Collaboration of Web Design and E-commerce as a Local Product Marketing Weapon

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Abstract. The purposes of this research are to discover how to market products with e-commerce system and how to make a more accessible attractive web design. This study used an analysis study as the method on one of the famous local clothing brands in Bandung. The results of this study prove that the use of an e-commerce system have an impact on the attractive of the web design so local products can compete with the superiority of foreign brands in Indonesia, especially in Bandung. If local products want to suppress the foreign brands, the owners must observe all the business opportunities. It can be implemented with a good e-commerce strategy as well as designing a unique web design and provide a convenience for consumers. This study concludes that if the local brand owners know the right marketing techniques, including consumer behavior, as well as have an attractive web design, they can reduce the amount of foreign brands in their area easily.

1. Introduction

In the era of globalization, online shopping began to flourish in today's society. Certainly,it can be utilized by traders as one of their unique strategies [1]. In the business world, online shopping known as electronic commerce (E-Commerce) which used as a reliable sales weapon in the current technological era [2]. E-commerce is a way of selling and marketing products through computer networks as a intermediaries to make it easier for traders or buyers to make a transaction [3]. Therefore, marketing is a process of introducing products to consumers with the aim of getting customer loyalty. The e-commerce marketing strategy experience a massive growth according to the chart in 2012. However, marketing a product also has an important affect for the process of brand formation. In addition, attractive web design has an impact on marketing their products easily. Those three components are the most important points that can accelerate the industrial development [4,5]. Indonesia is one of the most populous countries in the world. The internet usage in Indonesia also relatively high with the use of internet users as an active online buyer are 27% [1]. However, online buyers still choose imported product, especially in the clothing segment. If the owner of local products diligently improving the e-commerce strategies especially expanding their marketing network, perception of local products will be gradually eliminated [7]. In addition, website may be needed to simplify the strategy of e-commerce.

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the web that we build must have a good service, a detailed sales information. the web should be accesible to make it easier for the cunsomers as well as strengthen the brand of the product [8]. The website must be flexible for the customer, they need to adjust the flexibelity according to the customer needs. We found some references for supportingthis study. John and Sue's stated in their research how to design a website that will provide a completely new online shopping experience [9]. Chang et al described about designing web that prioritizing the explanation of the strength product according to the quality and quantity as well as providing a detail information to the customer [10]. There are also other studies that explain about building their Online Shop Websit using Hypertext Markup Language (HTML) to produce devices for the operation of online stores with the possibility for customized price generation [11]. Based on the explanation above, it can be concluded what is the definition of e-commerce and the function of websites as a medium of sales and marketing. The purpose of this study is to dentify several aspects effectively used in sales and marketing that used by one of startup clothing bussiness based in Bandung. Compared to the previous research that has been completed, we used analytical as a method. The studio is more specific to the case of one of the local clothing brands in Bandung.

2. Method
This research used a descriptive analysis method along with the case of a study in the local clothing brand in Bandung, namely Wadezig. To identify what factors are effectively applied to the website used for sales, market their products using e-commerce strategies through websites.

