

# THE ECONOMIC EFFECT OF REJOSOPINGGIR UMKM ADVERTISEMENT IN VILLAGE WEBSITE

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## THE ECONOMIC EFFECT OF REJOSOPINGGIR UMKM ADVERTISEMENT IN VILLAGE WEBSITE

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### Abstract

*This study discusses the home business listed on the village website. In the home business there are several products, namely, anyaman bamboo, wedek, sesek and meri rejeki. The new Rejosopinggir website was created by researchers due to direct requests from village officials. The purpose of the website is to introduce village profiles and promote village superior products. In addition, many home-based businesses in Rejosopnggir village have not yet entered the social media scene to promote their products. Many home businesses are still using traditional methods for promotion. Examples include traveling throughout the village, approaching the nearest places or minimarkets, and disseminating products by word of mouth. According to Sombert's theory, the home business in Rejosopinggir is still in the first and second eras. Namely, a closed economy and crafts and barter. With this goal in mind, qualitative research is carried out by interviewing the four sources who come from superior products listed on the village website. This program is a forum for our research to become a benchmark for economic improvement in Rejosopinggir. From the results of the interviews, we have known the responses of the four businessmen in Rejosopinggir village. Three of the four interviewees stated that the results of the superior product profile could help them to expand the range of promotions for their products and attract more consumers. One of them thinks otherwise, namely the product profile on the village website needs a lot of improvement, especially in product information and product photos, because superior products always make new innovations. With interviews with the four sources, we can conclude that there are many rooms for improvement, especially the village's superior product menu, especially for detailed information about the local people's production sites as well as including complete product photos.*

**Keyword:** Website, Home-Businesses, Rejosopinggir, Promotion, and Products.

### Abstrak

Penelitian ini membahas tentang bisnis rumahan yang tercantum dalam website desa. Dalam bisnis rumahan terdapat beberapa produk yaitu, anyaman bambu, wedek, sesek dan meri rejeki. Website Rejosopinggir baru dibuat oleh peneliti karena permintaan secara langsung oleh perangkat desa. Tujuan dari diadakan website yaitu untuk memperkenalkan profil desa dan mempromosikan produk unggulan desa. Selain itu banyak bisnis rumahan yang ada di desa Rejosopnggir yang belum merambah kancan media sosial untuk mempromosikan produknya. Banyak bisnis rumahan yang masih menggunakan cara tradisional untuk promosi. Contohnya seperti berkeliling ke seluruh desa, menghampiri tempat-tempat atau minimarket terdekat, dan menyebarkan produk dari mulut ke mulut. Sesuai dengan teori Sombert, bisnis rumahan di Rejosopinggir masih berada di era pertama dan era kedua. Yaitu, ekonomi tertutup dan kerajinan tangan serta barter. Dengan adanya tujuan ini, penelitian qualitative dilakukan dengan cara

mewawancarai keempat narasumber yang berasal dari produk unggulan yang dicantumkan dalam website desa. Program ini adalah wadah penelitian kami untuk menjadikan tolak ukur peningkatan ekonomi di Rejosopinggir. Dari hasil wawancara, kami telah mengetahui respon dari keempat pebisnis desa Rejosopinggir. Ketiga dari empat narasumber menyatakan jika hasil profil produk unggulan dapat membantu mereka untuk meluaskan jangkauan promosi untuk produknya dan menggaet banyak konsumen. Satu diantaranya berfikirannya sebaliknya, yaitu profil produk di website desa memerlukan banyak perbaikan terutama di informasi produk dan foto-foto produknya, dikarenakan produk selalu unggulan selalu membuat inovasi-inovasi baru. Dengan adanya wawancara dengan keempat narasumber kami dapat menyimpulkan bahwa banyak ruang perbaikan terutama menu produk unggulan desa, terutama untuk informasi detail mengenai tempat produksi warga serta mencantumkan foto produknya secara lengkap.

**Kata Kunci:** Website, Home-Businesses, Rejosopinggir, Promosi, dan Produk

## **INTRODUCTION**

Website is one of the tool in the internet that is widely used beside FTP, Gopher, or even E-mail (Raharjo, n.a). The first website launched in August 6, 1991 and it is describing website and the usage of it. (Nix, 2018). As it becomes generally used by the society, it is not only for commercing electronic, large scale products, or big fashion brand. However, website is also used to promote places like states, districts, and villages. The benefits of website has already documented by some experts, and two of them are Horng and Tsai (2010) in the importance of the promotional website in distributing the knowledge about the food culture, cuisine, and the tourist destinations in East Asia. In this 22 century, the importance of internet and technology has increased greatly until it becomes a primary needs in certain places, including in Rejosopinggir village, Tembelang district. In spite of that, the village is only detected in map, yet does not have website to promote their place.

