



Optimizing Market Reach and Sales Growth for Putri's Home Cooking Through E-Commerce Integration

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ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) kuliner memiliki potensi besar dalam perekonomian nasional, namun menghadapi tantangan dalam adopsi teknologi digital. Kendala utama meliputi keterbatasan infrastruktur dan rendahnya pemahaman pengelolaan e-commerce. Studi ini mengevaluasi implementasi situs web e-commerce untuk Putri's Home Cooking di Legok, Tangerang, dengan pendekatan inovatif berupa pendampingan intensif dan strategi pemasaran berbasis data yang disesuaikan dengan karakteristik mitra. Keunikan program ini terletak pada kombinasi antara pendampingan berkelanjutan dan pemanfaatan data analitik untuk pengambilan keputusan pemasaran yang lebih tepat. Metode yang digunakan mencakup pelatihan berbasis kasus nyata, penyusunan panduan pengguna, dan evaluasi berkelanjutan menggunakan data analitik untuk memahami perilaku pelanggan. Hasilnya, adopsi situs web meningkatkan visibilitas dan efisiensi transaksi serta memperluas pasar. Pelatihan membantu mitra mengelola e-commerce secara mandiri dan mengoptimalkan pemasaran digital. Evaluasi efektivitas dilakukan melalui umpan balik mitra, analisis performa situs, dan keterlibatan pengguna. Studi ini menunjukkan bahwa transformasi digital berbasis pendampingan strategis dan analitik dapat meningkatkan daya saing UMKM secara berkelanjutan.

Kata kunci: E-Commerce, UMKM Kuliner, Transformasi Digital, Pemasaran Berbasis Data

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector have significant potential in the national economy, but they face challenges in adopting digital technology. The main obstacles include limited infrastructure and a lack of understanding in e-commerce management. This study evaluates the implementation of an e-commerce website for Putri's Home Cooking in Legok, Tangerang, using an innovative approach that combines intensive mentoring and data-driven marketing strategies tailored to the characteristics of the partners. The uniqueness of this program lies in the combination of continuous mentoring and the use of analytical data for more precise marketing decision-making. The methods used include case-based training, the development of user guides, and ongoing evaluation using analytical data to understand customer behavior. The results show that the adoption of the website improves visibility and transaction efficiency while significantly expanding the market. Training helps the partners manage e-commerce independently and optimize digital marketing. The effectiveness evaluation is conducted through partner feedback, site performance analysis, and user engagement. This study demonstrates that digital transformation, based on strategic mentoring and analytics, can sustainably enhance the competitiveness of MSMEs.

Keywords: E-Commerce, Culinary SMMEs, Digital Transformation, Data-Driven Marketing

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) make a significant contribution to the national economy, both in job creation and in increasing Gross Domestic Product (GDP) (Bahtera et al., 2022). The culinary sector is one of the MSME segments that continues to grow, in line with the increasing demand for food and beverage products (Ramdhany et al., 2020). However, despite its vast potential, many culinary MSMEs still face various challenges in enhancing their competitiveness in the digital era (Agus Hendriawan & Luh Wayan Sayang Telagawati, 2024). One of the main challenges is the limited ability to utilize digital technology as a tool for marketing and business management (Widodo, 2021).

In an increasingly digitalized business ecosystem, the use of e-commerce websites has become an effective strategy to enhance business visibility, expand market reach, and provide consumers with easier access to available products (Haryanti & Subriadi, 2019). Digital technology by MSMEs can improve operational efficiency, accelerate transactions, and enable more targeted marketing strategies (Sunarti Sunarti et al., 2019). However, the implementation of digital technology among MSMEs still faces challenges, particularly in terms of infrastructure, digital skills, and awareness of the importance of data-driven marketing (Ratnadianti et al., 2020).

One culinary MSME facing challenges in adopting digital technology is Putri's Home Cooking, a home-based culinary business located in Legok, Tangerang. Despite offering high-quality products with a distinctive taste, its marketing efforts remain limited to conventional methods, such as direct sales and word-of-mouth promotion. As a result, its market reach is still constrained, and its business competitiveness has not been fully optimized. Given these challenges, a solution is needed to help Putri's Home Cooking maximize the use of digital technology to support its business growth. This initiative aims to address these challenges by offering a comprehensive solution that tackles both the limitations in infrastructure and the lack of digital management skills. By improving the technological infrastructure, offering intensive training in managing e-commerce platforms, and implementing data-driven marketing strategies, Putri's Home Cooking can overcome the barriers they face in adopting digital technologies.

