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The Information System Of Name Card Sales Based On Digital Marketing To Improve Creativepreneur On College E-Commerce Website

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Abstract

Advances in technology and information have abundant benefits, especially in the business of business card services by utilizing e-commerce. When buying a business card, the buyer can order a business card by contacting the seller directly, then the order is processed to completion and finally reaches the buyer. However, this method is not in line with current technological advancements because it still uses conventional transaction processes. Therefore, to overcome this problem an e-commerce website is used that can process transactions accurately and quickly. In this study, there are 3 (three) problems that will be overcome with 2 (two) methods, and 3 (three) solutions are produced. The advantage of e-commerce website is that it can be accessed anytime and anywhere, so it is concluded that the use of e-commerce websites is able to overcome the problems found in business cards, business services and develop creativepreneur in Raharja Higher Education.

Keywords: E-commerce, Creativepreneur, Raharja Internet Cafe, Name Cards

1. Introduction

With current technological advancements, most human activities in various fields are being helped [1, 2]. Trade has not escaped the development of the times, the buying and selling process that was previously carried out in the center of the crowd, can now be done from inside the house [3]. In the past, a trader and buyer had to spend more time, money and energy to carry out transaction activities. However, at present various facilities are available with all its features, utilizing electronic commerce that can be accessed using a computer or smartphone, anytime and anywhere as long as it is supported by an internet connection network [4, 5].



Figure 1. Flow to buy traditional business cards



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Products offered in the world of commerce are not counted. Buyers always look for items they need, and one of them is a business card product. In Figure 1, the process flow of buying a business card is traditional or non-electronic. Initially, a buyer contacted the seller of a business card service to design his order business card. If the seller agrees, the buyer's order will be played. Then the completed business card will be given to the buyer after the buyer pays the price. This traditional method is outdated and does not keep up with technological developments, causing both buyers and sellers of images to be hampered in completing fast and smooth transactions.



Figure 2. Raharja Career Logo

Raharja Career is an exhibition of research results by Pribadi Raharja who has completed his TA / Thesis at Raharja College. Raharja Career was carried out before Pribadi Raharja conducted a comprehensive hearing. This activity is held twice a year, which means it is held every semester. The works on display are in the form of program demos, robotic tools, and video presentations. Raharja Career aims that students who will conduct a comprehensive session practice answering questions from other Raharja Persons who conduct interviews with the products they produce. At the Raharja Career event students always need a business card to introduce themselves.

Raharja College is a university that always follows technological developments [6, 7]. In order to support student activities, Raharja Internet Cafe was opened in Raharja College, which provides various services around student needs such as printing, scanning, installing, and selling various items such as keyboards, USB, computer books, etc. [8]. However, for students who want to sell their work, they still don't have the right tools to promote their products. In this case, Raharja Internet Cafe is used as a place to help students promote and sell their work. So that it is expected that with the products of student work at Raharja Internet Cafe, it can help and motivate students to study electronic commerce, as well as increase products and develop Raharja Internet Cafe [9].

2. Literature review

2.1 E-Commerce

Research conducted by Mahdi Choshin and Ali Ghaffari from the Institute of Mizan and Islamic Azad University in 2016, entitled "An Investigation of the Impact of Effective Factors on the Success of E-Commerce in Small-and Medium-Sized Companies". This study discusses the strategies of companies and organizations in capturing and mastering buyers so that they can survive in the world of commerce. One precise strategy is to use e-commerce, which can be used in marketing, sales and services online, giving a significant role in identifying, acquiring and retaining buyers. However, in e-commerce there are many factors from within and outside the organization that influence success. After the experiment, the results showed that what gave a significant influence on the success of e-commerce was buyer satisfaction, total costs, infrastructure, knowledge and information [15].

2.2 Designing Agents for Information Extraction

Research conducted by Nasrin Rasouli, Lela Abedi and Sara Ghaei from the Islamic Azad University and Computer Group in 2018, with the title "Designing Agents for Information Extraction from Persian E-Shops". In this study, the researchers discussed E-shops which is one of the conventional applications of e-commerce or electronic commerce. To find the desired product, a buyer must write the right keyword in the search column. However, often products that appear are not in accordance with what is sought, such as product forms that are not the same and different product descriptions on each website. Constraints in the search for this product cause buyers difficulties in the search process. Therefore, a software is made that can extract product information, displayed in the form of a table that buyers can use to compare prices and conditions of sellers without having to spend much time looking for it [16].

