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Training on Website Creation as a Media for Promotion and Information on Clay Craft Products in Mayong Lor Village, Jepara Regency

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Article Info	ABSTRACT
	The aim of this training and mentoring activity is to digitize the marketing of clay-based ornament products in Mayong Lor Village through the use of website applications, so that it is hoped that it can expand the reach of product marketing and increase product sales. The implementation methods used in this activity are situation analysis, training, mentoring and evaluation. Participants in this training activity are business owners Kharisma Clay Art. The implementation of this activity is by providing training and assistance to business owners Kharisma Clay Art regarding the importance of digital marketing, website advantages and how to operate the website. The results achieved from the implementation of this training are that business owner Kharisma Clay Art has more insight regarding digital marketing through website applications and is able to apply and utilize his knowledge in everyday life.

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INTRODUCTION

The rapid development of information technology has led to an increasing public need for computer-based information systems in almost all fields and jobs. The development of technology and information is very important to pay attention to because currently technology and information are increasingly sophisticated, complex and full of dynamics and continuous changes. The development of technology and information is certainly inseparable from the help of the internet. This is because the internet is used as a means to find and find out all the information needed by the community. (Airlangga & Abdullah Hammami, 2020)

The impact of technological developments from time to time is the faster dissemination of information without knowing the situation or place. One of the parties that feels the impact of this technological advancement is in the field of businessUse the "Insert Citation" button to add citations to this document.

n. This is because business actors need information technology assistance to market their products so that they are known by the wider community known as digital marketing or digital marketing, which is an activity to promote and market a product or service by utilizing internet media or digital media (Rachmadi & Kom, 2020).

One example of promotional and product introduction media that can be used by a business owner is a website. Websites are a means for delivering information that is more efficient and up to date and can be more easily accessed by people in various regions with the help of the internet (Giap et al., 2020). In addition, the

website is also a media that is suitable to be used to introduce a product to the wider community as well as various potentials and advantages of the product that wants to be marketed. (Hasugian, 2018)

Jepara is a district that has a lot of local potential as a developing industrial center. The most famous industrial centers in Jepara are carving and furniture. Other industries in Jepara are monel, troso weaving, rattan weaving, and clay crafts. The industrial center in Jepara Regency has a variety of local products that can be traded abroad. However, not all industrial centers are the leading prima donna that are the center of economic concentration in Jepara Regency, one of which is the industrial center located in Mayong Lor Village, Mayong District, Jepara. Mayong Lor Village is a village in Mayong District, Jepara which is historically famous as a center of the clay craft art industry such as jugs, piggy banks and remittances.   (Parwaningram Dick., 2021) Earthenwerwe clay (ready to use) is the natural potential of the local area which is created with aesthetic and cultural value into a type of low-burn ceramics and can support the needs of rural communities that contain economic, social, cultural, educational and environmental values. Currently, the need for clay carving paste ornament craftsmen in Mayong Lor Village is to restore the economy of the creative economy industry which has been declining due to the Covid-19 Pandemic.

One of the MSMEs that produces clay carved paste ornaments in Mayong Lor Village is Kharisma Clay Art. Based on the results of observations and interviews that have been carried out by the Muria Kudus University service team to MSME business owners, Kharisma Clay Art stated that Kharisma Clay Art MSMEs need a mentoring activity related to digital-based management and marketing activities to introduce Kharisma Clay Art MSME products widely so that they can increase MSME income.

Based on these problems, the Muria Kudus University service team was moved to carry out training and assistance activities in creating and using websites as information media and product introduction through digital media. The purpose of this training and mentoring activity is to digitize the management of information management and product introduction to the community at large through the use of the website as one of the effective and up-to-date marketing media and can be reached by the wider community regardless of time and place so that it is expected to increase the income of MSME entrepreneurs with Kharisma Clay Art clay ornaments.

METHOD

This service activity was carried out for 6 months located in Mayong Lor Village, Jepara. The training and assistance activities for creating this website were carried out in the third month at the Mayong Lor Village Hall with the target of the activity being Kharisma Clay Art MSMEs (business owners and their employees).

