
Promotion Media Through System Design Using Technology

Elvin Nury Khirdany

Digital Business, Universitas Nazhatut Thullab Al-Muafa Sampang

Sampang, Indonesia

elvinnury19@gmail.com

Abstract— As information technology continues to advance, it drives a wave of innovations that transform various industries and business practices. This evolution has led to significant diversification in product offerings and pricing strategies, resulting in heightened competition among businesses. In this competitive environment, both producers and consumers must navigate a myriad of choices, making effective product promotion essential. Gosako, an emerging online motorcycle taxi service in Sampang District, has established a solid reputation among local residents due to its reliable service and competitive pricing. Despite its popularity, Gosako's promotional efforts are currently limited to WhatsApp, which presents challenges for customers seeking information about ongoing promotions and services. This limitation restricts the company's ability to reach a broader audience and fully capitalize on its market potential. To address these challenges, this research proposes the development of a dedicated website as a comprehensive promotional platform for Gosako. The website aims to enhance customer access to information about services, promotions, and pricing, thereby fostering increased engagement and awareness among potential users. Data for this study will be collected through a combination of observation, interviews with stakeholders, and analysis of existing documentation. The research aims to achieve two primary objectives: (a) to expand promotional outreach, thereby enhancing brand visibility and increasing sales turnover; and (b) to streamline the purchasing process for customers, facilitating smoother transactions when utilizing Gosako's services. By leveraging digital platforms, this initiative seeks not only to strengthen Gosako's market position but also to improve customer satisfaction and loyalty, ultimately contributing to the service's long-term success.

Keywords: Promotion, product, website.

I. INTRODUCTION

The rapid progress of science and technology at this time has helped humans enter a new era in the era of technology which was created to lighten the burden of activities in daily life, as well as help us provide fast, precise and accurate information. Nowadays the internet is not only used to obtain information, but can be used as a medium for doing business by building a website. This business can be done by selling various products. Before the internet, sellers only advertised their companies through word of mouth, distributing brochures and newspapers, so only a few people knew about them. Now with the presence of the internet, we can do business more easily [1].

The current rapid business competition requires business people to always follow market developments and market desires. The market consists of all potential customers who have certain needs and desires and are willing and able to participate in exchanges to satisfy those needs or desires. In carrying out its activities, a company must effectively implement the marketing concept so that the expected profits can be realized properly. This indicates that marketing activities within the company must be coordinated and managed in a better way [2]

The very rapid development of the internet has a very important role in all fields, especially during the current pandemic, various things are done using

the internet, including conveying promotional information and discounts on certain company products. Promotion is one of the marketing elements used to inform, persuade and remind about the company's products [1]. Promotional activities are carried out with the aim of bridging the company and consumers or users. Promotional activities are part of the marketing strategy needed by business enterprises, both small and medium enterprises [3]. Promotion is said to be successful if the company can convey the message it wants to convey so that it can be accepted by the public as consumers/users and is right on target as expected [4].

So that promotional and discount information can be conveyed well, a platform is needed in the form of a website that focuses on conveying promotional and discount information so that the efforts made by marketers are not in vain and consumers or potential consumers can obtain information quickly so that they can make various purchases. needed products at economical prices.

Website design has been widely carried out to support promotional activities and product sales of a company. This will be an opportunity to increase promotions at Gosako. Therefore, this research is aimed at designing a website providing information and promotions in Gosako.

II. LITERATURE REVIEW

2.1 Website

Website is defined as a collection of pages consisting of several pages containing information in the form of digital data, in the form of text, images, video, audio and other animations provided via an internet connection [5]. A website is a whole web page contained in a domain that contains information. A website is usually built on many interconnected web pages.

[6] states that a website is an information presentation service that uses the hyperlink concept, which makes it easier for surfers (the term for computer users who search for information on the internet). Then obey [7]. A website is a collection of documents that reside on a server and can be viewed by users using a browser. The document may consist of several pages. Each page provides various information or interactions. Diverse information or interactions. Information and interaction can be in the form of writing, images or can even be displayed in the form of video, animation, sound, etc.

2.2 Product Promotion

Promotion means developing or improving. Promotion as one component of the marketing mix. Promotion is defined as an effort to provide information or offer products or services with the aim of attracting consumers to buy them [8]. Promotion is a marketing tool that is used as a communication strategy between sellers and buyers to convince buyers to buy products or use services [9].

