FRAMEWORK TO SELL ITEM IN ONLINE MARKET PLACE IN INDONESIA

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Abstract—**Online market place has expanded widely, such as Tokedia, Bukalapak, F Things, Shopee and many others. The purpose of this paper is how to market goods that will be sold with or without costs to market them, through the online market place Tokopedia. Noteworthy is the technique of taking photos of goods to be sold, sentences that can attract customers, competitive prices, finding a trusted and inexpensive wholesale or agent place, and finally using a digital marketing framework technique. Through a digital marketing and edited photo graph, framework can be known buyer interest and can increase product sales by looking at the tendency of buyers to buy the desired item. Market place applications can provide a place to sell products without making it difficult for sellers and buyers to use them. Market place can increase income for the seller without having to create an e-commerce application and without having to think about the payment method in the market place application. This is what makes it easier for sellers to use the market place application.**

Keywords—Digital marketing, market place, e-commerce.

I. Introduction

Online market place is now more and more besides easy to use by business people, it is also free to use by anyone. Initially, e-commerce businesspeople competed to make e-commerce applications as possible and as attractive as possible to attract customers to buy the products offered. E-commerce was originally built to eliminate the boundaries between sales and customers in terms of time, distance, and face to face [1]. There are four business process models in e-commerce, namely key factors for sellers, key factors on the transaction platform, key factors in logistics, and key factors for buyers. E-commerce applications that have been developed so far include the accuracy of the data offered, ease of use of e-commerce applications, good reliability in ordering, availability of information about products sold in full, speed in making purchases, finding items needed by customers quickly and always available, a high level of security in terms of payment and privacy of customer data, attractive web appearance, and pictures of goods sold must also look attractive [2].

In e-commerce that often becomes an obstacle is a security problem in e-commerce applications, payment method problems, knowing dishonest buyers such as goods that have been sent but have not made payment [3]. In addition, e-commerce applications will not be able to stand alone without Search Engine Optimization (SEO) techniques. SEO techniques are used so that e-commerce applications can be known by a wide audience. In addition SEO can also increase visitor rankings to e-commerce applications so that the decision-making team can find out the next steps to promote e-commerce applications to a wide audience [4]. Along with the times, there has been a shift from e-commerce applications to social commerce. Sales of goods that were originally sold in e-commerce applications are tailored to the needs of the company today. It's no longer a business goal because this will make marketing need time to sell products or goods until the e-commerce application is complete. But for small sellers, it is not necessary because to market the products or goods they sell can be done on social media applications [5]. So the buying and selling process is done on social media.

Social media is considered an online media that is easy to use and anyone can use it without having to pay to make an application. Sales do not need marketing, sellers only upload photos of products or items to sell and then offer by placing photos uploaded on social media id profiles, so friends or participants who are on social media links can see the products or items sold. This is what makes e-commerce applications decline compared to social commerce. The purpose of this paper is the first, how the shooting

techniques and steps of the SEO process, the second is to create a framework for selling goods in the online market that can be used to increase sales. Current e-commerce applications cannot fully help sales, but the current trend is social commerce, sales through social media and the online market. The online market place to be discussed in this paper is Tokopedia, although there are more online market places that have become advertisements such as Shopee, Bukalapak, Bhinneka, F Things, and many more.

II. Study literature

In this section, supporting information will be provided which will be used in the making " Framework to Sell Item In Online Market Place "

A. Taking Picture

The technique in taking pictures is the most calculated beginning, to be able to attract the attention of customers. There are several techniques in taking pictures, the first is the technique of utilizing light, taking pictures using the use of shooting angles (taking pictures), the moment of shooting, and choosing a background that is suitable for the product to be sold [6].

Fig.1. Photograph Technique [6]

Photos currently have different functions, where initially the photos are only used to store images for memories, while photos are used to describe words conveyed to the public. With photos, a person can make ordinary things extraordinary and photos can also be used as a tool to attract the attention of customers to buy products for sale. [7]. In addition to making photographs to be able to attract the desire of customers to buy products or goods, some photography techniques are needed, among others :

1. Make sure the camera is active if possible pay attention to the condition of the batteries from mobile phones.

2. Check the settings for the photographing mode in the camera phone. Make sure the mobile camera settings are adjusted to your needs.

3. Hold your mobile camera tightly and make sure it does not move when taking an object so that the sharpness of the resulting image does not blur.

