



## Networks-Based Marketing Technology Small and Medium Enterprises (UKM) D'triejie Kalimango Village, Alas District, Sumbawa Regency

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### Abstract

*In the current era of globalization, the development of technology and information is very fast and increasingly widespread. As well as the sudden restriction of human movement due to the covid-19 pandemic. Utilization of information technology in running a business or often known as e-commerce for small and medium enterprises (SMEs) can provide flexibility in production, enabling faster delivery to customers. Designing, creating, implementing and knowing influencer use system information marketing web based for sale through electronic media (e-commerce) in D'Triejie Small and Medium Enterprises (UKM). Study this including in type research and development. Development packaged e-learning in online form on website: <https://c89f-114-122-140-135.ap.ngrok.io/yanti/index.php> Development the e-commerce use application programs open source Joomla which is uploaded and installed on the domain and hosting that has been rented During one year. This e-commerce has validated by experts material and media experts, as well has follow stages in development revised until obtained results expected e-commerce. Developed e-commerce then tested on the community. E-commerce own excess could displays goods accompanied with supporting multimedia files as images, video, audio and also flash animation. How to design, create, implement and sell sales results using a web-based marketing information system for sales through electronic media. Knowing the effect of electronic (e-commerce) usage on D'TrieJie's small and medium Enterprises (UKM) D'TrieJie's small and medium enterprises (UKM) are located on Jl. Prona Rt.02. Rw.03 Kalimango village, Alasdistrict, Sumbawa Regency small and medium enterprises (UKM) D'TrieJie's is one of the home-based businesses engaged in culinary, fruit, juice, plastic etc. Initially D'TrieJie's small and medium Enterprises (SMEs) sold several types of fruit, including oranges, grapes, apples, pears and so on. Over time D'TrieJie's small and medium Enterprises (SMEs) expanded their business by adding more products to the market, namely fruit salad, fruit salad pudding and various fruit drinks. Furthermore, D'TrieJie's small and medium enterprises (UKM) businesses increased their products by marketing packaging containers for salads, drinks and so on.*

**Keywords:** Networks-Based, Marketing Technology, UKM D'triejie, Kalimango Village.

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### INTRODUCTION

In the era of globalization moment this is development technology and information is very fast and increasingly wide, as well happening restrictions movement man in a manner suddenly caused happening the covid-19 pandemic. With exists connected technology online without there is limit time and place, so both of them many applied in Small and Medium Enterprises (UKM) businesses include houses, keos, shophouses / shops. One of them is for marketing, with use existing technology, sehingga marketing becomes more easy and more wide range, as well risk transmission of covid-19 can awake. Use technology no only Small and Medium Enterprises (UKM) get it the benefits, but the consumers more easy get required information about services and products offered by Small and Medium Enterprises (SMEs) as well make the process easier order and buy.

Utilization technology information in operate business or often known with term e-commerce for Small and Medium Enterprises (SMEs) can give flexibility in production, possible delivery to customer in a manner more fast. E-Commerce is a buying process or sale goods and services in a manner electronic through transaction business computerized

use internet networks, and other digital technologies (Laudon, et al. 2005). Marketing covers whole aiming system for plan, determine price, up with promote as well as distribute possible goods and services satisfying need buyer actual nor potential. Besides that is, marketing is function business for recognize what customers need and want, determines which market to become target who can served with best by the company, plan the right products, services, and programs in order to get serve that market.

Electronic Marketing is all effort for do marketing something product or service use Internet network. *Electronic Marketing* known with term *e-marketing* could interpreted as activity implemented marketing in a manner electronic through internet network. With appearance deep Internet technology a number of year this , a lot known term new with use e-xxx prefixes, such as e-mail, e-business, e-gov, e-society, etc. ([http://id.wikipedia.org/wiki/Internet\\_Marketing](http://id.wikipedia.org/wiki/Internet_Marketing)) System information marketing is based system computer for processing sales data as well as other related data with marketing, fine from in Small and Medium Enterprises (SMEs) as well from outside the Small and Medium Enterprises (SMEs) System information marketing function for for support Management of Small and Medium Enterprises (SMEs) in solve problem and take related decisions with marketing Small and Medium Enterprises (SMEs) products. For Small and Medium Enterprises (UKM) actors, marketing is very important thing for promote product or services rendered so that product or service the could known by the public area/consumers who can increase productivity and results sales.

