

PKM UMKM Culinary Based on Information Technology: E-Commerce Website Design in Legok Village, Tangerang, Banten

Melissa Indah Fianty^{1*}, Fahmy Rinanda Saputri², Cynthia Sari Dewi³

^{1,2,3} Universitas Multimedia Nusantara, Tangerang, Banten, Indonesia

*melissa.indah@umn.ac.id

Received 07-09-2023

Revised 22-09-2023

Accepted 05-10-2023

ABSTRAK

Kegiatan Program Kemitraan Masyarakat (PKM) ini bermitra dengan Putri's Home Cooking, UMKM kuliner, desa Legok, Tangerang, Banten. Satu unsur yang ada di bisnis adalah pemasaran, kesulitan mendapatkan pelanggan baru, belum melakukan penjualan secara online dan belum memiliki label produk makanan. Tujuan kegiatan ini memanfaatkan IPTEK untuk strategi bisnis UMKM kuliner dalam memperkenalkan usaha yang sedang dijalankan demi terciptanya kesejahteraan masyarakat. Permasalahan yang dihadapi mitra adalah jangkauan pemasaran belum luas. Solusi permasalahan adalah membuat website e-commerce. Metode pelaksanaan kegiatan tersebut adalah tahap pertama Analisa situasi dan kondisi mitra, tahap kedua persiapan transfer Teknologi Tepat Guna (TTG). Hasil yang sudah dilakukan berupa foto produk untuk pemasaran dan perancangan website e-commerce dapat digunakan untuk pemasaran produknya, sehingga membantu mitra diketahui produk dari hasil UMKM kuliner desa Legok secara luas.

Kata kunci: Teknologi Tepat Guna, UMKM kuliner, Perancangan Website e-commerce

ABSTRACT

This Community Partnership Program Activity (PKM) partners with Putri's Home Cooking, a culinary SME located in Desa Legok, Tangerang, Banten. One crucial aspect of the business is marketing, and the challenges faced by the partner include difficulty in acquiring new customers, the absence of online sales, and the lack of food product labels. The objective of this activity is to utilize technology and science (IPTEK) for culinary SME business strategies to introduce and enhance the ongoing business for the betterment of the community's welfare. The issue confronted by the partner is the limited marketing reach. The solution to this issue involves creating an e-commerce website. The execution method for this activity consists of two phases: firstly, analyzing the partner's situation and conditions, and secondly, preparing the transfer of Appropriate Technology (TTG). The outcomes achieved include product photos for marketing purposes and the design of an e-commerce website, which can be used to market their products, thus helping the partner's culinary SME products from Desa Legok gain wider recognition.

Keywords: Appropriate Technology, Culinary MSMEs, E-commerce Website Design

INTRODUCTION

Small and Medium-sized Enterprises (SMEs) in the culinary industry not only create job opportunities but also promote culinary diversity and boost tourism appeal. The COVID-19 pandemic has posed significant challenges to SMEs in the culinary sector, affecting their income and business sustainability. SMEs in the culinary industry are also grounded in their vital role in supporting environmental sustainability. Putri's Home Cooking, an SME in the culinary sector, offers a variety of traditional culinary

delights and is located in the partner community of the Community Partnership Program (PKM), Perum Teratai Griya Asri, Edelweis 1 Block E2 No. 8 RT.16 RW.04, Legok, Tangerang, Banten.

The inception of this partnership was prompted by the impact of the COVID-19 pandemic in 2019, which led to a wave of layoffs (PHK). Despite the challenging circumstances, the partners decided to take risks and turn adversity into opportunity by starting their own culinary business. They began with limited capital but, through dedication and innovation, they managed to create an enticing menu and provide quality service. Through creative marketing and hard work, they built a loyal customer base and started experiencing sustainable business growth. During this journey, they also contributed to the local economic recovery by creating new job opportunities within their community and revitalizing the culinary industry amidst ongoing pandemic-induced changes.

Currently, Putri's Home Cooking utilizes traditional kitchen equipment to prepare food and has transformed her home into a sales location accessible only to local residents. Putri's Home Cooking offers delicious traditional dishes that are rich in flavor. However, in starting and running a business, there are various factors to consider (Siti Rahmadani & Makmur, 2019). It's not just about creating tasty and promising food; it also involves meeting the business elements necessary for the growth and competitiveness of the venture. One crucial aspect in business is marketing, where, with a connection to the culinary industry's evolving trends, there must be an ability to seize opportunities, especially in the digital era (Siti Rahmadani & Makmur, 2019). Technological media is also used for website optimization efforts. The most popular medium for Putri's Home Cooking's current business development is an e-commerce website because the trend of online shopping continues to grow, and e-commerce websites provide easy access for customers to explore menus, order food, and make convenient payments. With this website, Putri's Home Cooking can reach a broader audience, enhance its visibility, and expand its business market.

