

E-Meukat : Ideas of Online Store for Aceh Craft based API Facebook

Taufiq Abdul Gani ^{#+} Mulkan Fadhli ^{#+} Zefriansyah ^{#+} Melinda ^{#+}

[#]Center for Computational Engineering, Department of Electrical Engineering, Faculty of Engineering,

⁺Div. R/D on Computer Cluster, UNSYIAH-ADOC TAIWAN e-Learning Center,

University of Syiah Kuala Darussalam - Banda Aceh 23111 Indonesia

{topgan; mulkan.fadhli; zefriansyah; melinda}@cce.unsyiah.ac.id,

Abstract - The concept of offering distinctive products of the area is still fairly traditional, in which the buyer must actively search for products, thereby offering products typical of the region less than optimal. The average buyer who visited the sales center of typical regional products are the buyers coming from outside the region producing the product. This is because the merchant concept that only targets a market share in a small scope, even though such action may lead to product sales slump due to uncertainty and a lack of buyers coming media campaign. E-Commerce offers a solution in which buyers and sellers do not have to come face to face directly to the transaction. With the E-Commerce sellers can offer their products to the people of the world using the internet. Many advantages are obtained from the E-Commerce, such as saving and more efficient. API Facebook application offering is expected to increase the productivity to market a broader scope and to introduce products to the world community. by using the advantages contained in a facebook, users are very numerous and spread throughout the world, we can use it as a medium of information dissemination which is very promising. E-Meukat is our products which can be defined as information media in which there are transactions electronically (internet), where we use the platform of the facebook API.

Key words : Facebook API, E-Commerce and E-Meukat.

of cuisine, customs, and also a variety of crafts. Currently, information about a wide range of crafts, cooking, baking, and souvenir Aceh has not fully spread, which is a constraint now how we introduce the products to the outside community areas and create more value of the products then sell well in the outside world.

Today, science and technology have developed rapidly, where advances in information technology has caused changes in the culture of everyday society, which usually purchase and sale transactions will occur between the seller and buyer. Along the development of technologies that can be replaced with the transaction by using the internet or commonly known as e-Commerce. Commercialization and privatization of the Internet is increasing several years which has been the bedrock of the growth of e-Commerce. Digital infrastructure that provides a variety of media tools to communicate has become an exciting new medium for e-Commerce.

A. Objectives and Benefits

The purpose and benefits of using e-Meukat is defined as follows:

- Facilitate transactions by making use of facebook as a social network.
- Assist the development of marketing products, especially the typical products of Aceh.
- Support the use of open source products in the development of creative industries applications.

1. INTRODUCTION

Aceh has a wealth of natural resources such as petroleum and natural gas which are scattered in various regions. Aceh is also famous for its forest resources, which is located along the Bukit Barisan, of Kutacane, Southeast Aceh, Seulawah, Central Aceh, until Ulu Masen in Aceh Jaya. Aceh also has a wide range of distinctive products such as dishes, cakes, souvenirs, and others. Uniquely, in Aceh, each region has its own unique product, both in terms

2. IDEAS

A. Product Marketing Handicrafts of Aceh

Marketing of Aceh handicraft is generally carry out directly where the seller hawking his wares at special places such as shopping centers, home stores (shop), and others. The concept of offering distinctive products of the area is still traditional, in which the buyer must actively search the products. Thereby offering products typical of the region less than optimal. The average buyers who visited the sales

center of typical regional products are coming from outside the region producing the product. This is because the merchant concept that only targets a market share in a small scope, even though such action may lead to product sales slump due to uncertainty and a lack of buyers coming media campaign. "According to Erni Maulina, a resident of Village (village) Miruek Parks, Darussalam sub-district, Central Aceh regency, "Songket weavers in Aceh complained about the difficulty of marketing their handicraft products. Until now there has been no employer would dare hold their handicrafts in large numbers ". [1]

