

E-Marketplace-Based Online Sales Training for Traditional Market Sellers in Karangayu, Semarang, in Response to Changes in Consumer Behavior

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ABSTRACT

The rapid rise of e-commerce has significantly impacted traditional markets. Society is faced with two choices: to embrace the progress of the time or not. This service project explores the challenges sellers face in Semarang's Karangayu Market face due to shifting consumer behavior towards online shopping. The declining income and customer base prompted a community service project by Universitas Widya Husda Semarang to equip sellers with online sales strategies. The program targeted 18 sellers dealing in fashion products. It involved three phases: survey, implementation, monitoring, and evaluation. The program addressed challenges by presenting the evolution of online shopping and popular e-marketplace platforms, providing a question-and-answer session where participants expressed concerns about e-marketplace competition. Conducting a training session on creating Shopee seller accounts, highlighting the functionalities of the Shopee seller dashboard for managing online stores. The community service team initiative successfully empowered sellers with basic e-marketplace knowledge and skills. Regular training programs targeting non-digital sellers are recommended to bridge the digital divide and ensure the sustainability of traditional markets. This program can serve as a model for future initiatives aimed at supporting traditional businesses in the digital era.

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INTRODUCTION

The rapid and advanced technological advancements have brought about diverse impact on society in various fields. (Cholik, 2021). Society is faced with two choices: to embrace the progress of the time or not. Those who choose to embrace the progress of the time will not be left behind in technological knowledge. (Maulida Sari & Setiyana, 2020), while those who choose not to embrace the progress of the time will be left behind (Ardiansari, 2021). In the business world, the competition among businesses is very tight. (Diandra, 2019). Businesses strive to maintain the continuity of their businesses and compete to achieve their desired results. (Hidayati & Wibowo, 2023). Businesses always hope that their growth will continue to increase over time. (L. R. Putri, 2019). The information landscape in various disciplines has transitioned from being simple and basic to becoming advanced and rapidly developing. This is also not limited by time and place constraints. (Rafiq, 2020).

As the public's need for fast and affordable information increases, the need for information providers to have online media becomes increasingly apparent. This can be done by utilizing the internet (Maulana et al., 2015). The Internet and social media have made significant contributions to the ease of business activities, especially online sales and purchases (Verawati & Anwar, 2023). The increasing internet penetration in Indonesia has led to a shift in marketing technology. The use of the internet by individuals to meet their needs has a significant impact on the online realm, which is currently experiencing exponential expansion. This growth is particularly evident in consumer purchases and online shopping (Tjahjono, 2018). The emergence of the online shopping trend has changed the shopping patterns of Indonesian society (Kusuma & Safitri, 2024). Traditional shopping behavior involves going directly to the store. With online shopping behavior, consumers do not have to come to the store (Hakim, 2019; Romania et al., 2023). This creates consumer perception regarding the effectiveness of their time and cost sacrifices (Putri et al., 2017). They perceive that conventional shopping requires a lot of time and money because they have to come to the store and prices are usually more expensive compared to online shopping which is usually cheaper.

A common sight in Semarang City is the traditional market. One of the traditional markets in Semarang City is Karangayu markets, located on Jenderal Sudirman Street, West Semarang District, Semarang City. However, the existence of traditional markets is threatened by the presence of e-marketplaces. One of the causes of the decline in the existence of traditional markets is due to changes in lifestyle and shopping patterns among people, shifting from offline shopping to online shopping (Sanjaya, 2018). Seller complains that their income and turnover have decreased due to losing competition to e-marketplaces and live shopping. In addition, the prices offered on e-marketplaces and live shopping are usually below the average price that should be.

Upon careful review of the situation analysis provided by the community service team and partners, it is evident that the partners are facing challenges. These challenges include a decline in customer base and revenue, as well as sellers offering prices that are less competitive compared to those set by e-commerce sellers. In light of these challenges, sellers must quickly adapt to the advancement of information technology and cater to the evolving shopping habits of Indonesian consumers. This can be achieved by shifting their marketing strategies from offline to online platforms or adopting a hybrid approach that encompasses both methods.

