Website profile development for digitalization of grass jelly based MSMEs

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ABSTRACT

Technology has developed vastly through digitalization for every business sector, e.g., Micro, Small, and Medium Enterprises (MSME), in developing website profiling as sources of information and advertisement. Kampung Cincau is a village located in Surabaya, East Java, Indonesia which produces grass jelly (cincau) and has been known through mass media coverage. However, they do not have specific and updated information access personally to be accessible to the public. The main objective of this community service is developing a website profile as a source of promotion in Kampung Cincau. There are three steps to developing a website in Kampung Cincau, i.e., preparation, implementation, and ending by monitoring and evaluation. Communicating with the people in Kampung Cincau to dive deeper into their needs has been done as preparation. Afterward, implementation covers finishing the website and writing the website's manual book. Lastly, monitoring and evaluation focus on conducting admin training for the website to the people and monitoring them as if they have difficulties maintaining the website. These three steps have been finished as sequences of the community service program in Kampung Cincau. Based on the results of a survey on the implementation of community service through Google Forms, the people of Kampung Cincau is assisted through the output of a website profile that has been built and requires assistance in the optimization of utilizing the website.

1.   INTRODUCTION

Innovation development in information technology (IT) has grown vastly, which makes people need to be adaptive in digital-based situations (Firmansyah & Herman, 2023). This influences most Micro, Small, and Medium Enterprises (MSMEs) to introduce their products through digitalization (Hidayat et al., 2023). Kampung Cincau is a village with various MSMEs related to processed grass jelly, donuts, grass jelly drinks, and maggot. Located 3.8 kilometers from Institut Teknologi Telkom Surabaya, Kampung Cincau consists of several MSMEs with various grass jelly products (cincau). The maps of the location can be seen in Figure 1. Kampung Cincau has been known from online news on the internet (Lina, 2022; Sudarmisih, 2022). However, the news does not cover the specification details of Kampung Cincau and

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its various MSMEs' products for further promotions. Business sectors require digitalization in profiling to utilize IT development to promote and sell their products to broader consumers (Sari & Sriwidadi, 2022). Moreover, this rapidly growing IT development could help business activities to be more accessible through website building and mobile improvement (Agustina et al., 2022; Wijayanto & Pratomo, 2022). Consequently, IT development through building a website is important to develop MSMEs at Kampung Cincau to maximize their potential to promote their profile to other regions. Building a website profile is required to promoting products that positively impact the people (Delima & Wibowo, 2020).

Figure 1. Maps of Kampung Cincau

Developing a community service in MSMEs digitalization carried out economic and social aspects. In the economic aspect, community service in MSME's digitalization aims to support economic empowerment in creative and independent implementation (Kristanto et al., 2018). In the social aspect, people could increase their skills and knowledge in digital marketing such that products can be sold and qualified by consumers for every region, whether from local buyers or other cities in Indonesia as buying pattern has changed nowadays (Setiaji et al., 2022). After the COVID-19 pandemic, marketing patterns have switched from onsite to online, making people adapt to marketing variety, from manual transaction to digital transaction (Ngangi et al., 2023; Artanti et al., 2022)

Several community services are similar to this activity. Maulana et al. (2022) develops website of Kampung Wisata Edukasi at Kampung Ondemohen, Surabaya, Indonesia. This activity promoted products at Kampung Ondemohen and created logo rebranding of various products belonging to the people of Kampung Ondemohen. Then, Shita et al. (2022) give training in Search Engine Optimization (SEO) to young community entrepreneurs in Tangerang, Indonesia. This is useful for utilizing SEO features to promote various business products to be known to various people around Indonesia. Moreover, there is an e-commerce development in Kecamatan Karangpawitan, Kabupaten Garut, Indonesia. This activity gives training about online business through e-commerce platforms for wider society (Pakpahan, 2022). Prayoga et al. (2023) develops a web profile for a furniture business at Surabaya. The website is used for transactional and advertisement about the furniture business, which can reach other consumers outside Surabaya. (Mundzir et al., 2022) Creates website socialization as a marketing medium at Malang. This activity gives raw materials about digital marketing for healthy drilling services. As reported in the references above, developing a website profile is necessary to Kampung Cincau in order to digitalize the village such that they will be known specifically in Surabaya and other regions in Indonesia as a grass jelly based village.

