



Developing e-Booklet For Online Advertising: A Need Analysis On Entrepreneurship Education

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Abstract: This research aims to describe the results of the need analysis in developing e-booklet for online marketing in the entrepreneurship subjects. Its need analysis refers to: (1) The great opportunity to become an entrepreneur in the Food & Beverage (F&B) Study Program because of the presence of online sales applications such as Gofood, Grabfood, and the Open PO sales system; (2) The problem of theoretical learning entrepreneurship; (3) The use of the needed media in practicing online marketing. This research uses surveys, observation, in depth interviews, and literature study methods in collecting data. The conducted survey involving 47 alumni of SMK Tata Boga. It showed 96% of them stated that attractive product images can attract consumers; 94% agreed that creating attractive drawings is part of entrepreneurship lessons. The literature study found the book of marketing material is so theoretical. The results on observing the students in class XI and interviewing the entrepreneurship teachers at SMK 1 Tambun Selatan found that: 1) The offline marketing methods are still taught; 2) There is an absence of interactive learning media to make online advertising on product marketing in entrepreneurship subjects. In conclusion, this study emphasizes the needs of interactive learning media in the students' learning activities. Thus, the findings in this research is beneficial in developing e-booklet as online advertising marketing media in the entrepreneurship education.

Abstrak: Penelitian ini bertujuan untuk mendeskripsikan hasil analisis kebutuhan untuk pengembangan media pembelajaran *e-booklet* pemasaran *online* di mata pelajaran kewirausahaan. Dalam penelitian ini, analisis kebutuhan mengacu pada: (1) Kesempatan besar menjadi wirausaha pada prodi Tata Boga karena hadirnya teknologi aplikasi penjualan *online* seperti *Gofood*, *Grab food*, dan sistem penjualan *Open PO*; (2) Masalah pembelajaran kewirausahaan yang bersifat teori; (3) Media yang dibutuhkan dalam praktek pemasaran *online*. Penelitian ini menggunakan metode survei, observasi, wawancara dan studi literatur dalam mengumpulkan data. Hasil survey yang dilakukan terhadap alumni SMK Tata Boga yaitu 96% menyatakan gambar produk menarik bisa menarik minat konsumen; 94% setuju bahwa membuat gambar yang menarik adalah bagian dari pelajaran kewirausahaan. Hasil studi literatur buku yang digunakan materi pemasaran bersifat teoritik. Hasil pengamatan pada siswa kelas XI Prodi Tata Boga dan wawancara guru kewirausahaan di SMKN 1 Tambun Selatan ditemukan bahwa: 1) Guru masih mengajarkan metode pemasaran *Offline*; 2) Belum ada media pembelajaran interaktif untuk membuat iklan *online* pada pemasaran produk di mata pelajaran kewirausahaan. Hasil penelitian ini menyimpulkan bahwa siswa memerlukan media pembelajaran interaktif dalam kegiatan pembelajaran. Dengan demikian, penelitian ini digunakan dalam mengembangkan media *e-booklet* pemasaran iklan *online* pada mata pelajaran kewirausahaan.

A. Introduction

In the pandemic era of COVID-19, food selling using online is a popular. Many people are afraid to go outside of their home. This is a great opportunity for Food and Beverage Study Program to get the advantages on entrepreneurship program. Due to the use of technology in selling food and beverages online through Gofood and Grabfood as well as through sales on social media that are very easily adopted by consumers (Rahayu & Sukardi, 2020). The online sales system at Gofood and Grabfood helps the entrepreneurs to start a business from home, so that the capital expense for rental building can be eliminated. Starting a business with capital from their buyers through the Open PO (Open Pre Order) sales system, which is usually done through social media information such as Facebook, Whatsapp, and Instagram is another advantage. Open PO is a food or beverage sales system where the seller informs in advance through a social media account that on a certain date the food seller will sell certain types of food and will be sent on the date specified by the seller, of course, interested consumers will transfer money in advance to the seller so that the problem of venture capital can be solved because the seller has already obtained capital from the buyer (Jannah, 2017) .

The previous type of sales is called the Online marketing. It is an online sales where purchases are made via mobile devices (online) but shipping offline. According to Zhang, Pauwels, & Peng (2019) online marketing has many advantages when compared to marketing Offline in general (banners, signposts, brochures), such as: (1) The coverage area on online is 5km, while offline is smaller that is 3km; (2) Service efficiency at online is higher while offline is lower; (3) Marketing ways on online faster while on offline is longer; (4) Marketing costs on online are cheaper while offline is more expensive.