The production aspect is related to the production phase, and before an entrepreneur begins their business, it is advisable to conduct a feasibility study that includes an analysis of the production aspect (Wahyuni Wahyuni et al., 2022).. The production aspects in the partnership include fixed and non-fixed facilities. For fixed production aspects, it encompasses elements such as land and buildings, while for non-fixed production aspects, it includes food and beverages.

Figure 1 shows the partner during the production of one of the food menu items in the kitchen. The fixed production facility used is a residential house, and this culinary SME in Legok village operates from their own home, located in a small alley. The working equipment includes various tools used by the culinary SME in Legok village to facilitate their work. However, the equipment used is minimal, primarily consisting of an oven and a mixer, aimed at expediting food production.



Figure 1. Documentation of Food Production Partner

The production facilities of the culinary SME in Legok village, such as rice flour, coconut milk, sugar, and cassava, can vary according to the type of food produced. The products produced by Putri's Home Cooking exhibit a wide range of flavors, from sweet potato porridge to baked sagon, tape cake, bolen (pastries), candied peanuts, and various types of cookies. While these products offer a tempting variety, they currently lack food production labels and halal certification that could enhance consumer trust. Therefore, providing production labels and considering halal aspects can be positive steps to improve the quality and competitiveness of these culinary SME products. These measures can help Putri's Home Cooking, a culinary SME in Legok village, expand its market share and enhance the appeal of its products to various consumer segments. With this improvement, it is expected that this culinary business can further develop and have a positive impact on the local economy.

Putri's Home Cooking has stated that they have previously conducted promotions through WhatsApp statuses, but these promotions did not yield significant results in terms of monthly sales. Similarly, the packaging used did not generate significant results, as it did not appear to capture consumers' attention to make a purchase. Management and organization aspects are crucial for the viability of a business because even if a business is deemed feasible for implementation, it may not succeed without strong management and organization (Taat Kuspriyono, 2020). Given the variety of culinary offerings by the partner, knowledge of effective business management strategies is essential. With good business management, the partner can assist Putri's Home Cooking, an SME in culinary business in Legok village, in improving their operations. If the partner runs their business without the support of professional media, they may fall behind and struggle to reach their target market. Therefore, assistance in business management development is highly necessary to enable professional management of the business (A.A Diah Parami Dewi et al., 2016).

The food and beverage industry has become one of the key pillars in Indonesia's growing economy. The presence of the culinary sector offers promising business

opportunities, considering that food and beverage needs are a fundamental aspect of daily life. Therefore, culinary SMEs in Legok village have significant potential for success and sustained operation in the current era. With a significant contribution to the local economy, this sector can be a driving force for economic growth at the village level, creating jobs, and actively contributing to community development.

The objective of this activity is to strengthen the capacity of culinary SMEs in Legok village in efficiently and sustainably managing their businesses. By providing science and technology support, it is hoped that these SMEs can optimize the use of available resources and enhance the quality of their products. Additionally, the aim of this activity is to assist culinary SMEs in understanding and implementing good business practices, including marketing and management. Through collaboration with various relevant parties, it is expected that culinary SMEs in Legok village can grow and become highly competitive players in the culinary industry. Thus, this activity is part of the effort to support local economic growth and improve the well-being of the community in the area.

METHOD

The steps in the implementation method involve the processes of socialization, mentoring, e-commerce website design, and evaluation. The following are the stages in the community service activity:

1. Identifying Partner's Issues

Putri's Home Cooking, an SME in the culinary sector, faces several issues in its business development. One of the primary challenges is the difficulty in expanding its marketing reach and acquiring new customers. Additionally, they lack a strong online presence, such as an e-commerce website, which can help them reach a broader market. Therefore, identifying these issues is the initial step in the effort to provide appropriate support and solutions to the partner in achieving business growth and success.

