



UMKM-K GO ONLINE

Meng-online-kan Bisnis UMKM-K untuk Mendukung

Less Contact Economy di Masa Pandemi

ARES ALBIRRU AMSAL

Dosen Manajemen FEUA (Sistem Informasi)

*Fasilitator Google Gapura Digital 2019

aresams.al



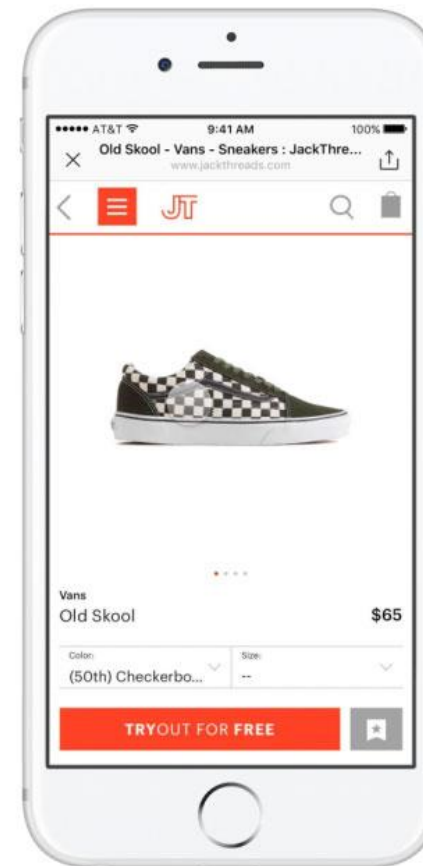
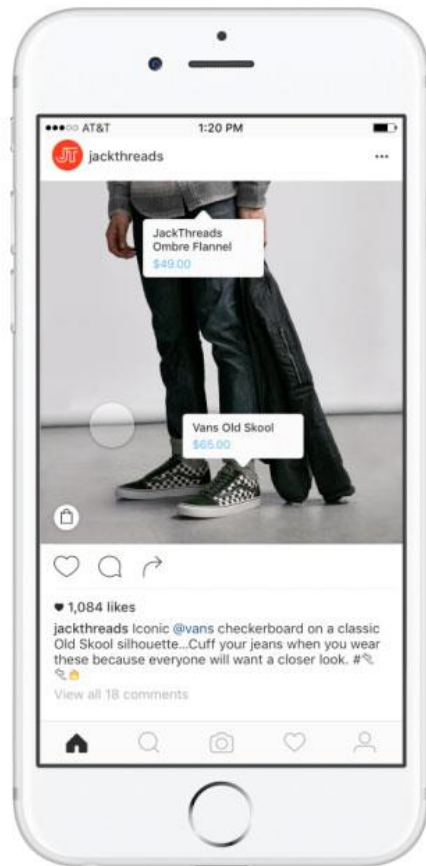
APAKAH BISNIS KITA DAPAT DIAKSES **DARI HP?**

- Sosial Media
 - Instagram Shopping
 - FB & IG Ads
 - #Hastag
- Website
 - GMB (Google My Business)
 - Google Site
 - E-Commerce
- Mesin Pencarian
 - SEO
 - SEM
- Campaign & Funding
 - Youtube, Twitter, IG, FB, dll
 - Tik-tok
 - Kickstarter, Indiegogo, iGrow
- Big Data untuk UMKM
 - Google Trends
 - Google Analytics
- Mobile Apps
 - Native Android, iOS
 - UI/UX



SOSIAL MEDIA

INSTAGRAM SHOPPING



- Menjual produk fisik
- Instagram merupakan akun bisnis
- Terhubung dengan Facebook Page bisnis
- Temenuhi standar kebijakan Facebook dan Instagram
- Terhubung dengan katalog produk di Facebook



