Marketing Innovation Development for the Padang Serai Bengkulu Village Community in the use of E-Commerce to Market Agricultural Products as an effort Fulfill Community Needs During the Covid-19 Pandemic

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Abstract
The lack of efficiency and effectiveness of farmers in producing and selling agricultural products due to the impact of Covid-19, by using information technology these problems can be reduced. One product of the rapid development of information technology is E-commerce. In this modern world, e-commerce (Electronic Commerce) has had a major influence on the growth of the social and economic order of society. The aim of this program is that the people of Kampung Padang Serai Bengkulu can find what they need and need in managing their agricultural land by using information and communication technology that they understand from program socialization.
Keywords: covid-19, e-commerce, web, agricultural products

INTRODUCTION

In the last few days, cases of COVID-19 in Indonesia have soared. On Thursday (24/6/2021) yesterday alone, 20,574 people were confirmed positive for Corona in a day in the country. DKI Jakarta is the largest contributor to COVID-19 cases, namely 7,505 cases on Thursday (24/6/2021). This is the highest record for adding daily cases of Corona in the capital since the pandemic. Now the total cases of COVID-19 in Indonesia have reached 2,053,995 cases (Mansi, 2021) Of these cases, 1,826,504 people were reported to have recovered, but 55,949 others died. While the development of the Bengkulu Province COVID 19 Case as of June 24 2021, 9425 people were Positive, 8106 people were Healthy and 200 people died

Source: https://covid19.bengkuluprov.go.id/
Figure 1. Development of the Bengkulu Province Covid 19 Case, Update 24 June 2021
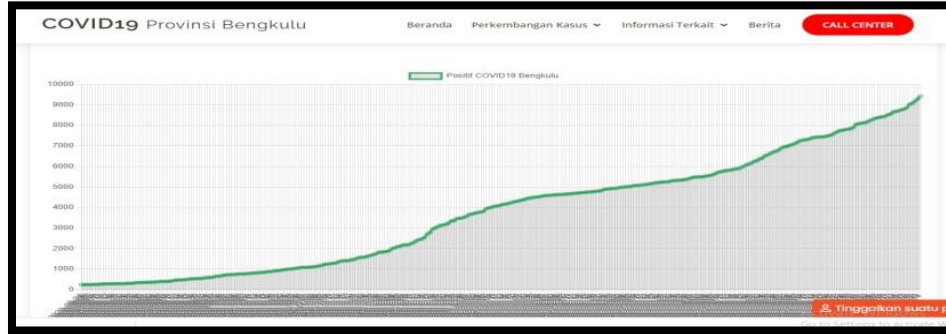
Figure 2. Graph of the development of the Bengkulu Province COVID 19 Case
Source :https://covid19.bengkuluprov.go.id/

Not only ordinary people, the Covid-19 disease has also attacked Indonesian officials such as: the Minister of Transportation Budi Karya Sumadi, Director General of Railways of the Ministry of Transportation Zulfikri, Karawang Regent Cellica Nurrachadiana, Deputy Mayor of Bandung Yana Mulyana, Mayor of Bogor Bima Arya, former Bengkulu Police Chief Inspector General Supratman, Head of Public Relations of the Bengkulu Regional Police Kombes Sudarno, Head of the Bengkulu Police Dokkes, dr. Zayadi Main Commissioner of Tiara Sella Hospital and Wakatumkit Bhayangkara Bengkulu.This condition makes the public more alert and think twice about entering the area that iscrowded with people, such as markets or shopping centers. What's more, there is a new variant of the Corona Virus that has entered Indonesia. These new variants include B117, B1351, and B1617. Several countries are currently experiencing a spike in COVID-19 cases (Ahmar & Rusli, 2020) .Several factors have caused an increase in cases in these countries, namely the mobility of people's movements, the existence of a new variant of the COVID-19 virus, namely B.117 from England, then B.1351 from South Africa and a double mutation variant from India B.1617. Variants classified with the Variant of Concern or VoC to watch out for, there are three types, namely B.117, B.1351, and variant B1617. The B.117 variant is known to have a higher transmission rate of around 36 to 75% compared to the previously circulating virus types.