With exists developing technology moment this is possible We for obtain market information with easy and fast, so Small and Medium Enterprises (SMEs) have convenience and speed in communicate or promote results production to consumer in a manner extensively in domestic and foreign markets. During this products produced by Small and Medium Enterprises (UKM) - Small and Medium Enterprises (SMEs) more many promoted through exhibitions yang conducted in a manner together at a limited time and place, so relationships and transactions Among producers and consumers no could going on with ok. This could caused by the great distance so that could reduce intensity communication Among producers and consumers. In operate business (marketing) factors communication is very important thing, because with good and intense communication could created bond strong emotional Among producers and customers, as well possible coming consumer new will Becomes customer. For smoothen communication, got utilise existing facilities, one of them is the internet. The use of the internet allows Small and Medium Enterprises (SMEs) to do marketing products in the global market (domestic and foreign), so expected marketing could penetrate the export market.

In the District of Alas a lot very there are Small and Medium Enterprises (UKM) with various type products and services produced, one of them is D'Triejie 's Small and Medium Enterprises (UKM). is one effort moving house in the field culinary, fruit, plastic etc. D'Triejie SME marketing process still using social media ie *facebook* and *whatsapp*. Use *Facebook* and *whatApp* in do marketing still own limitations among them product easy imitated by competitors business, so they sell product imitation the with the same label. Based on background behind on writer try design and manufacture application web marketing and sales (e-commerce) for make it easy in marketing and sales product D'Triejie. Which is e-commerce this could make it easy marketing product D'Triejie, so could increase sales and income as well as product D'Triejie could more known by the public broad.

### **Marketing and E-commerce**

Marketing is the social and managerial process that makes individual and group obtain what are they need as well as want past creation and mutual exchange product and value with other people (Prasetyo, et al., 2014). *E-commerce* can interpreted as something method shop or trade in a manner *onlyne* or *directselling* who take advantage internet facility, where there is *websites* that can provide service *getandde liver* (Z. Nugroho Hidayat , et. al., 2013). *E-Commerce* is internet and computer use using Web browsers, social media, e-mail, databases, mobile, wireless and digital television in an integrated way sequentially for buy and sell product (D. Diaz Most Advanced , 2014), so product could marketed across countries and buyers could look shape, specification product as well as price offered.

### **Website (Site)**

*Website* (site) is gathering from used pages for load or displays information from text, still images, images motion, animation, sound, and combined from everything that is static or forming dynamics one mutual unity related where every information connected with networks (*hyperlinks*). Website is designation for bunch web page, which in general is part from something *World Wide Web* (WWW) domain name or subdomain on the Internet. WWW consists from all websites that can be accessed public. The pages on the website can be accessed from a URL that becomes *root* called page parent or often translated becomes homepage (*home page*) and stored on the same server.

How it works from www is the user (*USER*) will access a website in the form of a URL via *Web Browsers*. *Web Browser* is the medium used for access The target *URL*. Next through the *Tcp /Ip* layers, the *Web Browser* will send request (*request*) in shape *Http Requests* to *Web Server*, then *Web Servers* give Requested *Web Files*. *Web Files* that have given no live displayed (*displayed*), however *Web Servers* give response return to *Web Browsers* through The *Http Response* also goes through the *Tcp /Ip* layers, which then just received by the *Web Browser*, and then shipped to *USER* from *Displays*. As for the elements contained there is in a website system is as following:

a. *A domain name (Uniform Resource Locator)* is also called a domain name address unique on the internet used for identify the website, or could be used for find *website* on the internet world.

b. *Web hosting*

*Web hosting* is located space in hard disk as the place keep various data in the form of files, images and other data that will be displayed on *the website*. Obtainable data entered depending on the size rented *web hosting*, size *hosting* determined by size room *hard disk* with unit MB (*Mega Byte*) or GB (*Giga Byte*) size. rental *web hosting* is done on average per year .

