PAPER NAME	AUTHOR
Untitled1.pdf	**Rustina Untari**
WORD COUNT	CHARACTER COUNT
1918 Words	**10424 Characters**
PAGE COUNT	FILE SIZE
5 Pages	**61.6KB**
SUBMISSION DATE	REPORT DATE
Jul 31, 2023 2:10 PM GMT+7	**Jul 31, 2023 2:11 PM GMT+7**

● **15% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 13% Internet database
- Crossref database
- 13% Submitted Works database

- 8% Publications database
- Crossref Posted Content database

● **Excluded from Similarity Report**

- Quoted material
- Small Matches (Less then 10 words)

- Cited material
- Manually excluded sources

Website Profile Analysis as E-Marketing Media for SMEs of Wooden Crafts Toys in Indonesia

Rustina Untari

Faculty of Economic and Business Soegijapranata Catholic University Indonesia
Email: r.untari@gmail.com, r_untari@unika.ac.id (corresponding email)

Sri Sumijati

Faculty of Psychology Soegijapranata Catholic University Indonesia
Email : asieh.unika@yahoo.co.id

Ridwan Sanjaya

Faculty of Computer Science Soegijapranata Catholic University Indonesia
Email:ridwan.sanjaya@gmail.com

Abstract

GET (game education tools) made from Wood we call it wooden toys is a game tool that can help the development aspects of child development. Various types of wooden toys are already widely used in the institutions of the child's education (early childhood, kindergarten, and elementary school) and also we can find it in the market. Most of the wooden toy producers in Indonesia are Small Medium Enterprises (SMEs). In order to reach a wider market at a less cost, it is proposed to use e marketing. Some manufacturers GET Wooden toys in Indonesia have used e - marketing. This paper will discuss SME web profile which produces GET use it as media E-marketing. The gas to find a Ben - march for e marketing and e commerce that we want to develop for the manufacturer GET wooden toys in Indonesia.

Data being displayed by Google, which is a manufacturer GET with a wooden base. Then we choose 17 manufacturers GET taken as a sample.   Besides the data retrieval process is accomplished by trying to make a transaction using the facilities provided by each web. The data were analyzed qualitative descriptively. We found that SMEs producer wooden toys have qualified web for e-marketing activities. They used media communication, social media, networking with bank and shipping service. Some of SME wooden toys have networked with online shop.

 Keywords: SME, e-marketing, wooden toys, online

1. INTRODUCTION

Basically, GET (game education tools) made from Wood we call it wooden toys is a game tool that can help the development aspects of child development, namely the aspect of perception, cognitive (Monks, 2002), emotional, social, language (communication) and intelligence (Santrock, 2002).

Various types of wooden toys is already widely used in the institutions of the children education (early childhood, kindergarten, and elementary school) and also we can find it in the market. Most of the wooden toy producers in Indonesia are Small Medium Enterprises (SMEs). SME as a producer of wooden toys has some drawbacks. Among other difficulties are following the standardization set by the government (Untari & Sumijati, 2015). The next thing to note is marketing. As we all know marketing activities undertaken by SMEs is still very limited. Walsh Lapinksi (2009) states that the marketing in SMEs inferior to large businesses (Cox & Birchman, 2012). This is because some the owner's constrains. In order to reach a wider market at a less cost, it is proposed to use e marketing. Some manufacturers GET Wooden toy in Indonesia have used e - marketing.

This paper will discuss SME web profile which produces GET use as media E-marketing. The goals to find a ben-march for e marketing and e commerce that we want to develop for the manufacturer GET wooden toys in Indonesia.

2.   MATERIAL AND METHODS

Research carried out on the manufacturer's Web GET wooden toys. They are openly available in cyberspace. This study uses the assumption that almost all manufacturers, wooden toys are SMEs. This assumption   based on our previous research (Sumijati and Untari, 2015) which found that manufacturers of wooden toys are SMEs craftsmen. This is because the product is wooden handicraft. This assumption is also in accordance with the opinion of Staley and Morse (1965) which states that the industry with the characteristics of the many variations product and frequent fluctuations are characteristics of the product which is suitable for small industries (SMEs).

Samples were searched randomly, We searched on google with the keyword "educational games wooden toys". Data being displayed by Google, which is a manufacturer GET with a wooden base. Then we choose 17 manufacturers GET taken as a sample. Besides the data retrieval process is accomplished by trying to make a transaction using the facilities provided by each web. The data were analyzed qualitative descriptively.

3.   THEORIES

Marketing in Small Firms

As we all know, the owners of SMEs working concurrently as manager include conducting functional marketing. Of course, this led marketing activity is very dependent on the capabilities and resources owned by the owner. It is certainly different from that of large businesses that have employed marketing professional experts. Walsh & Lapinsi (2009) which cited by (Cox & Birchman, 2012) said that the marketing in SMEs inferior to large businesses. This is due to several factors including a shortage of financial resources, lack of expert marketing, knowledge of customer inadequate planning a less structured, less ample time and use a reactive approach.

