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## Sales Multiplize Through E-Commerce Training For Batik Craftsman In Paiton Probolinggo

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### ABSTRACT

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Batik Craftsmen in Paiton Probolinggo as a business entity for the cultural heritage of the archipelago has to handle challenges that arise as a consequence of increasing competition. The marketing strategy must be carried out as well and as effectively as possible. One option is to apply an online strategy with e-commerce media which is presently the best answer for all business entities. This is due to information through internet media is more effective to meet buyers in terms of informing or marketing their products without having to meet face to face. E-commerce creates it simple for consumers and producers to do business. Therefore, target of this program is to build e-commerce skills of these batik craftsmen. Technique for implementing the activities consists of a participatory approach with the local industry and trade office, e-commerce training and ends with a simulation and evaluation. Based on the evaluation analysis of the training execution, it was revealed that the positive response of Batik Paiton craftsmen and through periodic assistance has given hope for business continuity. Even sales then experienced a lot of increase, which is very likely as an implication of the wider reach of marketing areas through e-commerce.

**Keywords:** Batik Craftsmen, Online, E-Commerce.



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### INTRODUCTION

Like the majority of small business entities, batik artisans from Paiton, Probolinggo are faced with many challenges and problems in their development. Especially in the dynamics of business competition which continues to escalate. The implication is that it is difficult for craftsmen to develop and it is very likely that it will disrupt their business continuity. As previously revealed in a statement by the International Monetary Fund that the world economy has experienced a crisis as an implication of the corona virus pandemic (COVID-19). In fact, this pandemic has infected nearly all countries and at the similar time paralyzed almost all joints of the economy (Junaidi & Salistia, 2020). Responding to the corona virus pandemic with a major impact on the economy and society, the President of the Republic of Indonesia, Jokowi Widodo, once asked business people to use internet platforms to optimize their businesses performance. Whereas, there is a policy to reduce

transaction interactions, MSME players are asked to continue to optimize the application of online services. Because you need to know, MSMEs are one of the pillars of the country's economy.

The Coordinating Ministry for Economic Affairs in its publication, in 2020 the contribution of MSMEs in GDP grew by 60.34 percent. In terms of numbers, small businesses in Indonesia contribute more to GDP, reaching 93.4 percent, then medium scale businesses merely 5.1 percent, and only 1% comes from large businesses. However, in principle this data does not demonstrate any variations each year. Hence, in order to maintain and strengthen the foundations of the Indonesian economy, Indonesia necessary to grow this figure, so that it does not merely rely on small business entities. However, the medium and large industries require to be supported as well. It's time for MSMEs to upgrade (Sijuang, 2020). Even in Paiton, the number of SMEs is relatively large, until now there are 15 units of batik craftsmen in the area.

Generally, MSMEs are very often face classical difficulties that have not been totally handled, like human resource capacity issues, ownership, financing, marketing, and various other problems related to business management, making it difficult for MSMEs to compete with large companies (Sucipto, 2020, Indah, & Pinilih, 2020). However, MSMEs are creative industries that have been able to provide a sizable income for the island of Bali. The use of internet with e-commerce media is currently the best answer for MSMEs. This is due to promotions through online media are easier to reach consumers in terms of introducing or selling their products without face to face (Santoso, 2020 & Komalasari, 2020). E-commerce makes it easy for consumers and producers to do transactions. The public needs to know who is acting through advertising media (Marlinah, 2020). In this country, many types of e-commerce can be exploited by MSME to meet their customers online, like GO-JEK, Grab, Tokopedia, Lazada, Bukalapak, Shopee, Blibli.com, Olx, and others. As stated by Helmania & Afrinawat (2018), application of internet impacted business earning for MSMEs. Other research result by Sugiarti et. All (2020) & Maulana, Susilo & Riyadi (2015) demonstrated that e-commerce impacts the level of sales to MSMEs as well.