Although online sales technology can help product sales, there are obstacles faced by the entrepreneurs who are just starting their business, the stage of marketing process introducing products to consumers which are closely related to promotion through advertising. An advertisement is usually related to an interesting visual of both words and images (Yaumi, 2018). Thinking about product marketing must be broadened because we have to find the right market segmentation and will be obtained when advertising is widespread. Of course, the cost of advertising becomes a budget that must be taken into account so that advertising on online media can be an option because it is cheap, does not need to be printed. Attractive advertising design will increase the desire of consumers to buy products (Alalwan, 2018). This makes the problems in the marketing narrower and more tangible to make more attractive online advertisements.

The key for online advertising is the power of a product image that is visually appealing and able to arouse the desire to buy a product (Shaouf, Lü, & Li, 2016) and is further strengthened by a survey conducted by Gofood that 80% of buyers are influenced by the appearance of photos on the storefront. Based on the information received from Gofood as shown on the below image:



Figure 1. Percentage Influence of Product Photos Shown at Online Selling
Source: (Gofood Merchant)

While the Grabfood survey states that attractive images will increase sales by 30%, so it is recommended to merchant partners who sell at Grabfood to display products with attractive images with several criteria that must be met such as (1) Lighting is bright and clear photographs; (2) Photo quality is not blurred or broken; (3) There are no shadows that block food details; (4) One photo focus to display one type of food; (5) 500 x 500px menu photo size; (6) Angle of food photos is clear and attractive as proven by below image:



Figure 2. Criteria of Product Photos at Online Selling
Source: (Grab food Merchant)

Nowadays, the F&B industry demands on digital content marketing that can display the advantages of products which visually picture and words appealing, require students to upgrade their marketing skills (Bu, Parkinson, & Thaichon, 2020). Entrepreneurship education is developing rapidly and demands the improvement of teaching according to market needs (Ratten & Usmanij, 2020). Considering these, it is important to learn how to make interesting product photos to make product sales could be increased. Based on Laing's article (Laing & Masoodian, 2016) making an attractive visual image of a product will use personal courage to explore the creativity of each individual but a guide is needed by students to reduced confusion in making interesting visuals. In

education, this will help students to understand online product marketing lessons by way of practice (Kriz, Nailer, Jansen, & Potocnjak-Oxman, 2020). An image change and replacement through image combining and retouching processes according to Carlo Tuazon Sardez is called digital imaging (Reihan, 2010). Combining can also be interpreted by combining images with other images, effects, or interesting words. Merging images and words that invite buyers and also add effects to images so that the message generated to consumers more clearly to buy products that are sale, will be further facilitated with the help of Photoshop software that is still popularly used in the design field. An entrepreneur must improve the ability of practical knowledge that can be practical including product design (Espigares-jurado et al., 2020). This ability is important because the price of making product advertisements is relatively expensive, while advertising must be done often and consistently so that consumers continue to remember the products being sold. For beginner entrepreneurs who have limited capital, they must learn advertising design which assisted with Photoshop software to save expenses and be able to market their products to the wider potential consumers.

Several conclusions can be generated based on those theories: displaying interesting product photos can increase sales, so the research continues by finding information on whether the SMK of food and beverage has taught this to students? If not, then it is necessary to develop media that can help students learn digital imaging material more easily. This research of development media will be conduct on marketing material as part of entrepreneurship subjects at SMKN 1 Tambun Selatan at XI grade.

B. Method

This research was the first stage of research and development (R&D) instructional methods (Arthur et al., 2019), was limited to analyzing needs by making observations. The research involved 47 alumni who participated in giving opinions about the marketing material they had learned from school whether it affected their interest in entrepreneurship.

Entrepreneurial skills are very important after they graduated from their school because they have already learned all the materials of entrepreneurship there. That was why the information was collected from them. The data were obtained from several sources and processed in five stages as listed below:

Table 1.
Stages of Data's Collecting

No	Stages	Amount
1	Survey alumni	47 alumni
2	Literature study of Entrepreneurship book for SMK/MAK curriculum 2013- revision edition	1 book
3	Student's Interview(indept and unstructured)	10 persons
4	Observation and semistructured interview of teaching methods carried out by teachers	1 person
5	Making Interpretations of the problem analysis to make a conclusion	Final

1. Survey on Alumni

An alumni survey was conducted with a Google form with the help of a teacher who spread information about this questionnaire in the Whatsapp alumni group, this research to find out thoroughly whether lessons given at school affect entrepreneurial abilities.

2. Literature study

By studying the book used at school.

3. Students' Interview

To find out whether the material provided is following the current market needs using in depth interview with unstructured question to know deeper the real problem .

4. Observation and semistructured interview of teaching methods carried out by teachers

To find out the teaching methods and material have a narrow gap with current market needs.

5. Final Conclusion.

Making Interpretations of the problem analysis to make a conclusion which media should be developed to achieve quality education which potentially creates new entrepreneurship in the future.

