INTERNATIONAL JOURNAL ON ADVANCED TECHNOLOGY, ENGINEERING, AND INFORMATION SYSTEM (IJATEIS)

MAKING WEBSITE-BASED ADVERTISING MEDIA USING WORDPRESS CMS FOR MSME EKMIRA ALMOND CRISPY MALANG

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Abstract

Ekmira Almond Crispy Malang is an MSME engaged in pastries. In marketing activities so far they use social media such as Instagram, Tiktok, Whatsapp. However, the information conveyed through their website is not optimal because of the lack of detailed information regarding Ekmira Almond Crispy products. The audience who follows the content on social media are not engaged. So people do not know about Ekmira Almond Crispy Malang. This research is intended to make a website as an advertising medium using CMS Wordpress. The type of research conducted in this study was action research. Data testing was done by distributing questionnaires based on the criteria for measuring the effectiveness of WebQual design (usability, information quality, interaction quality) to 1 owner, 2 marketing experts, 2 computer experts. The answer choices used a Likert scale with a range (1 for strongly disagree to 5 for strongly agree). The data processing method used simple tabulation analysis and average scores. In this study, the results of WebQual score in the first cycle of usability indicator section get a value of 85% with an average of 4.27 out of 5.0. In the information quality indicator it gets a value of 75% with an average of 3.73 out of 5.0. In the interaction quality indicator the score is 79% with an average of 3.93 out of 5.0. Based on this research it can be concluded that the Ekmira Almond Crispy website can be published in terms of WebQual testing.

Keywords: *Website, Catalogue Website, Advertising Media, CMS Wordpress*

1. INTRODUCTION

In the era of instant and global technological development, technological change is very important, especially for micro, small and medium enterprises (MSMEs) who want to expand their reach and increase competitiveness. One of the important steps to respond to current technological developments by utilizing advertising through the internet will be more effective, so that consumers do not need time to buy through offline stores and save effort and time. Based on APJII 2023 survey data, regarding Indonesia's internet usage in 2022-2023 from APJII (Indonesian Internet Network Operators Association) said that the number of internet users in Indonesia in 2022-2023 is 215.6 million internet users, this internet user penetration reaches 78.19% of the total Indonesian population with 275 million Indonesian residents in 2022.

Advertising is a form of marketing communication, where advertising must be more than just providing information to the audience. Advertising should be more than just presenting information to the audience, persuading the audience to behave in a way that is consistent with the company's marketing strategy to generate sales. Advertising media is a place to share information with the audience (Marentek, 2020).

Advertising Media, it is grouped with various media. The various media used in advertising include the following: print media, static media and prioritize messages with the number of words, images or in color schemes such as tabloids, magazines. Electronic media, media that conveys messages with technology and is assisted by broadcast transmission services in the form of messages, sounds, and films (Firmansyah, 2020). One of the advertising media that can be used is a website, a website can be used as an advertising medium without any limitations of space and time. According to Astuti & Agustina (2022) website is a site that has been published through the domain and url on the website. The website can be reached by all consumers anytime and anywhere by using affordable internet costs.

According to Perdana et al (2022) Wordpress is an open source application that is highly preferred as a blogging engine. In this case, it can be supported by the opinion of the advantages of wordpress, including that it can be downloaded for free, There are many diverse themes and plugins, Easy installation, the website can be used as an advertising medium (Nayoan, 2021). Basically, MSMEs mean businesses or businesses carried out by individuals, groups, small business entities, or households. According to Djuniardi (2022) MSMEs, they are a group of businesses managed by individuals or business entities that lead to productive economic businesses with the criteria set in the law.

Ekmira Almond Crispy Malang is an MSME established on December 27, 2006 by Mrs. Sunarmi which is located on Jalan Danau Maninjau IV, G3A14, Sawojajar, Kedungkandang District, Malang City, East Java. Ekmira almond crispy provides chocolate flavor variants with almond nut toppings, but along with the development of time in early 2020 and seeing market developments, Ekmira almond crispy has innovations by adding various types of flavor variants such as green tea, redvelvet, chococheese. In 2021, Ekmira almond crispy added a new type of flavor variant, namely vanilla cheese, and immediately made it a best-selling product in almond crispy products.

The advertisement carried out by Ekmira Almond Crispy Malang uses advertising media such as on the Tiktok, Instagram, Whatsapp, Banner, X-Banner platforms. With the advertising media that has been used, there are problems, including a lack of detailed information related to company and product information and has limitations in social media to control the appearance and functionality. Therefore, Ekmira Almond Crispy Malang requires the website to be used as an advertising medium that functions as a maximization of advertising activities to present complete information, control the appearance of the design layout without any limitations from other platforms, along with the usability function of the website, and can reach more consumers.

In this case, there is a shortage of advertising media carried out by Ekmira Almond Crispy Malang. It can be overcome by creating a website using the Wordpress CMS application as an advertising medium that will make it easier for Ekmira Almond Crispy Malang to sell to consumers. The website can be easily accessed by internet users, the use of the website can also provide credibility for MSMEs so that consumers can trust Ekmira almond crispy Malang more.

2. LITERATURE REVIEW

2.1. Advertising

Advertising is any form of message about the company's products or marketers conveyed by the company, which is aimed at certain groups or society at large (Priansa, 2017). Meanwhile Firmansyah (2020) stated, An advertisement is the delivery of a non-personalized message about a product, brand, company, or outlet funded by the organizer. Advertising is aimed at influencing consumers' image, beliefs, and attitudes towards products and brands, as well as consumer behavior.

