

PROMOTING THE PRODUCTS OF SPEED ELECTRONICS USING A COMMERCIAL WEBSITE

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ABSTRACT

Speed Electronics is a home industry which producing electronic spare-parts for electronic goods. Since this company is still developing, it has to deal with several promotion problems. To solve this problem, Speed Electronics really needs to have a media which can promote its products and attract prospective customers. Thus, a commercial website will be suitable for Speed Electronics. It will consist of “Home”, “About Us”, “Our Products”, “Our Service”, “Our Distributors/Stores” and “How to Contact Us” parts. I believe only by seeing the pictures and the descriptions inside the website, the customers will be updated with the newest information about the spare-parts that Speed Electronics sell. Moreover, when they want to order the spare-parts, they can directly look at this website to avoid miscommunication. Besides, Speed Electronics will expectedly be able to widen its market or even get a chance to export its products to other countries.

Keywords: a website, marketing tool, introducing the company, promote its products

INTRODUCTION

Speed Electronics is a home industry which produces Electronics spare-parts for Electronics goods, such as mixers, radios, speakers, etc. The owner has started its business since 1991. In the past, the name of the company was TOP Electronics. However, in 2011, the company has a problem with its license. As a result, the owner decided to change its name into Speed Electronics which means the company had to build its reputation from the beginning. Since Speed Electronics is still developing in its business, it still has several problems in branding its products. The first problem is Speed Electronics does not have any media to promote its products. Especially when there are new products produced by the company, Speed Electronics finds it hard to update that information to its customers. Another problem that Speed Electronics has is miscommunication problem that often happens when the existing customers make an order. The customers usually have their own terms for each product which is different from the one owned by Speed Electronics. As a result, they got different products with the one they ordered. By having this website, the customers will be able to check the name of the spare-parts and order it with the same terms used by Speed Electronics. By looking at the problems above, I can conclude Speed Electronics needs a media to promote its products. Therefore, I decided to make a commercial website which can help the company to solve both problems in promoting its products and avoiding miscommunication that often happens.

Before making the website, the first thing that should be known is the definition of website itself. Based on *merriam-webster.com* (2015), “A website is a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization”. While according to Mark Bell (2011), “A website is a collection of web pages stored on a particular computer (called a web server) and accessed by outside computers”. From these two resources, I can conclude that a website is a collection of web pages made by a particular group which connected to each other and can be accessed by outside computer.

Then, make the decision on what kind of website that will be made by knowing the types of website. Based on *xislegaphix.com* (n.d.), there are ten basic types of website. The first type is personal website. People usually use this website only to keep in touch with each other because it contains the personal information of the writer. The second type is photo sharing website. It is a site where the users can create a photo slide show and upload it on their web. The famous examples are Tumblr and Flickr. The third type of website is writer’s or author’s website. Usually, this website is used as a fan base in which the author can easily promote their works later on. The fourth type is community

building website. Basically, it is made so that its users can communicate with other people, such as Facebook or Twitter. The fifth type is mobile device website. It is a website which is made in smaller pixel and can be easily opened through cellphones. The sixth types of website is blogging website. This is a website which kind of similar to personal website because it can also be an online diary of the writer. However, in blogging website, the writer can also write about another thing, such as giving comment on politics or news. The seventh type is informational website. It is a website which contains information about particular topics, online encyclopedia. The popular example of informational website is Wikipedia. The eighth type is online business brochure or catalog website. This website is made to promote some businesses. It contains the list of the products and also its information. However, this website can only be used to promote certain businesses and most of them offer services as its products. The ninth type is directory website. This website is a site which gives information about the direction of some places. In the past, we used Yellow Pages phone books to find some information about the phone number and address of certain places. Now, Yellow Pages has turned its books into a directional website which can be used easily. The last type of website is e-commerce website. It is also known as commercial website. It contains detailed information like what catalog website has, such as the picture of the products, its price, etc. Moreover, this website is made not only to promote certain products, like catalog website, but also to sell that products. The example of e-commerce website is Amazon.com which you can see the products through their website and make an online transaction.

While regarding the features of commercial website, there is no exact features for commercial website. It is because a website is flexible. Therefore, the features that will be included inside the website will be made depend on the need of the company. Based on Laudon & Trevor (2009:4-6), there are some features which are typically included in a commercial or business website:

1. Home/home page

Home page is the main page of the website that can be noticed by the readers when they open the website address. It consists of short information about the company such as its logo, navigation of all websites, and the newest products or services that company offers. The purpose of this page is to inform the customer about the newest products or the special offer that company has.

