

WEAKNESSES OF USING E-MARKETING AND STRATEGIES TO OVERCOME THEM

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ABSTRACT

The 2024 Community Service Program was implemented in Meruya Selatan Subdistrict by taking the topic of the obstacles experienced by the community when using e-marketing and e-commerce. This obstacle greatly influences the use of e-marketing and e-commerce technology which is believed to simplify and increase the efficiency of community activities. This program provides input and additional insight for the community to be able to overcome these obstacles so that internet-based technology can be used optimally. The main barriers for participants were access to marketing and funding. Internet technology is believed to be able to resolve participants' barriers, so that the barriers of internet use need to be overcome.

Keywords: e-commerce; e-marketing; constraints, solutions

INTRODUCTION

The virtual world and internet technology have become part of everyday life for consumers, this requires producers to adapt to Electronic Marketing and Electronic Trading strategies. According to the Indonesian Internet Service Providers Association (APJII) stated that Indonesian internet users in 2024 reached 221,563,479. The presence of Electronic Commerce not only changes consumer behavior, but also presents broad potential for micro, small, and medium businesses (MSMEs) to develop economically, especially in countries like Indonesia (Wahyudin et al., 2022). Several previous studies have discussed the use of Electronic Marketing or digital marketing in modern marketing, including Utomo, et al (2023) who stated that digital marketing has a positive and significant relationship with purchasing decisions. Meanwhile, Mawardi (2021) stated the opposite, namely that digital marketing does not have a significant effect on purchasing decisions. One implementation of Electronic Marketing is using a site as a tool. Research by Dapas, et al (2019) stated that the quality of information as a dimension of site quality has a significant effect on purchasing decisions. Considering the importance of Electronic Marketing strategies, it is very relevant to raise the topic of Electronic Marketing in the Community Service Program.

The 2024 Community Service (PkM) program was carried out in Meruya Selatan Village. According to data from OpenStreetMap (2024), Meruya Selatan Village is located in Kembangan District, West Jakarta. This village has an area of 1.27 square kilometers and is inhabited by around 26,000 people. Meruya Selatan Village borders Meruya Utara Village to the north, Karang Tengah District to the west, Srengseng Village to the east and Kembangan Selatan Village to the south. According to data from the Central Statistics Agency (BPS) of the West Jakarta Administrative City in 2022, the number of internet users in Meruya Selatan Village was 22,447 people, or around 88.3% of the population. The number of male internet users was 49.82% and the number of female internet users was 50.18%. The average age of internet users in Meruya Selatan Village is 34.8 years. The age range of the largest internet users is 25-34 years, which is 36.74%. The level of education of internet users in Meruya Selatan Village is quite high, as many as 70.48% of internet users have completed high school (SMA) or higher. The main job (profession) of internet users in Meruya Selatan Village is as private employees, which is 35.66%. Other jobs are traders, laborers, and civil servants. Internet users in Meruya Selatan Village use the internet for various purposes, such as to access information, communicate, study, and work. (BPS West Jakarta, 2022).

The large potential of internet users in the Meruya Selatan sub-district provides a great opportunity for economic activities involving internet media as a tool, one of which is Electronic Marketing activities. Electronic Marketing is a marketing strategy carried out using internet media as a tool (Turban, 2015). The benefits of using the internet in the business world are no longer in doubt, with the internet the benefits include wide coverage, relatively low costs and higher effectiveness (Arafa, 2010). The development of internet technology has not only forced sellers to use it but also forced consumers to switch to using Electronic Trading sites in transactions (Irawati and Prasetyo, 2021). Introducing products by utilizing internet technology or digital media can be interpreted as Digital Marketing. Digital Marketing allows entrepreneurs to market products quickly, according to target markets that are relevant to existing products (Arimbi, 2020; Reedy, et.al., 2000). Forms of Electronic Marketing include Electronic Commerce, Search

Engine Optimization, Marketing via electronic mail, etc. (Kotler and Keller, 2020). Harris et. al., (2020) stated that Electronic Marketing describes the company's efforts to introduce and sell products by utilizing internet technology so that Electronic Commerce is part of Electronic Marketing.

The level of e-commerce activity in Meruya Selatan Village is estimated to increase in recent years. In 2022, the value of e-commerce transactions in Meruya Selatan Village will reach IDR 1.2 trillion, or around 6% of the total value of e-commerce transactions in West Jakarta.

This increase was driven by several factors, such as:

- a. Increasing the number of internet users in Meruya Selatan Subdistrict
- b. Increased smartphone penetration
- c. Increasing public awareness of the ease and convenience of online shopping.

Here are some of the types of products that are most frequently purchased online in Meruya Selatan Village:

- a. Clothing
- b. Electronics
- c. Daily needs
- d. Food and Drink
- e. Household equipment

The increase in electronic trading activities in Meruya Selatan Village has a positive impact on the community's economy. This creates new jobs, increases community income, and increases community purchasing power.