2.3 Airzone Content Management System

Research conducted by Untung Rahardja, Qurotul Aini and Desi Sartika from Raharja College in 2014, with the title "Build a Business to Online Customer Store Using Airzone Content Management System". This study discusses the progress of technology and information in the world of commerce, which is required to be able to provide services to sell goods and services quickly in accordance with buyer demand. In the business world, online sites have provided buying and selling services with online transactions better known as e-commerce. Airzone is one form of a system that uses e-commerce, as a medium for doing business using the internet with the Business to Consumer (B2C) methodology. Airzone can also be used as a vehicle for the development of online transactions, product promotion and after sales support [17].

2.4 E-Commerce Success Model

Research conducted by Wei-Tsong Wang, Yi-Shun Wang and En-Ru Liu from National Cheng Kung University and National Changhua University of Education in 2016, entitled "The Stickiness Intention of Group-Buying Websites: The Integration of the Commitment-Trust Theory and E-Commerce Success Model ". In this study, the researchers discussed the relationship between buyers and Group-Buying Websites, which is the key to the success of Consumer to Business (C2B). Group-Buying Websites are a system of purchases that are done collectively, so that buyers and sellers benefit, such as discount vouchers for buyers, and sellers can sell many of their goods effectively. By integrating successful e-commerce models and trust-commitment theory, the results show that the relationship between commitment, trust and satisfaction is the main determinant of stickiness intention, a model of Group-Buying Websites developed by researchers [18].

2.5 Economic development

Research conducted by Yulianto, Fifit Alfiah, Eka Purnama Harahap, Baiq Aneji Pahad, Andriyanto, Ian An Azhari and Riyan Sindi Saputra from Raharja College in 2015, entitled "Analysis of the Role of Internet Technology as a Media for E-Commerce Transactions in Increasing Economic development". This study discusses the good impact of technological developments on the lives of the community, especially in the name field. Some namees market products through existing media and technology, such as social networking, internet web, and applications. E-commerce actors consist of various groups, ranging from adults to students. For students, name experience using e-commerce can be used as a benchmark, to be able to give birth to young people who are innovative, independent, productive and varied. Based on the results of the survey obtained, it is evident that the development of e-commerce and online sales is strongly influenced by technological developments. It is expected that *e-commerce* sites can not only present

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product catalog information and as a promotional media, but also can be used for dialogue and discussion[19].

2.6 Services and Facilities

The research was carried out by Untung Rahardja, Eka Purnama Harahap and Ririn Eka Cipta Devi from Raharja College in 2018, with the title "The Influence of Services and Facilities at the Internet Cafe Service for Lecture Activities at Higher Education". This study discusses the quality of Raharja Internet Cafe, a place in Raharja College that provides various facilities to meet student needs. Raharja Internet Cafe has a website with an e-commerce system that can be accessed anytime and anywhere, serves as a media information viewer and facilitates the transaction process. In order to obtain data on the quality of service at Raharja Internet Cafe, 30 (thirty) visitors to Raharja Internet Cafe were given an online questionnaire, and the average benefit section was obtained at 85.42%. So that it can be concluded that Raharja Internet Cafe is very influential and provides quite a lot of benefits for student lecture activities [20].

2.7 Information System Web-Based

Research conducted by Nina Rahayu, Fauziyyah Husna Nurdiyanah Lestari and Ulfa Tiana Aprilyani from Raharja College in 2017, entitled "Clothing Sales Web-Based Information System:" Bluelight Distro """. In this study, the researchers discussed about website-based clothing sales applications where business activities can be carried out anytime and anywhere. The purpose of this study is to facilitate prospective customers in looking for clothing, which is accompanied by information including distributions along with prices and ordering procedures. The results of the research show that with the delivery of media on the website-based sales information system, it can be used by customers as an alternative media to conduct clothing purchase transactions, as well as a medium for communicating and interacting with sellers through the website [21].

