

# THE MARKETING COMMUNICATION PROCESS OF BAKSO TERLENA IN THE IMPLEMENTATION OF E-COMMERCE IN PANCUR BATU DELI SERDANG

Mitha Suheni<sup>a\*)</sup>, Muhammad Husni Ritonga<sup>a)</sup>

<sup>a)</sup> Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

<sup>\*)</sup>Corresponding Author: mitha0105193099@uinsu.ac.id

Article history: received 09 January 2023; revised 18 February 2023; accepted 08 March 2023

DOI: <https://doi.org/10.33751/jhss.v7i1.7503>

**Abstract.** The development of internet technology is growing rapidly day by day. With the rapid internet technology, spending patterns of Indonesian people shifted. Shopping activities that previously could only be done in-person in stores, now can be done with internet technology known as online shopping. Online shopping can be accessed through digital applications known as e-commerce applications such as gofood and Facebook, in this case, there is a formulation of the problem in this research, namely to find out how the marketing communication strategy process is, as well as how it is implemented and the benefits e-commerce Bakso Terlana are complacent. The theoretical basis used in this study is marketing communications and the application of e-commerce. The approach method in this research is qualitative. The source of this research is the owner of Bakso Terlana who is complacent. The results of this study indicate that the marketing communication process through e-commerce implemented by the complacent Bakso Terlana owner provides benefits and advantages for the complacent Bakso Terlana owner such as saving time, expanding marketing reach and having flexible time in serving consumers.

**Keywords:** marketing communications; e-commerce; traders.

## I. INTRODUCTION

Science has brought humans to use natural energy sources directly and optimally to meet their needs as a result of scientific and technological advances in modern life systems that are loaded with technology. The impact of information and communication technology on expanding global business is becoming increasingly significant. The Web is a fundamental innovation that helps in providing data and also as a means of correspondence. The use of the internet is blamed for the ease with which people communicate and access information. (Istiqomah [1]). In addition, because of its ability to persuade individuals to make purchases, the internet has become an effective promotional tool. By completing web-based advances properly, it will increase one's profits in pursuing purchasing choices and then making views about prices that match the advertised product (Andriati [2]).

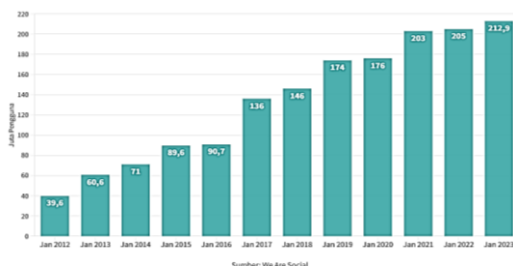


Figure 1. Extracted from the base of WeAreSocial

From the above information that I extracted from the base of WeAreSocial, it proves that every year the progress of Internet consumers has a very extreme level of progress, as in the illustration above, currently the world's Internet consumers are estimated to reach 212 million people in January 2023, that number is an increase of 3.85% compared to in 2022. In his research (Sintiasari, Setiawati, and Sanjaya [3]) suggests that industry, sales and service businesses benefit from the latest technological advances. The business transformation process towards digitization is one of the significant changes brought about by technological advances. Digitization means turning something into computerized or using innovation to reduce functional costs, without sacrificing product/service quality or even developing it further. However, digitalization of business includes more than just the implementation of automated systems and their interoperability—it also includes the use of technology to complement human labour.

In the era of globalization, the development of science and technology is increasingly advanced and fast so that competition between businesses is getting tougher, therefore, if a company does not carry out various marketing program strategies that are appropriate to face competitors, the company or product will not be seen by consumers. marketing communications are able to understand and identify the right methods in developing effective marketing communications according to communication objectives. Able to design product / company information according to the selection of

