The Utilization Of Cse Mikrobisnis Application Build Via Wordpress In Supporting Small Business

Margareta Sheryl Kurniawan, Phan
Department of Information Systems, Computer Science Faculty Soegijapranata Catholic University
Jl. Pawiyatan Luhur IV No.1, Bendan Duwur, Kota Semarang, Jawa Tengah 50234
sherylmargareta28@gmail.com

Abstract– An information system is a set of software components that aid in the process of converting raw data into information that is needed by a related party. In utilizing information systems that facilitate work and decision making, its use cannot be separated from the role of technology and the internet. Therefore, information systems are an essential component of any business, organization, or even individual. Technology of information systems offers numerous benefits in the business sector. Particularly when dealing with the rivals by channeling innovations and different ideas purchased on the internet. The same thing happens to entrepreneurial businesses that benefit from technology for their development, even though they started from scratch. Transactions for purchasing products and meals using the CSE Mikrobisnis application via Wordpress, are the example of a technology in information system use for the student business. Before it can be extensively used, it is essential to evaluate the application's viability and functionality to ensure that users can conduct transactions with confidence.

Keywords– technology, information systems, business and entrepreneurship, CSE Mikrobisnis application.

I. INTRODUCTION

The expansion of technology upon information systems are spreading throughout the world including Indonesia. Its uses then entered various aspects of human's life, and become a crucial part in, since it can be easily managed by majorities in many ages and backgrounds. This development causes digitalisation, also known as digital enablement. Leading to the fact that digitalisation also means many sharing information activities which formerly took by analog process are being converted into digital processes, operated with the use of computer and internet where publics could organise their work faster yet efficiently.

The presence of an information system is needed for data processing and analysis in order to spread timely, accurate, and relevant information outputs through any communication media, either long or short distance. It is widely used in a variety of settings and situations, including government, company, business, community, and even personal uses.

According to the five major parts of human life: physical, mental, social, emotional, and financial. People are working to earn a salary that corresponds to the financial aspect to meet their requirements. Business is one of a human's way to earn money. As a result, the function of technology is required to develop a company in line with market demands, which are constantly evolving in response to technological development.

A company that uses technology based media in its growth, makes it more simple for business suspects to introduce their goods and business fields more swiftly and practically. This comparison is based on the old way of selling their products, such as hiring contracts for television and radio which mostly require the role of celebrities, placing billboards on the side of the road, or even opening traditional shops that takes up space and costs a lot of money. This way, makes it more simple for new businesses to compete and it's

something that anyone, including students and university students, can do.

A CSE (Center for Student Entrepreneurship) group has been established within the purview of Soegijapranata Catholic University to accommodate students while beginning their career in entrepreneurship. CSE has established a UniShop subunit through Mikrobisnis to make an adaptation of technological advancements, which is managed through application. In order to advance creativity in the parts of UI and UX (User Interface and User experience), students collaborate and follow lecturer's instruction in creating CSE Mikrobisnis application and website.

According to the introduction above, this journal is being prepared in order to perform final practical trials in the areas of the functionality (such as buying products and making payments), before being extensively used. Furthermore, this journal is also structured to reward the result of the tasks which were completed for about three months period.

The purpose of making this research is to test the utility effectiveness of CSE Mikrobisnis application functions to support user convenience in making transactions, as well as to develop students' critical thinking in analyzing and giving opinions containing descriptive assessments of a matter.

II. LIMITATIONS

Active partners who ran their own businesses and joined as partners in UniShop, a subunit of CSE Soegijapranata (Center for Student Entrepreneurship), to advance their careers in the entrepreneurship sector.

III. METHOD

Research methodology has specific purposes to obtain data in a scientific way, according to Darmadi (2013: 153). In order to bring desirable specific results, this research paper requires accurate and proper data which has been obtained by doing any certain data collecting techniques. There are a few techniques used to collect data requirements, which are divided into two parts: qualitative and evaluative methods.

A qualitative method focuses on the subjective approaches, which has been established that they are related to ideas, perceptions, opinions, or beliefs of the person being studied and all of them cannot be quantified by numbers (Unpas, 2019).

According to Creswell (2012), qualitative research is a method of investigating and comprehending the significance that people or groups ascribe to social human issues. The research process entails developing questions and procedures, gathering data in the participants' setting; evaluating the data inductively, expanding from particulars to general themes; and making interpretations of the meaning of data.

