

## **EMPOWERMENT OF UMKM FOR KPM PKH TANAH KALI KEDINDING THROUGH BUSINESS COMMUNICATION BASED ON E-COMMERCE MARKETPLACE WEBSITE**

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### **ABSTRACT**

*This research is about marketing strategies for Beneficiary Families from PKH or called KPM has various businesses in Surabaya through the E-Commerce Marketplace Website to achieve market growth. This study uses SWOT Analysis. The method used in this study is a qualitative approach. The technique used to collect data is open interviews, observation and documentation. Based on the research that has been done, there are three results that must be applied by SMEs for PKH KPM, first, the price through the E-commerce marketplace website is quite effective, product promotion through E-commerce marketplace website is more quickly known, the messaging facility through E market -commerce is preferred*

**Keywords:** Ecommerce Marketplace Website, online promotion, SMEs, PKH Surabaya

### **INTRODUCTION**

Surabaya is one of the big cities in Indonesia that still has a high poverty rate. Based on data from the Central Bureau of Statistics (BPS) Surabaya, the number of poor people in the city of Surabaya in 2009 as many as 171.200 people, in 2010 as many as 195,700 inhabitants, in 2011 as many as 183 300 people, in 2012 as many as 175.100 inhabitants, and in 2013 as many as 168.690 inhabitants. When viewed from the percentage of the poor population to the total population in Surabaya, the percentage of poor people in the city of Surabaya in 2009 amounted to 6.72%, in 2010 of 7.07%, in 2011 of 6.58%, in 2012 of 6.23%, in 2013 of 5.97 %.

Tanah Kali Kedinding is one of the villages in Kenjeran sub-district in Surabaya. Based on geographical conditions, the main potential of Tanah Kali Kedinding is the result of fisheries and trade around tourism objects in the Suramadu Bridge or in the Bulak Fish Market.

To overcome the poverty problem the Ministry of Social Affairs runs the PKH program in all of Indonesia by coordinating the Office of Social Affairs, the District Social Office and placing PKH Facilitators in each Kelurahan or Sub-district.

PKH (Family Hope Program) is a program of providing conditional social assistance to poor families who are designated as Beneficiary Families of PKH (KPM).

PKH Goals are:

1. Improve the standard of living of beneficiary families through access to education, health and social welfare services
2. Reducing the burden of expenditure and increasing the income of poor and vulnerable families
3. Creating changes in the behavior and independence of beneficiary families in accessing health and education services and social welfare
4. Reducing Poverty and Welfare

Total KPM (Family Beneficiaries of PKH) Tanah Kali Kedinding for Year 2018 amounted to 780 KPM PKH. The various KPM PKH jobs are as private sector employees, independent sales or trading and housewives.

UMKM or often called SMEs (Small and Medium Enterprises) are able to encourage KPM PKH to realize Business Independence so as to improve the family's economy

Based on the results of the observation, there can be identified problems in order to develop marketing efforts from KPM PKH Sales.

In general KPM PKH has limitations in the use of Information Technology such as Android Gadgets / HP, Internet, Whatsapp. While the demand for the need for the use of information technology has become increasingly urgent given the level of competition in local and regional markets, where every business actor has begun to be demanded to be able to present information quickly and accurately to its customers

Based on the background information described above, this study aims to analyze: *"EMPOWERMENT OF UMKM FOR KPM PKH TANAH KALI KEDINDING THROUGH BUSINESS COMMUNICATION BASED ON ECOMMERCE MARKETPLACE WEBSITE "*.

## **LITERATURE REVIEW**

### **Previous Researches**

Previous research that is being investigated is a research A conducted by Rosemary Stockdale and Craig Standing (2006) with the title "Classification Model to support SME e-commerce adoption initiatives" Objective - to identify certain groups that are most beneficial from the application of e-commerce in Australian SMEs There are 5 classifications tested in this study namely:

1. Landlubbers  
Business groups that tend to be small with very few employees and the local market and do not intend to expand their business and there is no desire to own a computer.
2. Toe dippers  
Business groups that have basic computer needs and limited skills in using them. The perception that the internet is used when there is time like finance through online banking, computers are useful for invoicing and recording share ownership, e-mail
3. Paddlers  
Business groups are e-commerce participants and are sometimes registered in e-marketplace. They tend to have e-mail and internet connections, but are often hesitant about their use.
4. Waders  
Business groups marked by SMEs, for reasons of choice or because of pressure from trading partners,
5. Swimmers  
Business groups that feel the benefits of e-marketplace participation.