This training activity consists of 4 methods of implementing activities which are a solution to overcome the problems experienced by Kharisma Clay Art MSMEs, namely the lack of breadth of product marketing reach, traditional marketing that is not yet digital-based. The following are the implementation stages used.

a) Situation Analysis

The analysis of the situation was carried out through visits or observations to the business owners of Kharisma Clay Art. This visit or observation activity aims to discuss the problems experienced by Kharisma Clay Art MSMEs and efforts to overcome these problems. That way, it is hoped that it will be known how the conditions and situations in the field are so that problems can be handled in accordance with the needs of partners.

b) Training

After previously conducting observation activities and interviews with Kharisma Clay Art business owners, several problems were found, one of which was that product marketing had not been maximized because digital marketing had not been implemented so that the product was not known by the wider community. So we provide training related to how to make a website and its operation as an effective, efficient and up to date media so that it has a great opportunity to market and introduce products widely regardless of time and place. In this training activity, the owner of the Kharisma Clay Art business and several of his employees were given an explanation regarding the advantages of the website as a marketing medium, how to create a website and also its operation. That way, it is hoped that after this training activity, the marketing of Kharisma Clay Art products can be widely reached and known by people in all regions so that it can increase income.

c) Assistance

After carrying out training activities, the next is to carry out mentoring activities aimed at the business owner Kharisma Clay Art and several of its employees who have been selected to be accompanied. This mentoring activity includes assisting in the operation of the website, how to market through the website and how to share the website with the wider community.

d) Evaluation

At this stage, the team conducts program monitoring activities on activities that have been carried out previously such as monitoring Kharisma Clay Art business owners and employees who have been selected whether they are able to operate the website as a marketing medium and evaluate whether Kharisma Clay Art business actors and their employees who have participated in training activities can understand the implementation of marketing through website

RESULTS

Before carrying out training and mentoring activities related to digital marketing media through the website, the service team has conducted observation and interview activities with business owners and employees of Kharisma Clay Art. In the interview and observation activities, we provided several questions related to the reasons for choosing the business, the marketing methods applied, income and obstacles faced during running the business.

Figure 1. Documentation of Interviews with Partners

Based on the data from the interview, it can be seen that the obstacles faced by the business owner of Kharisma Clay Art in Mayong Lor Village are in the field of marketing their products which are not yet digital-based, so that the products are not widely known to the public. One of the digital marketing media that is not yet known by the business owner of Kharisma Clay Art is website marketing media. In fact, marketing media through a website is an efficient and up-to-date marketing method so that it can attract the attention of the public because it contains information related to businesses and business products in detail. In addition, marketing media through websites can also be disseminated easily so that they can be reached in all regions without knowing the time and place so that they can attract consumer interest in the products sold. (Santoso, 2020)

From these problems, the service team made a training activity as well as assistance related to the creation and operation of the website as a marketing medium so that it is hoped that later the business owners of Kharisma Clay Art can take advantage of the knowledge and insights that have been obtained to develop a business that has been pioneered previously related to clay carved paste ornaments. The following are the stages of implementing training activities as well as assisting in the creation and operation of websites as promotional and marketing media:

a) Providing Training on Website Creation and Use

Figure 2. Website Development Training Documentation

The material presented during the website development training is as follows:

1. Basic Concepts of Website Applications

At this time, the internet is a common thing that is commonly applied in the midst of people's lives, including in several jobs, one of which is in the field of entrepreneurship. One form of application that can be applied as a promotional and marketing medium is a website (Hadion Wijoyo, 2021). A website is an

application that contains multimedia documents (images, text, sound, video, animations) which uses the HTTP protocol (hypertext transfer protocol) and to access using software called a browser. The website has several functions, including as a promotional media, marketing media, information media, educational media, and communication media. The purpose of applying the website in the field of promotion and marketing is to make it easier for consumers to get to know better the products offered by business owners. (Kristian Jurusan KPN STIMART & Lisda Rahmasari, 2015)

