



Analysis of E-Commerce Utilization in Consumers as Culinary MSMEs in East Jakarta

**Rahma Alia^{1*}, Rutinaias Hoholongan², Erlangga Aldi Pratama³, Maulana Akbar⁴,
Muhammad Arifin Alfaqih⁵, Herlando Hosea Alang⁶, Zulkarnaini⁷**

D3 Manajemen Perdagangan, Sekolah Tinggi Ilmu Ekonomi Indonesia

*Email: rahmaalia131@gmail.com

ABSTRACT

This study aims to analyze the use of e-commerce in consumers' MSMEs, which is based on the current development of globalization and its impact on technological progress and economic income. Analysis used to identify the internal and external environment of culinary MSMEs. The analysis we used in the study was qualitative research combined with descriptive analysis of the depiction of the object study in depth. So, a depiction of the object study can be provided. This data collection method is done through survey information and interviews. The results of this research show that e-commerce can provide broader information about culinary MSME products. An E-commerce system can also be a promotion for culinary MSME business actors to the establishment of buying online.

Keywords: *Seblak; E-Commerce; Micro Business; Digital Marketing.*

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) occupy the top positions in the Indonesian economy because they can support economic growth and create jobs that provide essential product support. Economic development has a significant impact on the growth of businesses in Indonesia that are entirely dependent on technology. In today's era, business people are increasingly recognizing the importance of technology users. The use of technology is instrumental in the growth of businesses, leading to the creation of rapidly expanding companies. The advancement of information and communication technology, particularly in e-commerce, presents new opportunities for micro, small, and medium enterprises (MSMEs) to overcome various challenges. E-commerce enables MSMEs to access a broader market, cut operational costs, and enhance business efficiency. The rapid advancement of internet technology has made e-commerce highly sought after by the general public. A defining feature of the digital economy era is the widespread use of the Internet as a communication medium for business and trade transactions. This trend is evident in the growing prominence of e-commerce in Indonesia.

The emergence of e-commerce has significantly boosted Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. These enterprises have recognized the importance of leveraging e-commerce in the culinary sector to expand their reach and visibility, leading to increased sales. The use of e-commerce has a positive impact on the sustainability of small and medium-sized enterprises (SMEs) and increases the income of culinary micro, small, and medium enterprises (MSMEs) in East Jakarta. With the development of culinary businesses, customers are not limited to those within the city. However, promoting Culinary MSMEs through e-commerce platforms, primarily offline, presents a challenge for Culinary MSMEs as not all customers can easily access information about these businesses consumers will only consider buying Culinary MSME products if they are aware of them. This lack of awareness can negatively impact Culinary MSMEs in East Jakarta, as they may lose potential buyers. Customers would need to visit the seller's location to find out if there are Culinary MSMEs available, which is inefficient and time-consuming. This approach also results in additional costs for prospective consumers seeking information about Culinary MSMEs (Rissa Hanny, 2020). The study focuses on the difference between using e-commerce and using culinary products in MSMEs in the East Jakarta area. The analysis aims to determine the benefits of e-commerce technology in increasing sales revenue, promoting marketing, and improving consumer satisfaction for Seblak Culinary MSMEs in East Jakarta.

METHOD

We are using a qualitative research approach combined with descriptive analysis to study object representations empirically. This enables us to gather information about the actual phenomenon being studied. We collected data by conducting interviews and information surveys with consumers of e-commerce in the Culinary MSME sector in East Jakarta. In this study, data was collected using interviews and questionnaire surveys. A questionnaire involves giving a set of written questions to respondents. The study population refers to the entire group being studied, while the sample represents a subset of the population with similar characteristics (Sugiyono, 2008).

The study included 116 respondents, aged between 18 and 20 years, from the East Jakarta area. The survey was conducted online using a questionnaire from March 8 to March 14, 2024. The survey collection involved presenting written statements or questions to the respondents and gathering their responses. Data collection through interviews involves a meeting between two individuals where they exchange information through questions and answers to gain insights about a specific topic (Nina, 2020). The methods we utilize help us gather clear information from consumers about the Seblak Buffet sold through Grab Food, Go Food, Shopee Food, and other online platforms.

RESULT AND DISCUSSION

This study focuses on Seblak sales in the East Jakarta area and how consumers use e-commerce to enjoy benefits such as convenience and access to various products. The research also looks into the marketing strategy employed by Seblak Mewek's business.

- **Segmentation**
The marketing strategy implemented by Seblak Mewek utilizes geographical and demographic segmentation, grouping markets based on age, gender, and location.
- **Geographic Segmentation**
The geographical segmentation of Seblak Mewek is within a village environment. There is nothing particularly notable about this geographical segmentation.
- **Demographic Segmentation**
Using the concept of demographic segmentation targeting individuals from adolescence to adulthood
- **Target Market**
Seblak Mewek targets teenagers and adults who enjoy spicy Sundanese cuisine with customizable toppings to suit individual preferences.