Although, there are many home-businesses in Rejosopinggir village, only some home-businesses that have e-commerce or social media platforms to promote their products. Meanwhile, the other home-businesses still use the traditional way to promote their products, such as go around the village, advertising their product from door to door, and deposit their goods in some markets. In order to help the home-businesses expanding their sales range, we asked the village head to put the Rejosopinggir villagers' home-businesses in the website. Therefore, the website function is not only to promote their village in some geographical ways, yet it is to promote the home-businesses in the village. Such as 'Meri Rejeki', 'Anyaman Bambu', 'Wedek', and 'Sesek'.

## **RESEARCH METHOD**

This study use qualitative method, because the issue need to be studied deeply into the phenomenon. Author use this method to analyze the descriptive, full, and valid data to find the focus of the research. According to Sugiyono (2016:1), qualitative research is: the main tool of the author to analyze the condition of the natural object. The technique to collect the data is through triangulation. Qualitative research is inductive, which the result of the study is focused on the significance of the object. Another definition of qualitative research that is stated by Bogdan and Taylor (in Gunawan, 2018, 82) is the exploration procedure that provides technical data based on this format: a written statement or daily conversation that comes from personality. The relevant quality of this studenof this study can be measured from the facts and the value of the data that comes from observation and interview with a few home-businesses that are included in Rejosopinggir village's website.

## **RESULT AND DISCUSSION**

The key to the economic growth is inovators and tourism. Economic growth of the society can be happened with the inovation of every entrepreneurs. They are not only increasing the profits. Entrepreneurs can also increasing the society life standard. They can win the competition to have a seat in monopoly system of the society (Schumpeter, a.n). According to Sukirno (2011:331), "economic growth can be defined as a growth in the economic activity that have

impact in the increasing production and the prosperity of the society." Hence, the increasing economic activity can measure the accomplishment of economic growth in each period.

Based on Sombart (1863-1947), the economic growth happens because the organization structure and the society's ideology. There are 3 eras according to Sombart: 1) Closed economy era, 2) Handicraft and Exchange era, 3) Capitalist era. Closed economy era is an era where the society range to produce a product is still limited and everything is being done by everyone together. The handicraft and exchange era is an era where there is a work distribution in the society. Capitalist era is an era where there is an owner of a capital. In this era we are already in capitalist era. We also live in an era that every workplace has each work distribution. This 22 century let society to gain wider relations and also customers through social media and website. People more leaned into the technology nowadays and digital marketing is the most go to business in this era.

In Rejosopinggir village, every home-businesses are already handled by the villagers themselves, working in each home-businesses that are currently running. However, not every home-businesses that are currently well-known in the village are having more workers and clear distribution in each production. Some of them running the home-businesses by themselves alone, like in closed economy era which everything is being done by themselves. While conducting this project, we are already interviewed four craftsman and the owner of the home-businesses in Rejosopinggir village about how they sell their products and their responses to the new village website that has included their products in it.

**Table 1.1 Q3-Q4 Interview result with Mr. Iwan, 'Anyaman Bambu' craftsman**

<b>Q3:</b> Bagaimana bapak memasarkan produk anyaman bambu saat ini?	Saya memaksudkan dengan berkeliling dari satu tempat ke tempat yang lain yang sekiranya tempat itu memerlukan produk yang akan saya tawarkan.
<b>Q4:</b> Di mana bapak memasarkan produk anyaman bambu saat ini?	Saya memasarkan hanya di sekitar Jombang-Surabaya saja, untuk saat ini.

The question 3 to 4 are focused on how the craftsman, Mr. Iwan, sell their products. 'Anyaman Bambu' is quiet interesting product and the most well-known in Rejosopinggir. However, Mr. Iwan has stated that he does not reach the e-commerce yet. He only goes around the village and comes to other businesses, asking if they need his product for their market. Hence, he only made 'anyaman bambu' when there is a request from his client. Nevertheless, he tries several social media to keep in touch with their client only, but not advertising his product through it.

