PERANCANGAN MARKETPLACE DENGEN JOOMLA STUDI KASUS : PT. LUM CENGKARENG

Mohamad Firdaus
Universitas Indraprasta PGRI
mfirdausmumu@gmail.com

Abstract

Online marketplaces are so mushrooming that it can make it easier for someone to transact in everyday life. With this technology, market penetration is increasingly widespread and can generate large business profits. A company located in the Cengkareng area of West Jakarta is trying to develop its business. In accelerating the development of their business they are trying to organize a design and creation of an online marketplace and also provide training on the use of features in the marketplace online that can be used by the community to make transactions quickly. The method used in making this design is an explorative method in the application life cycle, where a marketplace website will be designed with the Content Management System application. The results of this paper show that the design of a marketplace website can be built using the CMS application, namely Joomla. This research is a form of utilization of online-based information technology at PT LUM.

Keywords: Marketplace, Online, CMS

INTRODUCTION

The development of computer technology supported by online networks has become something that must now, where all devices and tools around us have features based on an operating system (Operating System), which is based on standard tools such as firmware, or paid operating systems such as apple OS or free ones such as android OS. With this, information technology has advanced very rapidly and is felt by many people. The ease of technology offered makes users feel the many benefits of existing features. Devices such as android smartphones or laptops are now known as technological tools offering information media obtained using website applications. There are many applications offered for online transactions, the application is called an online marketplace, on android smartphones there are also application functions that run well as well as those in playstore, appstore and even in the future they hope it runs on Artificial Intelligent based(Bakti & Firdaus, 2023). PT LUM as a company also intends to deepen its market share to the online market wants to create a marketplace that is intended to be known and known to the public, so that their business can reach more people. This is very much needed by the industry, especially PT LUM which is domiciled in Cengkareng, West Jakarta. In developing this application, the developers are trying to do a detailed design design and full of caution. Therefore, a design is needed for the development of the application by the development team(Firdaus, 2020). They chose to design the application with the explorative method of the life cycle of an application(Achmad, 2016).
1. Marketplace
Marketplace is a term that is familiar to those who are familiar (Firdaus, Herliawan, & Bakti, 2023) with online buying and selling. From its creation, a Marketplace is a software created to be a place where sellers and buyers meet both in terms of selling goods or services to customers that can be done anywhere and anytime. With no direct meeting between them. Marketplace companies provide a place for sellers and buyers to meet, where buyers can see what products are being sold, and marketplace companies then benefit through commissions from each sale. The form of the marketplace can be a website or application that is directly connected to the internet. All activities that take place within the marketplace, including site management and various payment methods, are made suitable for customers by the marketplace. But in certain cases the marketplace is not responsible for the goods sold. This is because the marketplace's job is only to provide a place for sellers who want to sell and customers who are looking for products with instant transactions. For the problem of shipping payment goods, of course, the marketplace will provide it so that customers feel the benefits.

2. The difference between marketplace and e-commerce
There is a question what is the difference between marketplace and e-commerce. We need to explain that the marketplace is one part of e-commerce. But often many people equate e-commerce with marketplace. E-commerce is a business model that allows businesses or individuals to buy and sell goods via the internet (online). Almost all products, goods, and services, available on the Internet can all be purchased through electronic commerce that is inside the cloud system (Rachmad et al., 2023). This is why the advancement of e-commerce technology is considered an economic breakthrough. The features of e-commerce itself are now very diverse, and are always advertised both on TV media, the internet and even print media. With its sophistication, e-commerce can now organize all lines of distribution, sales, purchasing, and marketing of goods or services in various ways, whether technology or other media. An example of e-commerce marketing is the use of social media. In other words, e-commerce has changed the way humans generally transact in this world (Firdaus, Herliawan, Bakti, & others, 2023). One of the ways to learn e-commerce is how we get to know what an online store is and how to create one ourselves. It starts with how to create an online store quickly and inexpensively. By choosing software from a list of free CMS (Content Management System) website builders, it is hoped that we can understand how it works and how to manage it. With this CMS, there are many practical assets, and good templates that are already ready to use on our online store. With all the content available, you don't have to do much. One more thing in this CMS, for sure we don't need any code. Below is a free website to create our online store that we learned about.

