

Rapid Application Development Model used Social Media Content Marketing in the Growth of National for Masyarakat Ekonomi ASEAN (MEA)

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ABSTRACT

Tofu companies that have been selling their products by using conventional methods, are very difficult to market their products by using existing information technology information can spread quickly. The development of technology for marketing in this modern era is also very fast. Conventional feats of meeting buyers and sellers to make transactions. One solution to disseminate information is by sticking brochures whose contents concern the quality of production goods, information from neighbors and benner. The current title is in demand in modern society is by utilizing internet technology, that is through the website (website) that can be accessed all over the world. This website can be used as marketing promotion tool of umkm production in Kudus.

Keywords

Social media content marketing, Unified Modelling Language, UMKM

1. INTRODUCTION

Small businessmen or so called small and medium enterprises (UMKM) in the holy city usually market their products in the local market so that the products are only served to the surrounding community, Kudus city is one of the cities located on the north of the small island of Java, one of the it is normal for entrepreneurs to need the right marketing so that all people know the product information in the holy city.

Tofu is a food ingredient with local and imported soybeans which is commonly consumed by Indonesian people. Tofu that contains energy, protein, carbohydrates, fat, calcium, phosphorus, and iron. Besides that inside. Tofu also contains vitamin A, vitamin B1 and vitamin C.

Analysis of the market situation of the tofu market which we usually call market share is that the market that has existed is usually controlled by large companies. So that small rulers or so-called small and medium enterprises (UMKM) experience difficulties in traditional marketing towards the overall sales of all competitors (Basso, at al, 2016).

The description of production in the business know can be seen in Figure 1. The making of tofu that is still very conventional and also the sales that still use the method are all prospective buyers and sellers in the same window to transact shown in Figure 1.



Fig. 1 : The making Tofu Product

Transaction through the internet has become a trend in the 2018 era and the true meaning of the market has been packaged so practically that the user feels spoiled by the facilities. The existence of the internet does not limit a person to make transactions, anywhere and anytime transactions can occur. This illustrates what can actually take pictures or capture can be seen by others without coming directly to the location. In the conventional way it is very difficult for users to know the information they want, with the presence of this technology the user is very helpful and influences the increase in competition (Yates C., 2015).

Social Media Content Marketing (SMCM) plays an important role in brand health, because it is a medium for consumers to get information about brands (Ahmad N.S., et al., 2015).

By using the Social Media Content Marketing method to design the web that will be designed using the Unified Modeling Language it will produce a web to facilitate entrepreneurs to market the products offered by the ummah and the user or customer can find out the production information through the web that will be implemented, shown in Figure 2.



Fig 2: Lees Tofu

2. THEORY FRAMEWORK MODEL

Social Media Content Marketing (SMCM) plays an important role in brand health because it is a medium for consumers to get information about brands (Ahmad N.S., 2015). At this time, entrepreneurs tend to use social marketing media to market their products to consumers. Through social media platforms, they engage with their consumers and build active interactions between them. Therefore, it is very important for companies to have good marketing content to attract more customers to visit their pages. The following is a framework for social media content marketing research for UMKM in the face of ASEAN Masyarakat ekonomi Asean (MEA).

An overview of the information system framework used to implement this software as follows, which can be seen in Figure 3.

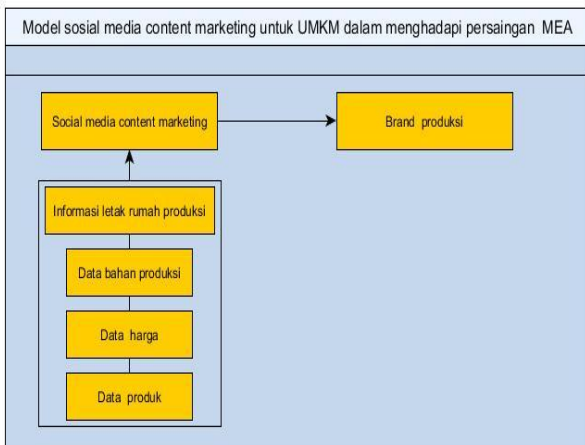


Fig 3: Framework Social Media Content Marketing

Description of the information system framework model for social media content marketing research for UMKM in the face of the masyarakat ekonomi asean (MEA) competition, to increase revenues in SMCM and globally marketed marketing that will be proposed is shown in Figure 4.

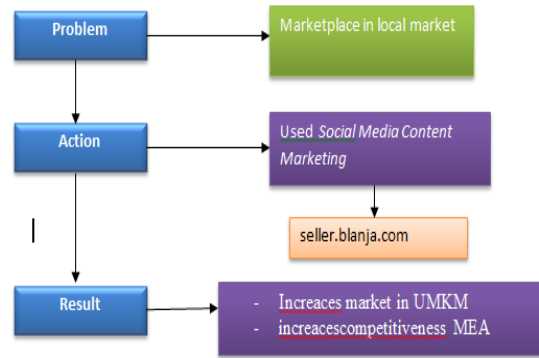


Fig 4: Information system framework model for social media content marketing research

3. METHODOLOGY

Description system development method is RAD (Rapid Application Development) to be carried out in this activity which can be seen in Figure 4 (Alalwana, et al, 2017), this method is able to improve the system because working in the RAD design workshop is able to restore the user to design the system then build the system according to the user's wishes and make the system just seen in Figure 5.