The promotional function is to achieve various communication goals with consumers [8]. Promotion is an activity or activity carried out by the Company in the form of an invitation to increase the sales target that has been targeted [10]. The promotional component is shown in creating product basics, sending information and encouraging purchases so that through promotions you can provide product, place and price information. The nature of this information is to encourage, persuade and remind someone to make a purchase [11]. Promotional activities are a priority component in marketing management. Through promotions, consumers will know about the products that the company will launch so that it will influence consumers to make purchases.

III. RESEARCH METHODS

The type of research used is a case study. A case study is a research strategy for carefully investigating something by collecting complete information using data collection procedures [12]. This research was conducted in Sampang. Data sources in qualitative research are words and behavior, then supporting data such as documentation, and so on. Data sources were obtained from village officials and several residents. The data for this research were obtained from several informants who were accommodated and then asked for recommendations from those concerned who were used by other informants as data sources. The selection of informants is not determined by the number of informants, but by the capacity of the informants to provide the required information.

IV. RESULT AND ANALYSIS

Gosako is one of the online motorcycle taxi service providers in Sampang district. Gosako is widely used by the people of Sampang because of good service at low prices. Currently Gosako has 35 employees or online motorcycle taxi drivers. The services offered by Gosako are passenger pick-up and drop-off, delivery orders, goods pick-up and promotions for goods or food.

3.1 Conceptual Design Plan

Conceptual design is carried out by creating an ERD (Entity Relationship Diagram) in Figure 1 below:

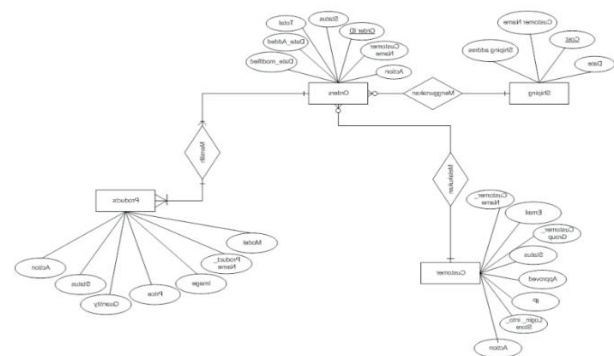


Figure 1. ERD in Product Promotion

Based on Figure 1, the ERD in the system will show the relationship between entities. The design stage is a complete system specification stage created based on recommended needs. Conceptual design is carried out by creating an ERD. ERD is a technique used to create a model of a system based on requirement [13]. ERD is a model to explain the relationships between data in

a database based on basic data objects so that they have relationships between relationships. This can help in creating business architecture modelling [14]. ERD in this research describes the design of shipping, customer, product and orders databases which are related to one another.

3.2 Data Flow Diagram (DFD)

Data Flow Diagram (DFD) can be seen in Figure 2 below:

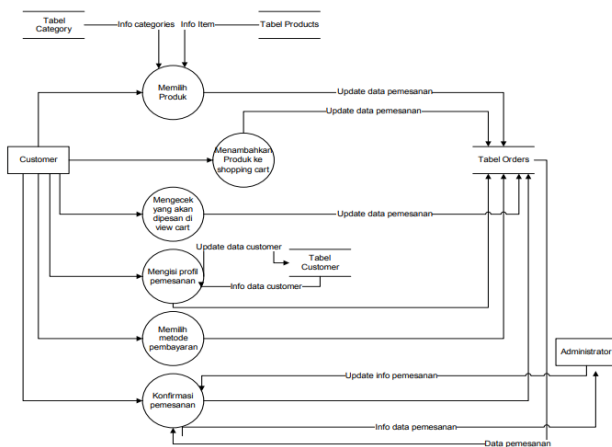


Figure 2. DFD on Product Promotion

Based on Figure 2 above, this is a diagram for flowing data flow in the system. DFD is a diagram that depicts the data flow of a process which is depicted with a certain number of symbols to show the data transfer that occurs in the system process [15]. Through DFD you can understand business processes visually, identify dependencies and interrelationships between processes and detail process steps optimally. Using DFD as an effective communication tool can facilitate communication between developers, stakeholders and other related parties [16].