The data collection of sale process of typically handicrafts of Aceh was still not clear on the export of handicrafts, such as Aceh embroidered bags and mats, where a number of countries have yet been recorded. "In the delivery process is generally done through courier service or hand carry (third party), and through North Sumatra that was recorded in Reporting Export (PEB) of North Sumatra. This statement reinforced by the Section Head of Foreign Trade and Industry Trade and SMEs in Aceh, Ir. Netty Muharni who is also Secretary of the National Crafts Council (Dekranas) Aceh, the lack of data they hold. This is because no Aceh exporters that use the export documents and export addresses from Aceh. Here, Aceh's entrepreneurs only use the existing Certificate of Origin (SKA) or PEB through North Sumatra to export the product. The incident was also confirmed by the testimony of a manager of handicraft production centers in Aceh, during the delivery process is done through inter-state freight. Ermawati, Kuta Small Industries Center Manager of Malacca, in Samahani, Central Aceh, claimed to have been exporting handicrafts to Alabama and California, the United States ". [2]

From the above information, it can be concluded that the marketing of Aceh's Crafts are still having trouble. It needs to solve for a promotional media channels that are more optimal and effective. One of them is now emerging Internet applications as a medium of communication without borders.

B. Use of Conventional Media Campaign

Currently, in order to increase the supply of products typical of the region, especially in Aceh, traders only do promotion through the local print media and occasionally through local electronic media, but there are also traders who use the Internet to display ads to a specific website as a promotional medium. Sometimes these actions are not often well targeted. This is because information about the products and sales cannot effectively reach potential consumers, because consumers do not see ads on the website, more focused attention on the main info on the website. Current solution is offering products made with typical local handicrafts in Aceh through the online web-based store. The way of promotion through the media is quite promising, where the level of Internet visitors around the world reached 1,966,514,816 people. Here, Asia

accounted for 825,094,396 users and around of 30 million people are from Indonesia. [3]

The very large promotional virtual land where all internet users from all over the world can see the products that are offered. Web store has quite a lot of advantages such as broader marketing reach, This is no require the location (just a website), no need a large capital, and no require a lot of employees, also marketing costs are not large. [4]

For the context of Aceh, the use of prospective web store visible due to the growth of Internet users is increasing, especially after the Aceh conflict resolution and rehabilitation or reconstruction of the tsunami disaster.

Besides advantages, there are also any drawbacks, that occurs in the web store, for example: limitation on web store online store, a lack of direct promotional media, and others. These weaknesses can be corrected by the social networking that will be discussed in the next section.

C. The Concept of Special Products of Aceh Craft Using the e-Meukat

Meukat e-service applications are built to facilitate the buying and selling handmade products from both domestic Aceh and international. How does e-Meukat work, the steps described in Fig.1 are a block diagram of workflow and Figure accessing Meukat e-services to Facebook.

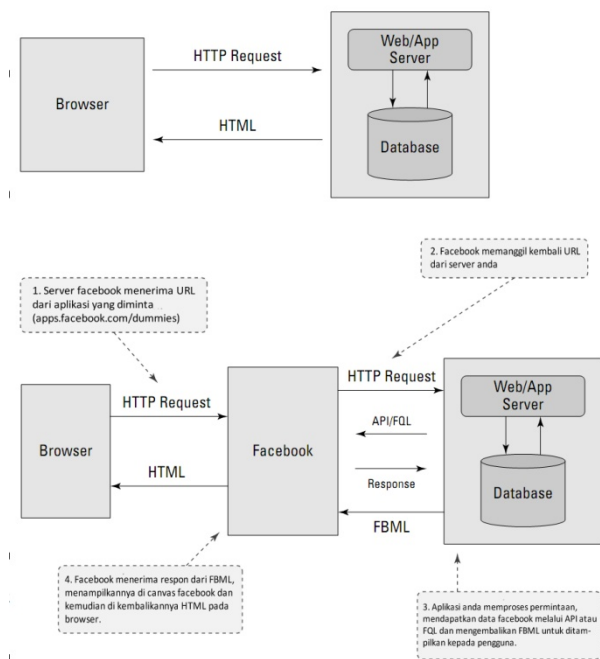


Fig 1. Facebook API working step in connecting to the service e-Meukat Facebook [5]

Fig.1 shows that e-Meukat will use Facebook through its API, which the current user (Facebook users) makes a request to the server Facebook, then it will continue to address e-Meukat server. After that e-Meukat server are

going to make the API call and send it to the Facebook server. When the server Facebook API calls from the server to receive e-Meukat (e-Meukat server using the Facebook Markup Language (FBML), then it send a request to connect to the Facebook application), Facebook server will send the back response, so that users can access the application through Facebook.