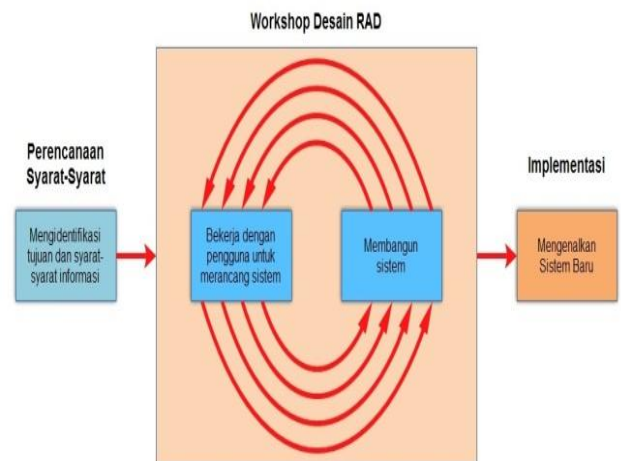


Fig 5: Rapid Application Development Model

Stages of rapid application development model for the implementation of social media content marketing for umkm in the face of competition in the Masyarakat ekonomi Asean:

1. Identify information objectives.

In the first stage is understanding what information will be given to the user, the user is a buyer who will buy goods from producers from all humans by using an internet connection.

2. Work with users to design systems.

On the side of the user wants a user friendly system to make the user comfortable in transactions and perform repeated transactions.

3. The system that will be built is web-based to facilitate users to transact using UML (Unified Modeling Language) design to implement a new system.

4. Using a new system.

The new system used by users to transact buying and selling.

4. RESULT

System design stage, using UML (Unified Modeling Language) the following is a usecase business diagram which can be seen in Figure 6.

Filling in information about the store starting from the store name, store description to the origin of the product Before accessing the web to the online store's website, the user can enter the login form. The login form can be seen in Figure 8.

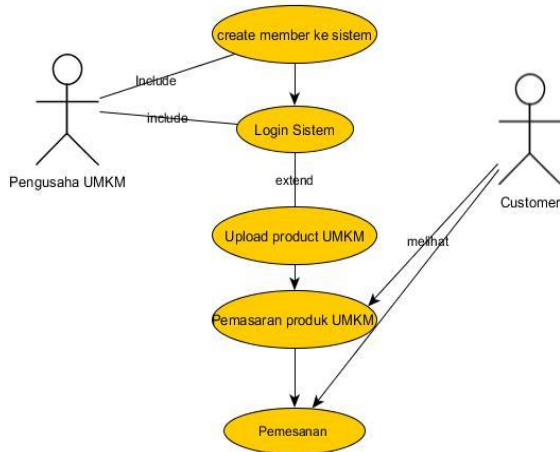


Fig 6: Bisnis usecase diagram

The results of production packaging that will be marketed through information technology are using social media marketing, which can be seen in the Figure 7.



Fig.7 Market Tofu in Social Media

Fig 8: Form Login

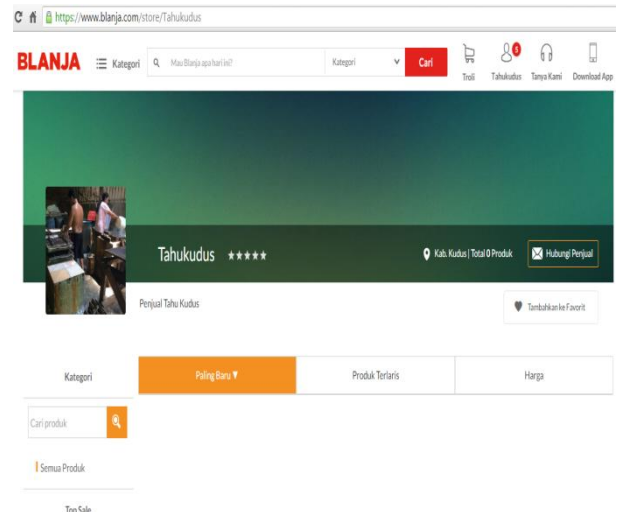


Fig 9: Store Tofu online

5. CONCLUSION

Know how marketing process that was still conventional now increasingly follows the development of increasingly sophisticated technology with the use of social media content marketing. By using an online store, UMKM can market their products which are still in the form of tofu and processed products from tofu with a wider range.

For products that are still in the form of know-how, marketing is still limited in the area around Kudus, but the processed products are planned to be marketed more widely. Some updates on the types of processed foods from tofu are expected to increase the benefits of UMKM

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