While the purpose of this program formatted in the form of this training is to increase both the knowledge and skills of Paiton written batik craftsmen in implementing e-commerce. The final target is to help provide solutions to get out of the complicated problem of business development that is not getting better. Even further is in the context of making Paiton City a center for written batik in Probolinggo Regency. As revealed in Kutz's opinion (2016) that e-commerce is a terminology that is frequently used recently conveyed to the internet, where no one clearly understands the meaning of e-commerce. Elaboration the connotation of e-commerce according to experts: a. Electronic commerce, also known as e-commerce, is the use of communication networks and computers to perform business processes. A common view of e-commerce is the use of the internet and computers with Web browsers to purchase and sell products. b. Alfin (2021) stated that e-commerce, or short for electronic commerce, is a business transaction that happens in an electronic network, like the internet. Anybody who can access a computer, has a connection to the internet, and has a way to pay for the goods or services they buy, can joint in e-commerce. Hardilawati (2019) stated that the meaning of electronic commerce is buying, selling and marketing of goods and services through electronic systems. Such as radio, television and computer networks or the internet. So, e-commerce is the process of buying and selling transactions carried out thought the internet where the website is applied as a container for carrying out this process.

E-commerce is divided into several types based on its characteristics, namely: (1) Business to Business (B2B). Business to Business has the following characteristics: (a) Trading partners who already know each other and between them a long-standing relationship has been established. The information held is only exchanged with the partner. (b) Data exchange is carried out repeatedly and periodically with a data format that has been mutually agreed upon. (c) One actor must not hang on for their other partner to send data. (d) The normally used model is peer to peer, where processing intelligence can be delivered across both business actors. (2) Business to Consumer the characteristics (B2C) Business to Consumer are (a) open to the public, where information is

delivered in general and can be accessed liberally. (b) The services used are of a general nature, so it can be operated by many people. For instance, due to the web system is commonly used, services are afforded on a web-based basis. (c) Services used upon request. Producers must be ready to respond according to consumer demand. (d) Client-server approach system is often used. (3) Consumer to Consumer (C2C). In C2C a consumer can sell his goods directly to other consumers, or it can also be called people who sell products and services to each other. An example is when there are individuals who make purchase on classified ads and sell residential properties, cars, and so on. Advertising personal services on the internet and selling knowledge and skills are other examples of C2C. A number of mart sites allow individuals to send items for inclusion in the auction. Lastly, many individuals use intranets and organizational networks to advertise items for sale or also offer various services. Another well-known example is eBay.com, an auction company. (4) Customer to Business (B2C), Customer to Business is a business model where consumers (individuals) create value, and companies consume this value. For example, when a customer writes a review, or when a customer provides a good idea for new product improvement, it is this individual who creates value for the company, if the company adopts his input. For example, priceline.com is a site that allows everyone to sell goods to companies. In this case, the internet can be implemented a means of negotiation.

This digital business platform plays many roles, including (a) being able to increase market share, (b) reducing operating costs (operating costs). This is because e-commerce transactions are transactions in which most of the operations are programmed in the computer so that costs such as showrooms, excessive salary expenses, etc. do not need to occur, (c) broaden the reach (global reach) of on-line transactions which can be accessed by everyone in the world is not limited by place and time because everyone can access it only by using computer intermediaries, (d) increasing customer loyalty. This is because the e-commerce transaction system provides complete information and this information can be accessed at any time besides that in terms of purchases it can also be made at any time and even consumers can choose the product they want themselves, (e) improve supply management E-commerce transactions lead to operational cost efficiency at the company, especially in the number of employees and the amount of stock available so as to further improve the cost efficiency then sist em good supply management must be improved (Farida, Naryoso, Yuniawan, 2017).

Meanwhile, the gains of e-commerce for buyers allow customers to shop or make transactions along the day from almost every place where consumers are. Customers can also have many choices of items they want to buy when visiting the site and doing price comparisons with other companies. When buying goods online, customers do not need to queue. However, the threat of using e-commerce consists of several forms that may occur in e-commerce (a) planting inserts something into a system that is considered legal but may not be legal in the future. (b) Penetration System People who are not entitled to access the computer system can and are allowed to do everything according to their wishes. (c) Communications Monitoring, one can monitor all confidential information by doing simple communication monitoring at a place on the communication network. (d) Communications Tampering Anything that endangers the confidentiality of one's information without penetration, such as changing transaction information in the middle of the road or creating fake server systems that can trick many people into voluntarily giving out their confidential information.

