their products. However, they are not using it to promote their product. Instead, they are only using the social-media to communicate with their clients that are outside the village or the city. Evidently, three of them are satisfied with the product profile that is included in the village website. Meanwhile, one of them is unsatisifed with the output because she thought the product information are lacking and the photos are outdated. Surely There is still a room for improvement for the website to keep growing in order to increase the village economy through digital promotion in Rejosopinggir website.

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