The community service team addressed the various challenges faced by the partners by delivering an informative presentation on the significance of transitioning marketing strategies from offline to online platforms. Additionally, the community service team conducted a training session specifically focused on creating Shopee seller accounts. This training was facilitated through a step-by-step tutorial on creating a Shopee seller account.

METHOD

This community service activity was conducted at Karangayu Market, West Semarang District, Semarang City. The target audience for this activity was 18 sellers selling fashion category products such as clothes, pants, bags, shoes, and accessories. This activity was held on Thursday, March 7, 2024. The community service activity was divided into three phases: survey, implementation, monitoring, and evaluation.

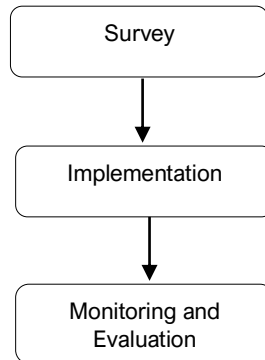


FIGURE 1. Activity of Flowchart

1. Survey

During this phase, the focus is on developing a comprehensive training program for the seller. A well-structured program ensures that the training activities are directed and effective. This program encompasses all managerial, technical, and scheduling aspects of the training activities. Following the development of the training plan, the team will conduct field coordination to ensure the smooth implementation of the training sessions. The training will be held at the agreed-upon location, Karangayu Market.

2. Implementation

The implementation phase involved a presentation on online sales strategies, a question-and-answer session, and hands-on training on creating a Shopee seller account. This activity was attended by the seller from Karangayu market and the community service team from Universitas Widya Husada Semarang.

3. Monitoring and Evaluation

Throughout the implementation phase, the community service team conducted intensive monitoring to ensure that the activities were carried out by the plan. The evaluation of the community service project was conducted after the completion of all activities. The evaluation involved gathering feedback from the participants, including their assessment of the presentation of the training materials, the hands-on training sessions, and the question-and-answer discussions. Participants were also encouraged to provide suggestions and recommendations for the community service team.

RESULTS AND DISCUSSION

This community service project focuses on online sales strategies through e-marketplace platforms to address the changing consumer behavior in Karangayu Market, West Semarang, and Semarang City. The market location was chosen due to complaints from sellers experiencing a decline in income and the number of customers.

Presentation

During this session, the community services team delivered a presentation on the evolution of the Internet and the rise of online shopping. The team also discussed various forms of e-commerce, highlighted the most popular online platforms, and explored the factors that drive people to choose online shopping. Following the presentation, there was a lively question-and-answer session with an engaging discussion. This session proved to be the longest, as the participants were highly involved and eager to learn about various online sales strategies and gain valuable insights from the team. During this session, most of the participants also expressed their concerns regarding the impact of e-marketplaces and live shopping on their businesses.



FIGURE 2. Presentation

The participants raised questions about selecting suppliers with low prices, how to set prices that can compete with e-marketplace prices, and how to increase the number of views during live shopping sessions.



FIGURE 3. Discussion Session

Online Sales Training

The training utilized a tutorial method, where the team guided the participants through the process of creating a Shopee seller account, explaining each step in detail.

Creating a Shopee Seller Account:

- **Step 1: Access the Shopee platform**
Download the Shopee application from the App Store or Play Store on your mobile device. Alternatively, you can register directly on the Shopee website at <https://seller.shopee.co.id>.
- **Step 2: Initial Registration**
Select the “register” option and enter your mobile phone number. You also have the option to register using your Google, Facebook, or Apple account.
- **Step 3: Verify Your Identity**
Complete the puzzle verification to ensure accuracy.
- **Step 4: Confirm Your Phone Number**
Enter the verification code (OTP) sent to your phone number for confirmation.
- **Step 5: Set Your Password**
Create a strong and memorable password that follows Shopee’s password guidelines. Then, proceed by clicking the “register” button.