This community service aims to create a website profile for profiling of grass jelly (cincau) based MSMEs in Surabaya, Indonesia. The website profile is developed as an advertisement for Kampung Cincau, especially for people outside Surabaya. In addition, four MSMEs from Kampung Cincau from

different sectors have been included in the website, especially the products made in grass jelly such that the development of their branding is digitalized and well-known by others.

2.   METHODS

Developing a website profile can solve marketing issues that Kampung Cincau has faced. This community service provides three stages of activity: preparation, implementation, and monitoring and evaluation. Preparation is started by digging information and data from clients from product documentation and locations in Kampung Cincau. After that, implementation was done by creating a website, making a video profile, and adding photos and information to the website profile. As the last step, monitoring and evaluation, give output to the client, e.g., a manual book for website utilization and documentation, which will later be submitted to the website admin or the Head of RT 07 Kampung Cincau. Later he will manage the website for the development of Kampung Cincau. Furthermore, training and discussion are held to teach the administrators about website utilization for future development. Figure 2 provides the stages of this community service.
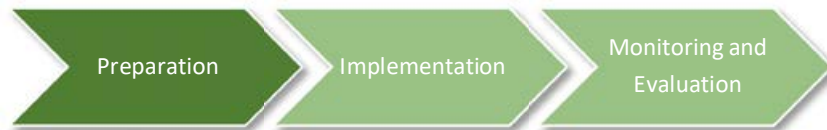

Figure 2. Stages of Community Service Development

Preparation

This activity began with the first meeting with the Head of RT 07, Mr. Suhardi. The team discussed the problem of Kampung Cincau, which can be helped to solve by the community service program. Several administration requirements are included to verify the community service development in Kampung Cincau. Observation throughout the location has been done to communicate the main objective of community service. The community service team has proposed legalizing website development in Kampung Cincau to the local government. After permission has been accepted, further discussion about the website profile is held to discuss elements included in the website profile and product profiles of the MSMEs which will be put in place.

Implementation

The website profile is implemented by using WordPress. The main objective of the website profile is to give advertisements for Kampung Cincau through digitalization. The website can help Kampung Cincau and its MSMEs as promotional media to reach out to as many visitors and consumers in Surabaya and outside Surabaya. In addition, Forum Group Discussion (FGD) is required to accommodate people's opinions about information that must be included in the website profile.

Monitoring and Evaluation

Evaluation measures the effectiveness of the website to the client. Firstly, the team needs to ensure that the community service is strict with the timeline. After conducting FGD with clients, the website should be made within three months. While designing the website's appropriate theme, several

datasets must be submitted by people in Kampung Cincau as input data. Secondly, the people of Kampung Cincau, as the users, should be able to use the website as administrators. Lastly, the team must successfully teach the administrators in Kampung Cincau to utilize the website for society by themselves through training and development.

As a client, several people of Kampung Cincau selected by Mr. Suhardi must attend training and development related to utilizing the website profile. The training aims to explain and teach clients to use the website profile, and the development ensures that clients can develop the website into anything they require. Lastly, they will be given an online survey to measure the effectiveness of the community service.

3.   RESULTS AND DISCUSSION

Results

In this community service program, the activity material is represented by several meetings to achieve goals. Three types of meetings have been held in the making process of the website profile. Details of the meetings are presented in Table 1.

Table 1. Schedule of community service meetings

	Meeting 1 (Preparation)
Activity	- Introduction to the group of community service in Kampung Cincau - Explanation of the objective of the community service - Exploring the location of Kampung Cincau - Finding the required elements from Kampung Cincau
Goal	- Introducing the goal of the community service program to the client (Kampung Cincau) - Understanding the basic needs of Kampung Cincau in digitalization.
	Meeting 2 (Implementation)
Activity	- Working progress on making the website profile of Kampung Cincau - Creation of manual book/user guide
Goal	- Implementing a website profile to be given to the people of Kampung Cincau - Provide knowledge of updating website profile in the future
	Meeting 3 (Monitoring and Evaluation)
Activity	- Presenting the website profile - Training and development for the administrators - Distributing client satisfaction questionnaire
Goal	- Educate the people of Kampung Cincau to utilize the website profile as their new marketing strategy - Evaluate the client's satisfaction during the community service program

Preparation as the first meeting has begun by conducting a location survey to meet Mr. Suhardi, the Head of RT 07, to discuss the primary requirement in Kampung Cincau further. Mr. Suhardi has shared his interest to build a website profile to get recognized by other regions in Indonesia. He shared about several MSMEs which leads to grass jelly production in the village and they need to be displayed. A discussion between Mr. Suhardi and the primary community service team can be seen in Figure 3.