2. About us

This page explains what the company does. It usually contains the history of the company, the company's goal, the vision and mission of the company. The purpose is to make the customers trust the company.

3. Product/ service information

This page consists of the detailed information about the products and services of the company. It can be the material, the varieties, or the use of the products. Also, it can be the service offered by the company

4. Contact us

This page consists of the contact information of the company, such as the address, phone number, and email that can be used for the customers to interact with a company. The purpose is to help the customers find the contact of the company easily in case they want to make an order or ask questions.

5. Privacy policy

A privacy policy is a statement of legal documents that discloses some or all of the way a party gathers and managed a customer's data. The purpose of a privacy policy is to protect the personal information about our customers or visitor.

6. Portfolio

The portfolio is the page that contains testimonial that describes the work experiences and achievement of the company. The purpose is to show the good side of the company and gain trust from the customers.

7. Shopping cart

A shopping cart is a virtual basket which list the products that customers want to buy. This page usually used in the modern e-commerce website. The purpose is to let the customers check the products that they want to buy before paying it.

8. Customer service

The function of this page is to provide services for the customers when they want to ask questions and to handle customer complaint. It can be a place where the customers can drop their email or contact number where the customers can make a direct phone calls.

9. Frequently Asked Questions (FAQs)

FAQs stands for Frequently Asked Questions that is a list of questions and answers that are usually asked by the customers. The purpose of this page is to help the customers easier in getting immediate answers for their questions.

Besides the types and the content of the website, the criteria of a good website is also something that should be considered. According to *spritzweb.com* (n.d.), the criteria of a good website are an appealing appearance, an informative content, and a good function. First, a good appearance website needs a background which suitable with its message. Usually, it contains two or three primary colors that blend well and create a proper mood or tone for the business. Also, it does not need a complex design, effect, or animation. While for the font size of the text, it should big enough to be read which is around 10 to 12 pts. Second, the content of a good website should be informative and relevant. Therefore, it should have a good organization and has to be updated regularly so that the company can promote its products effectively and the customers will not be bored with company's website. Last, a good website should work quickly and correctly. The hyperlinks, contact forms, site search, and other navigations inside the website should work as what the customers expect. Otherwise, it will only make the customers frustrated and disappointed with the company.

METHODS

In this project, I made a commercial website for Speed Electronics. I started making the website by writing a proposal for Speed Electronic. First, I wrote the problems of Speed Electronics, the solution to solve the problems, the benefits of a commercial website for the company, and the procedures to get to the solution. I also mentioned the cost of making the project, a web designer to design the website and a photographer to photo the products and make the logo of the company. After the owner accepted my proposal and agreed to pay the funding fully, I interviewed the owner to get the detailed information about the company. Before I did the interview, I already prepared a rough draft of the website so that I knew the questions that I needed to ask. I asked about the short history of the company, the products that it sells, the services that make it better than its competitors, the distributors or stores that the owner want to mention inside the website, and also the contact information of the company. Then, I started to work on the outline of the website content.

There were six important features that I taught should be consisted inside the website. There were Home, About Us, Our Products, Our Services, Our Distributors/ Stores, and Contact Us. Since the website that I made is bilingual, I started by making the outline in English, then I made the outline in Bahasa Indonesia. Then, I met the owner to show her the content inside the website. After she agreed with the content of the website, I asked her to prepare the products that would be put inside the website.

In getting the data for the content, I made an appointment with the photographer to take the pictures of the products and the components of the spare-parts. In addition, I also asked the photographer to make the logo for the company since the company still does not have any logo. Besides working on the pictures, I also contacted the web designer to save time. First, I asked him to make the design of the website and inserted the features. Before that, I have met him and explained the concept of the website. He also suggested some designs that could suit the concept of Speed Electronics' website. Then, I met him to upload the content, the pictures that would be put inside the website, and the logo of the company. After finishing the website, I showed the website to Speed Electronics' owner and revised some mistakes inside the website. The next day, the website is ready to use by Speed Electronics.