3. Results and Discussion
Bandung, there are around 100 local clothing brands offline stores, however, only a few brands are well-known and success in branding, such as Wadezig brand. After being analyzed, there are other brands that still use conventional method in the marketing process. As a result, the marketing is limited in their regional area, it is different with Wadezig brand. Wadezig has used e-commerce to marketing and selling their product. This brand also has a a website which quite interesting and customers can accesed through a brower application by their smartphone (see Figure 1).
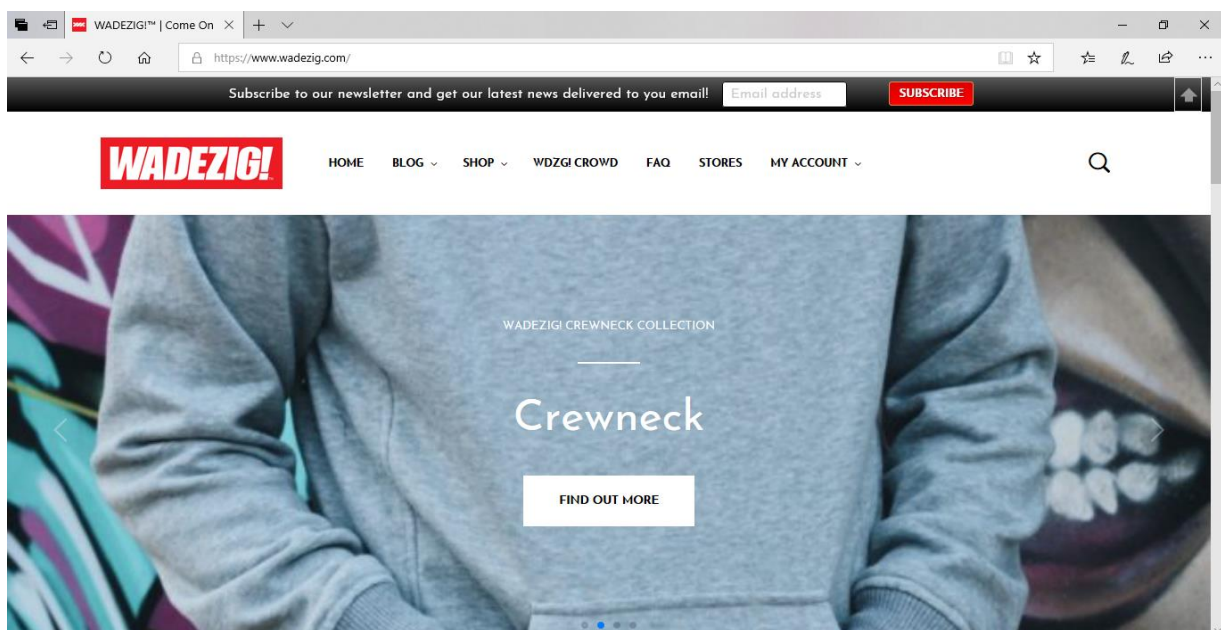

Figure 1. Main Menu

In web designing, they can used Wadezig as an example. The website is quite satisfying for the customer. However, the website used by Wadezig can still be developed more effectively.