While an evaluative research technique on the other hand, is a form of research that is used to evaluate a product or idea and gather data to help better for your solution. Evaluative research has many benefits, including identifying whether a product works as intended, and uncovering areas for improvement within your solution. According to Nannearl LeKesia Brown, Product Researcher at Figma, "With evaluation research, we're making sure the value is there so that effort and resources aren't wasted."

IV. RESULTS AND DISCUSSION

CSE group within UNIKA Soegijapranata serves to promote business growth and registered partner UMKM. As a result, the CSE Mikrobisnis application has developed to be more effective in linking trade activities between UMKM customers and vendors at UNIKA Soegijapranata. On the other hand, the Mikrobisnis CSE program has currently been released but hasn't been used on a regular basis.

The transaction flow in the Mikrobisnis CSE application is obtained based on the research method used as illustrated in the flowchart below

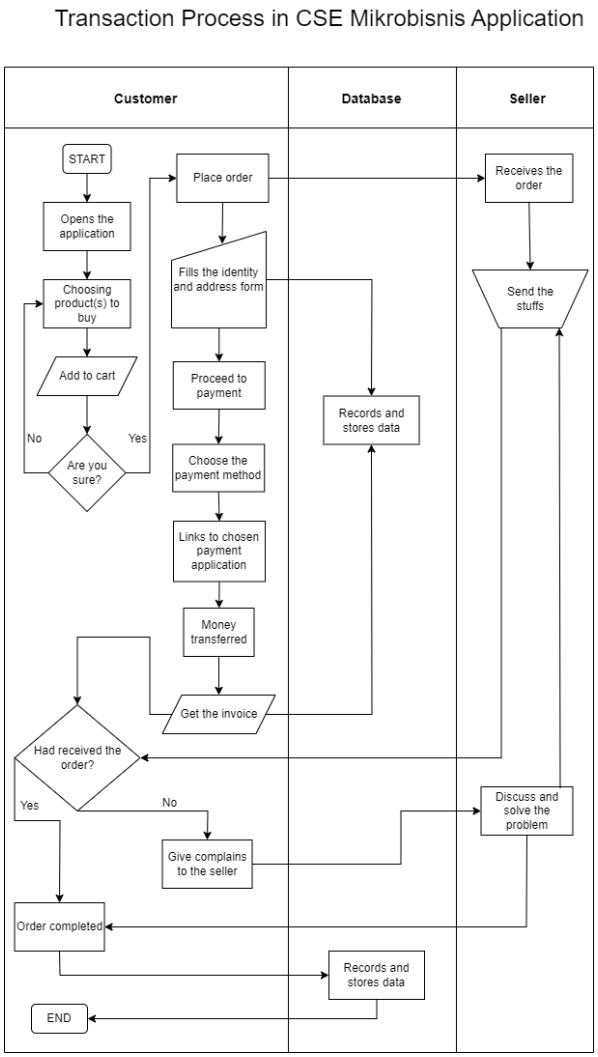

Figure 1. Transaction process in CSE Mikrobisnis application

The aspects that will be analyzed is then detailed in a journal linked to the application's operation, especially the effectiveness in carrying out transaction steps on a product sold on an android smartphone as follows:

Products Display

The main page of CSE Mikrobisnis application displays products for sale as shown on figure 2 below. It is also equipped with other features, such as cart menu logo, sorting products, and other menus containing "about" and "contacts".