The following are some of the potential for developing electronic trading in Meruya Selatan Village:

- a. Development of local products
- b. Development of faster and more affordable goods delivery services
- c. Development of electronic trading education and literacy for the community

With proper development, E-Commerce can become one of the important pillars of the economy of Meruya Selatan Village. MSMEs and micro-economies that use E-Commerce in Meruya Selatan are very diverse. Here are some examples of MSMEs and micro-economies that use E-Commerce in Meruya Selatan, including clothing stores, food and beverage stores, and household goods sellers.

The people in the South Meruya area who actively use the internet for transactions have apparently left behind several problems, especially related to trade disputes through Electronic Trading. The level of Electronic Trading fraud in the South Meruya area is quite high. Based on data from the DKI Jakarta Consumer Dispute Resolution Agency (BPSK), the number of complaints of Electronic Trading fraud cases in the South Meruya area in 2022 reached 200 cases. This number increased from 2021 which only reached 150 cases. (BPSK DKI, 2023). Efforts to increase sales by using internet technology sometimes violate ethics (Ng and Kasih, 2020).

In a way common problem faced by the community in Meruya Selatan Village is increasing business income by utilizing internet technology and at the same time avoiding losses due to weaknesses in Electronic Trading which relies heavily on technology. The occurrence of disputes and fraud in Electronic Trading transactions in the Meruya Selatan Village area has resulted in concerns about using technology. The advantages of internet technology in Electronic Marketing and Electronic Trading cannot be utilized optimally to increase income.

The 2024 PkM program aims to provide solutions for the community in Meruya Selatan Village to be able to utilize internet technology to improve the welfare of people's lives in transactions both as buyers (consumers) and as sellers.

In general, the problems faced by the community in Meruya Selatan Village are increasing business income by utilizing internet technology while simultaneously avoiding losses due to the weaknesses of e-commerce, which heavily relies on technology. The occurrence of disputes and fraud in e-Commerce transactions in the Meruya Selatan sub-district has led to a sense of concern in using technology. The advantages of internet technology in e-Marketing and e-Commerce cannot be optimally utilized to increase revenue.

Both consumers and sellers are aware of the weaknesses of internet technology in transactions, including:

- a. The purchased item is not received/sent
- b. The received item does not match the purchased or ordered item

- c. The received item is damaged or not functioning
- d. Vulnerable to personal data theft
- e. Difficult to resolve online transaction disputes

In addition to the weaknesses of internet technology for consumers, these weaknesses are also felt by sellers, including:

- a. Difficulty in measuring effectiveness
- b. Dependence on technology
- c. Very tight competition

From the alternative solutions, several have been selected to be implemented in the 2024 PkM Program, including conducting socialization, enhancing literacy, and educating the community about e-Commerce in the Meruya Selatan Village area. In general, the solutions provided in the PkM program are aimed at the general public, both those engaged in economic activities as sellers and ordinary consumers who do not profit financially from e-Commerce activities. The benefits that the community gains from this PkM program are the improvement of skills and literacy related to e-Commerce. The increase in community literacy regarding e-Commerce addresses issues that hinder the growth of e-Commerce activities today, such as online fraud, disputes between sellers and buyers in e-Commerce, avoiding personal data theft, etc. The hope is that this increase in literacy will lead to a rise in e-commerce transactions.

METHOD

This PkM program began with a survey conducted by several lecturers in the Meruya Selatan Village area to obtain information related to micro-scale business actors in the area. This is important to do so that the implementation of the PkM program can be beneficial and can be implemented immediately. Furthermore, topic selection is carried out based on the survey results and preparing presentation materials. Implementation of PkM The 2024 PkM program is carried out by delivering a presentation to participants related to Electronic Marketing and Electronic Commerce both in general and specifically related to the benefits and obstacles in using Electronic Marketing and Electronic Commerce. The final stage is the implementation of the PkM Program which discusses the benefits and obstacles to Electronic Commerce. The benefits of Electronic Marketing and Electronic Commerce are already well known to the public, so in this presentation the discussion focuses more on the obstacles that exist in society which result in the public's reluctance to use Electronic Commerce and Electronic Marketing even though the benefits are already known together. At the final stage of the implementation of the PkM program, an evaluation is carried out regarding the benefits of the program for participants. The evaluation is carried out by filling out a questionnaire by the participants.

Peand in the PkM program in Meruya Selatan Village, it is basically open to the general public who already know about the existence of Electronic Commerce and the community who are also active as traders who already know about the existence of Electronic Commerce facilities. The general public who usually act as buyers and also the community who have businesses that can use Electronic Commerce feel worried (not too sure) about the reliability of Electronic Commerce and Electronic Marketing technology. The 2024 PkM program is implemented by delivering a presentation to participants related to Electronic Marketing and Electronic Commerce in general along with the benefits and obstacles that exist. The benefits of Electronic Marketing and Electronic Commerce are already quite well known to the public, so in this presentation the discussion focuses more on the obstacles that exist in the community which result in the public's reluctance to use Electronic Commerce and Electronic Marketing even though the benefits are already known together.