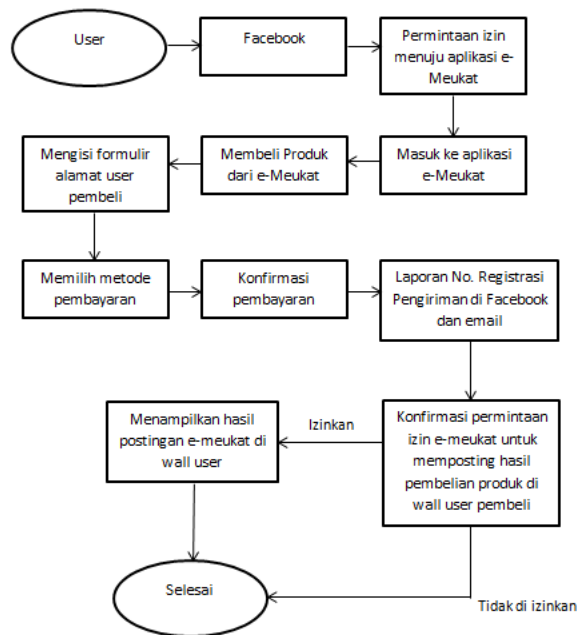


Fig 2. Step e-Meukat work in providing services to customers

The workings steps of e-Meukat shown in Fig.2, when entered into the e-Meukat, user will obtain a permission request. When the user allows a request, then automatically the user has been registered in the e-Meukat and will acquire a variety of information and products offered in the e-Meukat. E-Meukat will inform these products through a notification on Facebook and send email messages to the user. On e-payment processing can be done through PayPal Meukat and inter-bank transfers, e-Meukat also has directly services to the home (if located in the region of Banda Aceh and surrounding areas). After the transaction has been done, e-Meukat will make a confirmation via email or directly from the application, and send the ordered product to the address of the purchaser. Here, the user can participate and can inform the Aceh craft product in a way to write user status on the homepage or the catalog continues the supply of products from e-Meukat. By using a network of friends a user, then the process will continue to expand the product offering itself.

