

## TRAINING OF E-COMMERCE AS A MARKETING MEDIA FOR HANDICRAFTS FROM PLASTIC WASTE IN RW.06 KARANG TENGAH, CILEDUG, TANGERANG

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### ABSTRACT

The problem of waste management encourages several parties to care about the surrounding environment. The Abdimas team tried to invite PKK women to do waste processing which turned out to have many benefits when the waste was recycled. Waste management that encourages some parties to care about the surrounding environment. The initial goal of this community service activity is to take an inventory of problems in waste management into useful products. After getting results, the next step is to sell the product so that it has economic benefits. The sale of this product is carried out by utilizing existing technology, namely e-commerce. The solution offered is how to improve sales, marketing, product ordering services from consumers and improve product order management (organizers) with the application of information technology.

**Keywords:** e-commerce, waste processing, handicrafts

### 1. INTRODUCTION

Waste management has become commonplace in today's society. Given the importance of maintaining cleanliness and health, besides that there are also economic benefits. After being separated, then, inorganic waste will be sorted based on salable waste. This step was taken because sorting inorganic waste is the easiest first step compared to processing organic waste into compost or making crafts from waste.

Inorganic waste management is the interest of PKK women in Rw.06. Inorganic waste management chooses suitable waste to be used as useful products and can create business opportunities so that it can improve the community's economy. The previous service carried out by the PKM team carried the theme of socializing improving the household economy by managing waste with trainers to manage waste into products. This service is a continuation of what has been carried out in previous periods with PKK women in RW.06 Karang Tengah.

Profile of PKK women in RW.06 Karang Tengah, are retired mothers, on average, are retired civil servants in the ministry of finance. The community service team has collaborated with PKK women regarding the handling of plastic waste, starting with socializing the importance of waste management, until the last one is making handicraft products from plastic waste. From these activities, the results were in the form of handicrafts made from plastic waste, such as wallets and brooches. However, the problem that arises when the product is finished is that there is no place for residents to market and sell these products. For this reason, so that this product becomes something of economic value, of course by selling it. Looking at the problems above, one way that can be done is to market these products using the internet or e-commerce media.

Along with the development of the current business world, e-commerce is a necessity to be able to improve and win business competition as a field of promotion and sales of production. The use of e-commerce will show the ease of promotion and transactions as well as reducing costs and speeding up the transaction process. (Septriasih & Aminudin, 2017)

E-commerce is defined as the process of buying, selling, transferring or exchanging products, services or information via computer networks via the internet (Kozinets et al., 2010). E-commerce can also be interpreted as a business process using electronic technology that connects companies, consumers and the public in the form of electronic transactions and the exchange or sale of goods, services, and information electronically. According to Hoffman and Fodor (2010), e-commerce can run well if it is run based on the 4C principles, namely: connection (connection), creation (creation), consumption (consumption) and control (control).

The following are service activities carried out by providing socialization related to e-commerce and its use. The location for the implementation of the assistance is in the Household Environment Rw 06 Complex of the Ministry of Finance, Karang Tengah- Ciledug, Tangerang. Where the profile of partners, namely participants who became the team's concentration in providing assistance, were participants in the last even period 2018/2019 consisting of PKK Rw 06 women located at the Ministry of Finance Complex in Karang Tengah, Ciledug Tangerang

With the existence of E-commerce, it is hoped that it will bring benefits for PKK mothers to sell online. Optimization training by utilizing existing social media and e-commerce as marketing media to support business opportunities during the Covid 19 pandemic. Currently, there are still many residents who do not dare to carry out their activities outside. So the marketing and sales process is difficult. However, the rapid development of technology causes changes in various sectors of human needs, one of which is in the business sector. The change towards digital makes it easy for people to be able to sell and market their products online with digital marketing



Figure 1. Photo of Partners of PKK RW 06 Ministry of Finance Complex, Karang Tengah – Ciledug

## 2. PARTNER PROBLEMS

Based on observations made by the team to partners, there are several problems faced, including:

- a. Mothers who are retired mothers who have more time to make crafts, but are not familiar with technology, internet and e-commerce of course
- b. Constrained in marketing handicraft products from plastic waste.
- c. Lack of partner expertise to create an online store as a marketing tool
- d. Lack of partner expertise in operating online stores as a marketing tool.