the right marketing mix media to build brand identity and brand relations for the product / company image and maintain relationships with customers so as to increase sales. according to (Mulitawati and Retnasary [4]) Marketing communication is an activity that seeks to disseminate information, influence and persuade or remind the target market for the company and its products so that they are willing to accept, buy loyally to the products offered by the company concerned. Therefore, efforts to maintain consumer loyalty is an important thing that must be done by the company. Loyalty does not just come, it takes a strategy in terms of managing consumers to get it. Marketing communication strategy can be done with advertising, sales promotion, public relations, personal selling and direct. Entrepreneurs must compete to improve and advance their business and the sale and purchase of goods as e-commerce develops. Due to the utilization of online business, trading practices become more productive, making exchanges simpler (Mahzura [5]). However, there are several assumptions regarding the notion of Web-based business or Electronic trade, which is a marketing framework that utilizes web network access, either through websites, applications or versatile programs on cellphones or PCs that are used to manage transactions, one of which is the exchange of business between associations or between people. Distribution services, marketing, buying and selling, sales services, and product services are all included in the scope of this e-commerce, which are all carried out on electronic systems such as internet networks. The term can also be interpreted as a combination of services and goods as well as transactions made via the internet with the hope of helping improve the domestic economy and accelerating global market integration and production process (Mahzura [5]). According to the graph obtained through the databox regarding e-commerce consumer information in Indonesia, according to Statista, the number of Indonesians using e-commerce reached 139 million in 2017 and then increased 10.8% to 154.1 million in the following year. It is estimated that there will be 168.3 million users this year and 212.2 million in 2023.

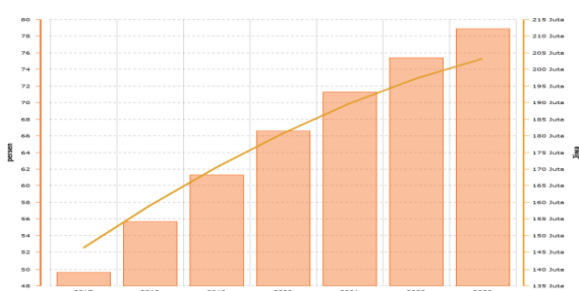


Figure 2. the activities of people who trade or sell

Traders are the activities of people who trade or sell. Therefore, the definition of a trader can be summarized as "everyone whose job is to trade both selling basic (main) needs and other needs with the aim of making a profit (Fadul [6]). Traders are part of a business that acts as an intermediary (distributor) of goods produced in the agricultural, industrial and service economic sectors. These goods are needed by

people or society to be used by consumers. In accordance with logic, this activity will be able to provide benefits to the community (Fadul [6]). One of them is the Bakso Terlena seller who was founded in 2004 and is now very much known by many people, from selling around to using e-commerce to market his products, until now the Bakso Terlena seller has been complacent using e-commerce for the last few years and get profits many times more than usual, the researchers concluded that using marketing communications in e-commerce is very useful in increasing sales for Bakso Terlena complacent.

According to (Kangean and Rusdi [7]) Marketing communication using social media is a combination of New Media and Marketing Communication, according to Herman Kartajaya to manage stakeholders requires a new approach, namely marketing 3.0 where previously only one direction is now collaboration with one to many and many to many. Through social media companies can reach a wider range of consumers, besides that marketing communications using Instagram carried out by buyers and sellers are very helpful in making decisions and can provide input to sellers for a better future. Mumtaha and Khoiri [8] also stated that the progress of social action for citizens in the current era will be closely related to the growth of technology. Therefore, Small and Medium Enterprises (SMEs) are required to use information technology through e-commerce to become part of society. global. If they do not keep up with information technology developments, they will be far behind and unable to compete. One of the ways Small and Medium Enterprises (SMEs) can promote their wares and expand their market reach is through e-commerce. Given the era of globalization that will undoubtedly be experienced, Small and Medium Enterprises (SMEs) must recognize the advantages of e-commerce for simple and effective market access (Pahrizal, Deslianti, and Sonita [9]). For (Atmojo [10]) E-commerce is a form of technological progress in the field of business and business. E-commerce is also one of the methods of buying and selling online which is indeed parallel to the arrival of the internet in people's lives. E-Commerce is an activity that involves agreements between traders and consumers on a number of matters including food via the internet network where customers and producers do not need to meet face to face, but can conduct business and discuss purchase agreements via internet media. Electronic commerce is an area of business where data technology is used to improve marketing, business performance, and provide the basis for new products and services. Through its activities, each industry communicates with many other entities: it can be individual or corporate consumers, business partners, suppliers (Išoraitė and Miniotienė [11]). The growth of E-Commerce will be very large and very important as a medium in doing business such as equipment and food supplies or good services online that can be used by business players. Sex education is an effort to transfer knowledge and values about physical-genetic and its functions, especially those related to the types (sex) of men and women as a continuation of the primitive tendency of animal and human beings who are interested and love other kinds. Sex education is an effort to teach, realize, and