4. Use zooming out to focus on the object to be photographed. Make sure the object to be photographed must display in green, if the object to be photographed displays in red then the object will be blurred as shown in figure 2.
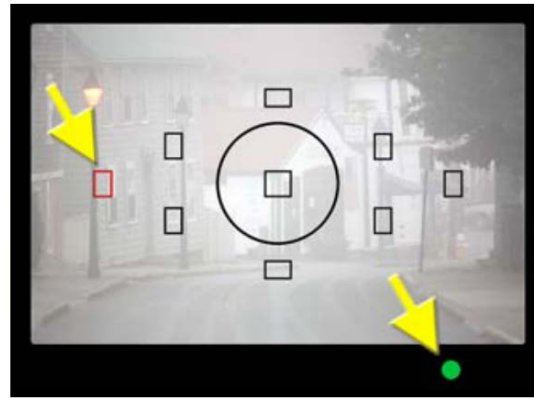
Fig.2. Framing The Image [6]

5. Autofocus is used to sharpen the results of the pictures taken, and the results of autofocus can be seen on the camera screen of the cellphone. If it is felt that the sharpness of the image is still not in focus then what needs to be done is zoom in and zoom out on the cellphone camera, to find the sharpness of the image.

6. Autoexposure is a feature used to measure the reflecting lighting produced from around an object in order to give the effect of sharpness of the object and information on the object to be taken.

E-commerce and e-business cannot be separated from one another. In applying the theory of e-commerce in it will apply the theories of e-business [8]. In the concept of e-commerce, several sales processes are often used in e-commerce, namely Business to Customer or often referred to as (B2C)[9], there is also a mention of customer to customer or (C2C) [10] and also use the term government for customers (G2C) [11]. There are four things to consider in building an e-commerce framework that is first fulfilment, second efficiency, third communication, fourth customer service [12].
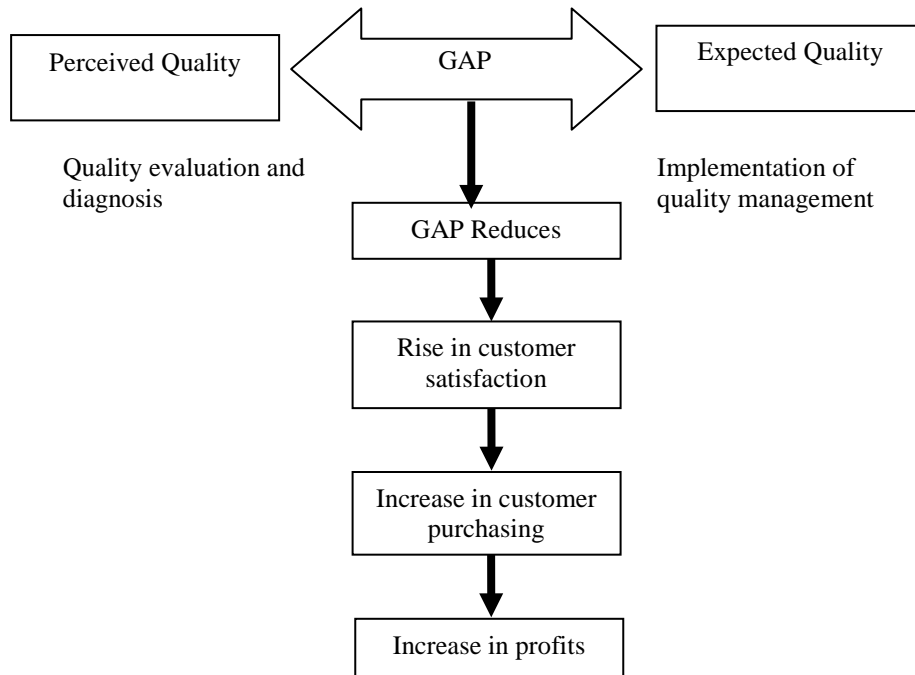
B. E-commerce

Fig.3. Advantages of implementing quality management in E-commerce [2]

Quality Management Practice (QMP) is a philosophy in managing business processes to provide customer satisfaction. Customer satisfaction is highly considered in making e-commerce because this will bring the impact of customer confidence in using e-commerce applications. By implementing e-commerce by paying attention to the effectiveness of e-commerce can increase revenue, save on promotional costs, faster business processes between sellers and customers [13]. Some research has been developing very rapidly, by adding a blockchain to the e-commerce supply chain to improve security and provide security to customers in conducting transactions on e-commerce applications [14]. In addition to increasing security in e-commerce applications, researchers also developed payment tools that can be used to make payments from e-commerce applications such as cash on delivery payments, using internet banking payments, or using tokens such as ovo, gopay, e-money, q-ris and much more. Along with the increased sense of security in shopping online, it can increase shopping interest in e-commerce applications. In addition, with the increase in per capita income of the population in Indonesia, there will also be increased interest in shopping online [15].