3.3 Profile Page

The design of the profile page on Gosaka can be seen in Figure 3 below:

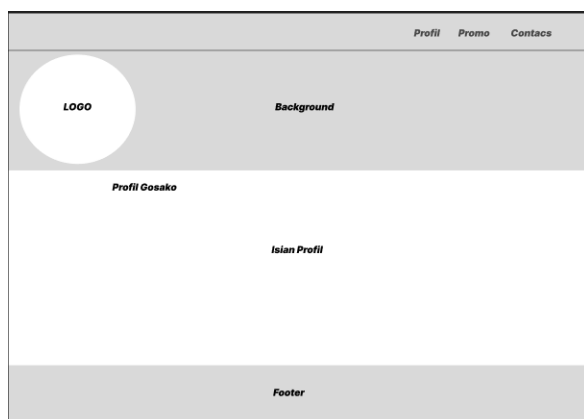


Figure 3. Profile Page Design

Based on Figure 3, this design contains a Gosaka profile complete with address and services offered. This profile page is the realization of the design that has been created which can be seen in Figure 4 below:

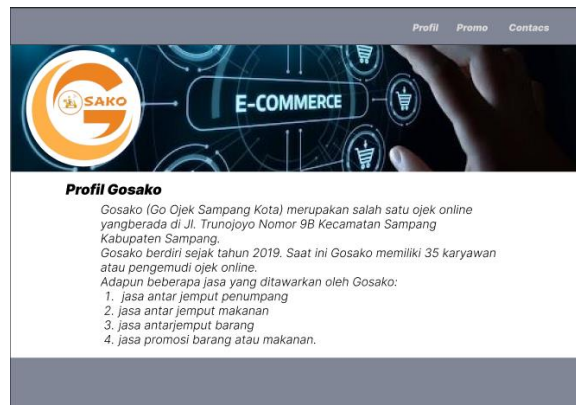


Figure 4. Profile Page

Based on Figure 4 above, it can be seen that this profile page explains Gosako's profile and several services it offers. The profile page can make it easier for visitors to find out about the Company briefly.

3.4 Promotional Page Design

The design of the promotional page on Gosaka can be seen in Figure 5 below:

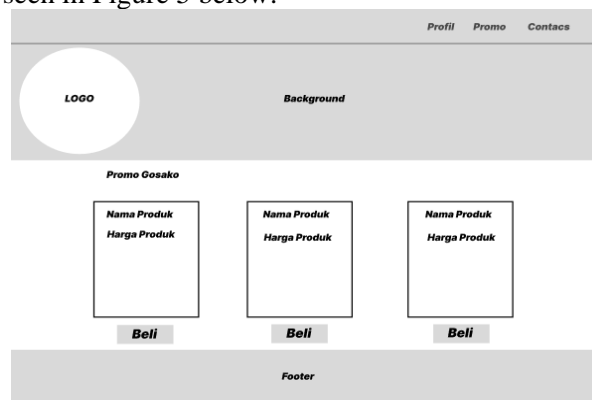


Figure 5. Promotion Page Design

Based on Figure 5, this design contains a Gosaka promotion page which is equipped with a product pamphlet accompanied by the product price. This promotional page is the realization of the design that has been created which can be seen in Figure 6 below:

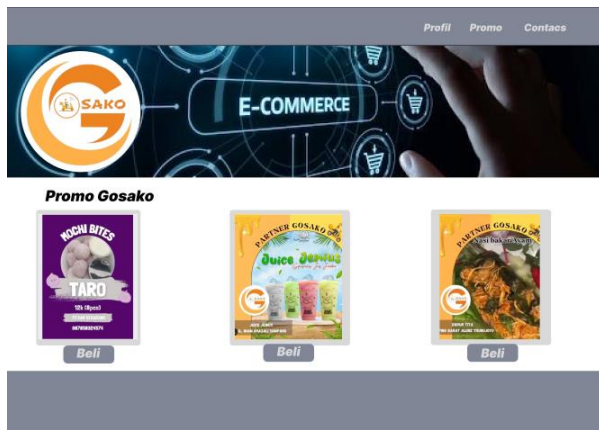


Figure 6. Promotion Page

Based on Figure 6 above, the promotion page contains ongoing promotional products. Product promotions can be used to attract buyers to buy the product being promoted [17]. It is hoped that online promotions will be known by many groups, resulting in high sales and consumers getting repeat orders [18].