<https://help.instagram.com/191462054687226>

SOSIAL MEDIA

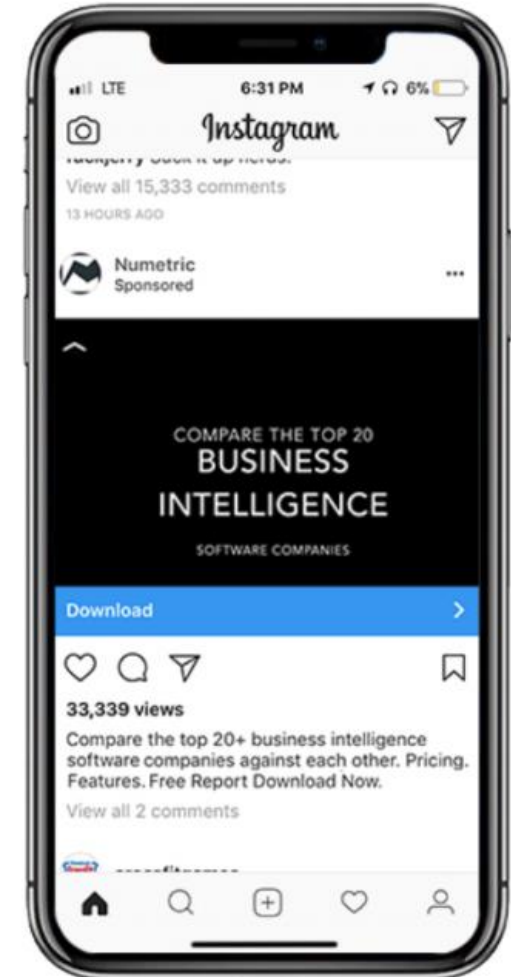
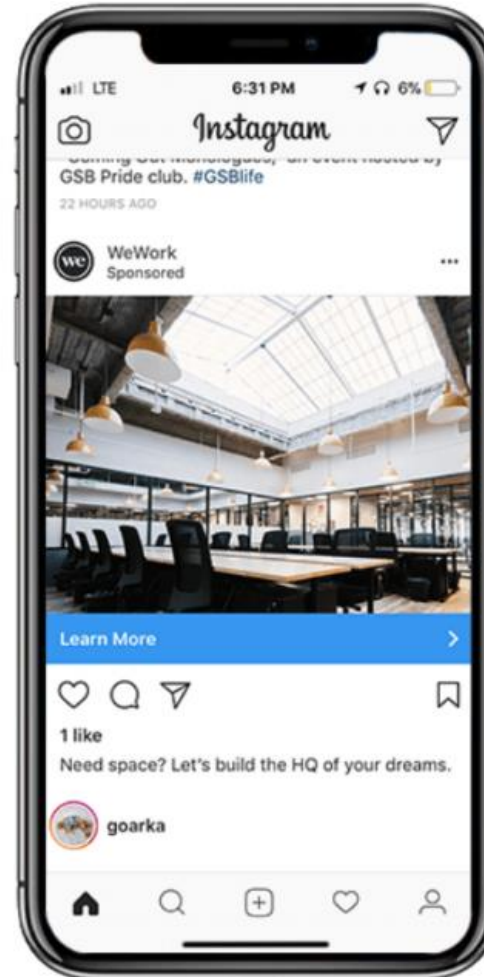
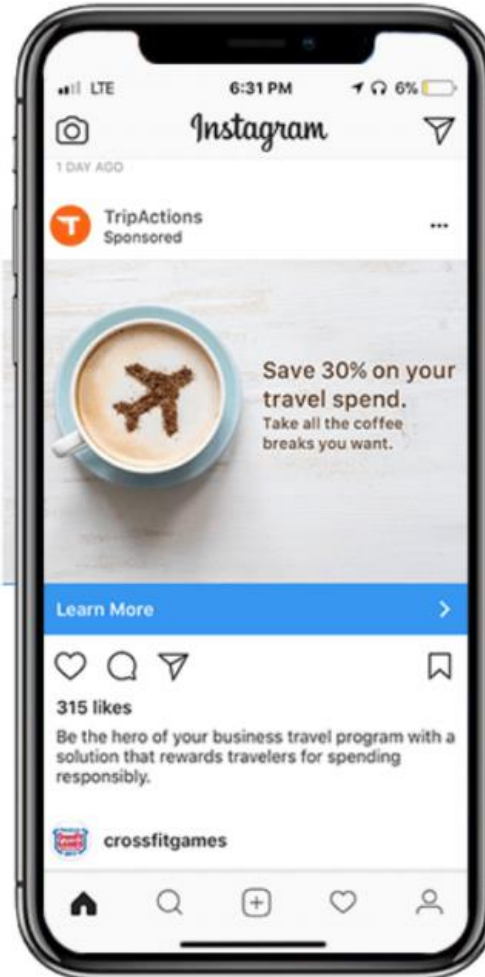
FB & IG ADS

- Feed / Homepage
- Story
- Sisi kanan FB

TARGET

- Brand awareness
- Local awareness
- Reach
- Traffic

TARGETED AUDIENCE



<https://business.instagram.com/advertising/>

SOSIAL MEDIA

#HASTAG

- mempermudah penemuan postingan.
- mempermudah mencari target konsumen.
- menambah like dan followers di **instagram**