the service provided by the website quite satisfying. it is in line with the survey conducted to the Wadezig' customers. nevertheless, Wadezig will be develop the website to be more effectively. as seen in Figure 1. The initial appearance of the Wadezig website.

In this main menu, we can see various menus such as submenu. In this main menu, the buyer and the customer can create accounts that will be used to make an order, track orders, and confirm payments. For Wadezig company, there are several benefits for the user. It can be seen in this main menu, Wadezig inserts some of their superior products in the middle of the page as seen in Figure 2. the aims to emphasize the focus of the customer's sight. this is in line with the research conducted by Kurniawan that when analyzing the direction of the eye's focus on photographic images [12]. The subcribe menu can be seen at the top of the page which have several function such as a notification when the lastest product released by email for customers.
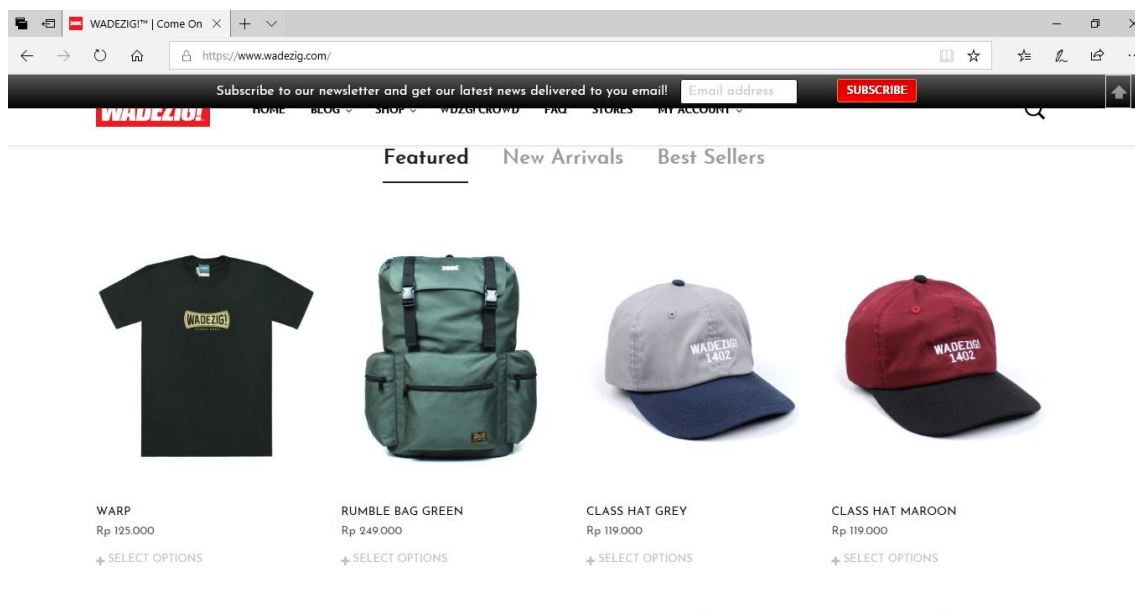