3.5 Order Confirmation Plan

The draft order confirmation plan for Gosaka can be seen in Figure 7 below:

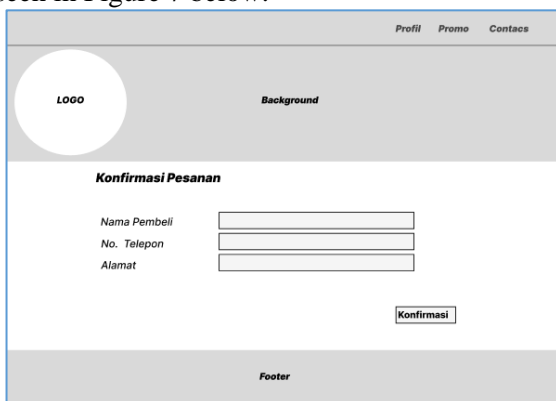


Figure 7. Order Confirmation Plan

Based on Figure 7, this plan contains Gosako order confirmation which is equipped with buyer details. This order confirmation page is the realization of the design that has been created, which can be seen in Figure 8 below:

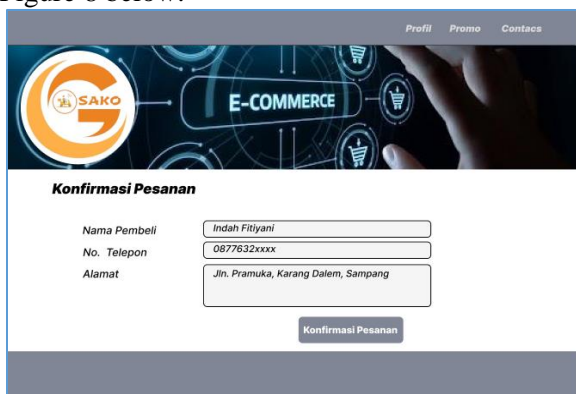


Figure 8. Order Confirmation

3.6 Order Transaction Plan

The order transaction plan at Gosako can be seen in Figure 9 below:

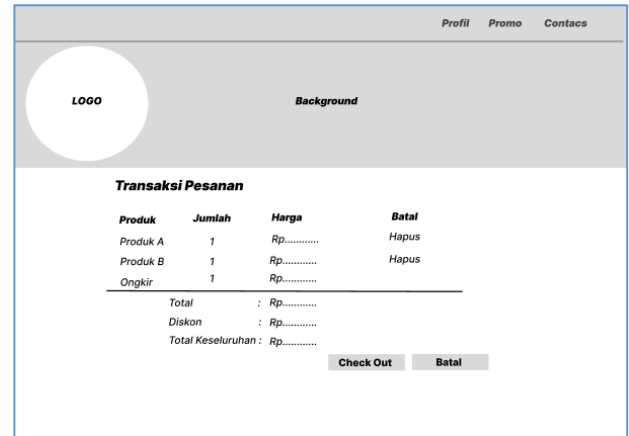


Figure 9. Order Transaction Plan

Based on Figure 9, this plan contains Gosako order transactions in more detail. This order transaction page is the realization of the design that has been created which can be seen in Figure 10 below:

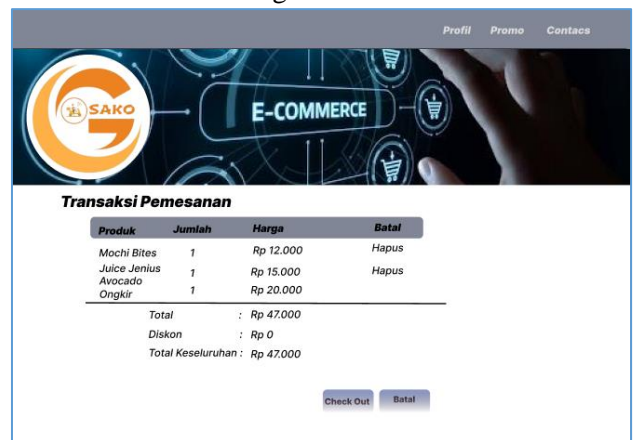


Figure 10. Order Transactions

3.7 Draft Proof of Order

The draft proof of order at Gosaka can be seen in Figure 11 below:



Figure 11. Design of Order Proof

Based on Figure 11, this draft contains proof of Gosaka's order in more detail. This order proof page is the result of the realization of the design that has been made, which can be seen in Figure 12 below:



Figure 12. Proof of Order

VI. CONCLUSION

With information technology, you can experience all kinds of convenience in living your life, especially in carrying out business activities. Information technology serves as a balance and facilitates human performance in carrying out tasks. Various fields are currently launching programs in the field of information technology. One of the developments in information technology is through websites. Nowadays, websites can be used in any field, including e-commerce. Through designing this website, it is hoped that promotion can be increased with the aim of bridging the company with consumers or users.