**Table 1.2 Q3-Q4 Interview result with Mr. Mujiono, owner of 'Meri Rejeki' Rejosopinggir**

<b>Q3:</b> Di mana bapak memasarkan usaha bebek 'meri rejeki'?	Untuk bebek, kami memasarkan ke pedagang kaki lima. Untuk telurnya, kami tidak hanya ke pedagang kaki lima, tetapi juga ke toko kelontong, pasar, mini market.
<b>Q4:</b> Bagaimana bapak memasarkan usaha bebek 'meri rejeki'?	Kalau saya pribadi, sudah tidak usah repot-repot berkeliling, karena ada beberapa pelanggan yang datang sendiri

	untuk mengambil barang.
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'Meri Rejeki' that is owned by Mr. Mujiono in Rejosopinggir is one of the home-businesses that have coworkers. Yet, this business still have not reached the digital marketing to promote their product. They only once advertise their product through 'Instagram', but they cannot go any further because a legal permission to sell from the government. They are still limited to advertise their product because of it, thus they go around the village to promote their products.

**Table 1.3 Q3-Q4 Interview result with 'Sesek' craftsman**

<b>Q3:</b> Di mana ibu memasarkan usaha sesek?	Desa Rejosopinggir dan sekitarnya.
<b>Q4:</b> Bagaimana ibu memasarkan usaha sesek?	Dengan berkeliling dan lewat online (WA).

Home-business like sesek is only has a few coworkers. They are also doing the same thing as 'anyaman bambu' and 'Meri Rejeki' for the promotion, but they are also using the social media platform only to communicate with their client, not for promoting their product.

**Table 1.4 Q3-Q4 Interview result with 'Wedek' craftsman**

<b>Q3:</b> Di mana ibu memasarkan usaha wedek?	Daerah Rejosopinggir saja, tergantung pemesanan.
<b>Q4:</b> Bagaimana ibu memasarkan usaha wedek?	Memasarkan dari mulut ke mulut.

This table is an interview result with the 'wedek' craftman. Her promotion is different beside three other. The craftsman only promoting her product to her neighbors and asked them to spread it around to other villagers. Therefore, she only has villagers as her customers.

Based on the result, only two home-businesses that included in the Rejosopinggir village website have tried to reach the social media platform. However, they are not using it to advertise their products although they are aware of the existence of the social media and how it can boost their sales. Most of them are still the combination of 1-2 eras that Sombart has described in his theory. In consequence, they have not reached the bigger audiences for their products, but the village want their product to be known so they also asked us to put the products under the 'Produk Unggulan' menu in their website. Moreover, we included the pictures of the products, place, and the craftsmen. We also interviewed the craftsmen about the website to know how satisfied they are with the contents of their home-businesses profile.

**Table 2.1 Q5-Q6 Interview result with Mr. Iwan, 'Anyaman Bambu' craftsman**

<b>Q5:</b> Bagaimana menurut bapak mengenai informasi produk anyaman rotan yang sudah tercantum di website desa?	Sangat membantu dalam pemasaran yang jauh lebih luas untuk jangkauannya.
<b>Q6:</b> Seberapa puas informasi produk anyaman rotan yang tercantum di website di desa?	Untuk saat ini mungkin belum sepenuhnya puas, akan tetapi sangat membantu dalam peningkatan produksi harian.

As we asked Mr. Iwan about how satisfied he is with the website profile, he stated that he is quite satisfied with the profile. Nonetheless, he has expectation that the promotion in website would be helping in the increasing result of the daily production and reaching more customers.

**Table 2.2 Q5-Q6 Interview result with Mr. Mujiono, owner of 'Meri Rejeki' Rejosopinggir**

<b>Q5:</b> Bagaimana menurut bapak mengenai	Sangat bagus sekali, biar banyak
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informasi usaha bebek 'meri rejeki' yang sudah tercantum di website desa?	pelanggan.
<b>Q6:</b> Seberapa puas informasi usaha bebek 'meri rejeki' yang tercantum di website desa?	Saya rasa sangat puas karena pelanggan semakin banyak.

The other interview result with Mr. Mujiono, his response towards the website is stated the otherwise as Mr. Iwan. He is delighted with the result and have a good expectation that more customers will come to his market.

**Table 2.3 Q5-Q6 Interview result with 'Sesek' craftsman**

<b>Q5:</b> Bagaimana menurut ibu mengenai informasi usaha sesek yang sudah tercantum di website desa?	Menurut saya, bisa memudahkan usaha kami untuk menjual produk desa kami
<b>Q6:</b> Seberapa puas informasi usaha sesek yang tercantum di website desa?	Sangat puas karena membantu pemasaran.