c. *Program Language (Scripts Program)*

The programming language is language used for every orders on the *website* when user (*user*) access *website*. The programming language used will influence and determine a *the website* becomes static, dynamic or interactive. The more many the programming language used hence the website seen interesting and the more dynamic, as well interactive. Type many programming languages used for designing *websites* among them is *HTML, ASP, PHP, JSP, Java Scripts, Java applets* and so on.

d. *Website Design*

*Website Design* is element from the most important and very important website. *Website Design* will determine quality and beauty from a website and very influential evaluation from the *website* by visitors.

### **Content Management System (CMS)**

*Content Management System (CMS)* is a system used for managing and facilitating internal processes create, update, and publish content in a manner together (*collaborative content management*). Content refers to information in shape text, graphics, images or any other possible format managed to facilitate the process of creation, update, distribution, search, analysis, and upgrade flexibility for transformed to in other forms (Iqbal, 2009). Use *Content Management System* in create a website for free general covers *software* applications, databases, archives, *workflows*, and tools other managed assistance as part from mechanism network information company nor globally.

### **Joomla Open Source**

*Joomla* ie a free *software* that can be used for make the web the simplest. *Joomla Content Management System (CMS)* is a CMS with free open source software written with *PHP* program language and *MySQL database* (Pratama, 2014). *Modules* is function unit section of working *Joomla* for displays feature main and some component related *Joomla* provides module banner, menu, *login, newsfeed, statistics, archives, syndication, polls* and others, and is also equipped with provided module party third.

*Components* are added application score To use *Joomla*. *Components* have configuration on the part window administrator, like component *weblinks, form content, polls*

and so on. *Mambots* is an embedded Joomla function unit for manipulate or translate processed content before shown, like *Mambots editor*, *Mos image*, and so on. *Templates* are working app arrange appearance Joomla websites for free whole. *Templates* in Joomla similar with term *Theme* on Windows or skin on *Winamp*. Template set such like, up to *website* could come on stage corresponding with what you want. *Content* contains all news, articles, modules, and components contained in *website* for free whole.

### **UKM. D'Triejie**

Small and medium enterprises (SMEs) D'Triejie located on Jl. Prona Rt.02. Rw . 03 Village Kalimango Alas District, Sumbawa Regency. UKM D'Triejie is one effort moving house in the field culinary, fruit, juice, plastic etc. At first UKM D'Triejie sell a number of type fruit, among others Oranges, grapes, apples, pears, and so on. Along with development time, UKM D'Triejie develop his efforts with add marketed products namely fruit salad, fruit salad pudding, and various drink made from base fruit, then increase with sell receptacle packaging for salads, drinks, and so on. With many the product being cultivated, UKM D'Triejie at first promote in a manner traditional with open lapak at home, then marketing increase with take advantage of social media form *Facebook* and *whatApp*, however there is a number of one of the obstacles is exists forgery products that use the UKM D'Triejie label, so need done effort more marketing good with utilise technology latest corresponding with times and conditions moment this.

### **METHOD**

Study this including in type research and development or known with designation *Research and Development* (R&D). According to *Borg & Gall* (2003:569) research and development (*Research and Development*) is a process used for develop effective products used in education and learning. *Borg & Gall* also expressed that *Research and Development* own series step as following :

1. *Research and information collecting* (research and data collection)
2. *Planning* (planning)
3. *Develop preliminary from product* (development shape beginning product)
4. *Preliminary field testing* (field testing preface)
5. *Main product revision* (field test main)
6. *Operational product revision* (revision product operational)
7. *Operational field testing* (field testing operational)
8. *Final product revision* (revision final product)
9. *Dissemination and implementation* (dissemination and implementation)

Procedure study adapted from steps development developed by *Borg & Gall* which makes it possible for limit study in scale small, incl limit step *Borg & Gall* research (*Emzir, 2013*). Application steps development customized with need researcher. Because exists limitations time and funds, then steps the need simplified Becomes four step development namely:

1. Stage data collection . Stage data collection is carried out for know need *e-commerce* in the field , with do studies field and study library.
  - a. Studies field conducted for know need *e-commerce*. Studies field conducted with method do analysis transactions on social media.
  - b. Studies References about related theory with *ecommerce*, studies References about interaction man in the process of trading (sell buy).
2. Stage development
 

Stages this determine purpose activity, define qualification involved parties in research and development, formulate shape participation involved parties in research and development, specify procedure work and due diligence. Result of activity this will obtained a draft design ready *e-commerce* tested try it.
3. Field test phase
 

At stage this trials were carried out product *e-commerce*, both trials limited as well as trials more broad, then conducted revision to results from every trial product *e-commerce*. Trial activity this conducted with stages design, implementation, evaluation and refinement, to obtained product ready *e-commerce* for validated. Next conducted the

validation consists on activity *operational field testing* and *final product revision* with purpose for test product *e-commerce* for consumer.

#### 4. Stage in the dissemination

Stages dissemination consists from activity socialization and distribution, which is manifested in shape socialization to product results development *e-commerce* against candidate users (consumers) and related parties. So that purpose end from research and development this could maximum.

In order to get more understand steps *research and development* that, can seen in the picture under this:

**Table 1. Steps Research and Development**

Introduction	Development	Field Test	Dissemination
Library Studies	Purpose		Socialization and Dissemination
Theory	Ability researcher	<i>Preliminary Field Tests</i>	
Research results earlier	Participation Procedure Due diligence limited	Main Field Test operational <i>Field Test</i>	
Studies Field Profile target its strengths and weaknesses	Design Hypothetical	Design Finals	

#### Trials Product

Trial product *e-commerce* conducted after conducted validation experts and revisions. Trial done in order to get the data to be used as data for know appropriateness products and their uses for D'Triejie SME consumers. As for the stages carried out in trials this as following:

- Do validation from media expert.
- Revision results after validation expert done, for prepare product to be tested on consumers of D'Triejie Small and Medium Enterprises (UKM).
- Introduction product to consumers of D'Triejie's Small and Medium Enterprises (UKM).
- Trial individually by, then consumer give response on the trials carried out to researcher through questionnaire questionnaire.
- Data analysis from questionnaire (questionnaire) distributed to consumer.

subject or respondent for trial *e-commerce* products web based with this Joomla CMS is consumers of D'Triejie's Small and Medium Enterprises (UKM) and involved 2 media experts for validation .

#### Data and Data Sources

Data got shared Becomes two, namely: (1) result data validation by media experts, and (2) test results data product *e-commerce* results from response consumer form questionnaire questionnaire.

##### a. Expert Validation Data

This data type obtained from validation media expert on product developed *e-commerce*. Data this used for evaluate appropriateness product *e-commerce* based on indicator development *e-commerce*. Besides that, this data also works for give input in do revision.

##### b. Trial Data

This data obtained from consumers who become test subject *e-commerce* product. This data type form answer consumer to questionnaire (questionnaire) which contains a number developed questions with indicator evaluation about *e-commerce* products, either from aspect content, aspect display and operation.

### Procedure Data Collection

Data collected through instrument data collection namely:

#### 1. Drafting Instrument

Preparation instrument study form questionnaire for media experts and consumers conducted by researchers. As for the instruments for determine quality instrument, researcher do steps as following:

- a. Analysis document or *pre survey*
- b. Manufacturing table specification (grid)
- c. Consultation with expert (supervisor)
- d. Writing instrument

#### 2. Questionnaire

Questionnaire is a number questions answered or given assessment by experts and respondents. Questionnaire in research and development this is as following:

- a. Questionnaire for media expert. Answers and ratings given from questionnaire this needed for validate and perform revision from e-commerce products.
- b. Questionnaire for consumers (respondents). Answers and ratings given from questionnaire this needed for know eligibility and as data for make final e-commerce product .

### Data Analysis

Corresponding with two instrument tree used in study this, ie questionnaire, then researcher use technique score data analysis questionnaire. In technique analysis of this data , used five categories statement, namely: (1) Very Good (SB) = 5, (2) Good (B) = 4, (3) Enough (C) = 3, (4) Less (K) = 2, and (5) Very Less (SK) = 1.