C. Digital marketing

After e-commerce is growing rapidly and social commerce is also currently developing, then media promotion no longer plays a very good role. At the moment, billboards on the roadside are in danger of losing money, because the promotional media has now turned to digital marketing [16]. Digital marketing is a marketing medium that is carried out not only in a fixed position such as billboards, banners and other advertising media. Nowadays digital media has developed, such as Google ads, YouTube ads, web ads and many others. If the advertising business does not expand, it will suffer losses and even close the advertising company. This makes digital marketing continue to grow.

D. Market Place

A market place is a meeting place between buyers and sellers, then a transaction and agreement between the seller and buyer occurs [17]. The electronic market in Indonesia has grown rapidly, such as Tokopedia, Shopee, Bukalapak, and many others. The electronic market is highly developed in Indonesia because of its user-friendly use, does not require a long time to market a product, simply uploading goods to sell, then provides prices and sentences that attract customers, provides discounts, provides free shipping and collects the best feedback from customers , then the customer's trust in the seller will increase. Customers who want to buy goods or products should pay attention to the feedback seen in the seller's comments column and provide feedback comments in the form of one to five stars. For the lowest star, that means the seller has bad intentions, on the contrary, if the seller gets five stars, the seller can be trusted [18].

III. Result

To be able to sell at the market place, several things are needed, among others, the availability of goods, more competitive prices, photos or profiles of goods sold that appear to convince buyers, have a good sales record marked by good buyer comments. A market place is a non-paid application that is made to provide services to sellers to promote their goods for sale. The concept is that the seller makes an account first on the market place application, for example, Tokopedia. Then create a store name on the Tokopedia application. After that, upload a photo or picture of the product to be sold, and provide product information on the uploaded image. Next, check the market prices in the market place and other market place applications to provide competitive prices. After that, submit the items to be sold. Then the items that will be sold will appear on the tokopedia page, and prospective buyers can see the shop and goods sold in the storefront window of the Tokedia store. The web address of tokopedia is www.tokopedia.com tokopedia is a market place that is quite well known in Indonesia, besides the price is competitive, there are also many prizes offered such as free shipping costs throughout Indonesia and also cash back. Tokopedia has been around since 2009 and until now Tokopedia already has around 1200 categories [19].
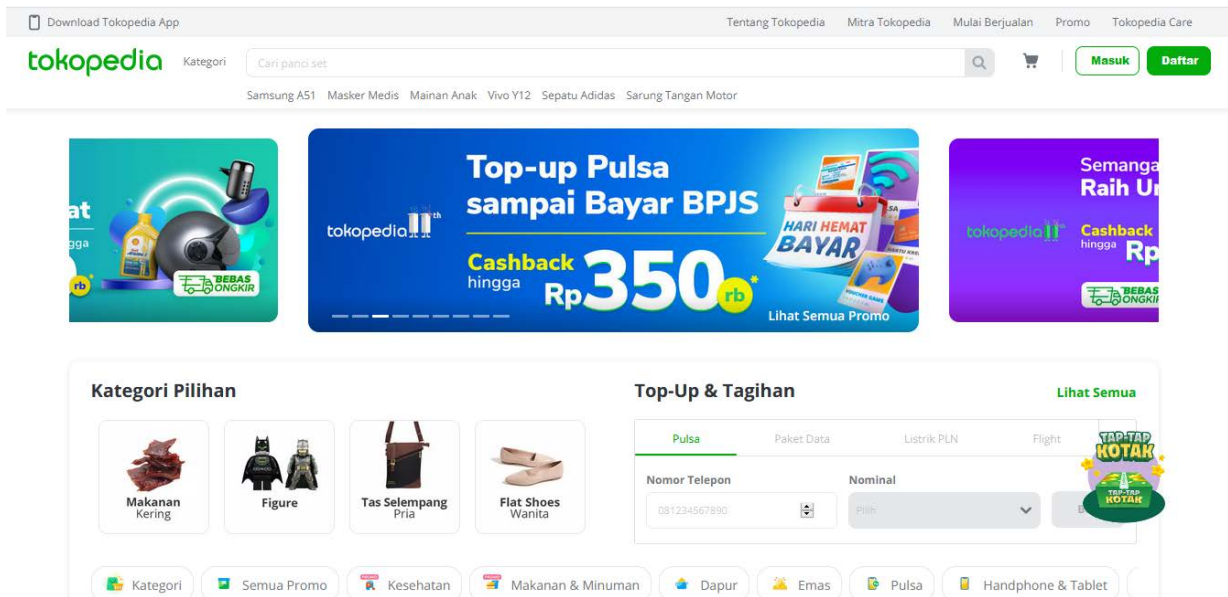
Fig.4. Tokopedia.com