Figure 2. Featured Product

Product name can be seen in Figure 3. Customers can see see various types of product categories offered complete with the picture and the product name along with product prices. There is also a search bar for specific products according to their needs. The bar itself is on the left side of the page. If the customer wants to make a booking transaction, the customer needs to click on the product image according to their needs. Then the product display description, product size to be ordered, and order number as seen on Figure 4.
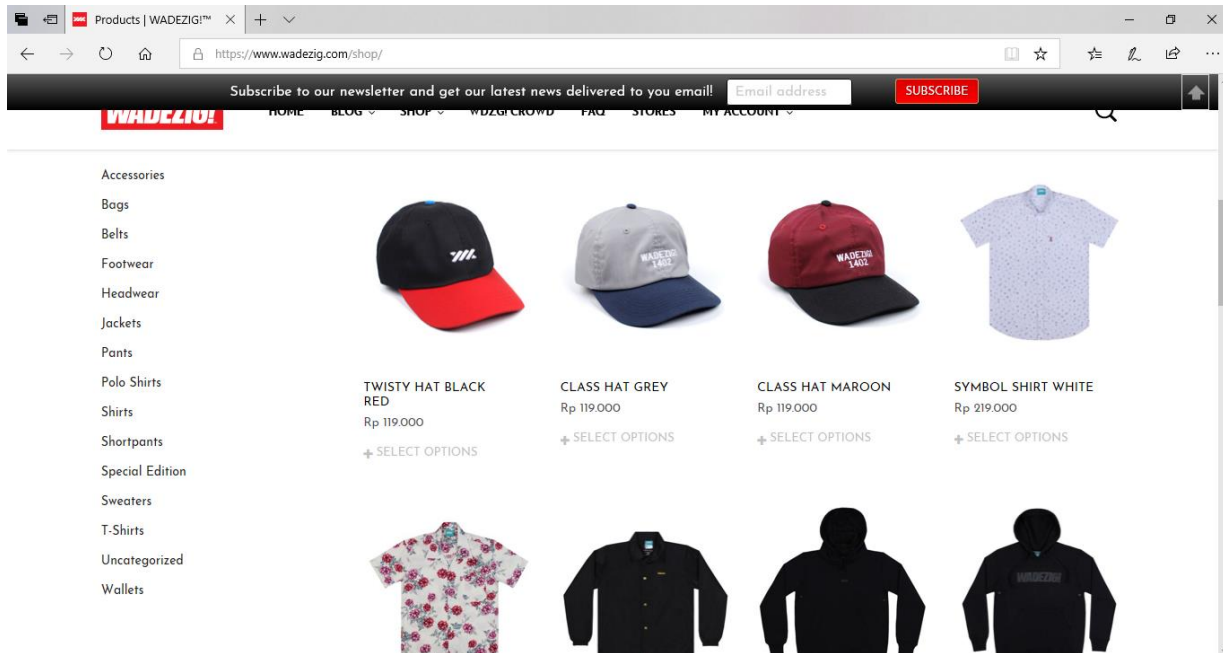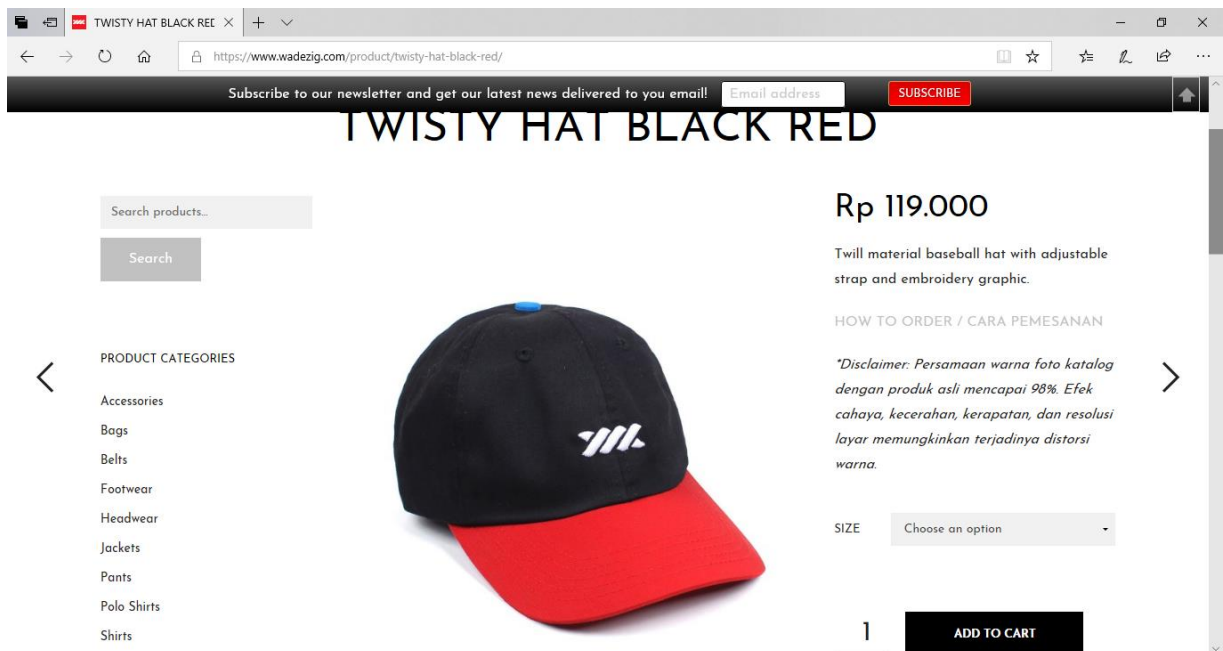
Figure 3. Product Menu