3. Joomla
Joomla is a popular, open-source content management system (CMS). First created in 2005, Joomla has become one of the most widely used CMS in the world, competing with WordPress and Drupal. Here are some explanations about Joomla:
   a. Open-Source: Joomla is distributed under the GNU General Public License (GPL). This means that its source code can be freely accessed, modified, and distributed by anyone.
   b. Ease of Use: Joomla is designed to be relatively easy to use, both for lay users and experienced web developers. The intuitive administration interface allows users to manage website content without the need to have in-depth technical knowledge.
   c. Flexibility: Joomla has great flexibility in terms of design and functionality. There are thousands of extensions and themes available to expand the capabilities of your website according to your needs. These include components, modules, and plugins that can add additional features such as forums, online stores, contact forms, and more.
   d. Strong Community: Joomla has a large and active global community. This community consists of Joomla developers, designers, and users from different backgrounds. They provide technical support, share resources, and collaborate on the development of the platform.
   e. Security: The Joomla development team regularly releases security updates to protect the website from security threats. In addition, you can also install additional security extensions to enhance your site's protection.
   f. SEO-Friendly: Joomla has features optimized for SEO (Search Engine Optimization), which helps improve your website's visibility on search engines like Google, Bing, and others.
   g. Multilingual Support: Joomla provides support for multilingual websites, which allows you to create content in multiple languages and target a global audience.
h. User Roles and Permissions: Joomla allows you to define different user roles and permissions, so you can control the access and availability of website features to various users. With these features, Joomla has become a popular choice for creating various types of websites, including personal blogs, e-commerce sites, news sites, government sites, and more.

4. Technology-based training methods (Firdaus, Herliawan, & Fatoni, 2023)
   a. Video/Audio/Podcasts
      In this training, employees listen to or watch certain media that contains information related to company activities.
   b. Videoconference/Teleconference
      Training uses technology application facilities such as Zoom meetings or other online media to provide knowledge and information to employees.
   c. e-Learning
      Training carried out through the use of technology or internet-based (Firdaus, Herliawan, & Fatoni, 2023). Through this training, employees are given broad access to develop their competencies.

METHOD
The exploratory research method in scientific writing is a research approach used to explore a topic or problem that is still relatively poorly understood or little known. The main purpose of this method is to gain a better initial understanding of the subject under study, identify patterns or trends that may exist, and formulate more specific research questions for further research. The following are some of the characteristics of exploratory research methods:
   a. Information Search: The researcher conducts an information search from various sources, including scientific literature, secondary data, interviews, preliminary surveys, or field observations, to gain an initial understanding of the topic under study.
   b. Focus on Exploration: This method focuses more on exploration and initial understanding rather than testing a specific hypothesis. The researcher does not have a pre-formulated hypothesis, but rather focuses on collecting data and identifying emerging patterns or themes.
   c. Flexibility: Exploratory research often involves a flexible approach and is open to changes in research direction. Researchers may need to adjust their research methodology based on preliminary results found during the exploratory process.
   d. Qualitative and Quantitative Methods: Exploratory research methods may use qualitative approaches, such as content analysis, in-depth interviews, or narrative analysis, as well as quantitative approaches, such as preliminary surveys or descriptive statistical analysis.
   e. Non-Definitive Results: Due to their exploratory nature, results from these studies tend not to be definitive or final. However, they can provide a solid basis for further research and further theory development within the field under study.
   f. Exploratory research methods are essential in the early stages of research to help researchers understand the context and characteristics of the topic under study before they deepen further research with more specialized and in-depth research methods.

RESULTS
The advantage of using the joomla Content Management System (CMS) is the template facility, which is the outer skin or skin of the website. With joomla we can quickly change the appearance of the web. The ease in this case is what causes web users to really like joomla. There are many conveniences for users to look professional. users can change the default joomla template with a collection of other joomla templates by default provided by joomla or with your own collection of templates downloaded from the internet.
In joomla, templates play a role in organizing the appearance and layout of modules that will be displayed on the joomla front end page. The standard joomla template display is modified according to the theme of the web marketplace. The following is the control panel in the Joomla application Figure 1.
Then the application is developed with a template that already exists in the Joomla application based on the flowchart above. The final result of the application display is as shown in Figure 2.

And in the details of this marketplace application there is a chart and also the price of goods that have been displayed in the Joomla template.
Figure 4. Marketplace Flow Diagram
DISCUSSION
There are various questions about the marketplace such as:

a. How to make the name on the website appropriate.

b. How to enter payments in Indonesia

For making a suitable website name, it can be explained by buying a domain name at a hosting company on the internet such as www.rumahweb.com. And for the question of how to include payments in Indonesia is by working with payment companies in Indonesia such as Ovo or Gopay and then the link is included in the website that is created. Then explained some of the differences between ERP and marketplace, all of which are the results of the management project carried out

CONCLUSION
1. This research illustrates the importance of designing and implementing a marketplace using the Joomla platform in the context of a case study of PT. LUM Cengkareng. In facing an increasingly competitive business environment and following technology trends, PT. Lum Cengkareng took a step forward by introducing a Joomla-based marketplace.

2. Through the selection of Joomla as the main platform, PT. LUM Cengkareng shows wisdom in choosing a solution that can be tailored to its business needs. This research highlights that Joomla, as a flexible and customizable CMS, provides a strong framework for building and managing a marketplace with appropriate features.

3. Thus, designing a marketplace using Joomla for PT. LUM Cengkareng not only provides an innovative technology solution, but also enables the company to improve efficiency, expand market reach, and accelerate its business growth. Overall, this research provides a valuable insight into the application of technology in improving the competitiveness of companies in today's digital era.

REFERENCES


