

Improving SME Marketing in Belitung District through Online Market

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Abstract. This study discusses the increasing of SME marketing in Kab. Belitung through the online market. Today the development of tourism in the Belitung is increasingly rapidly, bringing many new business opportunities. The purpose of this research is to build a business chain in the field of tourism involving SMEs through the online market, knowing what business opportunities can be implemented through the rapid development of tourism as well as with the development of technology now. This research uses observation method that is by going directly to the field to find out the real situation. The technique of collecting data among others from a Primary data source that is by doing direct observation (Observation), and secondary data source that is by studying data already available or given by party concerned. The results of this study are the creation of business chain through online market, especially in the field of tourism involved in involving SMEs, in this case, the government also plays an important role in providing education and support to business actors about tourism. So it can increase human resources or become experts to be placed in tourism-related institutions.

1. Introduction

Online store business is a business model that offers a lot of variety of goods and services digitally with a global reach not only limited to certain regions, in other words, no limit or very broad. Can even participate in the growth of small medium-scale businesses nationally [1]. The presence of positive and significant impact implications for greatly improving economic welfare also greatly increases the rate of economic growth. Having a significant competitiveness is one element of the online store business because it is easy to adjust to the target market conditions. Online business stores are also easy to establish cooperative relationships between business partners in procuring and distributing services and goods directly without intermediaries. This fact will obviously lower operating costs and increase business margins [2]. Running an online store business can build a personalized relationship with customers so that it becomes closer, communicative and more interconnected service [3].

The Internet changes the transactional paradigm where business-to-business marketers operate. Business to business marketers who take advantage of the operational efficiency and effectiveness that arise from utilizing the Internet in transactions outperform companies using traditional transactional processes [4]. Sales is the company's main activity in generating revenue, both for large companies and small companies. Sales is the ultimate goal of marketing activity, because in this section there are pricing, negotiation and acceptance agreements, as well as agreement on payment methods agreed upon by both parties, to reach the point of satisfaction. [5] One way to sell is to use web-based [6]. This web-sales can increase profits. [7]



The existence of online store business can provide assurance to customers in an interactive and intensive, so as to increase customer, in this case the values of satisfaction. It is true that the online store business has a very high level of competence, even some research done, and it is true. The smooth and easy mechanical transactions in the online store business can provide an opportunity to grow the global market goal [8]. Electronic commerce applications such as online store business are the most common business models. Online store creation has no effect on consumer purchase decisions, which have transactional support that can attract the attention of traditional customers with various conveniences such as maintaining customer loyalty [9]. Although online stores have become business channels in developed countries, such as America, and other European states. But for a developing country it is still at the innovating stage and a very promising business opportunity [10].

2. Method

The method used is direct observation of the object of research (observation), data collection is done by direct observation and question and answer with the relevant agencies and existing business actors. The tool that researchers use is in the form of questionnaires and questions submitted to relevant agencies and business actors. In addition, the data obtained will be further processed so as to produce actual information that refers to data that the researcher may have before.

3. Results and Discussion

Tourism development in Belitung Regency is now very fast compared with 10 years earlier. With various improvements and promotions made by various parties to make Belitung Regency as a tourist destination. In addition, the Belitung regency's own tin-producing and cultural culture embedded in the community about the mine is so inherent that it also becomes one of the challenges in the development of this tourism business itself which between tourism and the mine will never be in line. In addition, sometime recently, the warmth of East Belitung Regency is planned by the provincial government to become a large tin mining area. And this will have an enormous impact on the people of both East Belitung and Belitung. Therefore, in this case, the government has an important role in deciding fair policies. The growth of SMEs Belitung District in 2016 reached 15,000 SMEs from various fields. Belitung Timur Regency's SME in 2014 reached the number of 1975 units.

Efforts to develop the social capital of the community are done by the local government by providing an independent PNPM program in the field of tourism, the program is implemented around 2010 to 2013. Some SMEs in Belitung and East Belitung regencies get the program. The results of the programs that have been given in the last few years have not yet been given the maximum impact on the progress of life for the community. In an effort to support the professionalism of workers in the field of creative industries the government held training, and seminars to improve the quality of human resources.

Various efforts made to promote the development of tourism to participate to support the progress for SMEs. Investment climate began to be intensified so that the growing business sector in the field of tourism and creative industries so as to provide opportunities for the activists to bring new products (Figure 1 and Figure 2).