In addition, what needs to be considered is the obstacle to the application of e-commerce, namely the absence of a high trust society or a high level of trust in existing online shopping sites. This is due to there are still many frauds that happens when consumers shop online. Generally, prices are non-negotiable. Different with traditional markets, the transaction process is through a bargaining process. There are still quite few human resources who familiar and master properly the concept and application of e-commerce technology. Postal delivery services still require improvement, so that the process of sending goods does not take long time to reach the buyer or consumer. One of the

business-to-consumer (B2C) e-commerce transaction flows that have been carried out recently by business people is as follows.

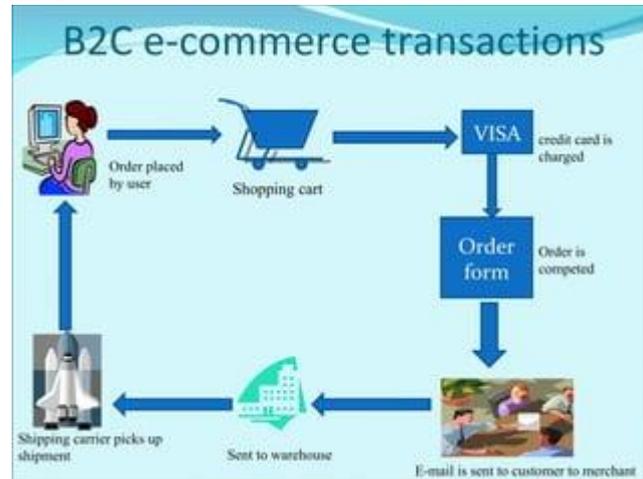


Figure 1. Mechanism f B2C E-commerce

Source: Laudon & Traver (2017)

Therefore, based on the reality of the issue of artisans and the benefits of e-commerce applications, e-commerce training will certainly play an important role in overcoming various problems of small business entities such as those faced by batik artisans in Paiton, Probolinggo Regency.

**METHODS**

This community service activity to optimize E-Commerce began with preparations to approach the Trade and Industry Office of Probolinggo Regency. Obtaining information from the leading sector, the number of batik craftsmen in Paiton is 16 business units. This community service training activity uses several mobile-based e-commerce applications such as Shopee, Tokopedia and Bukalapak. This training was carried out using a classical system approach for 2 (two) days which was in-house training and continued with periodic assistance. While the material in this e-commerce training is structured as follows.

Table 1. Training Materials and Achievement Targets

No.	Materials	Targets
1.	Internet Marketing	Changes in the mindset of Batik Craftsmen about Internet Marketing
2.	Photo Editing	Craftsmen can make attractive photos
3.	Creating an Account	Craftsmen can create an Account on the Commerce e-Application
4.	Create Product Ads	Craftsmen can create as well as upload clans on e-commerce applications
5.	Responding to Customers	Craftsmen can respond to customer wishes
6.	Training Evaluation	To determine the extent of e-commerce skills that have been owned

Sources: Rakanita (2019), Alwendi (2020), Harto (2020) & Trulline (2021).

Furthermore, after the implementation of the training, mentoring activities are carried out with the hope that the community service activities can be successful as the initial purpose of this program. assistance is periodic which is carried out from craftsmen to other batik craftsmen. While the final stage of this community service activity is to carry out a comparative analysis between before and after the training with a focus on aspects of knowledge, skills and increasing business turnover.

## RESULTS AND DISCUSSION

Community service activities formatted in the form of e-commerce training get an extraordinary response from the training participants who are the batik artisans in Paiton. This is due to all participants deliberate it extremely essential and deliver good prospects for the business sustainability. The training activities got more and more extraordinary interest due to later the participants learned that with online sales, potential customers who want to buy goods or make transactions via the internet only need internet access and the interface uses a web browser. designing the online sales portal not only a shopping portal, but also a community gathering place by building a community base, building a market concept not just a buying and selling place and an information center.