At the following conclusion. We identified five categories of SMEs, only two of which sought support to increase e-commerce use. These two categories are Landlubbers and Toe dippers because they have little motivation to use E-commerce.

Previous research has been carried out by Naruemon Choochinprakarn (2016) with the title "Adoption Of Electronic Commerce In Thai Travel Small And Medium Enterprises" and this paper aims to investigate the factors that influence the application of technology, organization, and environment-based (EEE) based frameworks expanded e-commerce and Internet Trade Adoption Model (eMICA) An online survey is used to collect data from Thai travel small and

medium enterprises (SMEs) that have a company website registered with the Thai Business Development Department and are members of the Thai Tourism Authority. There were 125 cases of data analyzed using multiple regression results revealed that:

1. only the intensity of competition that positively influences e-commerce promotion,
2. organizational benefits and readiness are found to be determinants of Ecommerce adoption such as providing information and services,

Previous research has been conducted by Albert Feisal Ismail, Wong Sue Tean, Mohd Fazli Mohd, Cheng Si Pei (2017) with the title "E-Commerce Adoption Among Retailing In Perspective Of Technological-Organizational-Environmental (Toe) Framework" The purpose of this study is to explore the factors that influence the adoption of e-Commerce among SMEs in Malaysia in the perspective of the technology-organization-environment (TOE) framework. Primary data has been obtained through questionnaires given to top management representatives (102 respondents) from random companies and random categories of products or services to be filled. The research location is a retail SME service industry because it stands for a large percentage of SME establishments in Malaysia, with up to 98.1% of the total SME formation. SPSS 20 is used for analysis. The study also shows important implications for e-Commerce platform vendors, especially software developers and technology consultants, as one of the results of data analysis shows that technology vendor support is not significant for e-Commerce adoption among retail SMEs in Malaysia. In conclusion, data were collected from 102 respondents from SME retailers in Malaysia, who had direct interaction with e-Commerce activities on their business. It was analyzed that the technological, organizational and environmental contexts have a positive direction in relation to e-Commerce adoption.

### **Conceptual Frameworks**

Based on Turban, Lee, King, Chung (2000) in the book M.Suyanto (2003:11) E-commerce is a process of buying and selling or exchange of products, services and information through information networks including internet

According to TShim, Quershi, Siegel (2000) in the book M.Suyanto (2003:11), E-commerce is a new concept that is usually described as a process of buying and selling goods or services on the World Wide Web Internet

According to Darmawan (2014) E-commerce business-to-consumer (B2C) is a category of e-commerce that has retail transactions with buyers individual and often called e-tailing

According to Wheelen and Hunger (2012:176), SWOT is a technique or tool used by business companies in order to analyze strategic factors (strengths, weaknesses, opportunities and threats). Kotler and Armstrong define strengths as internal capabilities that may help the company to reach its objectives, weaknesses as internal limitations that may interfere with the company's ability to achieve its objectives, external factors that the company may be able to exploit to its advantage and threats as current and emerging external factors that may challenge the company's performance. The purpose of SWOT analysis is to explore the factors that are critical or irrelevant for business companies to achieve success. SWOT analysis assist marketers or business owners to focus their attention to strengths, weaknesses, opportunities and threats that are important to bring their companies to the next level.

### **RESEARCH METHODS**

Herdiansyah (2010:9) explains qualitative research is a scientific research that aims to understand a phenomenon by bringing forward the process of interaction between researchers in-depth communication with the phenomenon under study. While Sugiyono (2010:15) conclude that qualitative research is used to examine the conditions in which the natural object of researchers is a key instrument. Data collection techniques performed by triangulation

(combined) with the data analysis is inductive / qualitative. The results of qualitative research more emphasis on meaning rather than generalizations (Sugiyono, 2010:15).