The implementation of an e-commerce website is not only about overcoming technical infrastructure issues, such as unstable internet access and inadequate devices, but also about ensuring that the business is equipped with the necessary skills to maintain and optimize the digital platform effectively. Furthermore, this initiative focuses on enhancing awareness of data-driven marketing strategies, enabling Putri's Home Cooking to expand its market reach and improve its competitiveness in a more targeted manner.

One of the primary challenges in implementing an e-commerce website for MSMEs is the limitation of technological infrastructure (Fianty et al., 2023). Unstable internet access, lack of supporting devices, and low digital literacy pose obstacles to managing digital platforms. This condition is also observed at Putri's Home Cooking, where limited access to stable internet creates difficulties in handling online transactions and updating product information. Therefore, efforts must be made to ensure the readiness of technological infrastructure before implementing an e-commerce website so that it can function optimally and provide a positive user experience for customers.

Apart from infrastructure, another challenge faced by Putri's Home Cooking is the lack of skills in effectively managing an e-commerce website. Digital content management, sales data analysis, and the use of analytical tools to understand consumer behavior remain underdeveloped aspects. Many MSME owners struggle to allocate time and resources to maintain and manage their digital platforms. However, proper management can enhance marketing effectiveness and increase customer engagement. Therefore, intensive training covering both technical and strategic aspects of e-commerce website management is necessary.

Furthermore, awareness of the importance of data-driven marketing strategies remains low among MSME owners, including at Putri's Home Cooking. Many business owners still rely on conventional marketing methods that do not provide data-driven insights into customer preferences and market trends (Fatma et al., 2024). The integration of an e-commerce website with social media and analytical tools can help business owners understand customer behavior patterns, measure marketing campaign effectiveness, and develop more targeted strategies (Trulline, 2021). By leveraging e-commerce-based marketing strategies, MSMEs can enhance promotional effectiveness, strengthen customer relationships, and optimize sales conversion rates.

Considering these challenges, a systematic and structured approach is needed to assist Putri's Home Cooking in adopting digital technology (Tyas & Hutama, 2021). This approach includes improving technological infrastructure, providing training in digital management, and implementing data-driven marketing strategies (Taat Kuspriyono, 2020). With the proper implementation of an e-commerce website, Putri's Home Cooking is expected to expand its market reach, increase customer loyalty, and drive sustainable business growth (Wahyuni Wahyuni et al., 2022).

Therefore, the primary objective of this initiative is to enhance Putri's Home Cooking's understanding and skills in effectively managing an e-commerce website. The methods used include intensive training and direct mentoring on e-commerce usage. Through this approach, Putri's Home Cooking is expected to optimize digital technology as a primary tool in increasing business competitiveness in an increasingly competitive market.

METHODS

The implementation method in this PKM activity includes implementation, training, mentoring, and evaluation. Each stage is systematically designed to ensure the effective application of digital technology in MSME operations. The stages of PKM implementation are structured to support business development through the application of an e-commerce platform, providing user and management guides for the website, and conducting intensive training and mentoring to help MSME partners optimize the use of the website to enhance competitiveness and sustainable business growth. Evaluations are carried out thoroughly to assess the suitability and effectiveness of the website, ensuring that it continues to evolve according to market needs and consumer preferences.