With adopt a conversion model score actual Becomes score scale 5 proposed by Sukardjo (2005: 52-53), basis determination fifth category the is if score actual (X ):

- 1)  $X > Mi + 1.8 SBi$  = Very Good
- 2)  $Mi + 0.6 SBi < X \leq Mi + 1.8 SBi$  = Fine
- 3)  $Mi - 0.6 SBi < X \leq Mi + 0.6 SBi$  = Enough
- 4)  $Mi - 1.8 SBi < X \leq Mi - 0.6 SBi$  = Less
- 5)  $X \leq Mi - 1.8 SBi$  = Very Less

Description :

X = score actual ( empirical )

Mi = ideal mean, calculated with use formula

Mi =  $\frac{1}{2}$  ( score ideal maximum + ideal minimum score )

SB = deviation ideal standard , determined with formula

SB =  $1/6$  ( score ideal maximum – ideal minimum score )

From the scale of 5 above is known that score ideal maximum = 5 and ideal minimum score = 1, so obtained Mi and SBi calculations as following :

Mi =  $\frac{1}{2}$  (5+1) = 3

SB =  $1/6$  (5-1) = 0.67

Based on provision is, obtained results calculation scale 5 as could seen in the table following this:

**Table 2.** Quantitative Data Conversion Be Qualitative data with Scale 5 and EAP Approach

Scale	Criteria	Calculation Score	Results
5	Very Good	$X > 3 + (1.8 \times 0.67)$	$X > 4,2$
4	Well	$3+(0.6 \times 0.67) < X \leq 3+(1.8 \times 0.67)$	$3.4 < X \leq 4.2$
3	Enough	$3 - (0.6 \times 0.67) < X \leq 3 + (0.6 \times 0.67)$	$2.6 < X \leq 3.4$
2	Not enough	$3 - (1.8 \times 0.67) < X \leq 3 - (0.6 \times 0.67)$	$1.8 < X \leq 2.6$
1	Very less	$X \leq 3 - (1.8 \times 0.67)$	$X \leq 1.8$

## RESULTS AND DISCUSSION

### Designing appearance of D'TrieJie Small and Medium Enterprises (UKM) .

Stage planning is activity studies conducted before determine draft design product beginning e-commerce. Activities undertaken Among other:

### **a. Instructional Design and Navigation Design**

After do analysis purpose development *e-commerce* and identification characteristics as well as method marketing goods, then Step next is the design process design instructional and navigational. At stage this, researcher make design instructional and navigational purposeful *e-commerce* for make it easy in the development process product. As for design instructional and navigational the as picture 1 to with figure 6 below this:

### **b. Design *e-commerce***

#### **Designing appearance of D'TrieJie Small and Medium Enterprises (UKM).**

Make the appearance of the D'TrieJie Small and Medium Enterprises (UKM) logo on *e-commerce* displays Images goods, prices and promotions discount.

#### **Planning Technology Marketing based Networks**

After determine appearance of D'TrieJie Small and Medium Enterprises (UKM), researcher arrange types goods to be marketed, price as well as method payment in a manner *online*, incl method delivery items that have been ordered.

### **c. Design Technology Marketing based Networks**

At stage this, researcher do planning product to get support various type type D'TrieJie *Small* and Medium Enterprises (UKM) files inside Technology Marketing based Networks that will displayed on *e-commerce*. Researcher carry out development of initial ideas about design product to be support content *e-commerce*.

### **Implementation**

Stage implementation is Step produce *e-commerce*. Joomla system *uploaded* and *installed* on free online media *hosting*. *Domain* name of the *hosting* is "<https://c89f-114-122-140-135.ap.ngrok.io/yanti/index.php>". Election name originating *domains* from abbreviation sentence "*Kitchen Trias and Jihan*", the name chosen by the developer for product *e-commerce* this. *E-commerce* developed with online media so you can in a manner easy accessed by media experts, experts material and society wherever and whenever.