To be able to enter the products to be sold on the marketplace, you can do registration first to the market place application which in this research is tokopedia.com. The framework used to market products at market places in Indonesia is as shown in Figure 5.
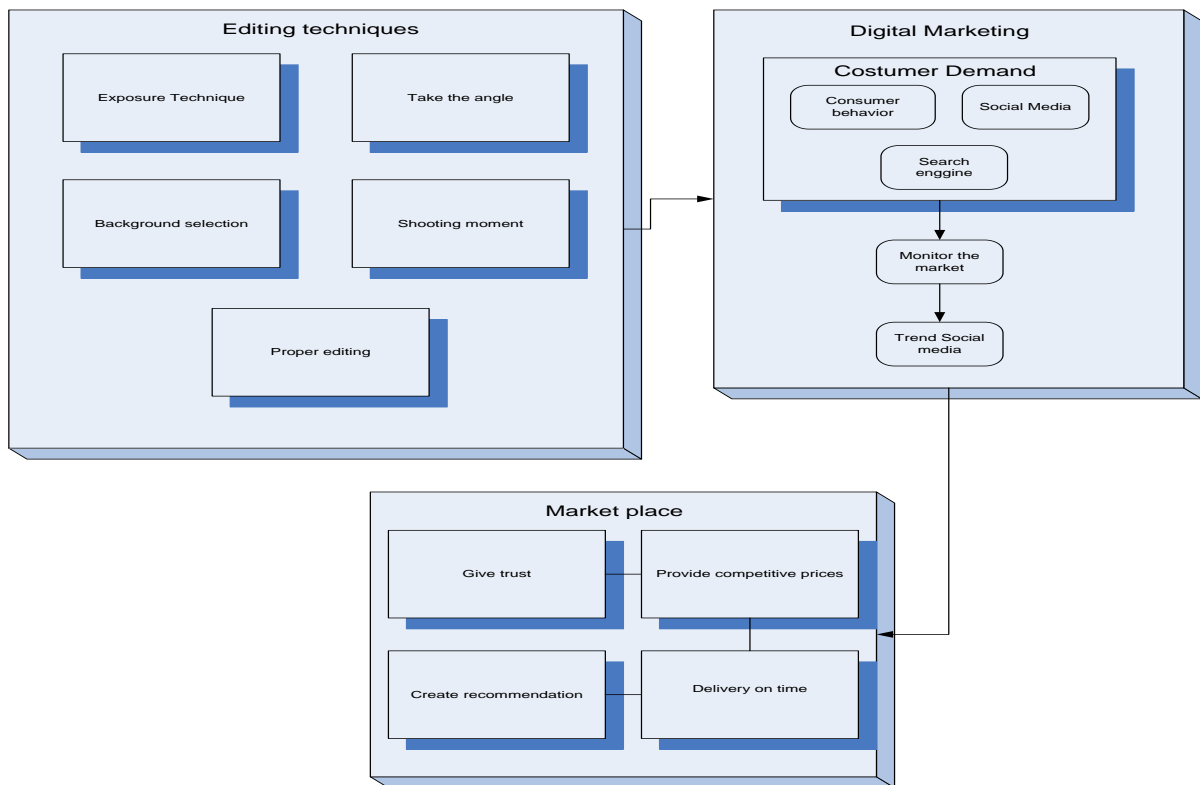
Fig.5. Framework marketplace

In Figure 5, the market place framework has been described where the beginning of making a product marketable in the market place is editing photos of the product to be sold. After that, look at the market place that is currently booming. Furthermore, marketing the product through social media marketing. Thereafter, enter the products sold in the market place that has been created, in this case Tokopedia.com. In the Tokopedia market place, payment methods are available to increase customer confidence in making transactions on Tokopedia, among others with multi payment such as Cash on delivery, Payment gateway Tokopedia pay, Bank transfer, Virtual Account, Outlets. Then the seller must check the price at the Tokopedia market place or from other marketplaces to determine the price, so that customers are interested in buying the product being marketed. The product packaging process that has been purchased by customers must be neat so as to reduce product damage during product delivery. Try to deliver products on time and don't disappoint customers. In order to get a good response from customers, create customer satisfaction by providing after-sales service, and ask the condition of the product sent whether it has arrived well or is still lacking or damaged, provide the best possible service and try to reply to the comments column from the customer to get a good response.

IV. Conclusion

With a market place, product sellers don't need to make e-commerce applications to market their products, just use the Tokopedia Market Place application. With the market place application, the security of sellers and buyers is more secure. Customer satisfaction can be monitored from the feedback as well as the comment column and the giving of the rate value from buyers to sellers in the market place. Market place applications can provide a place to sell products without making it difficult for sellers and buyers to use them.

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