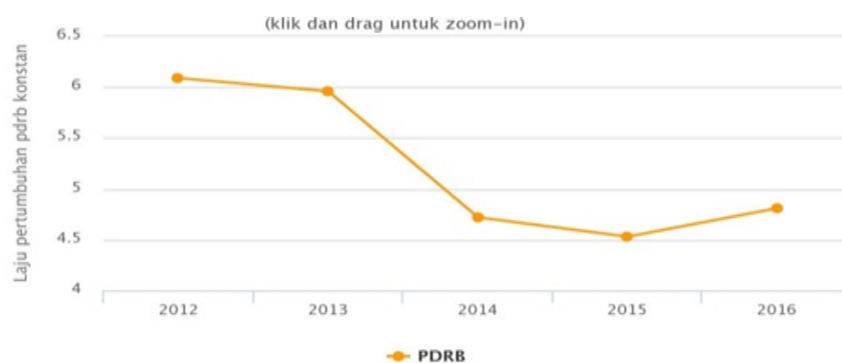


Figure 1. PRDB of Belitung Regency based on Constant Price.

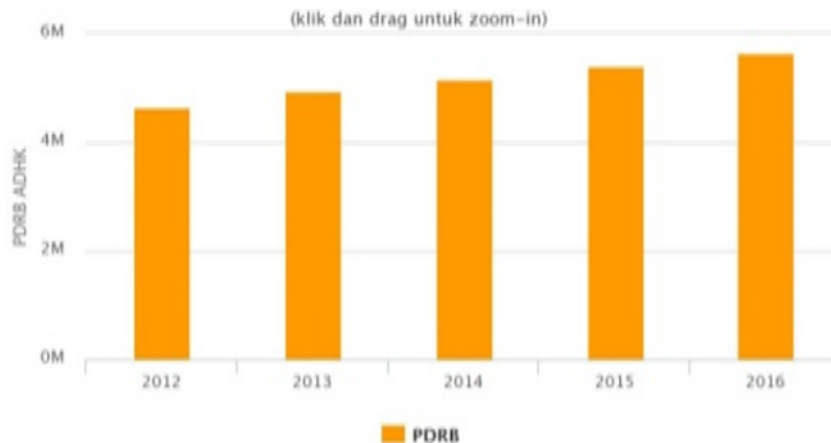


Figure 2. PRDB Growth Rate Belitung District.

Sustainable Tourism Development is characterized by four conditions: (1) Community members must participate in tourism planning and development processes, (2) Education for hosts, industry players and visitors/tourists, (3) quality of wildlife habitat, use of energy and microclimate must be understood and supported, (4) Investment in alternative forms of transport.

Human resources become an important part to improve the quality of a product quality and tourism. In the management of human resources, there are functions that must be applied, selecting resources that are already competent in the field of creative and tourism industries or increase the value of existing resources. on the basis of Constant Prices in 2010.

Many business actors from non-educational backgrounds or inadequate knowledge of creative industries, most of them are just seasonal followers. Many impression that does not master the products they sell or the business they run so cannot explain well about their products or their business when there are customers or guests who ask. It is not a requirement that all workers should have an appropriate educational background. But for work directly related to the buyer or the guest becomes imperative so that the services provided seem more qualified and professional. Resources that do not have a tourism knowledge background need to be provided with education or training in tourism.

It Cannot be denied by the increasingly sophisticated technological developments as nowadays have enormous effects in all fields. And this also has its own positive and negative, with the internet now we can buy what we want, only through the smartphone we can shop anything according to our needs. With the online market is expected to expand the scope of marketing products of SMEs in the marketing of their products and certainly expected to increase the welfare of the community of SMEs in marketing their products to a higher stage with a wide marketing coverage is not limited to the region, city, or country. And motivate them to create superior products that will compete in the global market. The success and failure of tourism business development involving SMEs in Belitung Regency are dependent on the quality of human resources owned and all components such as stakeholders or local government as policymakers should also participate to encourage, assist and support the development of tourism business involving SMEs to run and able to prosper society (Figure 3).



Figure 3. One of SME products of Belitung Regency, banana peel chips.

4. Conclusion

The conclusion is that the increased marketing of SMEs in Belitung Regency through the online market that is now experiencing the development of tourism in Belitung regency which increased rapidly, bringing many new business opportunities. The purpose of this study is to build a business chain in the field of tourism involving SMEs through the online market, knowing what business opportunities can be implemented through the rapid development of tourism as well as with the current technological developments, by taking advantage of the opportunities that exist with marketing online SMEs that exist will not only grow nationally but also internationally.

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