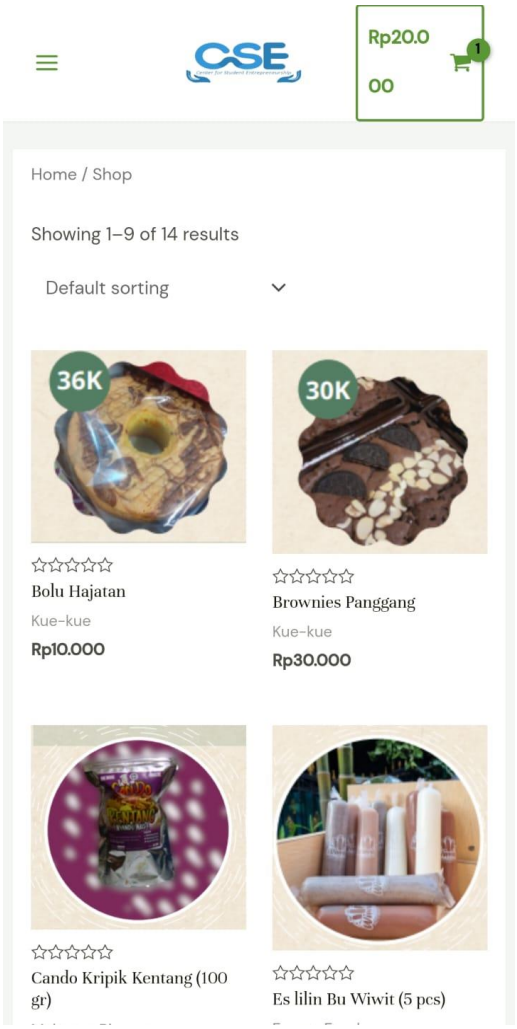

Figure 2. Product display

Ordering Procedure

To make an order, select the product you wish to purchase, enter the quantity, and then hit "add to cart," as shown in the picture below. Click "view cart" if you want to see the items of the bucket list right away.

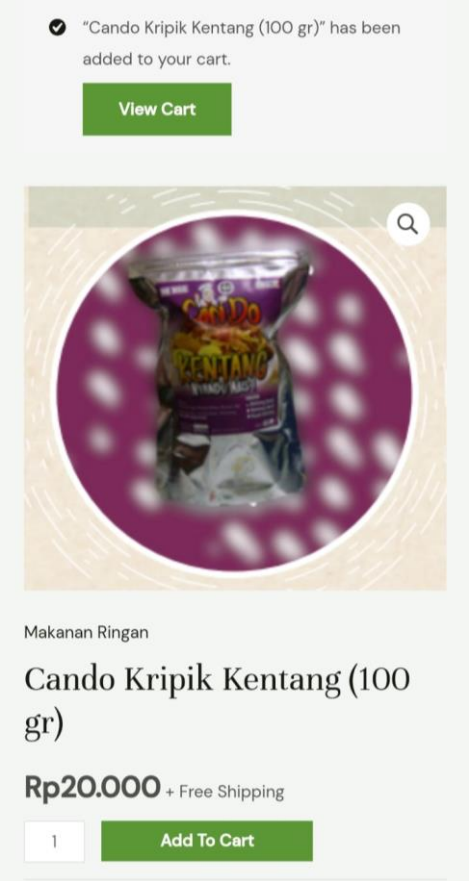

Figure 3. Adding a product to cart

The following is a menu cart display that serves as a final check before the customer pays for the product purchased. After you've made your adjustments, click "update cart." To begin the purchase procedure, click the "buy now" button.

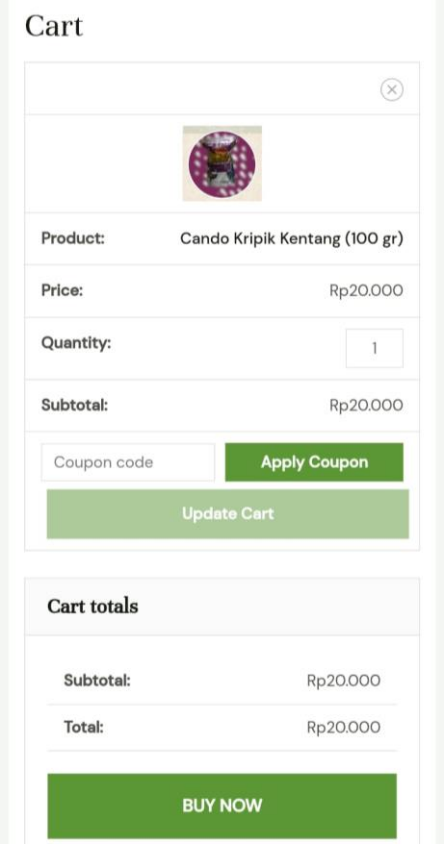

Figure 4. Cart

Payment Procedure

To continue the final payment process, the buyer is required to input the registration data on the "Checkout" screen, which includes their name, email address, phone number, and complete location (see Figure 5). To pay out, click the "place order" button. The customer will then be led to the payment page (see Figure 6). Select a payment option, and the CSE Mikrobisnis application will immediately switch to a selected payment application (such as GoPay) (see Figure 7).