2. Creating an E-commerce Website Design

Planning the concept and objectives of the website, considering the type of food or culinary products to be sold, the target market, and business goals. Subsequently, focus on the visual design of the website. Select a layout, colors, and design elements that are appropriate. Next, develop the website using an e-commerce platform that suits the needs of the culinary SME. This involves building features such as menu lists, shopping carts, secure online payment systems, and integrating customer reviews or testimonials.

3. Evaluating the E-commerce Website Design

Evaluating the e-commerce website design for culinary SMEs refers to the examination of the design of an online platform used by culinary SMEs to conduct their business. This evaluation focuses on aspects relevant to the culinary sector, such as the presentation of food products, user-friendly experiences, ease of navigating menus, ordering, payment, and delivery.

This activity cannot run smoothly without partner participation. The support of partners is crucial for this activity from start to finish, including the sustainability program. Participation can be achieved through socialization to relevant parties, including Mr. Hanibal as the owner of Putri's Home Cooking and a culinary business operator in Legok village. Through socialization, it is expected that all parties provide support, both materially and morally. Partners provide valid data for the implementation of community service activities.

RESULTS

Various actions and efforts have been undertaken to advance the culinary industry of Putri's Home Cooking SMEs in Legok Village. The outcome of the Community Service program is to strengthen and enhance the culinary sector in Legok Village:

1. Culinary SME Putri's Home Cooking Product Photo Activity

The product photo shooting activity took place over two days on August 22 and 24, 2023, at the partner's residence in Perum Teratai Griya, Legok Village, Legok Sub-district, Tangerang, Banten. This activity was a key step in preparing visual materials to be featured on the website under construction. In the course of this photo shoot, the focus was on four main aspects that would ensure the quality and appeal of the food product images to be displayed on the website (Bahtera et al., 2022). Planning the selection of menus and dishes to be photographed and choosing various dishes that best represent the uniqueness of Putri's Home Cooking's culinary offerings. This includes signature dishes, special dishes, and different menu variations. Through this selection, the activity provided website visitors with a comprehensive visual experience of the diverse culinary offerings offered by the SME.



Figure 2. Documentation of Product Photo Activity

In Figure 2, the focus was on the actual photo shooting process, ensuring that each dish was beautifully arranged and photographed with careful technique (Ratnadianti et al., 2020). Proper lighting and good angles for taking photos were considered to ensure that each food product photo portrayed the dish with accurate

detail and taste. Collaboration with the Putri's Home Cooking team was crucial in depicting the dishes as accurately as possible. After the photo shoot was completed, the image editing phase was carried out. The purpose of this editing was to enhance the visual quality, such as improving colors and contrast, without altering the original characteristics of the food. This process aimed to produce food product photos that are visually appealing and invite website visitors to try the dishes.

Finally, the review and selection of the best images to be featured on the website and the selection of images that most perfectly represent each dish were carried out. The result of this photography activity is a collection of high-quality food product photos that will enhance the appeal of Putri's Home Cooking's culinary offerings on the e-commerce website that will be designed. With this strong visual material, the designed website will become an attractive platform for prospective customers to explore and order delicious dishes from this culinary SME.



Figure 3. Results of Product Photo Activity

In Figure 3, several selected image collections, it can be ensured that these images are consistent in terms of color processing and editing, and they maintain a uniform aesthetic throughout the website to create a pleasant visual experience for visitors. With these carefully selected images, Putri's Home Cooking's website will captivate customers with visually appealing and inviting presentations of delicious dishes.

2. E-Commerce Website Design

Designing the user interface (UI) of the culinary SME Putri's Home Cooking's e-commerce website in Legok Village is a crucial step in creating an engaging online experience for customers (Widodo, 2021). The UI design process will ensure that the website not only has a visually appealing appearance but is also user-friendly and efficient in achieving business goals (Tyas & Hutama, 2021). In the planning phase, it will identify the key elements to be displayed on the website's main page. This includes menu layouts, offered food products, as well as prominent ordering buttons, and will also consider the use of appetite-stimulating product images and providing clear information about the available food (Ramdhany et al., 2020).

The outcomes of e-commerce website design and product image selection for Putri's Home Cooking culinary SME in Legok Village are highly significant. First, the

designed e-commerce website will become an effective online channel for the SME to present their culinary products to potential customers. This creates new opportunities to boost sales, especially as more people are shifting to online shopping, particularly for food. With an appealing appearance, easy-to-use ordering features, and an enticing product photo gallery, this website will provide a better shopping experience for customers and help Putri's Home Cooking expand its market share.