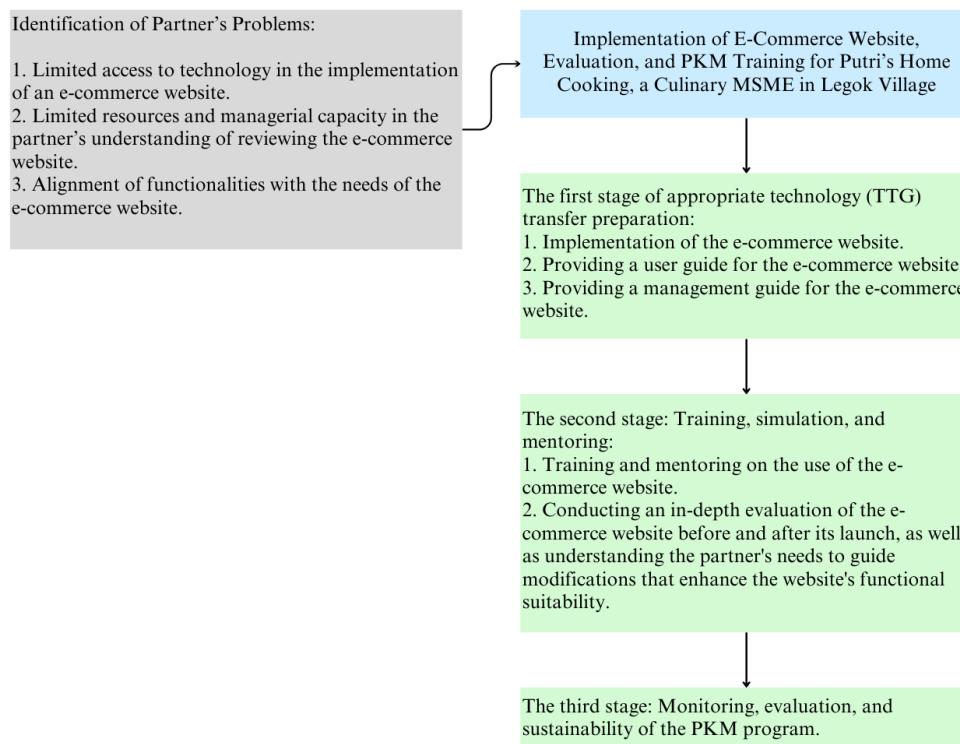


Figure 1. Program Implementation Methods

The implementation method in this PKM activity includes implementation, training, mentoring, and evaluation. Each stage is systematically designed to ensure the effective application of digital technology in MSME operations. Figure 1 the stages of PKM implementation are as follows:

1. E-Commerce Website Implementation

The e-commerce website is implemented as a digital platform for partners to expand their product marketing reach. This stage includes website structure development, payment system integration, data security configuration, and initial testing to ensure optimal functionality.

2. Providing an E-Commerce Website User Guide

After implementation, partners are provided with a comprehensive user guide for the e-commerce website. This guide includes platform navigation,

transaction procedures, account management, and the utilization of key features to support online business activities.

3. Providing an E-Commerce Website Management Guide

In addition to the user guide, a management guide is also provided, focusing on operational and strategic aspects (Siti Rahmadani & Makmur, 2019). The content includes how to update content, manage product inventory, run digital promotions, and optimize user experience to be more interactive and effective.

4. Training and Mentoring in E-Commerce Website Usage

Partners receive intensive training on using the e-commerce website. The training covers technical aspects such as product management, account administration, and transaction processing, as well as strategic aspects such as sales trend analysis and digital marketing optimization. Additionally, mentoring is conducted to assist partners in overcoming technical and operational challenges during the transition to the digital platform.

5. Evaluating the Suitability and Effectiveness of the E-Commerce Website

Before and after the website launch, a thorough evaluation is conducted to assess the suitability and effectiveness of the e-commerce website for partner needs (Rahmadani & Dipublikasikan, 2019). This evaluation includes functionality testing, user experience assessment, and an initial performance analysis of the website. Feedback from partners is used as a basis for making necessary adjustments to ensure the website is more responsive to business needs and customer preferences.

6. Monitoring, Evaluation, and Sustainability

After implementing the e-commerce website, continuous monitoring is conducted to analyze platform performance, including visitor traffic, conversion rates, and customer behavior patterns. Periodic evaluations are carried out to identify areas for improvement, both in technical features and marketing strategies. Sustainability is ensured through a management strategy that focuses on content updates, technical maintenance, and data-driven marketing strategies to keep the website relevant and competitive in the digital market.

With this systematic approach, MSME partners are expected to optimize the use of the e-commerce website to enhance competitiveness, expand market access, and achieve sustainable business growth.

RESULTS AND ANALYSIS

Implementation and Evaluation Report of the E-Commerce Website for the Culinary MSME Putri's Home Cooking in Legok Village.

1. Discussion on the Culinary MSME Putri's Home Cooking in Legok Village

On July 22, 2024, a team discussion was held involving lecturers and students to discuss the design and implementation of an e-commerce website for the partner, Putri's Home Cooking. This discussion took place in the meeting room of the Faculty of Information Technology (FTI) on the 5th floor of Building A at Universitas Multimedia Nusantara. The meeting aimed to align the technical plans and strategies to be used in the technology implementation for the partner.