The community service team presents a big picture of several activities conducted in community service. Firstly, the internal presentation has been implemented through several internal meetings to determine the community service timeline and job descriptions for each task in the team. Lastly, the

external presentation must be done by gathering people of Kampung Cincau to create FGD about problems in Kampung Cincau that the community service team can solve.

According to the result of the discussion, Kampung Cincau is only recognized through news site channels. Several MSMEs in Kampung Cincau received orders from WhatsApp and social media, which tends to be broadcasting without specific sites. Hence, the community service team would like to develop a website profile that loads the activities of people in Kampung Cincau and sell products from several MSMEs in the food and non-food sector.

Figure 3. Discussion of requirement analysis at Kampung Cincau

Next, the preparation stage continued to discuss and create extensive documentation between the community service team, which consists of lectures and students in charge, and the people of Kampung Cincau that, consists of Mr. Suhardi and four other MSMEs to be helped to digitalize through the website profile. The discussion between the team can be seen in Figure 4. It helps the community service team to determine all of the information, starting from the profile and several MSMEs products that would be included on the website, especially grass jelly-based products as the most vital branding of Kampung Cincau in Surabaya, East Java. Moreover, exploring Kampung Cincau needed to take pictures for the website to show that the people have planted and developed grass jelly, and their village is named Kampung Cincau (The Village of Cincau). The required elements, such as books of historical organizations and documents, are gathered as additional information for the website. The team also requests the MSMEs in Kampung Cincau to take pictures of their products and give them a price list and contact person to include in the website's menu.

Figure 4. Discussion of website elements in Kampung Cincau

The documentation must capture pictures and videos as the primary material to build a user interface in Kampung Cincau, followed by product pictures in the list of menus in Kampung Cincau. Later, they can be used in promotional videos on the website. One challenge the team has faced is gathering

good data from the people. Somehow, the sent pictures are too blurry, so they must be replaced by new ones. Then, the website's design follows the nature of grass jelly, which is green and clean. Green has been the primary color in the theme of Kampung Cincau's website. The team shows progress week by week for three months through weekly monitoring through virtual meetings. Furthermore, another challenge is implementing a website that must be friendly and used by elders. This makes the team must create an easy-to-modify template that can be edited, added, and deleted quickly without any complicated coding.

After the preparation stages have been done by gathering sufficient information about the requirement analysis of the website profile, the second stage can be started to conduct website profile processing based on given data from the people in the second meeting. The website profile of Kampung Cincau was developed in February until March 2023, before it was given to Kampung Cincau. Several Zoom meetings have been conducted to monitor the development of the website profile. It needs to represent Kampung Cincau itself. Thus, choosing the design, especially the tone color, must be considered an essential element of the website's design. Then, the website implemented in WordPress can be developed by adding materials from the previous stage. At this stage, the development takes three months to complete the website. Firstly, designing a website's home is important as first impression of guests. This includes description and guess book information. Secondly, menu "Prestasi" and "Visi & Misi" as the identity of the village needs to be filled on the website based on the given information from preparation stage. Thirdly, organizing products in menu "Produk" is done by collecting and entering product pictures and descriptions. The MSMEs must be ready to give their product pictures in good resolution and clear information. Fourthly, filling menu "Kegiatan" with upcoming and pictures of current activities to give guests about the development and activities conducted in Kampung Cincau. Then, Search Engine Optimization (SEO) needs to be implemented in the website after all of menu is ready. Lastly, finalization of the website has been done and need feedback for further services. The gantt chart of the website design process is shown in Figure 5.

Buying a domain and hosting is conducted to create a website profile to give the best community service in Kampung Cincau. The chosen domain is http://www.kampungcincau.com, such that it can be a brand for a village in Surabaya that cultivates cincau. The home display of the website can be seen in Figure 6.