As for how consumers see products in e-commerce platforms:

- **Product Decryption**
Consumers can view product descriptions, such as the details of the seblak menu and the listed toppings.
- **Reviews**
Consumers rely on star ratings and reviews from other consumers, as well as product pictures, to get a more realistic view of the product. They also consider feedback from other consumers about the taste and quality of the product.
- **Promos and discounts**
This discount bundling information attracts consumers, and there are flexible payment methods such as COD or E-wallets.
- **Transaction security**
E-commerce platforms provide consumer protection, offering a sense of security during transactions.

According to our research findings, the use of electronic commerce is becoming unavoidable in the business world. Complex business developments, intense competition, and global challenges are driving people to think more creatively. The utilization of e-commerce has a significant impact on speeding up economic development, particularly for small and medium enterprises. If businesses use e-commerce and digital marketing wisely, it can have a positive impact on both businesses and consumers. Essentially, e-commerce facilitates a competitive business environment and can make significant contributions. E-commerce is a form that adapts to technological advancements, enabling the distribution of products to

various locations and market segments. Its use provides numerous benefits for MSMEs, including increased market access, reduced operational costs, and improved visibility. However, MSMEs also face challenges such as intense competition and building consumer confidence. With the right strategy, such as digital marketing, MSMEs can maximize the potential of e-commerce and enhance their competitiveness in the market.

Table 1 Results of Interviews with Consumers

No	Question	Answer
1.	What is attractive about e-commerce?	- Efficiency - Wide variety of options - Availability of promotions, discounts, and cashback
2.	How can you leverage this e-commerce opportunity?	An advantage of e-commerce is the easy payment system, which makes it convenient for customers to shop for their daily necessities.
3.	How do you feel about selling seblak online through an e-commerce platform?	Make it easier for consumers to place orders so that it is more practical and efficient.
4.	What are your thoughts on the use of e-commerce in today's digital age?	This provides numerous opportunities for MSME sellers, such as: - Businesses can reach a broader range of consumers without being constrained by distance restrictions. - Can improve business efficiency by reducing operational costs that must be incurred.
5.	What barriers do you face when using an e-commerce platform?	However, there are additional costs associated with using e-commerce platforms, as well as constraints related to slow delivery.

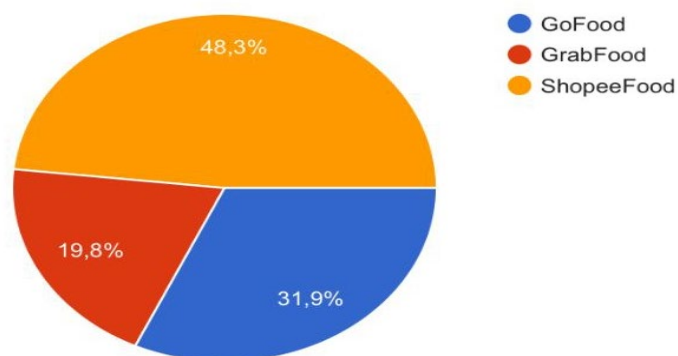


Figure 1. Round chart of questionnaire survey results on consumers

Based on interviews and questionnaires with consumers, it's evident that there's a rapid increase in the use of Culinary MSME e-commerce platforms in the digital era. The use of e-commerce by small and medium-sized enterprises (MSMEs) in the food and beverage industry is highly significant. Many consumers prefer the Shopee Food platform due to its promotional offers, discounts, cashback deals, and relatively low fees compared to other e-commerce platforms.

CONCLUSIONS

The research mentioned above concludes that e-commerce, also known as electronic commerce, plays a crucial role in supporting MSMEs (Micro et al.) in this digital era. E-commerce serves as a vital medium of business communication for increasing sales for MSMEs. The abstract includes a brief description, the problem studied, the research purpose, the methods used, as well as the conclusions and suggestions. E-commerce allows for more efficient communication between parties and helps businesses retain customers, especially during busy periods. Seblak MSMEs are small businesses engaged in fast food that use e-commerce to boost sales. E-commerce marketing not only increases sales but also reduces marketing costs. Utilizing the Internet and the World Wide Web (www) has become crucial for businesses. Business owners looking to increase sales through marketing should have a website that serves as both an advertising and transaction center. Leveraging e-commerce to distribute various physical and digital products is the most effective way to utilize technology to improve business operational efficiency and product sales. In this study, technology is shown to be essential for increasing sales of culinary MSMEs. By utilizing digital marketing technology, MSMEs can enhance their collaboration and creativity capabilities. Furthermore, researchers are encouraged to focus on targeted respondents to collect their opinions regarding the use of E-Commerce in Culinary MSMEs.

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