

The Development of Website Media on Smartphone Products as an Online Promotion Tool in Facing the Global Marketing Era

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DOI: 10.6007/IJARBSS/v7-i6/3064 URL: <http://dx.doi.org/10.6007/IJARBSS/v7-i6/3064>

ABSTRACT

The presence of internet marketing will have an impact in the promotion of the company's products to welcome the global market. This research provides information so important the media website as a media product promotion company to expand the reach globally. Website is used as a cheap and easy promotion medium to convey online information. Furthermore, AMC Tulungagung uses the website as an online promotional media, to promote AMC Tulungagung. This research uses R & D method or research and development which refers to Borg and Gall theory in 2003. There are 10 steps which are then modified into eight steps because it is limited to cost and time. Starting from needs analysis, developing initial product, validation test, product revision, small group trial, revision, large / thorough group trial and final product. Qualitative data obtained from the observation, interview and questionnaire. Quantitative data is obtained from the validation test from design experts and material experts. The results of research finding of this study is the website product that is used as an online promotional media to extend global coverage. The benefit of www.belihpmurah.com website is simple and has attractive look, using a CMS that is not so complicated to be operated, the optimization of SEO and advertised through premium. This website as an online media campaign has been globally visited by many people in different parts of the world such as India, Arabia, USA, UK, Netherlands, Spain, South Africa, Malaysia and some other countries. Yet, this website is still limited to be used as an online promotional media.

Keywords: Website, Online Promotion, Advertisement, Mobile Phone

Introduction

The Internet is known as a necessity for modern humans in various parts of the world. Internet needs to find information and exchange data in various parts of the world. The development of the internet brings the ease of searching for existing information but also to bring the impact of changes in the world economy. The rapid development of the Internet is what makes everything easy and effective, not just as a source of information that comes quickly but can also be used as a business tool especially trade (Riyanto and Ma'ruf, 2014). The existence of the internet has made the human mindset change. Start conventional marketing such as newspapers, radio, and television into online marketing via the internet.

Internet and website is a unity that cannot be separated anymore in the recent time. Website is an online information media that can be accessed anytime and anywhere. Many individuals and companies use the website as an online promotion medium. In addition, the website is used for means of buying and selling online or known as e-commerce. Increasingly and continuously growing internet users globally as well as in Indonesia make business to utilize website as media of promotion and selling online. As said by Jiang et al (2009) that the website supports online sales significantly with increasing popularity in recent years.

Currently Internet marketing is needed by the business, and the future of internet marketing prospects in the company will be needed. Many studies are beginning to deepen the science of internet marketing and put into practice in their company. With the existence of website research as media promotion of smartphone product at AMC Tulungagung to know the prospect of local market to welcome global market. So the owner of the company can expand market share and can boost sales turnover. In addition to increasing competitiveness of local and global market competition. Going forward can grow globally and compete.

Individuals and companies can use the website to introduce the products they sell to be more familiar to people, so it has the potential to bring in consumers and in the end result can increase sales turnover. Promoting products using the website will be more profitable, also simplify the process of development and can save costs (Fristanto, 2014). So promotion using website media more effective and can reach wide society wherever and whenever. Besides, website can promote positive corporate image. Halliburton and Ziegfeld (2009) found that a company can convey and promote a positive company image and that pertains the visual elements of business websites, while also maintaining consistency in overall image.

Research looking for information at an official hp sales shop guaranteed AMC Tulungagung or Abdul Fattah Cell. Conducting observation to get data about media promotion and sales during this time. In the early years of the promotion was done offline such as installation of banners, banners, and radio. Then move on using online media through social media like Facebook, WhatsApp, and BBM. Store owners want AMC Tulungagung to have a website as an online promotional medium to expand its marketing reach. In addition, the website serves to improve

brand awareness. As Palumbo and Herbig (1998) point out, many companies are using Internet to sell their products or services, promoting their philosophy, and increasing brand awareness all over the world. The existence of a phenomenon of changes in media use from conventional media such as newspapers, television and radio turned to the internet media. Interview with the owner of hp AMC Shop Tulungagung Mr. Yudi Sasmito wants a one page website to promote AMC Tulungagung. Many people who have a product to sell start with a one-page sales site (Vitale, 2008: 147). The benefits of using a website are much more cost-effective. Promoting products using the website will be more profitable also simplify the process of development and can save costs (Fristanto, 2014).

Methodology

This research uses Research & Development method based on Borg & Gall theory in 2003. Borg & Gall (2003, 571) methods have 10 steps that include: (1) assess needs to identify goals, (2) conduct instructional analysis, 3) analyze learners and contexts, (4) write performance objective, (5) develop assessment instrument, (6) develop instructional strategy, (7) design and conduct formative evaluation of instruction, (9)) revise instruction, and (10) design and conduct summative evaluation. This study modifies steps from Borg & Gall (2003) due to time and cost constraints. The steps used are as follows:

1. **Needs Analysis.** Sales that has been made by Abdul Fattah Cell is through offline media and online only limited to social media Blackberry Messenger and Facebook. After doing the observation, interview with hp store owner, and spread the questionnaire, got data that Abdul Fattah Cell or AMC Tulungagung it turned out to require a website as a medium of online promotion media.
2. **Developing Initial Products.** At this stage, we begin to prepare the cost and plan what should be prepared in making the website.
3. **Test Validation.** After completion of developing the initial product in the form of website, it is necessary for the assessment of experts who are competent in the field of materials and design. Validation test was done by design experts and material experts.
4. **Product Revisions.** After the validation testing process it is necessary to revise the product in terms of design and content.
5. **Small Group Trials.** At this stage, the website media will be tested in small groups, such as in WhatsApp group, friends on Facebook to visit the website.
6. **Product Revision.** At the revision stage, the product is done by revising or improving on the concept of advertising and search engine system to add visitors.
7. **Large Group Trial.** After several stages have been passed then the next stage is to test the product of the website in a large group.
8. **Final Product.** Through a series of stages that have been implemented.