Figure 5. Gantt chart of website design process
Figure 6. Home display on the website profile of Kampung Cincau

As seen in Figure 6, the website has four menus, that is Beranda (Home), Prestasi (Achievement), Produk (Products), Visi & Misi (Vision and Mission), and Kegiatan (Activities). Beranda is the first display where Kampung Cincau's domain has been accessed, which consists of information, a short video profile about Kampung Cincau, and a guess form for visitors who are interested in visiting Kampung Cincau in

Surabaya. Then, the "Prestasi" menu contains a list of achievements made by the people of Kampung Cincau for several last years. The display of "Prestasi" is shown in Figure 7.

If people want to see a list of products from MSMEs in Kampung Cincau, they can see the "Produk" menu on the website. This contains chosen MSMEs consisting of food and non-food products. Food products include processed cincau as a leading brand, bakeries, and others. Non-food products consist of maggots and organic fertilizers developed by the people. In addition, users can order them directly by pressing a button, "Order Sekarang," which leads to WhatsApp contact with the seller as simple as one clicks service. The display of the "Produk" menu is shown in Figure 8.

The "Visi & Misi" menu tells the visitor about the vision, mission, and achievement targets for the welfare of the society of Kampung Cincau. In this menu, Kampung Cincau gives the main objectives of their existence in Surabaya, Indonesia. The display of the "Visi & Misi" menu is shown in Figure 9.

Figure 7. Display of "Prestasi (Achievements)"
Figure 8. Display of "Produk (Products)"
Figure 9. Display of "Visi & Misi (Vision and Mission)"

"Kegiatan," as the last menu, consists of two submenus, namely Aktivitas (Activity) and Galeri (Gallery). The "Aktivitas" submenu covers the existing list of activities in Kampung Cincau. The newest activity is shown on the top position of the website. "Galeri" shows pictures of documentation based on their daily activities, which have been successfully conducted, followed by the name of the activity for each picture. The display of the "Kegiatan" menu can be seen in Figure 10.
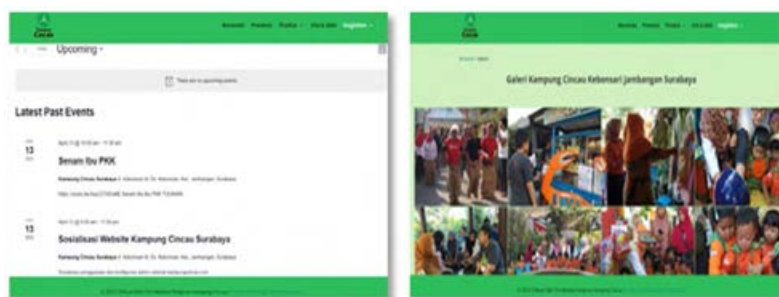

Figure 10. Display of "Visi & Misi (Vision and Mission)"

The last stage, monitoring, and evaluation, focused on giving training and development for the people of Kampung Cincau to be administrators to utilize the website by themselves. Moreover, a manual book has been given to document the training and development so administrators can access the material anytime. In the training session, hands-on through laptop was conducted to show the

administrators the changes required for the website. Documentation on training and development can be seen in Figure 11.

After conducting training and development to give understanding to the administrators of the website profile, then the community service team carried out a handover process to Mr. Suhardi as the head of RT 07. It has shown that the website would benefit economic sustainability in Kampung Cincau. As the last stage, handover covers giving the website profile to Kampung Cincau as the client so that Kampung Cincau can maximize it to increase their revenue. They should be able to operate and develop further versions of the website for future utilization. The community service team has carried out this handover process to Mr. Suhardi as the administrator by giving the username and password of the email and the website's hosting. The documentation of the handover process is shown in Figure 12.