Figure 3. Update on the Case of the New Variant of Covid 19
Source: kemkes.go.id

Seeing these conditions, the total number of market visitors has dropped drastically since the Covid-19 case. Only some people still have the courage to fulfill their family's daily food

needs even though they are accompanied by a feeling of anxiety and limit themselves more when shopping and as much as possible not linger in the market to minimize the possibility of being exposed to Covid-19 (H. Rahmayanti, I. Ikhsan, 2020).

The government has again stipulated the Enforcement of Micro-scale Community Activity Restrictions (PPKM), which took effect June 15-28 2021. This was conveyed by the Chair of the Committee for Handling Covid-19 and National Economic Recovery (KPC PEN) and in the regulation of Restricting Community Activities, it must take into account developments Regional Risk Zoning in each region psucceeded in suppressing the mobility of people to public places. In the future, if there is a bigger surge, the government will re-implement itWFH and Large-Scale Social Restrictions (PSBB) policies.

The Covid-19 outbreak, which has entered Indonesia for two years since the case was discovered in early March, has had a broad impact on various sectors in the country. The trade, transportation, tourism sectors, including the agricultural sector, are also affected by the spread of this dangerous disease. However, the agricultural sector is a safeguard to meet the daily food needs of the community, both food agriculture, livestock, vegetables and fruits, and plantations. Moreover, the outbreak of Covid-19 requires people to increase their immunity by, among other things, consuming a variety of and nutritious foods. With the indicator that the average household food expenditure is still around 50 percent of total expenditure, it can be said that food is a crucial issue for the average Indonesian household.

Currently Large-Scale Social Restrictions (PSBB),Enforcement of Micro-scale Community Activity Restrictions (PPKM), Work From Home (WFH)and the application of social distancing to ward off the Covid-19 corona virus outbreak is considered beneficial*startupse- commerce*In Indonesia, this should be utilized by farmers to market their agricultural products.The development and progress of information technology has helped and facilitated human life from various dimensions. The use and application of information technology causes communication between people who are limited by great distances to be carried out such as having conversations between people facing each other. The use of information technology causes the dissemination of information to be done very quickly and can reach very many people.

*E-commerce*is a product of the rapid development of information technology. In this modern world, e-commerce (Electronic Commerce) has had a major influence on the growth of the social and economic order of society. Electronic Commerce has become an important part of both private and public business sectors. This is because by using electronic commerce, operational costs can be reduced in order to be competitive and with the increasing number of requests that require fast and accurate service. This is a social symptom of the development of information technology (Anjaningrum, nd).

The presence of a staple shopping application is an option whenLarge-Scale Social (PSBB),Enforcement of Micro-scale Community Activity Restrictions (PPKM), Work From Home (WFH)and implementation of social distancing. Here are some applications that are used by the public in shopping for basic needs using applications during Covid-19.

Basic Needs Shopping Application

GrabFreshH

appyFresh

Figure 4. Basic Needs Shopping Application

In addition to smartphone applications, the implementation of e-commerce can also be in the form of websites that are interactive, in this case websites that, in addition to being able to

display information, can also retrieve information from everyone who is a member and then display information sent by participants who are members. A farmer is a person who works to plant something on an agricultural land and expects income at the time of harvesting what he has planted at a time. To be able to increase the profits of farmers, the use and mastery of information technology for farmers is absolutely necessary.

Coupled with the pressure of the situation from the impact of the Covid 19 virus pandemic which forced farmers to become more familiar with technology in terms of marketing their agricultural products so that they could generate profits and meet people's needs for food in an easy way without any worries about being exposed to the current Covid 19 pandemic (Marchand et al., 2021).

Partner Problems

Sales of produce from the Padang Serai Village Community in Bengkulu City in the form of vegetables. The problem for the people of Kampung Padang Serai, Bengkulu, is that they traditionally sell the vegetables they produce to the market and sometimes display these vegetables on the side of the main road so that only people passing by on the road can see the vegetables they are about to sell. The sales model in this way makes the number of vegetables sold very limited during the current Covid-19 Pandemic. In addition, farmers are technology stutterers, so they are limited in marketing their agricultural products in a millennial way.

Activity Purpose

Referring to the problems proposed to be solved, the objectives of this activity are:

- The people of Kampung Padang Serai, Bengkulu city, can find what they need and what they need in managing their land and agricultural products by using information and communication technology that they understand from the socialization provided in the context of the science and technology program for the people of Kampung Padang Serai, Bengkulu city (IbM). .
- Can increase sales of vegetables in a millennial way with the e-commerce method to meet people's food needs in dealing with the Covid-19 pandemic.