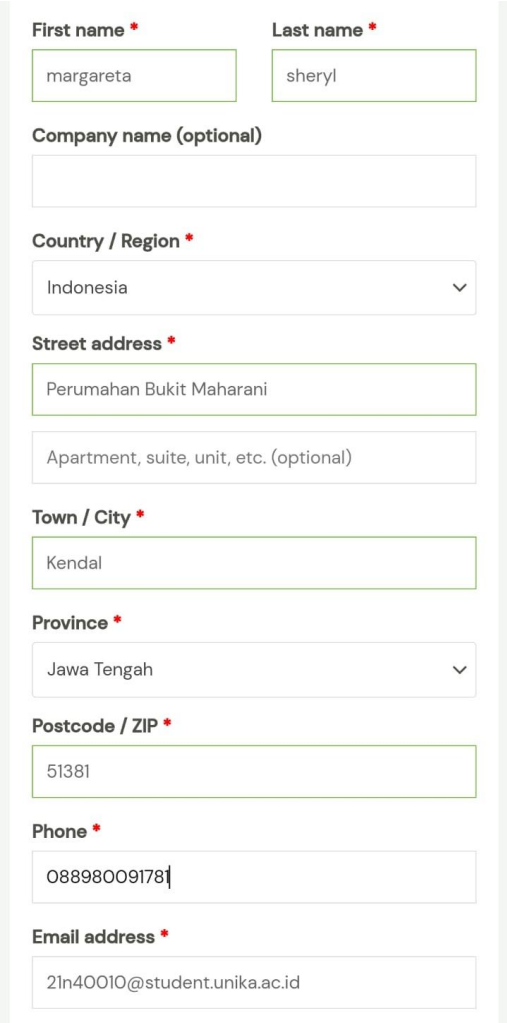

Figure 5. Checkout page

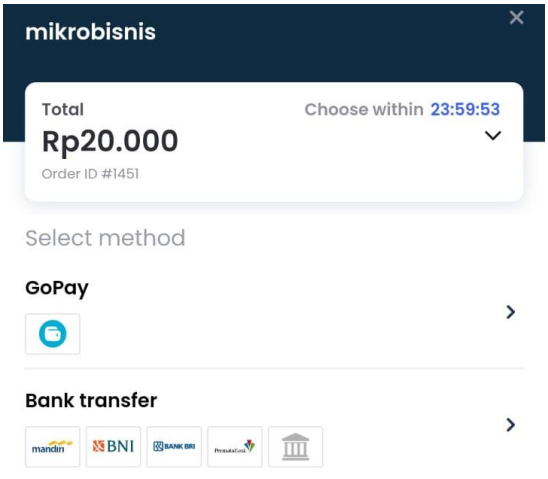

Figure 6. Payment methods

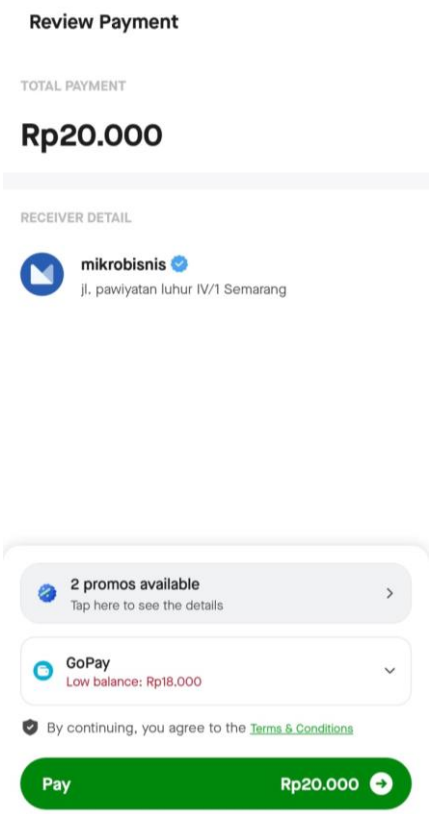

Figure 7. GoPay review payment page

The CSE Mikrobisnis application has been running smoothly since the product sales mentioned above were tested.

V. CONCLUSION

CSE is a group that helps its partners with company growth and UMKM. CSE Mikrobisnis applications have been developed to compete with the growth of the technology industry. The application's functionality was tested before it was extensively used. The findings indicate that the CSE Mikrobisnis program runs efficiently.

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