Figure 4. Detail Product Display

After the customer determines the size and number of orders, the customer can continue the order by clicking the "add to cart" button which will be forwarded to the Basket view as seen on Figure 5. The customer can go directly to the Checkout bar to fill up the personal data such as the customers addresses, as seen on Figure 6. After that, consumers just need to wait for the product arrive at their home safely.
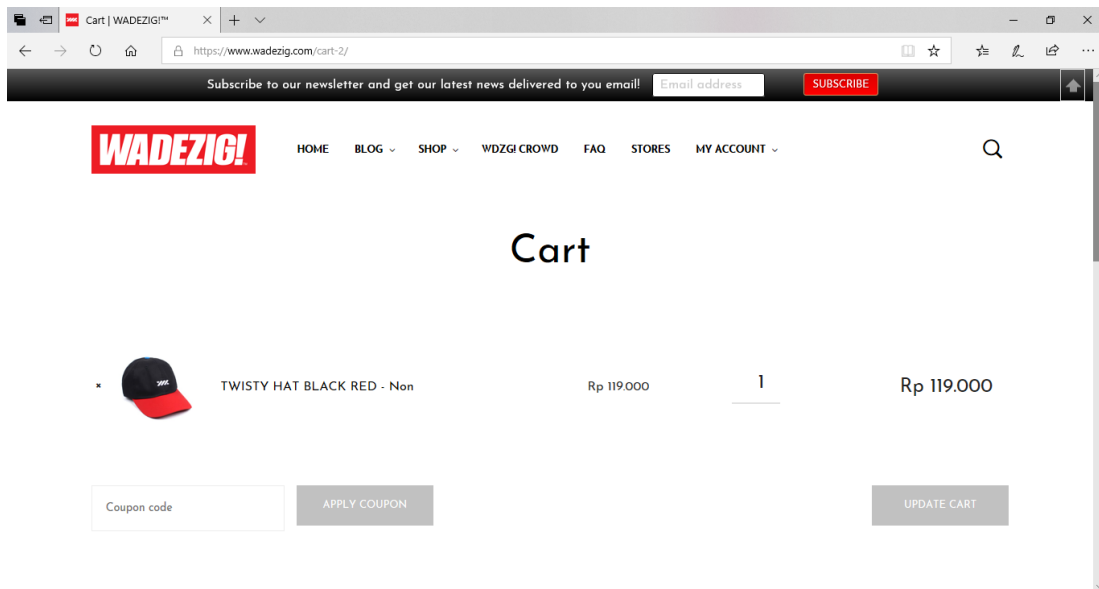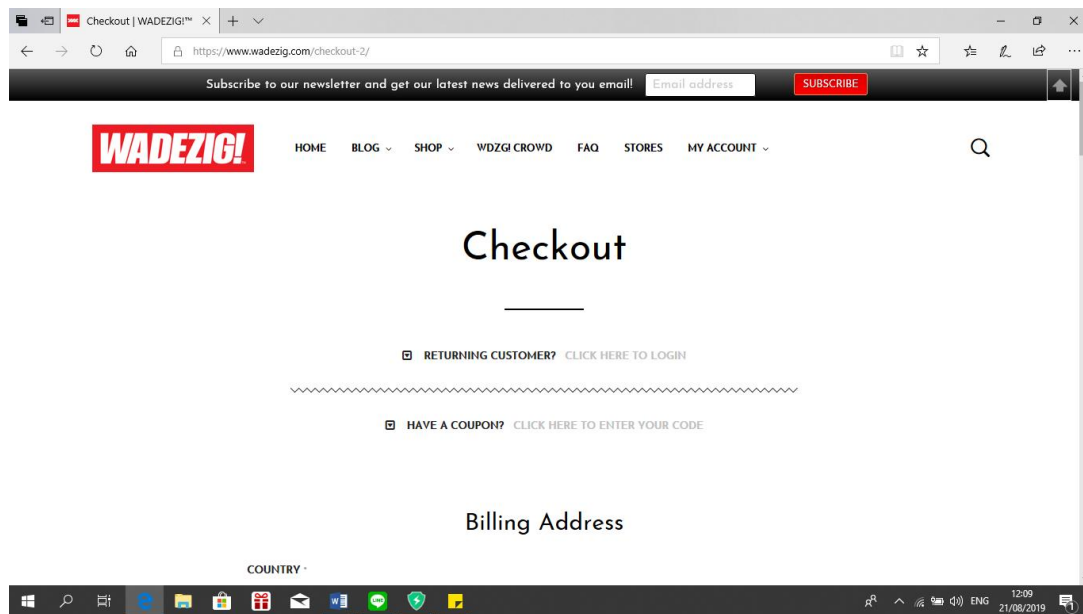
Figure 5. Cart Display