Activity Benefits

The benefits of community service program activities for lecturers implementing the program in detail are as follows:

- increasing the ability of lecturers to communicate with the community in carrying out this program which requires collaboration between the team of lecturers and implementing members together with the community, especially in the Padang Serai Village Community, Bengkulu City.
- Implementation of knowledge in the field of management as a form of moral and social responsibility to society for the benefit of many people, especially the Padang Serai Village Community in Bengkulu City in dealing with the impact of Covid-19.

LITERATURE REVIEW
Covid

The COVID-19 pandemic is known to have started in the Chinese city of Wuhan at the end of 2019, and then spread throughout the world in early 2020. (Dadang Darmawan et al., 2020), including to Indonesia. The spread of COVID-19 in Indonesia was discovered on March 2, 2020, by the infection of two residents in the city of Depok (Dadang Darmawan et al., 2020). The development of the COVID-19 pandemic continues to roll in and attack people who cannot keep their distance (physical and social distancing). The COVID-19 pandemic has greatly affected various aspects of life. There have been many studies on the effects of COVID-19, for example

its impact on the world economy, education, tourism, including religious life.

E-commerceand Development

Electronic commerce (e-commerce) is a concept that can be described as the process of buying and selling goods on the internet or the process of buying and selling or exchanging products, services and information through information networks including the internet (Ayu & Lahmi, 2020) . E-commerce according to Suyanto2 (2003) in the journal (Marchand et al., 2021) stated that it has a very large impact both for businessmen, consumers and society in general. These impacts will certainly encourage regional economic growth faster than conventional trade which requires face-to-face contact between sellers and buyers.

According to Suyanto (2003) in the journal (Kotler, 2014) the impact of the development of e-commerce for organizations implementing e-commerce for their businesses includes expanding the market place to national and international markets; lowering the costs of producing, processing, distributing, storing and retrieving paper-based information; enabling inventory and overhead reduction by simplifying supply chain and "pull" type management; reducing the time between capital outlay and receipt of products and services; support business process efforts,*reengineering*; reducing telecommunication costs Market expansion will not only boost the economy of a city area, even if promotions carried out through internet media can reach international markets, it can even increase the added value of the national economy and improve the national economy.

WWW

Internet actually refers to the term to refer to a network, not a specific application. Therefore, the internet does not have any benefits without the appropriate application. The internet provides a variety of applications that can be used for various purposes. Every application runs on a certain protocol. WWW or what is often referred to as the "web" alone is the most popular internet application. It is so popular that many people confuse the web with the internet. Technically, the web is a system where information in the form of text, images, sound, etc. stored on an internet web server is presented in the form of hypertext.

Information on the web in text form is generally written in HTML (Hypertext Markup Language) format. Other information is presented in graphic form (in GIF, JPG, PNG format), sound (in AU format, WAV), and other multimedia objects (such as MIDI , Shockwave, Quicktime Movie, 3D World)(Teknologi & Vol, 2015).

Electronic Mail/Email/Messaging

Email or in Indonesian terms, electronic mail, is an application that allows internet users to send messages to each other via electronic addresses on the internet. This software provides the functions of editing and reading emails offline (not connected to the internet), thus, the cost of connecting to the internet can be saved. Connection is only needed to send (send) or receive (receive) email from the mailbox. On the other hand, for web-based e-mail users, all e-mail activities must be carried out through a website. Thus, to use it must in online condition. Email addresses from ISPs (Internet Service Providers) are generally client-based, while web-based emails are usually provided by free email service providers such as Hotmail (www.hotmail.

Agriculture

In the Journal agriculture (Putra, 2014) is an activity of utilizing biological resources carried out by humans to produce food, industrial raw materials or energy sources and to manage their environment. Agriculture includes food crop agriculture, plantations, forestry, horticulture, animal husbandry, and fisheries

The broad meaning includes all activities involving the use of living things (including animals, plants and microbes) for the benefit of humans.