THANK-YOU NOTE

The author would like to thank the owner of Gosako for assisting in the data collection process. Both authors would like to thank the UNT Al-Muafa Sampang for supporting this research as well as colleagues involved in this research.

REFERENCES

- [1] Siregar, V. M. M. (2018). Perancangan Website Sebagai Media Promosi Dan Penjualan Produk. TAM (Technology Acceptance Model), 9(1), 15–21.
- [2] Dewi, S. K., & Garside, A. K. (2016). Perancangan Website Sebagai Media Promosi Dan Penjualan Pada Home Industry Abon. Jurnal Teknik Industri, 15(2), 170–181. <https://doi.org/10.22219/jtiumm.vol15.no2.170-181>
- [3] Tresnawati, Y., & Prasetyo, K. (2022). Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil dan Menengah Bisnis Kuliner. Journal of New Media and Communication, 1(1), 43–57. <https://doi.org/10.55985/jnmc.v1i1.5>
- [4] Amanah, S. (2018). Efektivitas Strategi Promosi Melalui Promotion Mix Sebagai Upaya Penguatan Eksistensi Lembaga Stain Kediri. Mediakita, 2(2), 143–159. <https://doi.org/10.30762/mediakita.v2i2.987>
- [5] Putra, A. D., & Putra, A. D. (2020). Rancang Bangun Aplikasi E-Commerce Untuk Usaha Penjualan Helm. Jurnal Informatika Dan Rekayasa Perangkat Lunak, 1(1), 17–24. <https://doi.org/10.33365/jatika.v1i1.145>
- [6] Kawulur, M. U., Rindengan, Y. D. Y., Najooan, X. B. N., Studi, P., Informatika, T., Teknik, F., & Ratulangi, U. S. (2018). Virtual Tour e-Tourism Objek Wisata Alam di Kabupaten Biak Numfor. 13(3), 1–6.
- [7] Doni, R., & Rahman, M. (2020). Sistem Monitoring Tanaman Hidroponik Berbasis Iot (Internet of Thing) Menggunakan Nodemcu ESP8266. 4(September), 516–522.
- [8] Hasugian, P. S. (2018). Perancangan Website Sebagai Media Promosi dan Infor,asi. 3(1), 82–86.
- [9] Nurimani, G. S., & Rachmawati, I. (2022). Strategi Promosi di Media Sosial dalam Menarik Minat Beli Produk Pakaian. 59–62.
- [10] Nufus, H., & Handayani, T. (2022). Strategi Promosi dengan Memanfaatkan Media Sosial TikTok dalam Meningkatkan Penjualan (Studi Kasus pada TN Official Store). 6(1), 21–34.
- [11] Sovania, E., & Selliamanik, I. (2019). Metadata, citation and similar papers at core.ac.uk. 5(4), 262–273.
- [12] Creswell, J. W. (2017). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
- [13] Rizal, C., & Sanjaya, D. (2022). Perancangan Sistem Informasi Perekrutan Karyawan Berbasis Web (Studi Kasus PT. Transdata Satkomindo Medan). Jurnal Manajemen Sistem Informasi (JMASIF), 1(1), 1–11.
- [14] Istiqomah, N. A., Imayah, K., Saidah, N., & Yaqin, M. A. (2020). Pengembangan Arsitektur Data Sistem Informasi Pondok Pesantren. Jurasik (Jurnal Riset

Sistem Informasi Dan Teknik Informatika), 5(1), 27–35.

- [15] Muliadi, M., Andriani, M., & Irawan, H. (2020). Perancangan Sistem Informasi Pemesanan Kamar Hotel Berbasis Website (Web) Menggunakan Data Flow Diagram (Dfd). *JISI: Jurnal Integrasi Sistem Industri*, 7(2), 111–122.
- [16] Irfan, M., Mirwansyah, D., & Zahro, K. A. (2023). Perancangan Sistem Informasi Monitoring Akademik Dengan Menggunakan Data Flow Diagram. *Jurnal Locus Penelitian Dan Pengabdian*, 2(12), 1201–1207.
- [17] Khirdany, E. N., Islamy, S. N., Aini, L. N., & Maghfiroh, L. (2022). Aplikasi metode association rule pada promosi produk. *Journal of Management and Digital Business*, 2(2), 75–85.
- [18] Soepeno, B. (2014). Penggunaan Aplikasi CMS Wordpress Untuk merancang Website sebagai media promosi pada maroon wedding malang. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, 2(1), 63–69.