Figure 2. Team Discussion Activity Before E-Commerce Website Implementation

Figure 2, the meeting began with a presentation by the coordinating lecturer, who explained the importance of an e-commerce website in enhancing the competitiveness and market reach of Putri's Home Cooking. The discussion also covered the partner's business conditions, which still relied on traditional marketing, making digital transformation essential to reach a broader market.

Students involved in the website development team presented the initial design and features to be implemented. They discussed how the website would include key features such as a product catalog, ordering system, and integration of online payment methods. Emphasis was also placed on a user-friendly experience to ensure that the partner could efficiently operate the website.

The discussion team then addressed potential challenges in the implementation process, such as limited internet connectivity at the partner's location. Solutions, including strengthening technological infrastructure and providing intensive training for the partner, were agreed upon as initial steps before the website launch. Additionally, students discussed content management aspects with lecturers, particularly in developing an effective digital marketing strategy.

The discussion concluded with the establishment of a timeline for training sessions for the partner and a website trial before the official launch. This discussion is expected to ensure that the implementation of the e-commerce website for Putri's Home Cooking proceeds as planned and has a long-term positive impact on the partner's business development.

2. E-Commerce Website Implementation Activities

The implementation activities took place on July 25, 2024, at the partner's residence in Perum Teratai Griya, Legok Village, Legok District, Tangerang, Banten. The event was attended by the development team from Universitas Multimedia Nusantara, consisting of lecturers and students, as well as Mr. Hanibal, the owner of Putri's Home Cooking, along with two members of the culinary business team. The primary objective of this activity was to showcase the e-commerce website implementation results and gather feedback from the partner regarding the website's functionality and alignment with their business needs.



Figure 3. Team Presents Website to Partner

Figure 3, the session began with a presentation by the lecturers, reiterating the website development process. The team explained how the initial needs analysis served as the foundation for the website design. This analysis included the need for a more effective ordering system, easy product management, and the integration of digital payment methods to facilitate transactions.

Students involved in website development demonstrated how the website's interface and user experience had been tailored based on the initial discussions with the partner. They showcased how to navigate the website, process orders, and manage stock and product promotions. This demonstration highlighted how each aspect of the website design was aimed at assisting the partner, who had limited technical expertise.

Following the presentation, the team facilitated a discussion with the partner to gather initial feedback on the implemented website. The partner was given the opportunity to test the website firsthand, including adding new products, modifying prices, and processing simulated orders. This trial session was designed to provide the partner with a hands-on experience of how the website would support their daily business operations.

Mr. Hanibal provided feedback on his initial experience using the website. One of the key points he raised was the need to add more product menu items and provide more detailed product descriptions. The partner also suggested having more options for displaying product promotions on the website's homepage. This feedback was noted by the lecturers and students as input for further development. He also shared his thoughts after using the website: "After trying out the website firsthand, I felt greatly assisted. The ordering process, which used to be complicated, is now much easier and more efficient. I can also add new products and change prices quickly, without relying on others. This website makes managing stock and product promotions much simpler. I feel more prepared to grow Putri's Home Cooking and reach more customers."

3. E-Commerce Website Evaluation

The evaluation was conducted at Universitas Multimedia Nusantara to follow up on the partner's feedback. A team of lecturers and students gathered to assess the implementation of the requested changes, particularly regarding the addition of more products to the catalog and providing more detailed descriptions for each menu item.

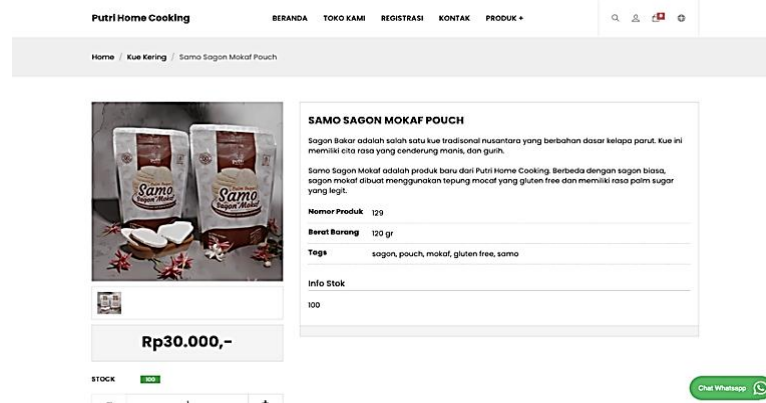


Figure 4. Addition of New Products on the Website

The evaluation also included an analysis of the effectiveness of the implemented features, such as the ordering system, website navigation, and payment integration. The results indicated that the website met most of the partner's needs but still required some refinements to ensure an optimal user experience.