illuminate about sexual problems given to children, in an effort to keep children free from un-Islamic habits and to close all possibilities towards illicit sexual relations. Healthy direction and understanding of sex from aspects of physical, psychic, and spiritual health (Rafiq [12]).

## II. RESEARCH METHODS

This study uses qualitative research with observation and interview methods. According to (Fadli [13]) in his research that qualitative research has its own set of methods, allowing researchers to choose the one that best suits the existing subject. In addition, careful data analysis is essential for qualitative research in order to properly describe the data collected and produce useful research results. Researchers explain how the activities of business people or the use of e-commerce by business people to boost sales. Qualitative data analysis includes a description of the results of observations and interview results which are then presented in tabular form, as well as the results of the interviews. The type of primary data used in this study and the first method of data collection is interview where from the results of the interview obtained information for research by directly interviewing the owner of Bakso Terlana and then making observations directly observing the subject of the research study, and the next step is to document every object that is directly related to the research under study.

## III. RESULTS AND DISCUSSION

The progress of the computerized world is currently working with all human activities by using organizations to meet all their life needs, these activities can be carried out through sites and websites called Online Business. Websites that use the internet to sell goods, buy services, or provide information are known as e-commerce. Small and medium businesses can benefit greatly from increased e-commerce sales volumes. There are several important aspects to using e-commerce as a product marketing tool. One of the main points of view is the special angle which is the point of view of reliability as devices such as mobile phones and PCs that will be used to download internet business applications. Besides, running a business involves non-technical factors such as economic factors. in accordance with the results of interviews with meatball owners who were complacent, namely "when my father was selling around in 2004, he did not know how to sell through social media, the profits that were achieved were not like now when selling, such as on go-food and Facebook or other e-commerce. he said the marketing communication strategy carried out by Bakso Terlana shop also includes several aspects of marketing communication such as Marketing Communication and Sales Promotion as the researchers explained above that since 2004 the owner of the meatball stall has been complacent about promoting the products he sells to the surrounding community and promoting his wares on several social media. media as shown below

From the results of research conducted by researchers, the owner of this meatball stall has carried out promotions either directly to the local community or using social media for the wider community. However, the results of the interviews also concluded that there were not a few advantages and obstacles experienced by meatball shop owners who were complacent. When using e-commerce, the benefits are also very long before using it and it is more practical because most of the orders that come in come from selling online, he added. But there are also many orders that come in but suddenly cancel them without confirming with us even though the order has already been made, and there are also many couriers who are very slow in taking orders so it doesn't feel as enjoyable when eating at the place," he said again.