Figure 11. Training and development on website utilities in Kampung Cincau
Figure 12. Handover process of the website profile to Kampung Cincau

Discussion

A website profile has been developed for Kampung Cincau. The website profile contains information about the environment and the MSMEs. As internal use, they can use it to share newest activities conducted by the village and utilize it as an online store for their products. Also, they can show it to the local government to get attention and more support while promoting Kampung Cincau an icon of Surabaya. As external use, people can see the existence of Kampung Cincau in Surabaya and visit it anytime by filling the guess form provided on the website. The advantage of the website is introducing Kampung Cincau as Indonesian local tourism with variety of Cincau planted in the village. To buy the products from MSMEs provided on the website, the guests only need to contact through the WhatsApp link without any login necessary. However, this also can be a disadvantage since guests cannot buy directly on the website as they do on other online platforms. This needs to be highlighted by good cybersecurity for further development in the future.

To evaluate the process of the community service, questionnaire has been given to four participants including Mr. Suhardi as the Head of RT 07. The questions are provided through Google Form. The questionnare asked eight questions. The result of the questionnaire can be seen in Table 2.

For the given questionnaire, questions number 1-4 have binary answers, either "Yes" or "No." In question number 2 and 3, the respondents agree with the statement. They got accompaniment from the community service team, students, or lecturers. The team has already given training and development for utilizing the website. The pie chart of question number 2 and 3 is given in Figure 13. Then, for questions 1 and 4, 25% disagree with the statement in Figure 14. Question number 8 is evaluated to see what they want about this program. In this questionnaire, they asked the team to create marketing for them such that they have more customers. This request may be the next advanced community service for the next season. Furthermore, they asked the team to follow up on the utilization of the website in the future.

Table 2. Result of the questionnaire

Question	Answer 1	Answer 2	Answer 3	Answer 4
Are the lectures and students helpful during the community service program? Is the institution responsible for the activity?	Yes	Yes	No	Yes
Does the institution give accompaniment during the activity?	Yes	Yes	Yes	Yes
Does the client (Kampung Cincau) get helpful feedback from the institution?	Yes	Yes	Yes	Yes
Has the community service program achieved the target?	Yes	Yes	No	Yes
How is the continuation of the client with the institution about this community service?	Hopefully can continue	Can increase MSME's revenues	Can increase the business opportunity	Probably we need any re-visit to monitor the progress of utilizing the website
What are the benefits for the client?	Having a website profile and able to manage the website	Product marketing on the website	MSME's business opportunities	Kampung Cincau becomes better known because of this website
What are the obstacles encountered while implementing community service activities?	Almost none	None	Marketing	There are citizens who cannot maximize the utility of the website
If there is an obstacle during the community service program, then is there any solution to it?	The obstacles are being solved directly	None	Please help on marketing of our products	Probably we need another re-visit to ensure whether the citizens can maximize the utility of the website

In the given question number 5-8, the people feel being helped by creating the website profile for Kampung Cincau. They said that it could increase the business opportunities for their products. Also, it can help the welfare of Kampung Cincau society and hopefully can be well known around other regions in Indonesia. They advised about the secondary follow-up to ensure that the website is well-managed and valuable for people. Also, future development is still needed for other opportunities, such as creating digital marketing and adding other MSMEs.

4. CONCLUSION AND RECOMMENDATIONS

Kampung Cincau is a village located in Surabaya, East Java, Indonesia that is well-known through several news in mass media in their grass jelly production. The main problem is they do not have specific

personal room to promote their profile and sell several MSMEs products which leads to the development of grass jelly. This community service provides a website profile as the solution of the problem in order to be accessible throughout many people in Indonesia. Three stages has been done, such as preparation, implementation, and monitoring and evaluation. In brief, the community service program conducted in Kampung Cincau, has already been successfully developed through preparing in forum group discussion and implementing the website through WordPress. Then, the team handed over the website to the people of Kampung Cincau. The website is accessible at http://www.kampungcincau.com. Then, the website administrators, and several people from Kampung Cincau, attended training and development from the community service team. Lastly, the questionnaire positively responds to the community service team for the effort to digitalize their village through a website profile.

The community service team needs to conduct one more FGD to follow up on the utilization of the website after the training and development, especially overcoming troubles in the website error if it exists. Furthermore, the future development of Kampung Cincau's website is still open to conduct in the next season of community service. Other topics can be handled, such as development in selling products as an e-Commerce based and digital marketing solutions. Kampung Cincau could be a fostered village in the institution to empower MSMEs in this digitalization era. This website can be developed into more advanced for future projects with Kampung Cincau.

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