Service-oriented governance, a combination of conventional and virtual service conceptions: responsive, dynamic, informative and communicative. Up to date information, dynamic multi-way communication. Shortly, the training activities received a good response and consequently, all participants had adequate skills in running and handling on-line sales. Obviously, a training output is the goal of this training. This was shown from an evaluation of the upshot of the pre-test and post-test. Based on the upshot of the post-training post test, it was demonstrated that online sales to the community of batik craftsmen in Paiton, Probolinggo Regency are a relatively new trade model. This is because the electronic transaction mechanism begins with the offer of a product by the Craftsmen community on a website via a server located in Indonesia. Craftsmen comprehend that if a consumer makes a transaction, the customer will fill in the mail order provided by the seller.

Additionally, relatively skilled in conducting transactions on on-line sales, for instance buyer's order is sent to craftsman, and further it is received and verified by seller, then consumer makes a payment which will then go to payment server. Attractively, the training participants arise to understand the advantages of payments made via smart cards, bank accounts, and so on. Though, 90% of trainees prefer a secure means of payment when using e-money. This is because e-money is one of the most widely used means of payment in the world, as well as the securest. Moreover, more than 65% comprehend that e-money makes up for weaknesses in traditional remittances such as checks or money orders, which spend much energy.



Source: Primary Data, 2022

In addition, other significant skill after jointing the training, the craftsmen comprehend finally the ways for making transactions through online sales. Batik performers can do this in stages (1) e-customers and e-merchants meet in cyberspace through a server rented from an Internet Server Provider (ISP) by the e-merchant. (2) Transactions through online sales are accompanied by terms of use and sales terms conditions or standard clauses, which generally e-merchants have placed agreement clauses on their website, while e-customers, if interested, just have to select the accept button. (3) Acceptance of e-customers through the click mechanism as an embodiment of an agreement which of course binds the e-merchant. (4) After both parties meet an agreement, it goes along with payment process, which takes in two intermediary banks from each party, namely the acquiring merchant bank and the issuing customer bank. The mechanism for the e-customer instructs the issuing customer bank for and on behalf of the e-customer to make a number of payments on the price of goods to the acquiring merchant bank reported to the e-merchant. (5) When payment process is finish, it is followed by the process of fulfilling achievements by the e-merchant in the form of delivery of goods in accordance with the agreement regarding the time of delivery and specifications of the goods. The post test revealed that online sales skills were good enough, though still 25% of them still required help. During 5 months after the training, the turnover of 16 craftsmen has increased. Based on the before & after evaluation of the training using a score of 1-10 it was revealed that there were significant differences both in e-commerce knowledge and skills and in increasing sales turnover.

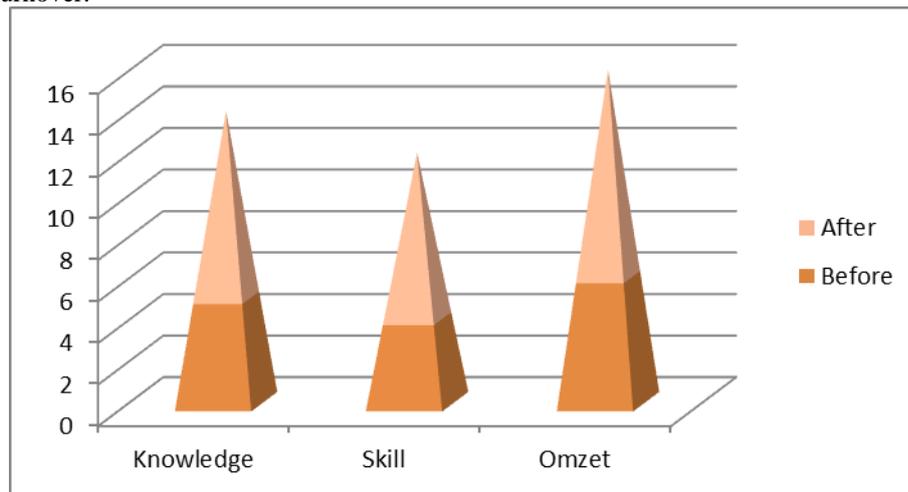


Figure 2. Before and After Training Analysis  
Source: Primary data processed, 2022