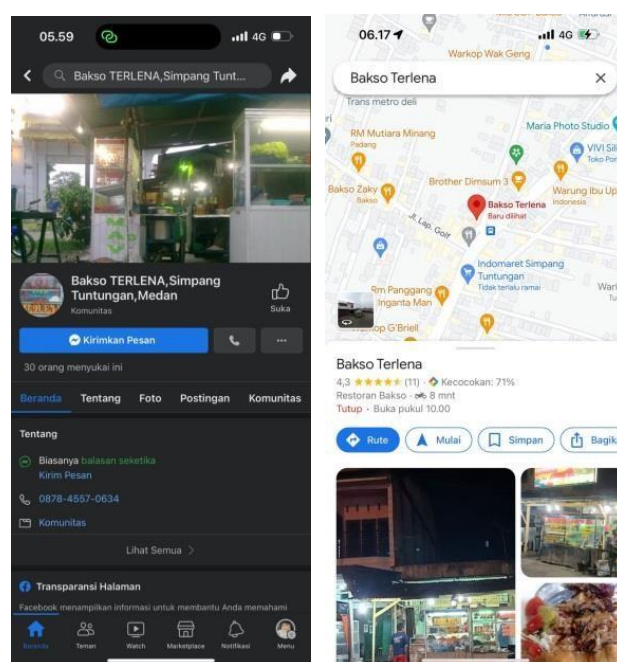


Figure 3. Location of Bakso Terlana

From the results of research conducted by researchers, the owner of Bakso Terlana has carried out promotions either directly to the local community or using social media for the wider community. However, the results of the interviews also concluded that there were not a few advantages and obstacles experienced by Bakso Terlana shop owners who were complacent. When using e-commerce, the benefits are also very long before using it and it is more practical because most of the orders that come in come from selling online, he added. But there are also many orders that come in but suddenly cancel them without confirming with us even though the order has already been made, and there are also many couriers who are very slow in taking orders so it doesn't feel as enjoyable when eating at the place. By using online business services, it makes it easier for customers to want to follow the products and those offered by traders. Merchants can offer their customers the fastest and best service because what customers order through applications provided by e-commerce can be

prepared quickly by merchants. Data and telecommunications technology has begun to be utilized by business actors to carry out or support their business activities. Developments and changes in business strategies that are getting faster towards digitalization are forcing business people to adapt to these changes. To get the food they want, customers don't have to spend time or effort. They simply open the Gofood application, order, and pay for their food when the food has arrived or they can pay online. The continued development of technological advances in the form of E-Commerce services which can quickly be used by residents or customers or business owners, so that all requests or services by customers can be served quickly in a short time without having to generate power, as a result the business or product owner can provide the best service. best for customers.

E-commerce shares many of its special benefits with customers whose busy schedules are made easy by the fact that they don't have to be at their destination because they can use an app to order what they need anytime and from anywhere. This number before using the tourist gofood application was quite efficient, but because there was an endemic the number of tourists could not be maximized. On the other hand, after using the e-commerce application in the form of gofood, the owner of the Bakso2 food business admitted that his sales had increased quite a lot compared to before using the application. E-Commerce is also useful for increasing the competitiveness associated with a product by easily communicating it to customers. Exploitation of e-commerce will be able to increase the income of MSMEs, the products promoted will be more easily recognized by customers so that it will be easier to get clients. With the best service provided by Bakso Terlana, being complacent is a form of marketing communication strategy that gives satisfaction to customers so that it is not uncommon for visitors to be very busy, as in the picture I attached above, by implementing a marketing communication strategy through e-commerce, it gives more visitors I immediately went to the meatball shop to get complacent, because not only did they promote online, the owner of the meatball shop got carried away with strategies in many ways, starting from very efficient prices and an image of taste that has not changed since 2004 until now and the stalls are quite strategic. Another benefit for Bakso Terlana with using e-commerce is complacent that we can cultivate relationships with consumers. Because e-commerce is a one-to-one and interactive system, online marketing is a great tool for building relationships, stores can interact with specific consumers and for building customer databases. Instead, online consumers can ask questions and feedback quickly. Based on this ongoing interaction, the store can increase the value of customer satisfaction through product and service improvements. The application of e-commerce in communication at the Bakso Terlana is almost running well, many consumers give ratings through 4 and 5 stars in the g-food application which indicates that customers are very satisfied with the services of Bakso Terlana and the products being marketed. The feedback received by this Bakso Terlana has made it easier to find and obtain online. This research is

in line with research (Mahzura [5]) showing that using e-commerce can help MSMEs make more money, that the products they sell will be more easily recognized by customers, easier to get customers, can save on advertising costs and speed up transactions, and etc. Research [14][15] has similar results, especially displayed through online businesses; Partners can independently set up shop on the market and run promotions on social media. According to assessments conducted by internet users, marketing partners' products through e-commerce have high value because they are informative, persuasive (convincing), and intentional (interesting).