4. Portfolio e-Meukat Applications

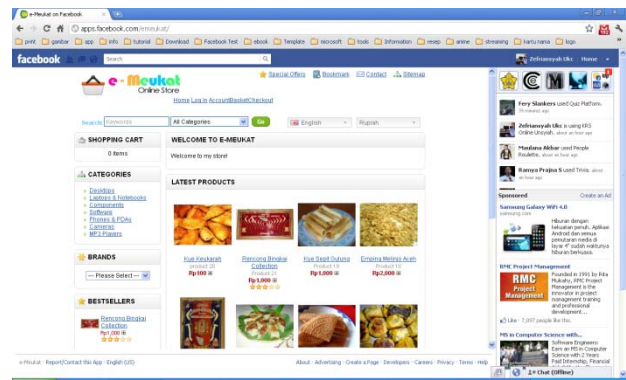


Fig 3. Home display of e-Meukat

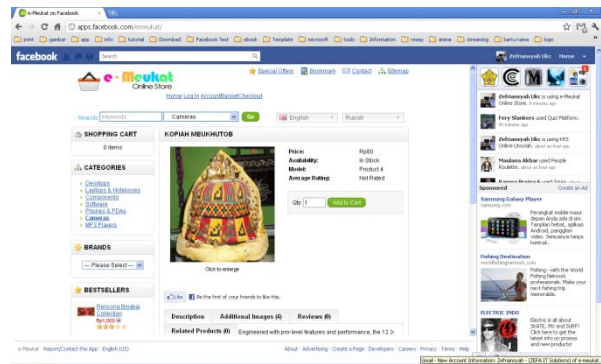


Fig 4. Product Detail view of the application e-Meukat

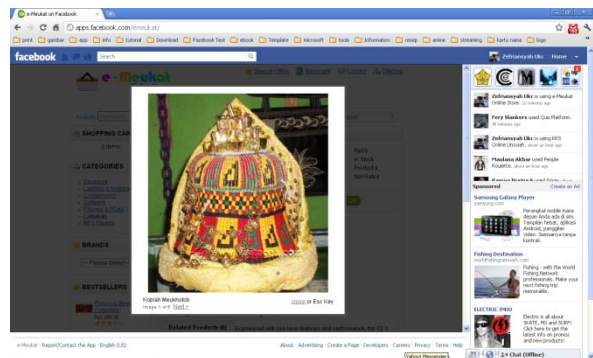


Fig 5. Detail view and Photo

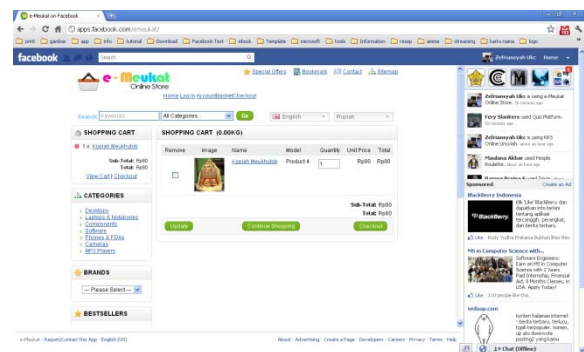


Fig 6. Display Cart

5. IMPLEMENTATION STRATEGY

A. Business model

This research offers e-Meukat as an online store that utilizes cloud computing technology (Velte, 2009), which is software as a service (Menken, 2008). Integrated e-customer has tried Meukat incorporated in the social networking (facebook) with the company's internal business processes.

Meukat come from Aceh language, which means selling (or sales in English). While e- is a prefix that is often used for electronic or internet-based activities. So e-Meukat is an application service that can be defined as information media in which there are transactions electronically (internet).

Business model to be applied is the Business to Business (B2B) and Business to Consumer (B2C). In the B2C business interaction between companies and customers like a conventional business, while B2B is a business conducted by a company with another company. Today, with advances in technology both B2C and B2B models can use the internet as a medium for business interaction. In the context of Aceh craft, we can see that the marketing and sales are still using a conventional business model, a direct meeting between the buyer and the seller. Acehnese businessmen and craft vendors generally have very little knowledge about online marketing or sales. So the popularity of the craft which tends to rise Aceh can not be used optimally in influencing customer or customers to buy the products. As highlighted in the figure 7, this research applied Business to Business to Consumer (B2B2C) model.

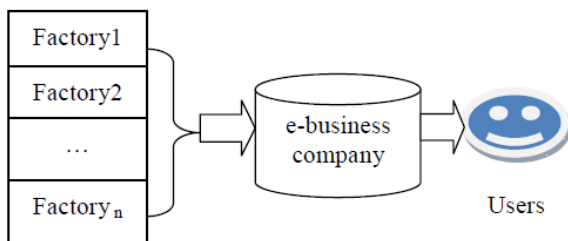


Fig 7. Diagram of B2B2C

Where :

- Factory 1-n is a craftsman in the form of SMEs, conventional stores, and Dekranas.
- E-Business e-Meukat company is proposed
- Users are the consumers

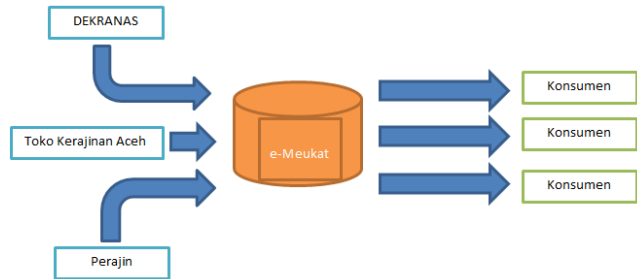


Fig 8. Model B2B2C from e-Meukat

Technological innovations offered in the e-Meukat is one of cloud computing applications (Velte, 2009), a software is a service (saas) (Menken, 2008), that is Facebook. Nowadays, Indonesia have started to use Facebook as a marketing media products. However the use of this media just for uploading images, tagging other Facebook members on the product image, and providing comments on the status of the business, which give notification for another user. Facebook or social networking not only about websites, but also bring the experience, where the experience came when marketers are able to combine the achievement, intimacy, and involvement of the integration between the systems of traditional media with social media (Hanna, Rohm and Crittended, 2011).

Hanna's opinion, Rohm and Crittended (2011) and conditions for use of Facebook by businessmen in Indonesia at this time have seen that the communication in this media can not relate the company's internal business processes, or in other words, there is no link between Facebook and information systems or internal database system company.

Today, with the concept of software as a services, using the Application Programming Interface (API) that is owned, facebook can already be integrated with the company's internal database system. Thus, e-Meukat Facebook application is not ordinary or sales information system that we used to know e-Meukat that can form a channel or networking between business processes in the company's sales by customer resources that are on Facebook. As a result, Facebook is expected to increase yields and productivity of widely marketing area and introduce products to the public areas of the world.