The interview result with the 'sesek' craftsman surprisingly the same as the 'Meri Rejeki'. They are satisfied with the profile that is included in the website. They also stated that they are sure that it will boost their market sales.

**Table 2.4 Q5-Q6 Interview result with 'Wedek' craftsman**

<b>Q5:</b> Bagaimana menurut ibu mengenai informasi usaha wedek yang sudah tercantum di website desa?	Menurut saya, informasinya kurang jelas dan kurang menarik.
<b>Q6:</b> Seberapa puas informasi usaha wedek yang tercantum di website desa?	Belum memuaskan karena masih kurang jelas.

Although the website has received three positive responses, 'wedek' craftsman has thought the otherwise. She does not satisfied with the profile that is being inputted because of the lack of information and the layout of the content. It does not pique her interest enough, and she has opinion that it will not boost their product sales.

After receiving the owner and the craftsmen of the home-businesses' responses about the village website profile, we also receive suggestions from them about the improvements that we can do in order to increasing their sales through website profile.

**Table 3.1 Q7 Interview result with Mr. Iwan, 'Anyaman Bambu' craftsman**

<b>Q7:</b> Jika dirasa informasi produk anyaman rotan di website desa kurang, menurut bapak apa yang harus ditambahkan?	Saya rasa di website desa cukup mungkin untuk pemasaran mencabang ke media digital lainnya. Untuk di website desa harus sering-sering update produk baru untuk menarik peminat mengunjungi website tersebut.
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**Table 3.2 Q7 Interview result with Mr. Mujiono, owner of 'Meri Rejeki' Rejosopinggir**

<b>Q7:</b> Jika dirasa informasi usaha bebek 'meri rejeki' di website kurang, menurut bapak apa yang harus ditambahkan?	Tidak ada yang kurang menurut saya cukup.
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Along with the suggestion, Mr. Iwan also shared that he could use other social-media platforms for his product sales. Moreover, the authorities of the village can also keep in touch with the other home-businesses about their product weekly or monthly for updating the product and profile in the website. Meanwhile, Mr. Mujiono has not sharing his suggestion about the website.

**Table 3.3 Q7 Interview result with 'Sesek' craftsman**

Q7: Jika dirasa informasi usaha sesek yang ada di website desa kurang, menurut ibu apa yang harus ditambahkan?	Untuk saat ini kemungkinan menambahkan produk-produk baru berbahan sesek.
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**Table 3.4 Q7 Interview result with 'Wedek' craftsman**

Q7: Jika dirasa informasi usaha wedek di website kurang, menurut ibu apa yang harus ditambahkan?	Informasi di profil desa lebih ditambahkan dengan jelas dan detail. Foto produk juga ditambahkan lebih banyak dan jelas lagi.
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'Sesek' craftsman also has suggestion about uploading more pictures about her products. Because in the website profile, the lack of new pictures of the products. Concurrently, 'wedek' craftsman also thought the same way with 'sesek' craftsman about the product pictures. She also added that the introduction in the website could be more detail in explanation.

To conclude the result of the responses, there are room for improvements, especially in product profile in village website about the information and the pictures. We can put more photos of the product continually, and even better if there is an update monthly to the products and the informations. Thus, the craftsmen and the owner could monitor the website anytime along with the village authorities.

## CONCLUSION

As the website has widely used, the function of it also variety. The most used is for the business, and also to introduce a place or a corporation. In Indonesia, especially in Jombang, almost every village in the district has a website for their profile and also the villager's home-businesses that is also labelled as the village products. It appears that in Rejosopinggir village there is no village website yet, and the village head asked the researcher to work with them to make the website. Furthermore, the village website has included the home-businesses product of the villager in order to help them promoting their products. We have conducted the research by interviewing four home-businesses owner and craftsmen about their method of promoting and sell their products. Only two out of four have used the social media to sell their products. However, they are not using it to promote their product. Instead, they are only using the social-media to communicate with their clients that are outside the village or the city. Evidently, three of them are satisfied with the product profile that is included in the village website. Meanwhile, one of them is unsatisfied with the output because she thought the product information are lacking and the photos are outdated. Surely there are room improvement for the website to keep growing in order to increase the village economy through digital promotion in Rejosopinggir website.



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