Figure 4, the student team developed an improvement plan based on the received feedback. Several steps taken during this evaluation phase included:

- Adding more products and providing detailed information about the culinary menu.
- Optimizing the website's appearance to make it more attractive and user-friendly.
- Enhancing the ordering system to be more intuitive for customers.

Following this evaluation phase, the team planned follow-up training sessions for the partner. These sessions aimed to ensure that the partner could independently manage the e-commerce website, including updating products, managing orders, and effectively conducting digital promotions.

The implementation of the e-commerce website for the culinary MSME Putri's Home Cooking in Legok Village has proceeded successfully, from the discussion and implementation stages to the evaluation phase. With this website, it is expected that the partner can enhance their business competitiveness in the digital era. The lecturers and students remain committed to further development to ensure that the website provides maximum benefits for the partner.

Collaboration between academia, students, and MSME players in applying information technology has shown positive results in supporting local economic empowerment. With continuous evaluation and improvements, this website is expected to be an effective tool in helping Putri's Home Cooking reach a broader market and improve their online business management.

4. E-Commerce Website Usage Training with Partners

On August 22, 2024, a training session on using the e-commerce website was conducted for the partners of Putri's Home Cooking at Universitas Multimedia Nusantara. This event was attended by the development team from UMN and Mr.

Hanibal, the owner of Putri's Home Cooking. The training aimed to introduce two key aspects of the website: the admin interface for managing products and orders, and the user interface accessed by customers. The team also provided two tutorial modules designed to make it easier for partners to operate the website independently.



Figure 5. Students Assist Partner in Training

The training began with a welcome speech explaining the importance of e-commerce technology for the culinary business. It was followed by a focus on the admin website, where students presented key features such as product management and order tracking. Mr. Hanibal also tried these features with assistance from the students to ensure a good understanding.

Next, the training moved on to the user website session. Figure 5, the team explained the customer interface, from viewing the product catalog to completing the payment process. Students demonstrated how customers place orders and provided tips to optimize the customer experience, such as how to present products with appealing descriptions and high-quality photos.

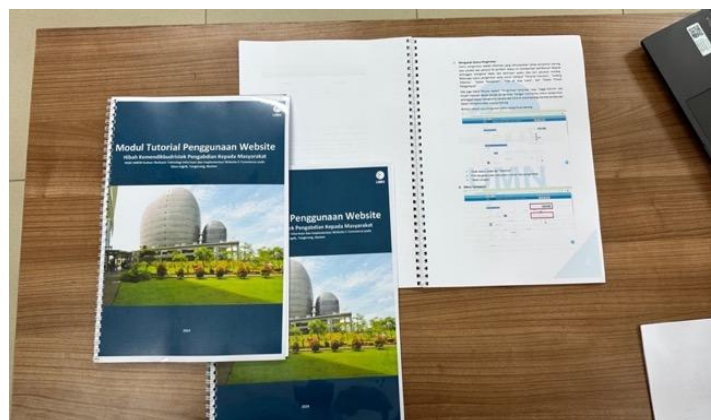


Figure 6. Modules for Admin and User Website Usage

Figure 6, two tutorial modules were distributed to help partners manage the website independently. The first module focused on the admin website, while the second explained the customer experience and website optimization techniques. After the training, a Q&A session was held to address questions from Mr. Hanibal, one of which was about how to update the menu without disrupting the customer experience. The training concluded with positive feedback from Mr. Hanibal, who felt more

confident in managing the e-commerce website. The lecturer emphasized the importance of actively monitoring and using the website features to increase sales. The team recommended further support if needed. This event helped Putri's Home Cooking maximize the use of the website to support business growth in the digital era.

5. The E-commerce Website

The e-commerce website for the culinary MSME Putri's Home Cooking in Desa Legok is highly significant. The "Putri Home Cooking" e-commerce website features a clean and modern design, with simple navigation at the top of the page.