**Research Time and Location**

The research was conducted at the meeting of SMEs (Small and Medium Enterprises) KPM PKH group in Tanah Kali kedinding Surabaya and in Ewarong Arum Wangi This research was conducted in March 2018.

**Informant Selection Method**

According to Creswell (2003), qualitative research is needed to identify data collection parameters such as intentional selection of informant, document or visual material that can answer research questions. Based on Given (2008), qualitative research generally uses informants snowball technique where researchers will collect information according to research as much as possible that start from one informant continued with other informants suggested by informants before. Informants’ criteria chosen by the researchers are newcomers, consumers or buyers, suppliers, competitors and substitute products.

The first informant is a Competitor who will market the same product in the SMEs (Small and Medium Enterprises). These informants will provide an overview of the threat of Competitor who will tighten competition in the market at the same time selling. The second informant chosen is the consumer or customer. The aim is to obtain their data, opinions or views about the types of products offered when shopping on the current KPM PKH ecommerce marketplace website [www.jualan-kmpkhsurabaya.com](http://www.jualan-kmpkhsurabaya.com) and to find out how much messaging services between customers are preferred.

**Table 1. Sampling Method**

No.	Informant	Population	Sampling Method	Sampling
1.	Competitor	5	Saturation Sampling	5
2	Customer	100	Non-proportionated	5

**Data Collection Method**

Methods of collecting data from every aspect can be described through data types, data sources and data collection techniques listed in the following table:

**Table 2. Data Collection Method**

No.	Indicator	Data Source	Data Type	Data Collection Techniques
1.	SWOT analysis	Primary, Secondary	Focus Group Discussion	Observation and Documentation
2	Analysis of pricing	Primary, Secondary	Ratio	Observation and Documentation
3	Analysis of online Promotion strategy	Primary, Secondary	Ratio	Observation and Documentation
4	Analysis of online booking delivery facilities strategy	Primary, Secondary	Ratio	Observation and Documentation

**Research Instrument**

The research instrument is a tool that is used by researchers in collecting data for these

activities be neat, systematic and efficient. Instruments used in this research are interview guide (some list of questions submitted and explained to the parties associated with the object of study in order to obtain the information needed). Interview techniques used are open-ended interview question.

#### **Data Verification**

In a qualitative research, an investigation or information can be stated as valid if and only if the researcher's report is equivalent to the reality of the object studied. Validity is conformity between the measuring instrument with something to be measured, so that the measuring results obtained will represent the actual size dimensions and can be accounted for (Herdiannyah 2010:190)

According to Yin (2009), there are four kinds of tests to perform validation tests of the data, namely through the construct validity (construct validity), internal validity (internal validity), external validity (external validity) and reliability.

#### **Data Analysis Method**

Data analysis is going to be conducted by analyzing every aspect of the various issues related to these aspects. Aspects analyzed are aspects of pricing strategies, aspects of online promotional strategies on Ecommerce Marketplace Website [www.jualan-kpmpkhsurabaya.com](http://www.jualan-kpmpkhsurabaya.com), the aspect of order delivery. facility strategy in the ecommerce website market Pricing strategies, online promotions and order delivery facilities are carried out by comparing the strategies has been used by the SMEs (Small and Medium Enterprises) KPM PKH Website Ecommerce Marketplace [www.jualan-kpmpkhsurabaya.com](http://www.jualan-kpmpkhsurabaya.com) with a strategy adopted by competitors. This comparison result is then used to implement a better strategy for the SMEs (Small and Medium Enterprises) KPM PKH Ecommerce Marketplace Website

Focus Group Discussion (FGD) will be formed in order to analyze the weights of internal and external factors. Focus Group Discussion (FGD) is a discussion that is carried out in a systematic and focused on a particular issue or problem. In this study, the internal and external factors in the analysis together in a focus group consisting of marketing manager, logistics manager and marketing director. With the focus group discussion, critical and constructive information can be collected quickly from participants who have a background different. Following FGD, the SWOT (strength, weakness, opportunity and threat) of the companies in further analysis using the IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Strategic Analysis Summary). Finally, the company determines the strategy to be chosen with the help of SWOT Matrix.