Figure 6. Checkout Display

The Wadezig brand also introduces and offer an easier way to buy the products by providing a website. Company profile menu can be seen in Figure 7 which describe the product thoroughly so they can gain a trust from the customer offer.
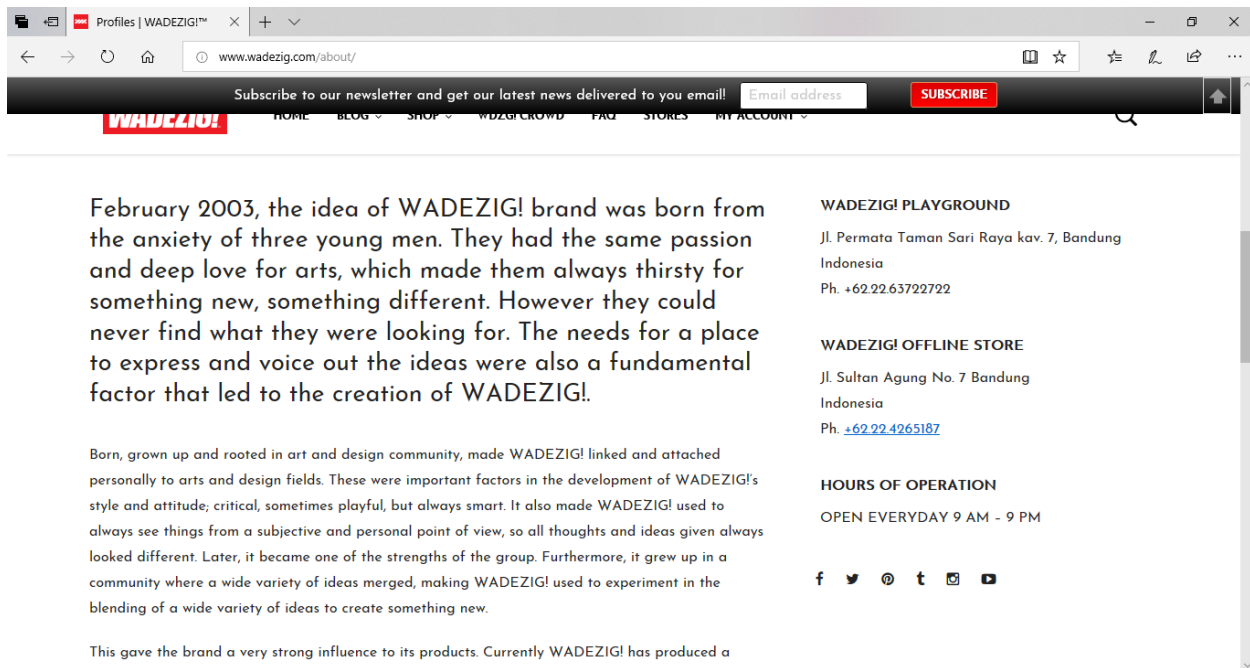
Figure 7. (Company Profile)

Furthermore, to develop its business and gain trust from the customers, Wadezig provides Wadezig care so they can give a critism or suggestion. We can see several menus to make it easier for the customers. However, the website is designed according with the e-commerce strategy used by Wadezig. So, we can adjust the website according to its owner.

Wadezig also make their own private communication with the costumers through web, it can be acessed by mobile application. As for the transaction itself, the customer just needs to wait until the product is arrive, however, the transaction can be cone directly. Observing the behaviour of the customer from the target market may be needed to promote channels so the customer can save their time as well as their money. this is in line with Isramawati in her research [7].

4. Conclusion

In the current technological era, website that provides ease for the customer will likely has a great deman. The customer may be needed to feel secure and comfort when making transactions. As local industry has been growing rapidly, startup business must provide something that will spark the customer's interest, so they can gain trust from the customer. Therefore, website design supports the company' development process. However, do not forget the 3 important points as we explain above, perseverance as well as the carefulness from the owner of the company. Therefore, finding a good opportunities to develop the business is a plus point in this industry. As local industry has been growing rapidly, startup business must provide something that will spark the customer's interest, so they can gain trust from the customer. Therefore, website design supports the company' development process. However, do not forget the 3 important points as we explain above, perseverance as well as the carefulness from the owner of the company. Therefore, finding a good opportunity to develop the business is a plus point in this industry.

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