## 3. PROBLEM SOLUTION

Based on the problems that have been identified, there are several solutions, namely:

- a. Providing socialization about e-commerce about what are the benefits felt when using e-commerce, then the benefits that can be provided by using e-commerce are
  - 1) Lowering operational costs
  - 2) Expanding market reach
  - 3) Increase customer loyalty
  - 4) Improve Management Supply
  - 5) Shorten production time
- b. Provide socialization regarding the purpose and types of e-commerce
  - 1) The purpose of E-Commerce is to be more effective and efficient in buying and selling or transactions in increasing profits or profits. Whereas
  - 2) The types of e-commerce are: Bussines two Bussines (B2B) ,
- c. Provide knowledge about the positive impact of e-commerce such as:
  - 1) Income streams that may be further and more promising that we will not find in traditional markets.
  - 2) Able to increase market exposure.

- 3) Able to reduce operational costs
  - 4) Able to increase customer loyalty
  - 5) Able to improve supplier management
  - 6) Can shorten production time
  - 7) Increase income and profits.M
- d. Provide knowledge of the negative impact of e-commerce
- 1) Will lose in terms of financial directly due to fraud.
  - 2) There is the theft of important and valuable information
  - 3) Loss of business opportunity or loss
  - 4) Access to unauthorized sources
  - 5) Can lose the trust of a consumer if the goods do not match
- e. Provide training on the use of web-based e-Commerce applications, where this application has the ability to organize consumer orders by displaying the status of each item.
- f. The e-commerce application is capable of displaying partner product advertisements and the application can be accessed via the internet and the application can be operated with a laptop or tablet, meaning that it is a mobile web-based e-Commerce application.

One of the e-commerce applications that can be used is Sirclo. Sirclo is Sirclo is a technology company engaged in e-commerce solutions to help small and medium brands (SME sector) and companies to sell their products and services online. The Entrepreneur category is an MSME online store to sell on several platforms such as websites, marketplaces, and chat commerce. While the Enterprise category is an e-commerce enabler service through Sirclo Commerce and an omnichannel technology development solution through Icube by Sirclo. This e-commerce platform was founded in 2013 and has served more than 100,000 brands to develop their online business.