2.2. Website

Kurniawan (2023) state website is a collection of pages that contain certain information that can then be accessed by anyone, anywhere and anytime easily through an internet connection. According to Sari (2019) website is a combination of various digital pages that contain information either in the form of text, animation, images, sounds, and videos or a combination of everything connected to the internet, so that it can be seen by anyone connected to the internet network.

2.3. WordPress

Wordpress is one of the most widely used CMS (Content Management System) in creating a website easily without having the programming skills to build a website (Kristianto, 2014). According to Arsa (2021) Wordpress is the most popular Content Management System (CMS), CMS can make it easy to create a website without having to code manually. All settings are done using a Graphic User Interface that is easy for everyone to understand.

2.4. WebQual

In measuring website quality, this study uses the Webqual research model because the use of the Webqual method is considered more appropriate in measuring website quality. According to Mashuri et al (2022) WebQual is a measurement technique or method used to measure the quality of a website, the three main indicators owned by WebQual, including: Usability, Information quality, Interaction quality.

2.5. Previous Research

Based on previous research (Virdianto & Pribadi, 2019), Creation of Advertising Media Through a Website Using CMS Wordpress at the Rudy Sport Kepanjen Store gets good results and can be used as an advertising medium using Webqual measurements. A similar opinion was expressed by Ariyani and Fauzi who stated, the creation of a Website as an additional promotional medium for AYA Atelier Jombang using a Wordpress CMS with EPIC measurement, obtained a very effective result category and is suitable for use as an additional promotional media (Ariyani & Fauzi, 2022).

3. RESEARCH METHODS

This research method uses the Action Research, characterized by a systematic inquiry approach that has characteristics, principles, guidelines, procedures that must meet certain criteria. According to Arikunto (2010) action research is a study of

phenomena that occur in a community or a target group and the results can be directly applied to the community concerned.

3.1. Collecting Data Method

The data collection method used in this study is using observation and interviews. According to Sugiyono (2017) observation is a confusing cycle, a cycle consisting of many organic and mental cycles. The two most important are the perception and memory cycles. Abubakar (2021) states, an interview is a meeting of two people to exchange information and ideas through questions and answers, so that they can construct meaning in a particular research topic.

3.2. Analysis Data Method

To determine the measurement of respondents' answers in this research using a questionnaire research instrument, this research uses the Likert scale method. Sugiyono (2017) states, The Likert Scale is a measurement model in the form of a scale used in measuring the behavior, perception, and assessment of a person or a group of people towards social problems.

4. RESULTS AND DISCUSSION

Ekmira almond crispy Malang is an MSME (Micro, Small and Medium Enterprises established on December 27, 2006 by Mrs. Sunarmi located on Jalan Danau Maninjau IV, G3A14, Sawojajar, Kedungkandang District, Malang City, East Java 65139. Ekmira almond crispy provides chocolate flavor variants with almond nut toppings, but along with the development of time in early 2020 and seeing market developments, Ekmira almond crispy has innovations by adding various types of flavor variants such as green tea, redvelvet, chococheese.

Based on initial observations, it was found that Ekmira Almond Crispy Malang had used several advertising media in the form of Banner, X-Banner, Instagram, Tiktok, Whatsapp. In planning activities, the creation of media that will be used in this website is carried out using the Wordpress CMS application, using the elementor plugin in editing the website and using the woocomerce plugin in arranging product catalogs on the website, using the chatty plugin to be able to connect the website with whatsapp Ekmira Almond Crispy Malang, related to product order information.

The stages of action are carried out after carrying out the planning stages. Theme selection, creating content menus, installing plugins and several widgets needed in the website creation process. The observation stage is carried out by distributing questionnaires to measure the effectiveness of a design in a website using the Webqual method. The questionnaire was to business owners, 2 marketing experts, 2 computer experts.

The distribution of the first cycle questionnaire on the use indicator got an average score of 4.27 and 85% of the respondents' answers, the information quality indicator, got an average score of 3.73 and 75% of the respondents' answers, the interaction quality indicator got an average score of 3.93 and 79%. Based on the first cycle, it was carried

out on average with the three indicators so that an average of 3.98 was found and 80% got a good category.

Based on the results of the questionnaire distribution on the website, data on website effectiveness was obtained. From the webqual indicator, the result was obtained that none of the respondents gave a TT answer (disagree) with a score of 2 or a score of 1 STS (strongly disagree) so that the website was considered effective. and therefore has the feasibility of being an advertising medium.

5. CONCLUSION

This research uses the type of Action Research, the researcher started to make a design with the CMS Wordpress application, and conducted a test in the first cycle on the website by distributing a questionnaire to 5 respondents consisting of 1 owner, 2 Computer Experts, 2 Marketing Experts. The measurement of the effectiveness of the Webqual model design in the first cycle of the usability indicator section obtained a percentage value of 85% with an average of 4.27. In the information quality indicator, it got a percentage value of 75% with an average of 3.73. In the interaction quality indicator 79% with an average of 3.93. So based on the assessment criteria, this condition is included in the good category criteria. Therefore, based on the results of data analysis on the effectiveness of the website created, the Ekmira Almond Crispy Malang website can be said to be effective as an online advertising medium and ready to be published. Based on the research that has been done, there are suggestion that can be given to Future research is expected to conduct research related to SEO for advertising websites using the WordPress CMS in order to increase the visibility of advertisements on search engines.

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