In the process of production, developer choose Joomla *Content Management System* as system main *e-commerce*. Joomla version used is version 1.5. The complex and many characteristics of Joomla used for news portal website, very helpful in development draft *e-commerce* this, because management content and articles on the Joomla system is very easy done. Another advantage of Joomla is could add features addition other besides features Joomla *defaults*. features this could searching for for free or paid on the internet. So from it is, Joomla is not only could developed as a news portal website, however can also be developed for blogs, *e-commerce*, and also *e-learning*. In implementation draft *e-commerce* this, developer add a number of features in Joomla like *all video player plugin*, *comment system*, *flash player plugin*, *module header slide show*, *module tab*, *ajax login module*, community forum, quiz and *download system*.

User *e-commerce* are Small and Medium Enterprises (SMEs) and communities that are both connected with the internet, either *synchronously* or *asynchronously*. In draft *e-commerce* this developer to set *user* in system into 3 levels, viz community (*Registered*), D'TrieJie (*Administrator*), Admin (*Super Administrator*). customer only can login through appearance *frontend* websites and only could follow community forums. D'TrieJie can login through *backend* website and create booking goods. While the admin has authority highest. Admins can add features additions on Joomla, set *global configuration*, set *user* and others on the Joomla system.

Excess *e-commerce* this is application draft technology marketing based networks. In system *e-commerce* this there is a number of type the stuff already categorized based on price. image, also displays other files such as video, audio or flash that can be present prices goods in D'TrieJie Small and Medium Enterprises (UKM). in a manner *audio visual* to other Small and Medium Enterprises (SMEs) and the community so that could more easy understand items for sale. As for the view product based *e-commerce* networks developed in D'TrieJie Small and Medium Enterprises (UKM). as a number of Figures 1 to 6 below this.