E-Marketing

The use of the Internet becomes a popular platform for businesses to market their products and services in the globalized world (Mokhtar, 2015) . Mokhtar also cited a study by Internet World Stats (2014) on the Internet users indicated that Asia has the most Internet users with users with 45.7 per cent compared to other regions.

They use the internet for business named E-business. And recently internet is very popular for marketing activities. El Gohary (2010) have distinguished between Internet Marketing, E Marketing, E- Commerce and E-Business as follows:

E-Marketing has a broader scope than Internet marketing since Internet Marketing (IM) Refers only to the Internet, the World Wide Web, e-mails. While e Marketing includes all of that plus all other E-Marketing tools like: Intranets, Extranets and mobile phones. In contrast with that, E-commerce and E-business have a wider and broader scope than the E-Marketing.

E Marketing use same technologies with E-business are specifically as a logical extension to fulfil the traditional market practices of creating, communicating and delivering value to customers (Gilmore, Galagher, and Henry, 2007). E-Marketing involves other technologies that enable customer relationship management, enterprise resource planning, supply chain management, text messaging, bar code scanners and digital TV. Study of SMEs found the fact that e-marketing activities will dominate over traditional marketing. (Gilmore et al. 2007, 234-247.) Although there are barriers for SMEs to adopt e marketing SME : costs involved in the implementation of e-marketing, lack of information, lack of government incentives, lack of training, inadequate number of knowledgeable staff, and security threats. (Dlodlo M. Dhurup, 2010)

4. RESULTS

4.1 Information

Table 1. Information on the home page

Content at The First Page	% Of sample
Home (business profile)	100
How to Order	100
Shopping cart	93
catalog	93
Contact Person	100
Testimonials	53

Source: Primary Data

Contact person, there is an online facility but not all always online even more are offline.

4.2 product information

Table 2. About product

Information displayed	% Of sample	Description
Product name	100	
code	70	Each product code
eight	76	Used to estimate shipping costs
Material (material)	82	Material from any type of wood
Price	100	
stock	82	Info for capacity booking
rating	70	Show product ratings to other products

Source: Primary Data

Wooden toys products are tools for the child development education. Therefore, the product must be accompanied by clear information, especially its usefulness. Based on the observation of conducting on the product and any accompanying information, it can be the clarity of good product of wooden toys which displayed on the Web:

1) Images are displayed: a completely clear and attractive colors. Some color appearance is not attractive

2) Obviously, because it contained the toy detail of size, weight, material contained so it is safe for children, products Images can zoom out to see in detail the ingredients and how to play.

3) Obviously, because it is included educational function for children, conformity of products with age. There are explanation regarding the suitability of the product for any age, an explanation of how to play, and the benefits of playing such products.

5. DISCUSSION

Some of the things that we have proposed for discussion are as follows**:**

1. **Amenities media communication**
In order to be included in e marketing activities, the study found that there are three means of communication used, namely, 100% using the mobile phone, using WhatsApp 82.35%, 76% use Blackberry Messenger, while providing email facilities only 70.58%. This communication medium is used as a facility for consumers to order up to submit a complaint if less please. Most use an attractive communication medium can be used for two-way communication (even more) easily.

2. **Social media .**
Eighty percent of the sample using social media to help communicate with or provide information to consumers. Some social media are used, among others, Facebook, twitter and Instagram. All three media are quite popular in Indonesia.

3. **Relations with other Online shop**
Still very few SMEs dealing with online merchants. Online merchant that is widely used as a partner is Tokopedia, elevania and lazada. The three of them are very popular in Indonesia.

4. **Networking with the bank and delivery services.**
The Web supplied bank facilities. They give more than one bank account number. They are a famous bank in Indonesia. Likewise, the shipping service. In this case, consumers are given the freedom to choose.

6. CONCLUSION:

1. SMEs producer wooden toys in Indonesia have qualified web for e-marketing activities. They used media communication, social media, networking with bank and shipping service. Some of SME wooden toys have networked with online shop.

2. For the future, it is need to do research on the ease of transactions using E Marketing facilities provided by the manufacturer. Similarly, research is needed on the safety of the transaction. With these two things in mind, it can be used as inputs for SMEs who now own

Reference

Cox, S., & Birchman, J. a. (2012). Social Media Marketing in a Small Business : A Case Study.

Dlodlo, N., & Dhurup, M. (2010). Barriers to e-marketing adoption among small and medium enterprises (SMEs) in the Vaal Triangle. *Acta Commercii*, *10*, 164–180. http://doi.org/10.4102/ac.v10i1.126

El-Gohary, H. (2010). E-Marketing - A Literature Review From A Small Businesses Perspective. *International Journal of Business and Social Science*, *1*(1), n/a. Retrieved from http://dq4wu5nl3d.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rfr_id=info:sid/ProQ:abiglobal&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=International+Journal+of+Business+and+Social+Science&rft.a

Gilmore, A., Gallagher, D., & Henry, S. (2007). E-marketing and SMEs: operational lessons for the future. *European Business Review*, *19*(3), 234–247. http://doi.org/10.1108/09555340710746482

Mokhtar, N. F. (2015). Internet Marketing Adoption by Small Business Enterprises in Malaysia. *International Journal of Business and Social Science*, *6*(1), 59–65.