Based on the 7 (seven) literature studies above, it can be concluded that the current buying and selling system is highly developed with all the facilities available *online*, offering a variety of products and conveniences, so that buyers can make transactions anytime and anywhere conveniently and fast.

3. Findings

E-commerce plays a very important role in bridging the seller with the buyer, therefore for the smooth process of buying and selling in this sophisticated era, a seller must adapt and utilize all available facilities. Creativepreneur stands for 2 (two) words, namely creative and entrepreneur, so creativepreneur can be interpreted as a business actor in the field of creative industry [22]. A seller of business card designs is included in creativepreneur, because the products offered are the result of thoughts and skills, full of innovation and creativity.

3.1 Problem Analysis

As previously explained, Raharja Internet Cafe provides facilities for creativepreneurs to sell namaya card products. However, there are still some problems that must be addressed in order to support creativepreneur activities. At present there are 3 (three) problems in the business card transaction process on the Raharja Internet Cafe website. The first problem is that there are no business card products included along with descriptions and product details. Without the name card products that can be purchased, the transaction process becomes hampered and this is a problem that must be addressed immediately. Then the second problem, marketing or promotion regarding business card products also does not yet exist, if the product is not offered to the buyer, the success of the transaction will not

be achieved. Then the last problem is the third problem is, it is complicated to collect buyer order data such as names, contacts and desired image details.

User's intention to adopt

3.2 Program Design

One method used to overcome the problem is by managing the Raharja Internet Cafe website, so that buyers and sellers can transact without constraints. Maintenance of the website by the admin as well as adding up to date information must also be done, thus the miss communication between the seller and the buyer can be avoided. As a result, the transaction process has the necessary support and the smooth sale and purchase can be guaranteed.



Figure 3. Mind map

The picture above is a display of the mind map or mind mapping that explains the business card products on the Raharja Internet Cafe website, which consists of: (1) Explanation: as the development of creativepreneur for students at Raharja College. (2) Parties involved: seller, buyer and admin. (3) Login: SSO (Single Sign On) using e-mail. (4) Excellence: product information can be delivered effectively and efficiently, and the transaction process becomes easier. (5) Function: Provides convenience for sellers and buyers in buying and selling business cards.

3.3 Implementation

The electronic media needed to access the Raharja Internet Cafe website is not limited to the Personal Computer, various electronic media such as laptops, notebooks, tablets and mobile phones can be used to access, along with support from a good internet connection. In addition, the appearance of the Raharja Internet Cafe website that is neatly arranged and comfortable to see will have a positive impact on the end-users who come to visit. The following are 4 (four) images from screenshots of the Raharja Internet Cafe website that are accessed using notebook media.

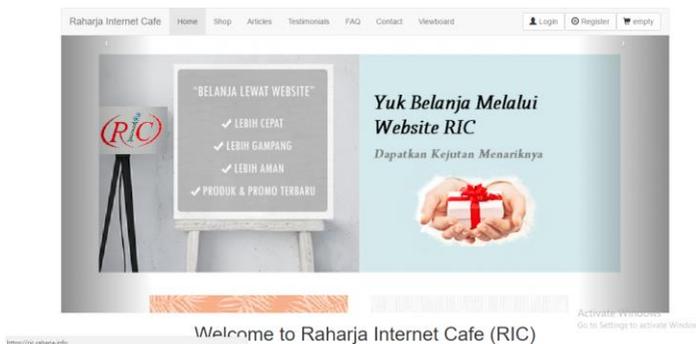


Figure 4. Raharja Internet Cafe's website homepage

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Seen in Figure 4, the interface of the homepage or main page of the Raharja Internet Cafe website. At the top, there are 7 (seven) menus namely home, shop, articles, testimonials, FAQ, contact and viewboard. The log in, register and check out menus are also located at the top right. In addition, there is also a banner that informs about interesting news from the Raharja Internet Cafe website, 5 (five) top products that are often purchased by buyers, and some photos from the situation that occurred at Raharja Cafe located in the L-002 room of the Raharja College.