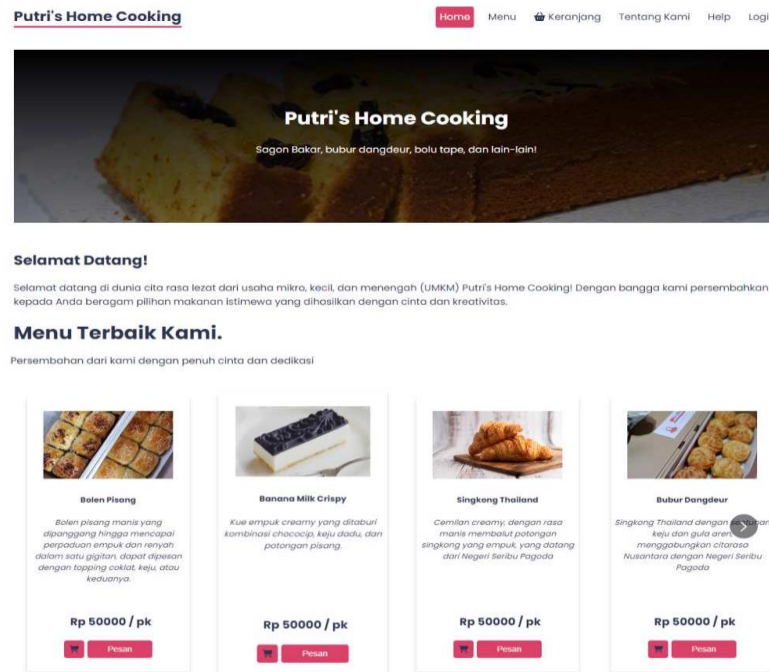


Figure 4. Home Page Website Design

In Figure 4, the Home page consists of a navigation bar, website title, flavor text on the home, a dynamic hero image that changes over time, and favorite menus. The simple-looking and clean layout makes it easy for customers to navigate, ensuring that the website does not run slowly. The navigation bar offers several paths that customers can take: Home, which returns to this page, Menu for a list of available items, the customer's shopping cart, "about us," help or assistance, and login for administrators.

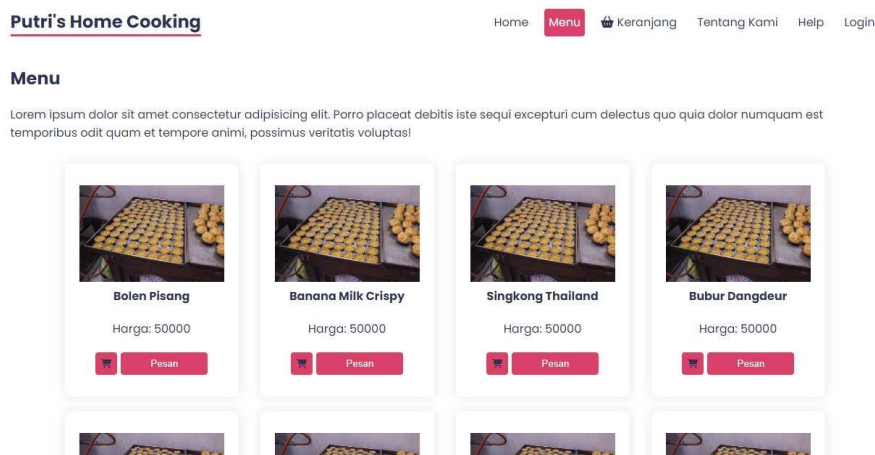


Figure 5. Menu Page Website Design

In Figure 5, one crucial aspect of website design is creating an appetizing product display. Each culinary dish is detailed and accompanied by inviting images, allowing website visitors to easily understand what is offered and be tempted to try. Website design also pays attention to a user-friendly layout and navigation. Website visitors should quickly find menus, price lists, and other essential information. This creates a comfortable experience for customers who want to explore the menu and place orders. The Online Ordering feature is designed with an intuitive online ordering system. It enables customers to select dishes, add them to their shopping cart, and easily provide delivery information. This feature streamlines the ordering process. A well-designed product photo gallery plays a significant role in attracting customer attention. Appetizing and professional product images instill confidence in the offered products. Additional Information also provides supplementary details such as menu descriptions, contact information, operating hours, and delivery policies. This helps customers access the information they need to make purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

In the context of community service with culinary SME partner Putri's Home Cooking in Desa Legok, significant achievements have been made. The e-commerce website design results have become a new platform for promoting and selling their culinary products online. With the assistance of training and mentoring, the Putri's Home Cooking team will also have stronger capabilities in product design and website management. Furthermore, the carefully selected product photo gallery displayed on the website will provide strong visual appeal to potential customers, inviting them to explore and try the delicious dishes offered by these SMEs.