#### IV. CONCLUSION

The Internet has introduced the latest methods and opportunities in the field of business. There are many perspectives that need to be considered. The growth of the digital age today makes it easier for all people's activities in their economy, namely by using the network to fulfill all their life desires, these activities can run smoothly because of the existence of websites and internet sites known as E-commerce. At this time, street vendors are trying to use technology to innovate in the sales industry, which is trending among the general public, namely E-commerce, which is a digital application that can facilitate buying and selling, is profitable for traders and is sure to be filled with services that promote happiness and consumer convenience

#### REFERENCES

- [1] Istiqomah. "Pemanfaatan E-Commerce Terhadap Minat Berwirausaha Mahasiswa Akademi Kesejahteraan Akk Yogyakarta". *Jurnal Socia Akademika* 6(2): 109–15. 2020
- [2] Andriati, Hastutie Noor. "Pemanfaatan E-Commerce Dalam Upaya Meningkatkan Penjualan Bunga Hias Komunitas Lestari Cyclop Di Jayapura". *The Community Engagement Journal: The Commen* 3(2): 10–25. 2021
- [3] Sintiasari, Elisa Mei, Donna Setiawati, dan Wisnu Sanjaya. "Pemanfaatan E-Commerce untuk Optimalisasi Penjualan dan Pemasaran Produk Shopsock Berbasis Web". *JITU: Journal Informatic Technology and Communication* 5(1): 48–56. 2021.
- [4] Mulitawati, Iga Mauliga, dan Maya Retnasary. "Strategi Komunikasi Pemasaran dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi kasus deskriptif komunikasi pemasaran prodak polycrol forte melalui akun instagram @ahlinyaobatmaag)". *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi dan Sosial* 4(1): 23. 2020.
- [5] Mahzura, T. Alvi Syahri. "Pemanfaatan E-Commerce Dalam Peningkatan Penjualan Pada Burger Sei Putih

- Kota Medan”. *Jurnal Ekonomi Bisnis Manajemen Prima* 11(1): 65–80. 2020.
- [6] Fadul, Fabiana Meijon. “Definisi pedagang.” : 10–33. 2019.
- [7] Kangean, Sharen, dan Farid Rusdi. “Analisis Strategi Komunikasi Pemasaran dalam Persaingan E-Commrece di Indonesia”. *Prologia* 4(2): 280. 2020.
- [8] Mumtaha, Hani Atun, dan Halwa Annisa Khoiri. “Analisis Dampak Perkembangan Revolusi Industri 4.0 dan Society 5.0 Pada Perilaku Masyarakat Ekonomi (E-Commerce)”. *JURNAL PILAR TEKNOLOGI: Jurnal Ilmiah Ilmu Ilmu Teknik* 4(2): 55–60. 2019
- [9] Pahrizal, Pahrizal, Dwita Deslianti, dan Anisya Sonita. “Pemanfaatan E-Commerce untuk Meningkatkan Pemasaran Produk Usaha Dagang Kopi Api Te Sako, Rejang Lebong, Bengkulu”. *JPMTT (Jurnal Pengabdian Masyarakat Teknologi Terbarukan)* 1: 40–43. 2021
- [10] Atmojo, Cahyo Tri. “Efektivitas Penggunaan E-Commerce Sebagai Strategi Berwirausaha Pedagang Kaki Lima Di Jombang”. 07: 1–8. 2022
- [11] İşoraitè, Margarita, dan Neringa Miniotienè. “Electronic Commerce: Theory and Practice”. *IJBE (Integrated Journal of Business and Economics)* 2(2): 73. 2018.
- [12] Rafiq, Ahmad. “Dampak Media Sosial Terhadap Perubahan Sosial Suatu Masyarakat”. *Global Komunika*. 1(1): 18–29. 2020
- [13] Fadli, Muhammad Rijal. “Memahami desain metode penelitian kualitatif. *Humanika* ”. 21(1): 33–54. 2021.
- [14] Ainayah, Nur. “Remaja Millennial dan Media Sosial: Media Sosial Sebagai Media Informasi Pendidikan Bagi Remaja Millennial”. *Jurnal Pendidikan Islam Indonesia* 2(2): 221–36. 2018.
- [15] Fadila, Kurnia, dan Muhammad Dwiyani Aditiya. “Persepsi Mahasiswa Terhadap Penerapan Model Problem-Based Learning Pada Mata Kuliah Komunikasi Bisnis”. *Jurnal Ekonomi Utama* 1(2): 119–29. 2022.