Figure 2. Sirclo commerce app

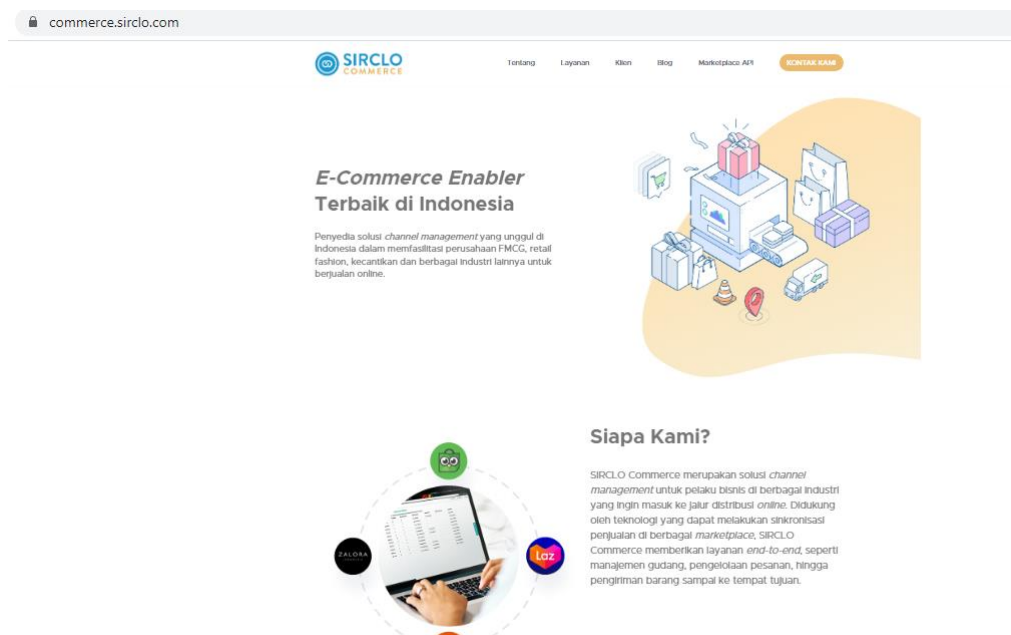


Figure 3. platforms such as websites

**4. METHOD**

Stages of implementing partner problem solutions

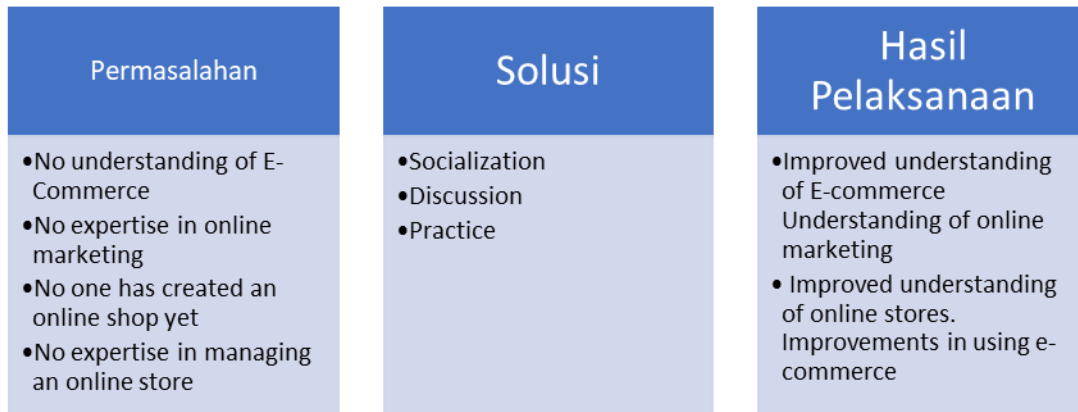


Figure 4. Stages of implementing Partner Problem solutions

There are several approach methods used in this activity including:

a. Socialization

Socialization is a community service program that begins with e-commerce socialization. Where the socialization is in the form of exposure to the first material about the benefits of e-commerce. The socialization was carried out online due to the impact of the coronavirus outbreak. The material presented has been adapted to the needs of partners.

b. Discussion

After the material has been presented, the activity is continued with discussion activities in the form of questions and answers between the community service team and the participants. This discussion aims to make participants better understand the material that has been presented. Through discussion, socialization does not function as a transfer of knowledge but can share experiences and problems that are being faced by partners.

c. Training

After the material is delivered to partners, then it is continued with training. The training in question is the practice of using e-commerce applications to be able to market the products of waste crafts

This activity was carried out online, due to the corona virus pandemic (COVID19) and government regulations both central and regional to hold meetings involving many participants, besides that there were also 3 PKK participant mothers who were positively exposed to the corona virus. So based on this, the abdimas team and partners agreed not to have a meeting involving many people.

The agreement was taken to conduct a teleconference together, and previously the material modules had been sent to PKK women through delivery services. So after receiving the module, it is hoped that if something is not clear, you can ask at the teleconference

**5. RESULTS AND DISCUSSION**

Community service activities are carried out on Thursday 6 August 2020. Namely, starting at 14.00 and ending at 17.00 WIB.

There are several procedures for providing solutions, namely:

- a. Participants download materials
- b. Participants fill in attendance
- c. Participants conduct teleconference together

Based on the material presented regarding online marketing with e-commerce for products made from waste crafts. So that it can change the strategy of business actors in marketing their products which were originally conventional to change online. Given the development of technology, all trades are carried out online by utilizing widely available applications.

## 6. CONCLUSIONS AND SUGGESTIONS

In this activity based on the background of the problems that occur, it can be concluded that:

- a. The use of e-commerce really encourages participants, namely PKK women to learn the use of handicraft sales applications in the form of processed waste products.
- b. The use of e-commerce, especially with the coronavirus pandemic conditions, being able to enjoy online sales through e-commerce is more popular with the public than conventional sales because during this pandemic, people can still be productive to be able to sell their products. The participants were very happy even though the training could not be done in person but online, the enthusiasm of the mothers in paying attention to the training was very good and went smoothly. And the use of e-commerce can be considered successful as a tool in the marketing and sales process.
- c. The existence of e-commerce can help economic activities continue to run in an active and innovative society.

Suggestions that can be given for the implementation of this activity are as follows:

- a. Craft activities to make products from waste can be carried out by PKK women in a sustainable manner and facilitate the marketing of handicraft products that have been made so far so that they can increase and create land to increase income/income.
- b. The public must continue to pay attention to the problem of providing internet, so that their knowledge will be more useful.
- c. System security must still be maintained

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