2. Stages of Website Design
   1) System Analysis
      The first stage of website design is to identify, evaluate the problem, and analyze what factors cause the problem. The system analysis is carried out using PIECES (Performance, Information, Economic, Control, Effiency, Services) analysis which aims to find out whether the system that is running is feasible or not.
   2) System Requirements Analysis
      The analysis of system needs consists of 2 types, namely functional needs and non-functional needs. Functional needs are needs that contain processes that will be carried out by the system. In addition, functional needs also include what information must exist and be generated by the system. Meanwhile, non-functional needs are needs that contain behavioral properties owned by the system.
   3) Design
      This stage is a system specification designed with legcaps made based on previously recommended needs. This design stage includes the following steps:
      • Create a use case diagram.
      • Create a context diagram.
      • Membuat Entiti Relationship Diagram (ERD).
      • Create a Data Flow Diagram (DFD).
      • Create a database subsystem .
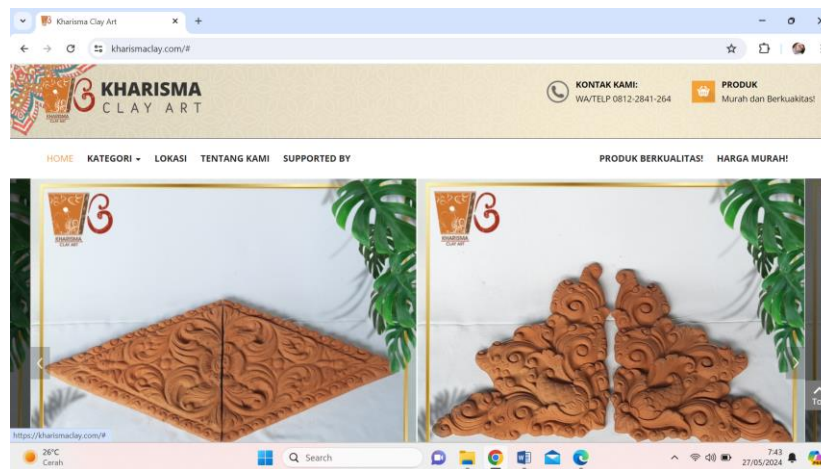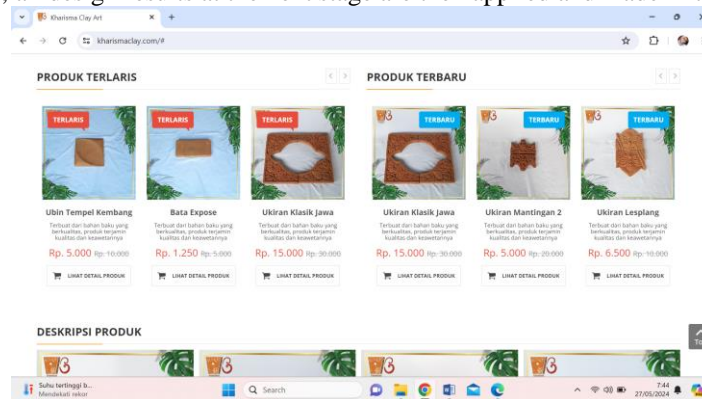   • Create a user interface subsystem .

Figure 3. Kharisma Clay Art Website Design

4) Implementation

At this stage, all design results at the next stage are then applied and made in the form of a website.

Figure 4. Kharisma Clay Art Website

b) Providing Assistance

The next stage after the training on website creation and operation has been carried out, namely carrying out assistance activities for the owner of the Kharisma Clay Art business and several employees who have been selected previously. This mentoring process starts from designing website content, creating website design, and implementing the website as well as its operation. Through this mentoring activity, it is hoped that it can help Kharisma Clay Art business owners to better understand and be able to operate their own website that has been created as a promotional and marketing medium.

c) Conduct an Evaluation

After previously training and mentoring activities have been carried out, the last stage carried out is the consolidation of the assistance results that have been carried out. This is done so that Kharisma Clay Art business owners can apply the knowledge they have gained independently to the maximum. This monitoring activity is carried out by looking at the extent of partners' ability to use and operate the website as a promotional and marketing medium.

The results of this website creation training and assistance activities can be summarized as follows.

1) The participants who took part in the training activities were more open in their insights regarding the effectiveness and importance of promoting through social media platforms such as Instagram and websites.

2) Kharisma Clay Art MSME business actors in Mayong Lor Village can use website media as a promotional medium independently.

3) Kharisma Clay Art MSME business actors in Mayong Lor Village can conduct digital-based marketing.

Kharisma Clay Art MSME business actors in Mayong Lor Village are more familiar with how to manage a website in an attractive and creative way.

CONCLUSION

Training on the creation and use of websites as a medium of promotion and digital marketing that has been carried out to partners is very necessary to overcome the problem of lack of public knowledge related to digital marketing media. With this activity, it can increase knowledge and awareness of the importance of utilizing digital marketing media to expand product marketing and increase partner income.

The product marketing process at this time has undergone changes with the application of digital marketing media through websites. Digital marketing is an effective marketing technique because the target market will be wider and the product can be known and reached in all regions. One of the digital marketing media applied is a website application. This is because the website is a complete and up-to-date information media so that it can attract the attention of consumers related to the products sold and it is hoped that the products can be known by the public at large.

The advice for Kharisma Clay Art business owners is to be able to participate in every training program related to digital-based marketing, both held by internal and external parties, with the aim that they can be used and applied their knowledge and insights in daily life.

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