The implementation of the 2024 PkM Program, in addition to delivering presentations, is also equipped with questions and answers and discussions between the implementing lecturers and participants, thus this program is not only a delivery of knowledge by lecturers to participants but also a forum for Group Discussion to explore problems that arise in society related to the use of Electronic Marketing and Electronic Commerce. The results of this discussion can be used as input for the next PkM program or as research material in other scientific works.

The problems discussed in this PkM program are:

- a. How Electronic Marketing is utilized by micro-entrepreneurs
- b. How can society avoid the negative things that accompany Electronic Marketing and Electronic Commerce?

The 2024 PkM program in Meruya Selatan Village certainly cannot be implemented by lecturers alone. The involvement of the village and its leadership ranks plays a very important role, especially in providing gathering

facilities and providing participant data profiles and also inviting participants interested in this program. This one-day program certainly cannot change people's behavior and improve their abilities related to Electronic Commerce and Electronic Marketing. A Monitoring and Briefing Forum is needed as a continuation of the 2024 PkM program. For this reason, lecturers provide time for participants to consult regarding the presentations presented, in addition to monitoring, it is necessary to measure the success of this program by using secondary data such as from BPS data in the future. The 2024 PkM program is not only beneficial for the community but also very beneficial for the implementing team.

Solving problems faced by participants is discussed qualitatively using discussion methods and exchanging opinions and experiences.

RESULTS AND DISCUSSION

The questionnaire was given to 27 participants to obtain information related to the participant profile and participant responses related to the implementation of the ongoing PkM program. The results of the questionnaire showed that most of the participants were participants at an age that was no longer too young, around 70% of participants were over 40 years old. The educational background of the participants was dominated by high school/vocational high school graduates around 71%. Most of the participants were business owners themselves or with their families. The business carried out by 40% of participants was still under 5 years old so it was relatively newly formed. The types of businesses that were engaged in were quite diverse, but over 65% of participants were engaged in the food sector. Almost all participants earned a turnover of still below 10 million rupiah per month, even all of them were still below 15 million rupiah per month, so this business could be said to be a micro business. All participants were familiar with internet technology although none of the participants utilized internet technology in their business.

The results of the discussion showed that participants, when acting as consumers, were aware of the weaknesses and risks of internet technology in transactions, including:

- a. Item purchased not received/sent
- b. The goods received do not match the goods purchased or ordered.
- c. Items received in damaged or non-functioning condition
- d. Vulnerable to personal data theft
- e. It is difficult to resolve online transaction disputes

Meanwhile, participants who utilize internet technology when acting as producers feel...The weaknesses of this internet technology include:

- a. Difficulty measuring effectiveness
- b. Dependence on technology
- c. Very tight competition

Participants in the discussion provided alternatives to solve the problem, namely conducting socialization, increasing literacy and education on Electronic Trading to the community in the Meruya Selatan Village Area. In general, the solutions presented in the PkM program are solutions for the general public, both those who carry out economic activities as sellers and for ordinary consumers who do not take financial advantage of Electronic Trading activities. The benefits obtained by the community from this PkM program are increasing the ability and literacy of the community regarding Electronic Trading. Increasing public literacy regarding Electronic Trading overcomes things that are obstacles to the growth of Electronic Trading activities today, such as fraud in cyberspace, disputes between sellers and buyers in Electronic Trading, avoiding theft of personal data, etc. It is hoped that this increase in literacy will have an impact on increasing Electronic Trading transactions.

As previously stated, the main problems faced by participants are access to funding and access to markets. This PkM program has succeeded in providing enlightenment regarding efforts that can be made to increase market share by using internet-based technology. After discussing the marketing aspect, more than 80% of participants stated that the marketing discussion topic was in accordance with the participants' needs. The same thing is also related to funding strategies for micro entrepreneurs that can be understood and can be followed up.

Overall, this PkM program is very beneficial for the participants and almost all participants are satisfied with the PkM activities, both in terms of the implementation procedures, the location where the event was held and also all the facilities provided. The following is a picture related to the implementation process of the 2024 PkM program in the Meruya Selatan sub-district - Jakarta,



Figure 1. Presentation of Electronic Trading



Figure 2. Participant Group Discussion



Figure 3. Closing Ceremony

CONCLUSION

In accordance with the purpose of implementing this PkM program, which is to provide input related to the use of internet technology in developing the market, it can be said that this goal can be achieved with a satisfaction level of approximately 80%, meaning that 80% of participants stated that the topics presented were in accordance with the needs of the participants. The next PkM program should be carried out in other places every year and monitoring the development of participants in Meruya Selatan Village needs to be done at least in the next 2 months.

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