#### **DATA ANALYSIS**

##### **Analysis of Pricing Strategy**

Setting the selling price is very important in business continuity. If set correctly and in accordance with customer expectations and in accordance with the level of profit desired by SMEs (Small and Medium Enterprises) KPM PKH, will be very positive for the sustainability of a business. the selling price setting is also seen from the selling price of competitors

##### **Analysis of Online Promotion Strategy**

Online promotions should be made as attractive as possible to create consumer interest. The right online promotional strategy will be able to increase the sales of Ecommerce Marketplace Website SMEs (Small and Medium Enterprises) KPM PKH website which is expected to eventually increase profitability for SMEs KPM PKH Tanah kali Kedinding the Ecommerce Marketplace Website [www.jualan-kpmpkhsurabaya.com](http://www.jualan-kpmpkhsurabaya.com) must be known by

Google to make it easier for consumers to search for the desired product so as to increase market share for SMEs KPM PKH Tanah Kali Kedinding

### Analysis of Online booking delivery facilities strategy

Online Booking and Delivery Facility is all activities of SMEs (Small and Medium Enterprises) KPM PKH with the aim of making the product needed and desired by the consumer can be easily obtained at the time and place desired by consumer.

### SWOT Analysis

Based on the ratings discussed through FGD, SWOT matrix for SMEs KPM PKH is described by the following figure.

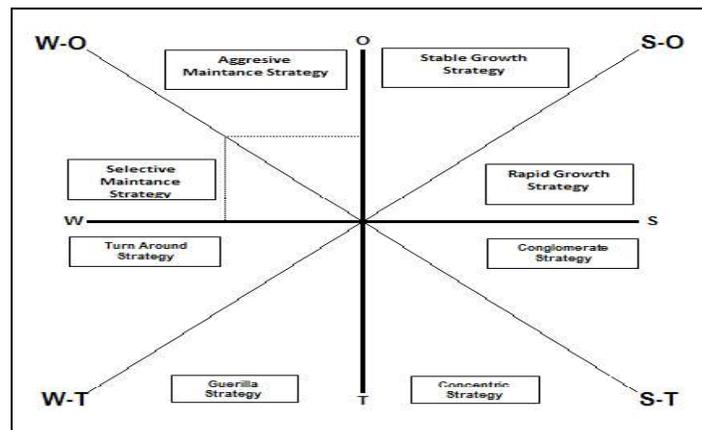


Figure 1. SWOT Matrix for SMEs KPM PKH

Based on the results of the SWOT analysis, SMEs KPM PKH Tanah Kali Kedinding is included in quadrant 1 which is the growth quadrant. Where the strategy that will be used by SMEs KPM PKH Tanah Kali Kedinding to develop Retail market share is a Rapid Growth Strategy. This strategy can be done by using company strengths to take advantage of opportunities

### CONCLUSION & RECOMMENDATION

Research conducted in a thesis entitled Empowering UMKM for KPM PKH Tanah Kali Kedinding Through Business Communication based on website e-commerce marketplace to increase market share online is qualitative research. This study discusses the business environment of SMEs (Small and Medium Enterprises) for KPM PKH Tanah Kali Kedinding (SWOT) to determine pricing strategies, online promotions and Online Ordering Facilities to SMEs for KPM PKH Tanah Kali Kedinding.

From the results of research conducted then there are some suggestions that may be done in the future for research, especially in developing business SMEs for KPM PKH Tanah Kali Kedinding

1. Research focusing on public perception to shop online can be applied and suitable for SMEs for KPM PKH in Surabaya and All Indonesia.
2. With Ecommerce Marketplace Website for UMKM KPM PKH [www.jualan-kpmpkhsurabaya.com](http://www.jualan-kpmpkhsurabaya.com) well known by google with keyword: selling kpm, pkh

surabaya should be developed with other keywords in google.

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