C. Results and Discussion

This phases of the need analysis try to connect the needs of industry in the real world with the pattern of education which is carried out, so education can find the problem and tryin to develop a new media to solve the problem. As an effort to improve education and learning methods which suitable in this era so the following 5 steps are taken:

1. The Alumni Survey

Alumni's survey was used google form, to easier data's collected. Teachers was helped disseminating information at the alumni's watsapp group. Alumni as respondents was provide comprehensive data the benefits of learning entrepreneurship during the SMK and the importance of online marketing in the business world.

Table 2.
Results of Alumni's Survey

No	Survey Analysis
1	47 % are jobless.
2	32% answered that they are dissatisfied with the way teachers taught
3	98% answered interested in entrepreneurship
4	19% answered they didn't have a capital to start an entrepreneurship.
5	96% answered an attractive advertisement will influence to buy a product.
6	94% answered attractive advertisements should be taught at entrepreneurship education.

2. The Literature Study

The book used at SMK grade XI teaches marketing theoretically in the form of definitions, whereas in the real world the problem of marketing cannot be solved by definition but must be practice. In other countries, entrepreneurship education has used sophisticated methods such as virtual reality at Denmark (Niebuhr & Tegtmeier, 2019), game in Europe (Antonaci et al., 2015) so that students are more interested in entrepreneurship, therefore entrepreneurship education must continue to be developed with teaching methods and new media so that students are more interested in entrepreneurship.

3. The Students' Interview

The student's answered they learned marketing product theoretical by book. The teacher let them learned marketing by selling the food they have made and peddling around the school. It was time-consuming and the number of sales was very low because of the limited covered area.

4. The Observation of the Teaching Method and Semistructured Interview

Interviewing the teacher found some difficulties in teaching product of marketing because the book used only taught marketing definitions and concepts without having a practical load. It only asked for an actual discussion due to the students did not have any experience yet so they got confused. Furthermore, the teacher used a kitchen laboratory for cooking practice. The students sold the food by peddling the dishes around the school. The teacher mentioned that they had no media to help them teaching online marketing. As a result, this study tried to develop learning media to help the students practice relevant online materials to market their products online.

5. The Analysis of Interpretation

We can find interesting facts that 98% expressed their interest in entrepreneurship. However, 47% of the alumni found unemployed because 19% had no capital even though it could be solved by Open PO sales system which obtained it from buyers as well as explained in the introduction (in the first paragraph). Continuing the survey result, 96% mentioned that advertisement will influence to buy a product. It is in line with the previous theories: images would influence the desire to purchase intention (Bambauer-Sachse & Heinzle, 2018; Kytö, Virtanen, & Mustonen, 2019; McClure & Seock, 2020). Moreover, 94% stated that entrepreneurship lessons should teach on how to make attractive advertisements because attractive advertisements have the potential to increase product sales which will affect the existence of business development. However, the literature study found the book only taught theoretical and concepts instead of teaching practice. According to Charles Allen Prosser (Anwar, 2009) in the third principle that vocational education will be effective if it teaches acting according to the needs of its work, while the needs of an entrepreneur work must market their products.

Based on the students' interview and observation of the teaching method, the researcher conclude that the teacher still teaches offline marketing by peddling around to selling the food. This is ineffective and inefficient in time and effort because the market share is limited only when the seller passed the consumer, even though the potential consumer is very broad. Based on the article of Zhang (Zhang et al., 2019) - (introduction paragraph 2) many benefits will be gained from online marketing types, so due to schools already teach offline marketing, the writer will teach online marketing.

The next step is to choose the right teaching media. Media development is needed for increasing the achievement into more active learning. According to Yaumi (2018), the urgency of developing learning media is because (1) Improving the quality of learning; (2) demands of a new paradigm where students can learn independently; (3) Market needs so graduates can follow market developments; and (4) Vision of global education students can learn wherever and whenever.

According to the Association for Education and Communication Technology (AECT) media is all matters relating to the process of channeling messages in the learning process (Satrianawati, 2018). Previous research conducted by Abreu et al (2017) used e-booklets in spreading information in the learning process inspires writers to create the same media, e-booklets. These considerations are based on (1) e-booklets are easily distributed to students because in COVID-19 era, there is no face-to-face meeting at school, so with this media distance learning is easy to distributed; (2) E-booklets are a combination of e-books and leaflets that combine subject matter with interesting images and colors, so hopefully, students are more interested in colorful media and make them active learning.

D. Conclusion

The results of this research conclude as follow: (1) The majority of the alumni (94%) stated the impotance of teaching visual drawing in entrepreneurship subjects as it is mentioned in several studies. (2) The results of literature study found that the school book teach more theories rather than the practice (3) The interview results from students and teaching observations proofed that teachers still teach offline marketing. Thus, this research will develop an interesting and colorful e-booklet media to teach online marketing. Theories and practices will be available in terms of creating active learning and increasing the chances for the students becoming entrepreneurs easily and inexpensively.

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