The sales trend pattern of Paiton batik craftsmen, Probolinggo revealed that their marketing turnover increased 1 (one) month after the training. This means that trading skills by using information technology deliver many advantages in order to multiply sales. Even within 5 (five) months there has been an increase, although not as much as before the Covid 19 pandemic. However, some constraints are still encountered, especially in fulfilling orders on time. This is because the majority of these craftsmen have bordered production size as is the case with the majority of classic small industry problems in general. Therefore, an injection of soft loan capital from the government through the leading sector of the Probolinggo Regency government is very urgent. If this is not done immediately, it will backfire on the possibility of the existence and sustainability of the business.

The results of this activity analysis are in line with Zuliyati, Triyanto, Handayani, (2021) & Alfian's opinion (2021) which states that it is necessary to design an appearance to determine corporate image, in the case of e-commerce, design also affects sales levels. For this reason, in website design, it is extremely important to consider several things such as visual appearance, application of the user interface, and ease of user access. Apart from attracting potential users, in principle the website design also aims to optimize the function of the website as a media between users and sellers, so that

appearance of the website must deliver easy access for users to optimize the services delivered by the website. The term user friendly is used to refer to capabilities possessed by software or application programs that are simple to operate, and have a number of other capabilities so that users feel comfortable operating the program. This activity also supports Kutz (2016) & Imanuddin, Daris, Fahmi. (2021) that interface variables have proven to have an effect on MSME income during the co-19 pandemic. Based on data, customers like the appearance of layouts on tenants registered in e-commerce, real product images, easy-to-read writing styles, and sales sites also have flexible qualities. These things really support the increase in sales because usually as a buyer will judge from the image whether it matches the original and an attractive image will certainly attract the buyer's interest. The ease of using commands on the user interface can affect the ease of use.

As with market place applications, there are often several forms of key model styles, such as when confirming an order, the Yes and No confirmation button options will appear, so that it can make it easier for applications to understand commands and human language. This means that consumer decisions can be reached by using the Key models style. Key model styles are very helpful not only in terms of the quality of delivering application language to users (humans) but also in terms of the ease of using market place applications in terms of user commands. The results of this activity analysis are consistent with the results of activities carried out by Hardilawati (2019) & Purnama, Putri & Bahagia (2021), that information quality, user interface quality, security perceptions have an effect on information satisfaction and relational benefits. Having a well-developed key model style will make it easier for market place applications to understand user orders. In building a web-based system, a user interface is needed from the system. The user interface is a time where the system and users can interact with each other through commands such as using content and entering data. The user interface or display of the user interface is an important part of a system or application because the user interface interacts directly with the user. Because it deals directly with the user, the user interface design really needs to be considered in making an e-commerce system. An attractive and easy-to-use user interface design will be able to influence visitor interest in making purchases. Conversely, a bad user interface design will make visitors uncomfortable visiting the website for long or even discourages them from making a purchase transaction.

## CONCLUSION

Based on the community service activities that were packaged in the training activities that had been carried out for Paiton batik craftsmen, it was revealed that in fact e-commerce is a necessity that cannot be postponed any longer, especially in the dynamics of competition which is increasingly heading towards hyper competition lately. This was seemed from the behavior and reactions of the training participants who played a very active role. However, what is interesting is that the outcome of this training has resulted in participants having the ability to make sales transactions via e-commerce a reality. In fact, based on the results of the post-training assessment, not only did their knowledge and skills increase, but their sales performance experienced a relatively significant escalation. Furthermore, next training is certainly required, bearing in mind the advancement of information technology that has been accelerating lately, besides the relatively high risk of using this business platform.

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