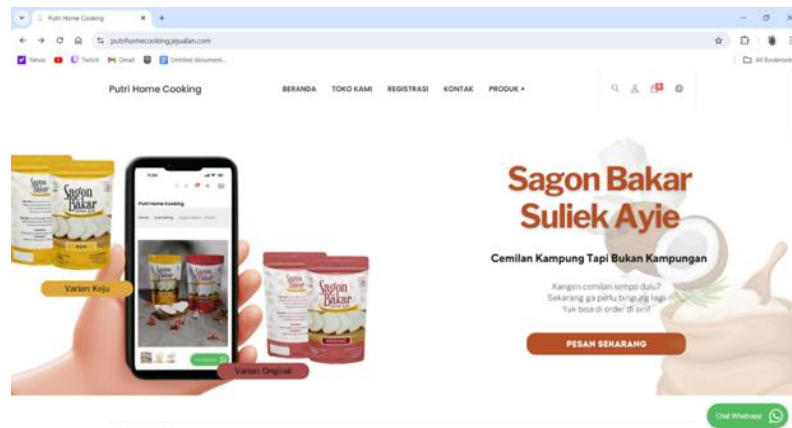


Figure 7. Main Page on the Website

Figure 7, the main menu includes options such as "Home," "Our Store," "Register," "Contact," and product categories, making it easy for users to find what they are looking for. The most prominent section on the homepage is a promotional banner for Sagon Bakar, accompanied by a call-to-action button for placing an order. This section showcases attractive product visuals, along with pricing and available flavor variations, creating a professional impression while encouraging consumers to explore further.

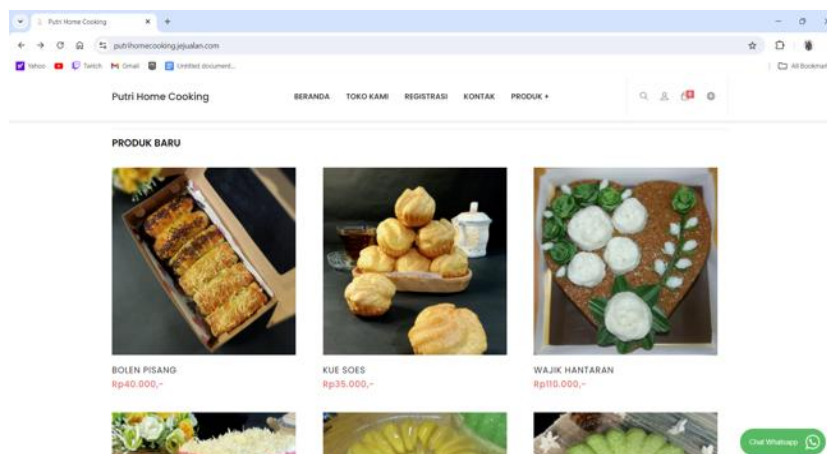


Figure 8. Product Listing Page on the Website

Figure 8, in the middle section of the homepage, users can view the latest products on offer, such as Bolen Pisang, Kue Soes, Wajik, and various types of pudding.

Each product is presented with high-quality images, clear pricing, and a well-organized layout, making it easily accessible for potential customers. Additionally, the website includes a testimonial section displaying customer reviews, as well as a news section featuring updates on business activities, such as seminars or exhibitions attended by the brand. Overall, the website design delivers an engaging, informative, and user-friendly experience for online shopping.

CONCLUSION

The implementation of the e-commerce website for Putri's Home Cooking has successfully met the business needs of the partner significantly. The addition of new products and improvements to the menu descriptions, including explanations about the taste, have enhanced the website's appeal and provided more complete information to customers. Close collaboration between the team and the partner enabled an effective evaluation process, resulting in changes that aligned with the feedback received. Moreover, the training provided to the partner in managing both the admin and user websites has boosted their confidence in using the e-commerce platform. With a better understanding of the website's features, the partner can more easily manage products and customer interactions, potentially increasing sales. Overall, the website implementation has not only provided a technological solution but also created a strong foundation for business growth in the digital era.

The evaluation and training activities conducted for Putri's Home Cooking's e-commerce website have had a significant positive impact. The addition of products and enhanced menu descriptions have improved the quality of the website, making it more informative and appealing to customers. The intensive training also successfully enhanced the partner's understanding of website management, allowing them to feel more confident in leveraging technology to support business growth. To ensure the sustainability of this program, it is recommended to replicate this model to other MSMEs, especially in the culinary sector, to boost their digital capabilities. Additionally, further development of the e-commerce platform could include features like customer feedback integration and advanced analytics to provide deeper insights into consumer behavior, which would help in tailoring marketing strategies for greater impact.

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