Recommendations for maximizing the utilization of the e-commerce website design by the Putri's Home Cooking team include utilizing the website and the training they have received to the fullest extent. This is a powerful tool for promoting their products online. By providing accurate and engaging information, responding promptly to customer inquiries, and monitoring website analytics, they can maximize the benefits of this platform.

ACKNOWLEDGEMENT

A heartfelt thank you to the Ministry of Education, Culture, Research, and Technology (KEMENDIKBUDRISTEK) for the community service grant provided. This support has made it possible to collaborate with culinary SME Putri's Home Cooking in Desa Legok and contribute to the development of their business. We appreciate this opportunity and hope that this partnership will bring significant benefits to our partners and the surrounding community, as well as contribute to the advancement of the SME sector in Indonesia.

REFERENCES

- A.A Diah Parami Dewi, I Gusti Ketut Sudipta, & Dewi Suci Setyowati. (2016). Analisis Aspek Sumber Daya Manusia Terhadap Kinerja Pada Proyek Konstruksi Di Kabupaten Badung. *Jurnal Ilmiah Teknik Sipil*, 20(2), 103–109. <https://doi.org/https://doi.org/10.24843/JITS.2016.v20.i02.p05>
- Bahtera, N. T., Sinatriya Marjianto, R., & Salam, Moh. D. (2022). DIGITAL ENTREPRENEURSHIP TRAINING FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) FOR TYPICAL CULINARY OF TUBAN REGENCY. *Darmabakti Cendekia: Journal of Community Service and Engagements*, 4(1), 31–36. <https://doi.org/10.20473/dc.v4.i1.2022.31-36>
- Ramdhany, M. A., Mulyadi, H., & Purnamasari, I. (2020). *Change Management and Organizational Effectiveness of Culinary SMEs in Greater Bandung: Mediating Role of Value Creation*. <https://jabar.bps.go.id/subject/9/industri.html#subjekViewTab3>
- Ratnadianti, A., Fahmi, I., & Hannan, S. (2020). Digital Marketing Strategy of Small and Medium Enterprises for Snack in Bogor City. *Jurnal Manajemen & Agribisnis*, 17(1), 74. <https://doi.org/10.17358/jma.17.1.74>
- Siti Rahmadani, & Makmur, SE. , M. (2019). Analisis Studi Kelayakan Bisnis Pada Pengembangan Umkm Usaha Tahu Dan Tempe Karya Mandiri Ditinjau Dari Aspek Produksi, Aspek Pemasaran Dan Aspek Keuangan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 1(1), 76–83. <https://journal.upp.ac.id/index.php/Hirarki>
- Sunarti Sunarti, Susan Rachmawati, & Frisma Handayanna. (2019). Peningkatan Pendapatan Ukm Pada Hacord Gallery Dengan Aplikasi Web Marketplace E-Commerce. *Jurnal Terapan Abdimas*, 4(2), 166–171. <https://doi.org/http://doi.org/10.25273/jta.v4i2.4840>
- Taat Kuspriyono. (2020). Strategi Pemasaran Komunitas Pedagang Berbasis Online dan Personalisasi Pemasaran Terhadap Kinerja Pemasaran. *Jurnal Sekretari Dan Manajemen*, 4(2), 99–106. <https://doi.org/https://doi.org/10.31294/widyacipta.v4i2.8420>
- Tyas, W. P., & Utama, J. K. P. (2021). Strategy and innovation of home based enterprises for local development in the 4.0 era: a bibliographic study. *IOP Conference Series: Earth and Environmental Science*, 673(1), 012054. <https://doi.org/10.1088/1755-1315/673/1/012054>
- Wahyuni Wahyuni, M. L. F., Raissa Muthia Syahrani, S. S., & Sakina. (2022). Analisis Studi Kelayakan Bisnis Dalam Aspek Produksi. *Journal of Vision and Ideas (VISA)*, 2(1), 126–134. <https://doi.org/https://doi.org/10.47467/visa.v2i1.960>
- Widodo. (2021). *Improving Marketing Performance of Small-Medium Enterprises of Food Stall by Innovation on Online Orders* (Vol. 48, Issue 9).