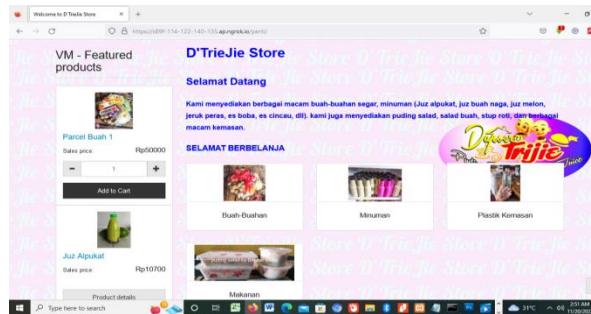


Figure 1. Homee -learning view

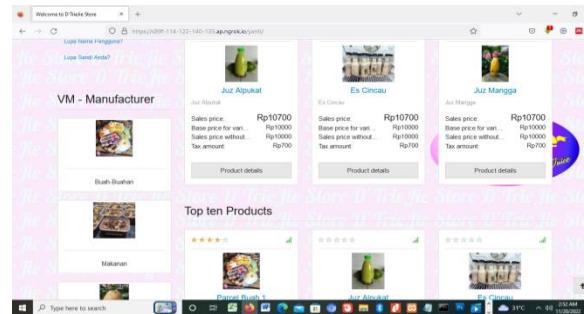


Figure 2. View to place an order

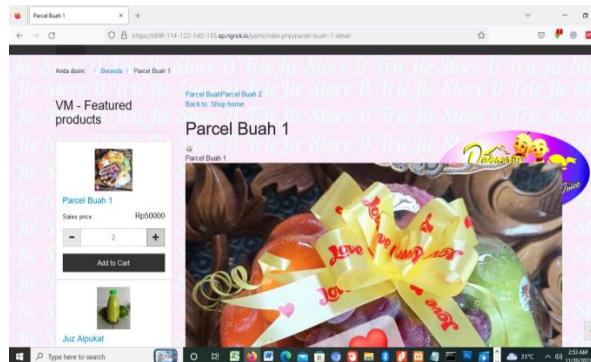


Figure 3. View to place an order

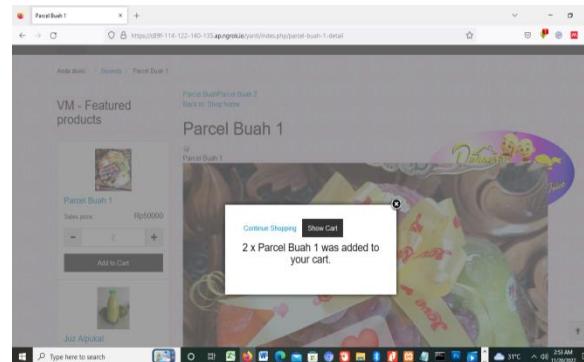


Figure 4. Order confirmation display

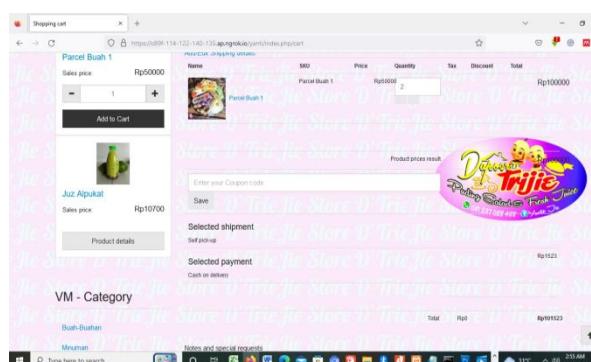


Figure 5. Order receipt displays

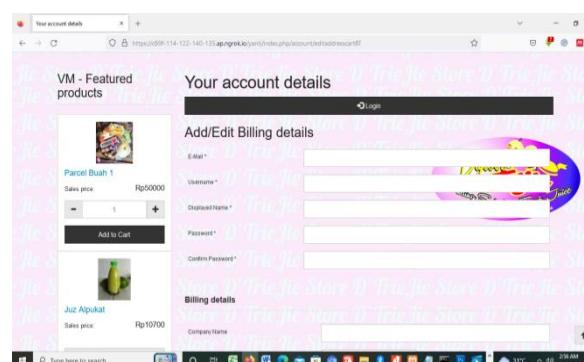


Figure 6. Display of filling in the data for checkout

## Evaluation

Evaluation is Step stage test for test validity e-commerce. E-commerce expert tested materials and media experts, for evaluate quality validity e-commerce from aspect material, and information media. Stages this called stages *Alpha Testing*. Stage next is do *update system*. System e-commerce plus a number of facilities suggested by media experts.

## Trial Data

### Material Expert Validation Data

Validation Theory done by force expert Validation conducted To use obtain the data to be used for revise material on e-commerce before tested try it on society. Expert validation Theory the use questionnaire contained in the attachment. For obtain decent e-commerce material, expert Theory provide suggestions and comments, as well recommendation for repair. Validation results expert Theory to e-commerce could seen in the table following this;

**Table 3.** Results of material expert validation of e-commerce

NO	Grain Evaluation	Evaluation					Average	Conclusion
		5 A	4 B	3 C	2 D	1 E		
1	Clarity instruction use e-commerce	1	1				3.5	Well
2	Accuracy election color <i>background</i> and text color	1	1				3.5	Well
3	<i>Displays</i>	2				4	Well	
4	Presentation models	1	1				3.5	Well
5	Placement content	2				4	Well	
6	Consistency navigation	2				4	Well	
7	Quality text	1	1				3.5	Well
8	Accuracy type alphabet	2				4	Well	
9	Accuracy size alphabet	2				4	Well	
10	Accuracy color alphabet	2				4	Well	
11	Accuracy <i>layouts</i>	1				3.5	Well	
12	Accuracy use theme	2				4	Well	
13	Quality design view	1	1				3.5	Well
14	Quality appearance screen	2				4	Well	
15	Control user	1	1				3.5	Well
16	Security and accessibility	2				4	Well	

So from the data above could taken conclusion that criteria the e-commerce classified as Very Good.