Monks, F.J.; Knoers, A.M.P.; Haditono, S.R. 2002. Psikologi Perkembangan: Pengantar dalam Berbagai Bagiannya. Yogyakarta: Gadjah Mada University Press

Santrock, J.W. 2002. Life-span Development: Perkembangan Masa Hidup, Jilid I, Edisi Kelima. Alih Bahasa: Achmad Chusairi dan Juda Damanik. Jakarta: Erlangga Self, J. 1998

Stanley and Morse, "Modern Small-Scale Industry For Developing Countries", McgrawHill, New York, 1965

Sumijati, S, Untari, R , 2015, Peningkatan Kualitas Alat Permainan Edukatif (APE) ditinjau dari Aspek Psikologi Perkembangan Anak, Produksi dan Pemasaran, Penelitian Hibah Bersaing, Kemerintek Dikti, Unpublish

Untari, R., & Sumijati, S. (2015). THE IMPLEMENTATION OF INDONESIAN NATIONAL STANDARIZATION BY SME WOODEN TOYS, IJABER *13*(7), 4967–4975.

● **15% Overall Similarity**

Top sources found in the following databases:

- 13% Internet database
- Crossref database
- 13% Submitted Works database

- 8% Publications database
- Crossref Posted Content database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	link.springer.com Internet	1%
2	diva-portal.org Internet	1%
3	Universitas Negeri Makassar on 2013-06-17 Submitted works	1%
4	University of Surrey Roehampton on 2010-12-15 Submitted works	1%
5	open-access.bcu.ac.uk Internet	1%
6	Intercollege on 2022-09-19 Submitted works	1%
7	University of Greenwich on 2017-01-12 Submitted works	1%
8	Unika Soegijapranata on 2015-08-15 Submitted works	<1%

🔵 **Excluded from Similarity Report**

- Quoted material
- Small Matches (Less then 10 words)

- Cited material
- Manually excluded sources

EXCLUDED SOURCES

icebuss.org Internet	**77%**
blog.unika.ac.id Internet	**22%**
repository.unej.ac.id Internet	**21%**
files.osf.io Internet	**21%**
repository.unika.ac.id Internet	**15%**
researchgate.net Internet	**9%**
docplayer.net Internet	**8%**
serialsjournals.com Internet	**7%**
1library.net Internet	**5%**
scribd.com Internet	**5%**

vdocuments.mx
Internet

3%

arabianjbmr.com
Internet

3%

singaporeanjbem.com
Internet

3%

etd.aau.edu.et
Internet

2%

hdl.handle.net
Internet

2%

National American University on 2013-09-09
Submitted works

2%

Glasgow Caledonian University on 2018-01-04
Submitted works

2%

University of Central England in Birmingham on 2012-06-11
Submitted works

2%

University of Central England in Birmingham on 2011-10-10
Submitted works

2%

Coventry University on 2011-11-07
Submitted works

2%

Mancosa on 2017-03-06
Submitted works

2%

Mancosa on 2017-01-19
Submitted works

2%

Mancosa on 2016-11-04

Submitted works

2%

Jamia Milia Islamia University on 2016-01-05

Submitted works

2%

Wawasan Open University on 2021-02-13

Submitted works

2%

Teerthanker Mahaveer University on 2016-06-27

Submitted works

2%

Teerthanker Mahaveer University on 2016-06-23

Submitted works

2%

Teerthanker Mahaveer University on 2016-06-21

Submitted works

2%

---

aswendo.blogspot.com

Internet

2%

Universiteit van Amsterdam on 2022-10-20

Submitted works

2%

University of Northumbria at Newcastle on 2022-05-17

Submitted works

2%

Napier University on 2020-12-02

Submitted works

2%

Teaching and Learning with Technology on 2023-07-18

Submitted works

2%

---

sbir.upct.es

Internet

2%

ouci.dntb.gov.ua

Internet

2%

jurnal.unswagati.ac.id

Internet

2%

Erasmus University Rotterdam on 2023-06-28

Submitted works

1%

Erasmus University Rotterdam on 2023-06-28

Submitted works

1%

Bournemouth University on 2010-11-15

Submitted works

1%

University of Portsmouth on 2016-09-08

Submitted works

1%

Waikato University on 2015-11-24

Submitted works

1%

Colorado State University, Global Campus on 2021-05-24

Submitted works

1%

Digital Marketing Institute on 2020-11-02

Submitted works

1%

University of Northumbria at Newcastle on 2023-05-17

Submitted works

1%

Free University of Bolzano on 2018-03-08

Submitted works

1%

ris.utwente.nl

Internet

1%

prosiding.unirow.ac.id

Internet

1%

dspace.nwu.ac.za

Internet

1%

University of Wales Institute, Cardiff on 2021-10-08

Submitted works

1%

University of Wales Institute, Cardiff on 2021-04-27

Submitted works

1%

Unika Soegijapranata on 2015-08-15

Submitted works

1%