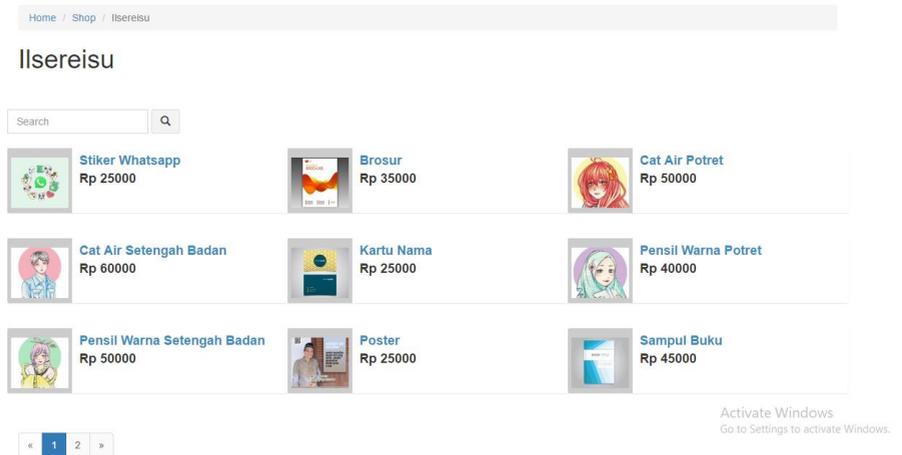
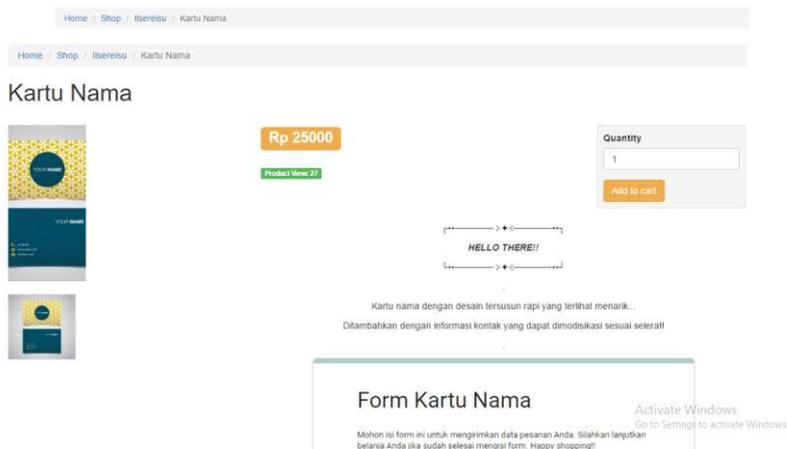


Figure 5. List of products

Then as seen in Figure 5, it is a display of the product list image. There are 9 (nine) products, namely Whatsapp stickers, brochures, portrait water paint, half body watercolor, business cards, portrait color pencils, half-body color pencils, posters and book covers, along with the price. Based on this page the buyer can choose the type of work he wants to order.



Next is Figure 6, product descriptions such as samples, prices and details are displayed as important information for buyers. With the description of this product, the seller does not need to explain the product repeatedly to many enthusiasts of product images.

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Figure 7. Order form

And the last one is Figure 7, displayed an interface from an online form that is used by sellers to collect important data from buyers. With the existence of this form, the buyer can inform the wishes of his name card order effectively and efficiently [24]. Because of the existence of this form, the buyer does not need to bother explaining the desired work.

4. Conclusion

It can be concluded that the e-commerce system can help creativepreneur in developing his creative business. Business card products that are sold online in addition to making it easier for sellers and buyers, can also develop the Raharja Internet Cafe website, which had never before been a means of creativepreneur in their business. Then, with the presence of business card products on the Raharja Internet Cafe website, if banners or articles are made eye catching and informative, it will attract buyers. Because of the ease of transactions caused by technological advancements, distance is no longer a significant obstacle. Information about business card products can be found easily in your hand. Then with the use of online forms, the informative order data can be received by the seller neatly and easily. Misunderstandings in the order can be minimized because the online form has presented clear questions, requiring the buyer to fill them clearly too. Suggestions given for the progress of this research are, it is necessary to develop the type of business card products in the form of hard copy such as the picture on real paper, because currently the business card design given is in the form of soft copy in JPEG format. In addition, the promotion of business card products on the Raharja Internet Cafe website also needs to be expanded, so that buyers can get more and creativepreneur can continue and develop.

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