### Community Trial Results Data

Trial carried out in Alas District, Sumbawa Regency on October 4, 2022. Trial subjects in study this is 31 societies. Trial results Public to e-commerce could seen in the table following:

**Table 4.** Results of trials on the community

No	Grain Evaluation	A	B	C	D	E
1	Clarity instruction use e-commerce	6	21	4		
2	Freedom choose goods groceries	10	19	2		
3	convenience usage interact with programs	2	19	10		
4	attractiveness content goods	2	12	17		
5	attractiveness appearance	5	17	9		
6	digestibility election goods	3	18	10		
7	Legibility text and writing	5	18	8		
8	Increase interest shopping	6	17	8		
9	attractiveness animation , audio and video	14	10	7		
10	convenience accessibility	3	11	17		
11	Giving examples goods merchandise	4	25	2		
12	Giving practice for understanding draft	5	17	9		
13	Giving evaluation for election goods	6	16	9		
TOTAL		71	220	112		
SCORING AVERAGE					3, 89	

Criteria:

Very Good  $4.2 < x$  No Good  $1.8 < x \leq 2.6$

Good  $3.4 < x \leq 4.2$  Very Not Good  $x \leq 1.8$

Enough  $2.6 < x \leq 3.4$

So from the data above could taken conclusion that criteria the e-commerce belong OK.

## Data Analysis

Based on test results on students this made as base for know coverage and suitability Theory with need student. Aspect the related with clarity instruction use *e-commerce*, conformity Theory learning with existing material on *e-commerce*, convenience accessibility, convenience usage interact with the program, attractiveness content material, improve interest learning, the use of learning media that adds insight and knowledge knowledge, delivery quiz interesting and easy understood, precision election *background* and writing, user ease of reading text, attractiveness animation, audio and video, usage combination color and use picture developed *e-commerce* designed as alternative source supporters in activity technology marketing based networs about evaluation the could seen in table 5 below:

**Table 5.** Distribution Frequency Evaluation Public

No	Category	Frequency	Percentage (%)
1	Very Good	71	17.62
2	Well	220	54.59
3	Enough	112	27.79
4	Not Well	0	0
5	Very No Well	0	0
<b>Amount</b>		403	100

## Final Product Review

Development packaged *e-learning* in online form on website: <https://c89f-114-122-140-135.ap.ngrok.io/yanti/index.php> Development the *e-commerce* use application programs *open source Joomla* which is *uploaded* and *installed* on the *domain* and *hosting* that has been rented During one year. This *e-commerce* has validated by experts material and media experts, as well has follow stages in development revised until obtained results expected *e-commerce*. Developed *e-commerce* then tested on the community.

As product results development, packaged *e-commerce* in this online form own weaknesses and strengths is own draft technology marketing based different networks from *e-commerce* other, that is with based networs. Besides that Public could access when only and where just. also helps add understanding Public to *e-commerce*. However besides own a number of advantage, system this no escape from a number of weakness, especially on access *e-commerce*. According to one expert material, Joomla system with complex PHP programming plus some multimedia files in it make *e-commerce* this rather a little heavy when accessed. However Thing the no turn down interest Public for use *e-commerce* this.

## CONCLUSION

Based on results data analysis and discussion, can concluded as following: Manufacture and research *e-commerce* this web based through five stages namely: analysis, design, implementation, evaluation and testing. Development results product *e-commerce* could accessed with address URLs: <https://c89f-114-122-140-135.ap.ngrok.io/yanti/index.php>. *E-commerce* own excess could displays goods accompanied with supporting multimedia files as images, video, audio and also flash animation. In system *e-commerce* made Becomes three level user that is community, Small and Medium Enterprises (UMK) and also admin. through forums facility. that show work product belong in category ok. Quality product *e-commerce* on D'TrieJie , incl category good with an average of 3.89. Based on evaluation the so developed *e-commerce* worthy used in society many.

## SUGGESTIONS

Based on conclusions and limitations writer in study this, then researcher suggest:

*e-commerce* program could applied no only in room scope one Small and Medium Enterprises (UMK), however Becomes a technology site marketer based networs. Small and Medium Enterprises (UMK) D'TrieJie, expected utilise *e-commerce* this web based with

good to be more increase results marketing. Developed product this still limited to giving supplement or source information for society.

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