There are eight steps in this study that are due to time and cost constraints. Borg & Gall (2003: 572) stated that for thesis is allowed to be done on a small scale and for other ways to reduce the scale of the project is limiting the development with just a few steps.

Research Findings

The analysis shows the total assessment of the experts design validation test is 96.8% indicating the website design is very valid and feasible to be conducted as research. While the validation test of material experts get a score of 66.25% indicating that the material in the media website is valid and need improvement.

Calculations obtained from the design expert validation test as follows:

$$\begin{aligned}
 P &= \frac{\sum x}{\sum xi} \times 100 \% \\
 &= \frac{121}{125} \times 100 \% \\
 &= 96,8 \%
 \end{aligned}$$

Validation test results is 96.8% indicated that the website design media validity level is very valid, with information is very effective and very complete or can be used without any improvement.

While the results of the calculation of validation of material experts as follows:











$$\begin{aligned}
 P &= \frac{\sum x}{\sum xi} \times 100 \% \\
 &= \frac{53}{80} \times 100 \% \\
 &= 66,25 \%
 \end{aligned}$$

The result of validation test of 66,25% indicate that media of website material of validity level is valid enough, with description of validity level is quite effective and quite thoroughly used with revision.

At a small trial stage, it only get visits per day below 50 visitors. At the large or thorough trial stage, it gets visited more than 50 visits. During the study period, the website was covered by 3,497 people and the average visitor lasted for 1 minute more.



The results of trial test graphics analysis visitors

Country ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	3,494 % of Total: 100.00% (3,494)	95.74% Avg for View: 95.68% (0.06%)	3,345 % of Total: 100.06% (3,343)	88.47% Avg for View: 88.47% (0.00%)	1.23 Avg for View: 1.23 (0.00%)	00:00:28 Avg for View: 00:00:28 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.  Indonesia	2,240 (64.11%)	94.87%	2,125 (63.53%)	88.79%	1.24	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.  India	263 (7.53%)	99.24%	261 (7.80%)	86.31%	1.21	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.  Bangladesh	249 (7.13%)	97.59%	243 (7.26%)	81.93%	1.31	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.  Malaysia	97 (2.78%)	87.63%	85 (2.54%)	88.66%	1.43	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.  Pakistan	95 (2.72%)	95.79%	91 (2.72%)	86.32%	1.15	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.  South Africa	54 (1.55%)	100.00%	54 (1.61%)	98.15%	1.07	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.  Ireland	42 (1.20%)	100.00%	42 (1.26%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.  Tanzania	42 (1.20%)	100.00%	42 (1.26%)	80.95%	1.29	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.  Netherlands	31 (0.89%)	100.00%	31 (0.93%)	96.77%	1.03	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.  Poland	30 (0.86%)	100.00%	30 (0.90%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Top 10 results of global visit list

Discussion and Conclusions

Promoting AMC hp Tulungagung's store on the website is a great opportunity in the internet marketing world. Especially internet information technology greatly affects the world of marketing, even the utilization of internet for marketing is considered as trend setters Utami and Triyono (2011). Website is now widely used as a media campaign and introduce products sold. A site created for the purpose of promoting and marketing a company's product or service (Suyanto, 2006: 5). Website is a means of media campaigns that are widely used individuals and companies. Because the website has many advantages with other media, so than that many are using the website as an online promotional media. According to Widiyanto and Yulianto (2015) stated that the website as a promotional media has advantages in access time, access speed and access opportunities rather than coming to outlets. Many companies and individuals use paid or unpaid websites. In this research, it is still limited to provide information for consumers or potential customers. As stated by Kotler & Armstrong (2008, 179), there are five stages that the consumer performs in the purchase process before deciding to buy, namely (1) the introduction of needs problems, (2) information search, (3) alternative evaluation, (4) purchasing decisions and (5) post-purchase behavior.

The research finding of this study is the website product that is used as an online promotional media to extend global coverage. The product of the website is made by using CMS WordPress.org and paid hosting. With one display page contains a promotion banner, AMC address, galleries, price information and specification, testimonials and AMC address Tulungagung and plus live chat box feature, translator, and rating review. The benefit of www.belihpmurah.com website is simple and has attractive look, using a CMS that is not so

complicated to be operated, the optimization of SEO and advertised through premium. This website as an online media campaign has been globally visited by many people in different parts of the world such as India, Arabia, USA, UK, Netherlands, Spain, South Africa, Malaysia and some other countries. Yet, this website is still limited to be used as an online promotional media.

Website www.belihpmurah.com has limitations in developing a better view and to be sold online because the process in the warehouse is still manual. This website can only be used for promotional media AMC Tulungagung products online. Media site later can be used as a portal to buy mobile phones and accessories in the Tulungagung region, provided that there must be some people who and who have the right to buy this online. Currently this new media site is used as a promotional medium to be better known and as an updated information portal.

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