In practical, there are differences in the concept of e-marketing between Meukat with no application in facebook marketing lies in the transaction process, the e-Meukat direct customers can purchase the products that are cool them, while in use without application vendors typically only provide product information, which can be offered without directly transaction.

A. Market Opportunities

E-business opportunities Meukat supported by (i) the production and marketing potential, and (ii) the potential market / buyer.

Production and marketing potential

The information of the craftsmen who carried out by the local government, BRR, NGOs (for rehabilitation and reconstruction of Aceh) and Dekranas, increasing the number of artisans and crafts Aceh who have received training or strengthening in production management and marketing. Recovery in post-conflict political and social life and Gamba tsunami in Aceh, have moved the economy and business in Aceh. Currently, the number of shops or sellers of craft Aceh container have grown conventionally. Daily mode gives an example of the activity of small Kuta Industries Center of Malacca, in Samahani, Central Aceh, which has been exporting handicrafts to Alabama and California, the United States. Unfortunately, accurate data about the sale can not be calculated because the data collection process of the sale of handicrafts typical of Aceh was still not clear on the export of handicrafts such as Aceh embroidered bags and mats for a number of countries has yet been recorded. "In the delivery process, this is generally done through courier service or hand carry (third party), and through North Sumatra that was recorded in Reporting Export (PEB) of North Sumatra. This statement is reinforced by the Section Head of Foreign Trade and Industry, Trade and SMEs in Aceh, Ir Muharni Netty is also Secretary of the National Crafts Council (Dekranas) Aceh, the lack of data they hold. This is because no Aceh exporters that use the export documents and export addresses from Aceh. Aceh's entrepreneurs to export but use the existing Certificate of Origin (SKA) or PEB through North Sumatra.

In the presence of an e-Meukat local businesses in Aceh, it is hoped that the above problems can be reduced.

Potential markets/buyers.

The potential market is the e-Meukat of Facebook users spread across Aceh and Indonesia. <http://www.socialbakers.com> sites reported a facebook user on 3 February 2011 in the world reached with 32.1 million came from Indonesia.

By looking at the traces of a very good development of Facebook, the Facebook that also features in the management of system reliability, and comfort, give the confidence of users to interact in social media. The increasing of Facebook user is a great opportunity for e-Meukat to increase sales turnover of handicraft products Aceh compared to traditional marketing.

6. CONCLUSIONS

This paper has presented the idea of developing e-Meukat Facebook API that leverages the sales and promotion of handicrafts in Aceh. The contents of the e-Meukat are the results of local products such as cooking, especially Aceh, cakes, souvenirs, and various information about Aceh. By promoting with E-Meukat, the products will be promoted and the world will know it. Aceh product

catalog is stored in the e-Meukat database, the database information channeled to Facebook as social networking. The idea to connect it possible because of the facilities at the Facebook API. To reinforce this idea, it needs cooperation between Dekranas, local government, craftsmen and universities, each of which has its own role.

Benefits of e-Meukat is promoting Aceh craft products using the latest promotional media social networks (Facebook), with the possible number of users utilizing Facebook (Facebook users) which will see Acehnese handicrafts products are offered through e-Meukat, this is because process of buying and selling e-Meukat already integrated with facebook to allow user to purchase craft products Aceh, offering handicraft products e-Meukat Aceh to participate in supporting the tourism program that encouraged the government on the theme of Visit Banda Aceh 2011.

REFERENSIS

- [1] Serambi Indonesia. 26 Februari, 2011. *Penenun Kain Songket Aceh Keluhkan Pemasaran*, hlm 15.
- [2] Modus Aceh. 1 April, 2009 . *Sumber Kehidupan Baru Aceh Besar*, hlm 28.
- [3] US Census Bureau. 2010. *Facebook World Users and Facebook World Penetration Statistics*. USA: *Internet WorldnStat*.
<http://www.internetworldstats.com/stats25.htm>
- [4] Kurniawan, Dedik. 2010. *Super Market Online, Super Ok!*. Jakarta: PT Elex Media Komputindo. hlm 2-3.
- [5] Wagner, Richard. 2008. *Building Facebook™ Applications For Dummies®*. Canada: Wiley Publishing, Inc. hlm 23.