Vegetable Plants

Vegetables are a general term for foodstuffs of plant origin which usually have a high water content and are consumed fresh or minimally processed. The term for various types of vegetables is also known as vegetables or vegetables. "vegetables", as the basic word for vegetables, is a component that accompanies rice (or other staple food) in a liquid or slightly thick broth. "Vegetables" are anything derived from plants (including mushrooms) that can be eaten as vegetables, the term "vegetables" is not scientifically defined. Most vegetables are the vegetative parts of plants, generally leaves but can also be young stems or tubers. In general, vegetable plants are divided into 2, namely plants that are planted seasonally and annually. Annual vegetables are vegetables that can be grown all year round and are not tied to the type of season and environment, for example petai, jengkol and other types of vegetables. While seasonal vegetables are types of plants that can only be planted in certain seasons and cannot be planted other than that season, for example carrots, kale, shallots, garlic, and others. (Agriculture, nd)

METHOD

Based on the problems previously identified, namely the lack of efficiency and effectiveness of farmers in producing and selling agricultural products due to the impact of Covid-19, by using information technology these problems can be reduced.

The details of the steps in the implementation of the work are:

- Coordination with the Kelurahan and Head of Farmer Groups to determine and determine participants who will take part in the training.
- Prepare the material that will be given both softcopy and hardcopy. Prepare the place for the training to be held in New Normal conditions while still paying attention to the health protocols of the participants
- Prepare handwashing facilities and soap at the entrance to the training room
- Encourage participants to wear masks and wash their hands before entering the training room and keep their distance
- Prepare a computer, both Personal Computer (PC) and Laptop/Notebook. Install the required software.
- Explain the theory and put the theory into practice.
- Evaluate the training participants whether they are able to use the internet as a tool to find the information needed.

The results of the training will show that the ability of each participant is able to use information technology for agricultural needs and digital marketing.

Provide material through lectures which include:

Material 1: Understanding the concept of material

Material 2: The practice of the theory that has been explained

Training Methods

To carry out these activities, several training methods are used, namely:

Lecture method

The lecture method was chosen to provide an explanation of management concepts business and its functions.

Question and answer method

The question and answer method is important for service participants, when receiving explanations about theory.

Simulation Method

This simulation method is very important given to the participants to provide an opportunity to simulate problems related to business management.

RESULTS AND DISCUSSION
Results

From this activity, the results obtained were that the Beringin Raya Village Joint Fortune Farmer Group was able to use information and communication technology in finding their needs for various kinds of information in managing their agriculture and indirectly, the Beringin Raya Village Joint Fortune Farmer Group was able to increase their competitiveness because the way or the information they really need can be obtained by holding this program.

Figure 5. Search results for Fertilizer Information Sites

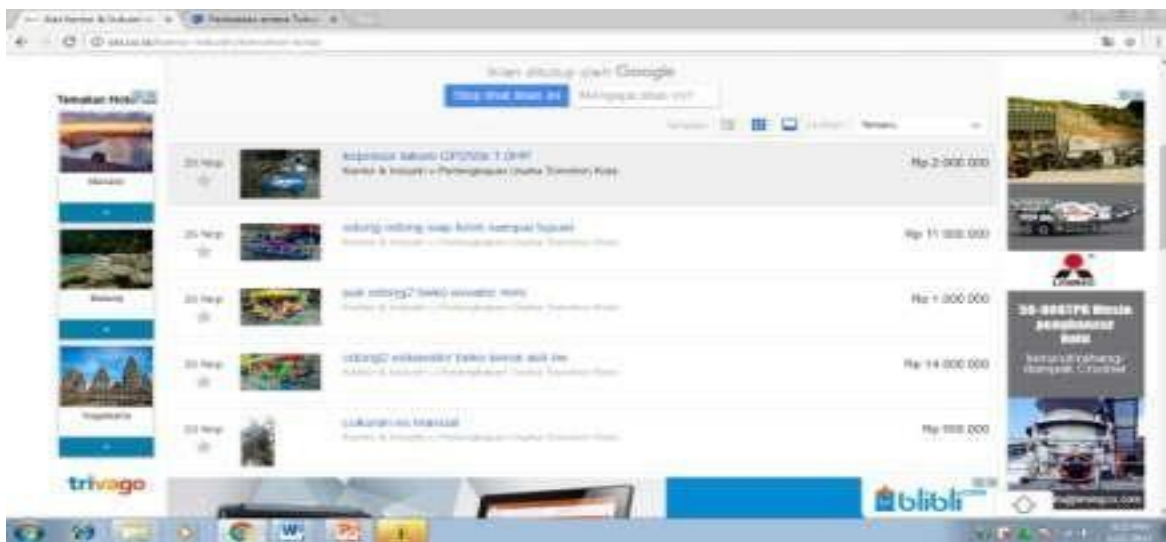**Figure 6.** C2C model E-Commerce transaction type