PRODUCTS AND RATIONALE

The product of this project is "Promoting the Products of Speed Electronics Using a Commercial Website". Basically, this commercial website provides all information about Speed Electronics including the pictures of Speed Electronics' spare-parts. This website consists of "Home", "About Us", "Our Products", "Our Services", "Our Distributors/ Stores", and "Contact Us" features. Also,

this website is made in bilingual language which are English and Bahasa Indonesia. It means this commercial website is aimed not only to the existing customers of Speed Electronics but also to potential customers.

The first feature is a “Home”. Since this page will be the first page that customers see when they open the website, this page has to contain the most important information about the company. Basically, this page has to be the page where the company does its advertisement. So that, the customers will be attracted to buy the products that are offered. For that reason, I put the logo of Speed Electronics, the pictures of the best products which are best sellers, and also the contact information of Speed Electronics. Below the logo of Speed Electronics, there is a tagline of the company which is “Spare-parts Manufacturer”. It is because the name of the company cannot clearly explain the products that they sell, so this tagline will help the company to avoid misconception when the customers see the website. I also make a slide-show of the best products that Speed Electronics sell. This slide-show is made based on the owner requests, but it usually contains the newest or the best seller products that they sell. Thus, it will be updated continuously according to the products that the owner wants to highlight and promote. The last section is the contact information of the company. The purpose is to make the customers easier to find the contact of Speed Electronics when they want to make an order.

The second feature that I use is “About Us”. It contains short information about Speed Electronics. In this page, I describe what Speed Electronic is and what Speed Electronics does. I also write what products that they sell, why they are better than its competitors, and also the services that they offer. In addition, I put the picture of the owner of Speed Electronics in this part. It is because the name and also the face of the owner are more well-known rather than the name of the company itself. Thus, by showing the photo of the owner, people will easily notice and also trust the company.

The third feature is “Product/Service Information”. Since Speed Electronics offer both products and services, I divide this feature into two sections. The first sections is “Our Products”. It contains the detailed pictures of the products and also the components that are used inside the products. There are also short description about the products in each picture. The next section is “Our Services”. The purpose of this section is to inform the customers about the services that Speed Electronics gives to the customers. Moreover, the services that they offer are the selling points that other companies do not have. It means this part will absolutely become one of the reasons why the customers make an order.

The fourth feature is “Contact Us”. It provides all contact information that Speed Electronics has. There are address, contact number, email address, Black Berry Messenger (BBM) pin, and Whatsapp. Since Speed Electronics promises fast service, the contact number of the company has to be clear. It is important to make the customers comfortable when ordering the products because they can directly communicate and negotiate the price with the owner of the company.

The last feature that I put inside the website is “Our Distributors/ Stores”. This feature contains the list of several stores around East Java and Madura where Speed Electronics distributes its products. I add this feature because I believe it will be important for new customers, especially retailers. For buyers who are going to buy in large quantity, they will willing wait for the products to get cheaper price. While for retailers, they have to wait longer for the shipping process. Thus, they can directly get the products by buying the products at Speed’s distributors. Also, Speed Electronics will be easier in handling the customers that they have.

CONCLUSION AND SUGGESTION

For my Business Communication Final Project (BCFP), I decided to make a commercial website for Speed Electronics. It is a home industry which produces electronics spare-parts for electronics goods since 1991 in Surabaya, East Java, Indonesia. I got the idea of making this website because there are some problems that they cannot solve. First, the company does not have any media to promote its spare-parts to the prospective customers, especially to people who are from outside Surabaya. Moreover, the customers also often confused and made mistake in ordering the products. Thus, a commercial website will be really helpful for Speed Electronics to promote its products and show its credibility to the existing and prospective customers.

There are five features inside this website: “Home”, “About Us”, “Our Products”, “Our Services”, “Our Distributors/ Stores”, and “Contact Us”. These features are important because it can

help Speed Electronics to show its identity and also to promote its spare-parts to prospective customers. Moreover, these features also contain all of detailed information that the existing and prospective customers need about Speed Electronics.

Last of all, there are several things that Speed Electronics needs to do in order to make the website to be effective. First, Speed Electronics has to inform its existing customers about this website. It could be through verbal or written form. Second, Speed Electronics has to connect this website with more social media, such as facebook, to make people easier in finding the website and make it more popular. Next, Speed Electronics is supposed to update its website continuously, especially in “Home” part. It makes people feel more interested to open the website and buy the spare-parts. Last, Speed Electronics needs to check its email every day. It is because customers may send emails to ask about the price list of the products or asking questions about the products.

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