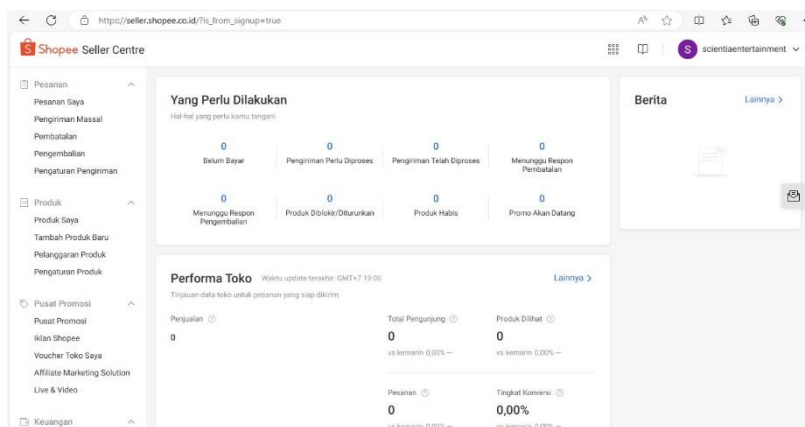


FIGURE 4. Shopee Seller Account

Figure 4 depicts the Shopee seller dashboard after successful account registration. This dashboard serves as the central hub for managing various aspects of your online store, including orders, products, promotions, and store performance.

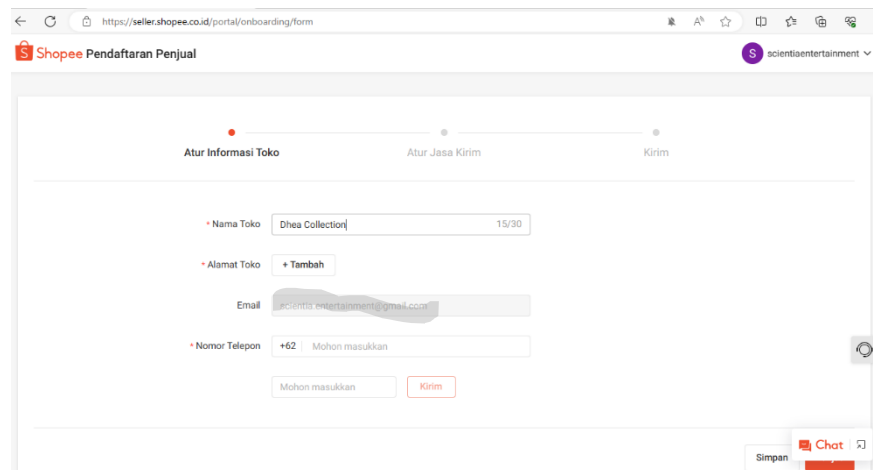


FIGURE 5. Seller Profile Page

After completing the account creation and registration, partners complete the shop profile which includes the shop name, shop address, email, telephone number, and OTP code then click “save”. Then, arrange a delivery service.

Currently, there is a change in marketing strategy from offline to online. These results are supported by (Kamuri et al., 2024) Online marketing strategies are effective and most often used through social media such as Instagram, Facebook, WhatsApp, and TikTok. Prasetyaningrum et al. (2024) this study highlights its findings on the transformative impact of e-commerce on K-Ban, emphasizing how technology has changed the way they do business from traditional sales to an online sales.

CONCLUSION

A wave of concerns and complaints emerged among sellers regarding the decline in their revenue and customer base. This situation led to a sense of discouragement and a pressing need for innovative solutions. To address these challenges effectively, the community service team took the initiative to organize an e-marketplace-based online sales training program. The training program was successfully conducted and received an enthusiastic response from the participating seller. To ensure effective training and reach a wider audience, similar community service activities should be conducted regularly, especially targeting sellers who have not yet adopted online sales systems. It is hoped that this community service initiative, focusing on e-marketplace-based online sales training, will serve as a model for other sellers in Semarang.

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