Figure 7.C2C model E-Commerce transaction type, Olx.co.id application, with a choice of Office and Industrial goods categories, and the results

Web Sales of Vegetables Online Farmer Group Rezeki Bersama
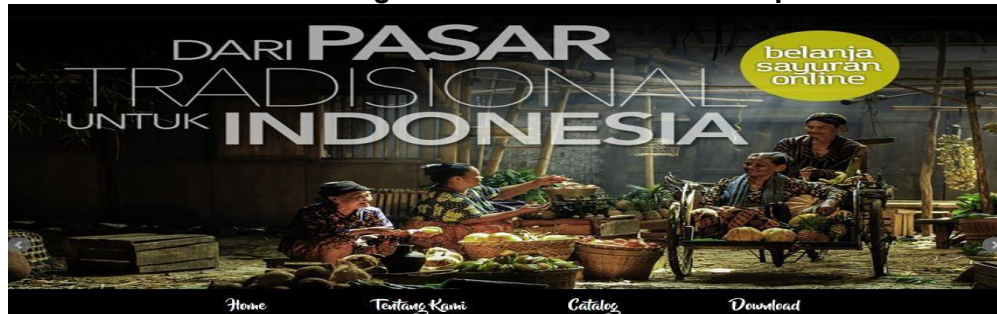

Figure 8. Main Page Sales of Vegetables Through the Website

This is the home page for the latest posts about writing and so on, this page displays the Home, Chart, Checkout and My Account and Catalog menus, besides that there is also a search menu regarding content on the online vegetable website.

Figure 9. Menu page

This is the shop's menu page, this page contains various vegetables that are marketed online, visitors (buyers) can order the vegetables they want to buy by directly clicking add to cart, which means to put them on the shopping list, after adding to chart, the buyer can determine the amount needed. item you want to buy.

Figure 10. Several types of vegetables marketed

This is the shop's menu page, this page contains various vegetables that are marketed online, visitors (buyers) can order the vegetables they want to buy by directly clicking add to chart, which means to put them on the grocery list, after adding to chart, then Buyers can determine the amount of goods they want to buy.

Figure 11. Chart Page, Online Vegetable Sales System

The chart page is a page that displays a shopping list, this page contains items that have been pre-selected at the time of the shop, this page displays the price of the goods and also the amount to be paid, and buyers can cancel items they don't want to buy on the page this.

Discussion

From the results obtained through the PPM that has been carried out by the Management Lecturer of the Faculty of Economics and Business in utilizing e-commerce to market agricultural products from the Joint Rezeki Farmer Group, Beringin Raya Village, Bengkulu City to meet community needs during the Covid-19 pandemic, then questions like :

- What changes were made after the program took place?
- How was community support shown when the program was implemented?
- What concrete examples did the implementation team create in developing communication skills?
- What concrete examples did the implementing team create in developing collaborative skills?
- How do you market products through online marketing to meet people's needs during the Covid-19 pandemic?

Can be answered with a summary of the sentence, that is, with this program, it will have an impact on:

- Increased competitiveness of farming communities in managing their agricultural products due to their increased knowledge in using information technology to obtain all kinds of information
- Increased knowledge about how to find sites that sell their needs such as fertilizers and vegetable and flower seeds, as well as the ability to implement E-Commerce
- The emergence of a sense of togetherness and cooperation in sharing information and the rise of mutual cooperation
- From the implementing team is the increased ability of the team to communicate with the community which can be proven by the team's success in running this program which requires cooperation between the team and with the community.
- The team guides Farmer Groups to create and run the Web in marketing products online. The joint Fortune Farmer Group's vegetable sales web system has been well implemented and received a good response from the community as seen from the increase in online sales in meeting the needs of the community during the Covid pandemic

CONCLUSION

The results of the survey from the service program in the form of socialization carried out at the Rezeki Bersama Farmer Group, it can be concluded that farmers who have received socialization have been able to use information technology, in this case the internet, to find the

information they need in managing their agricultural products and also has knowledge in implementing E-Commerce in selling agricultural products so that it will be able to increase the competitiveness of these farmers and as an effort to fulfill community needs during the Covid-19 pandemic.

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