TARGETED AUDIENCE

- Kesehatan
- Makanan
- Pendidikan
- Bisnis
- Motivasi



WEBSITE

Google My Business

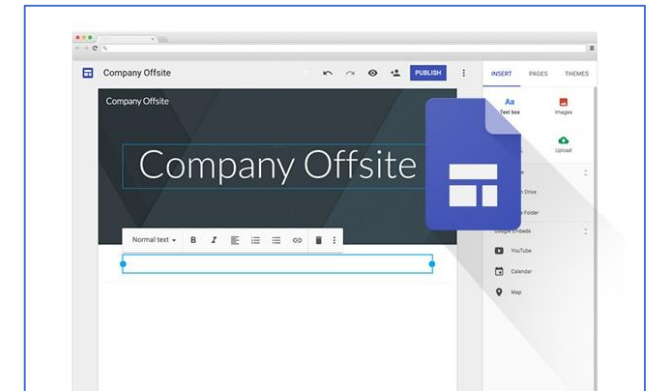
- Pencarian Google
- Google Maps
- Website Gratis

UNDUH APLIKASI
DI PLAYSTORE



Google Site

Untuk membuat website yang mudah dan simple, tanpa coding dan hosting



<https://www.google.com/intl/id/id/business/>

WEBSITE

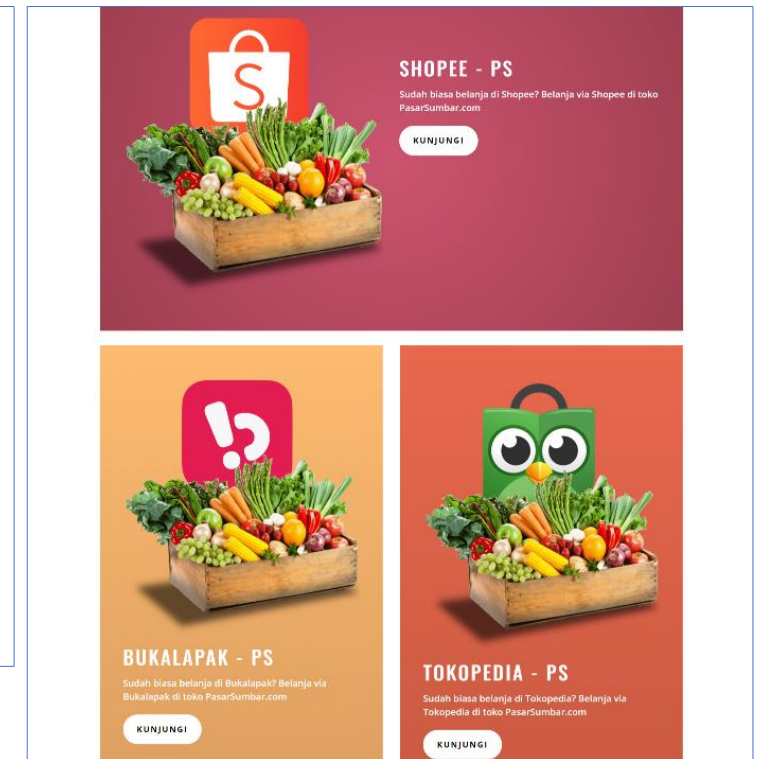
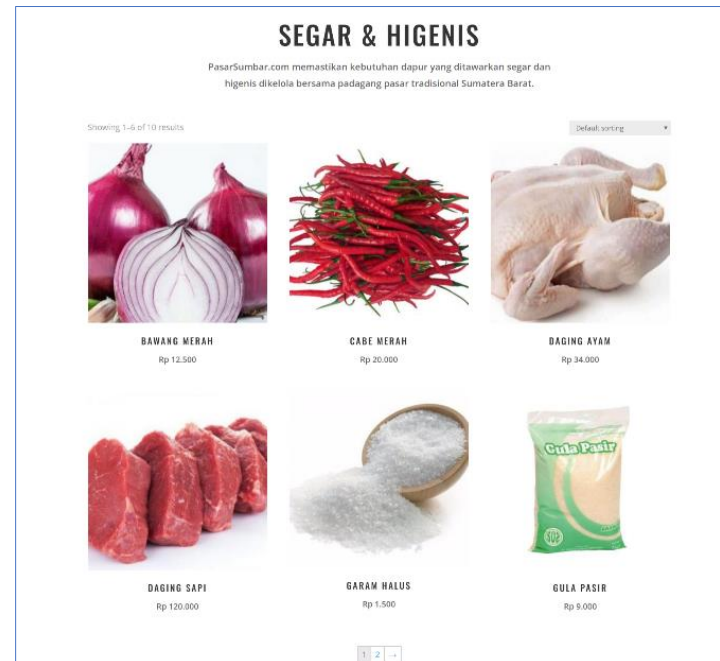
E-Commerce

WORDPRESS

- Hosting
- Domain
- Theme

- Website lebih professional
- Bisa dicustom flexible
- Koneksi ke Sosmed dan marketplace

RANCANG DARI 0
TOKO DI MARKETPLACE
mampir.me



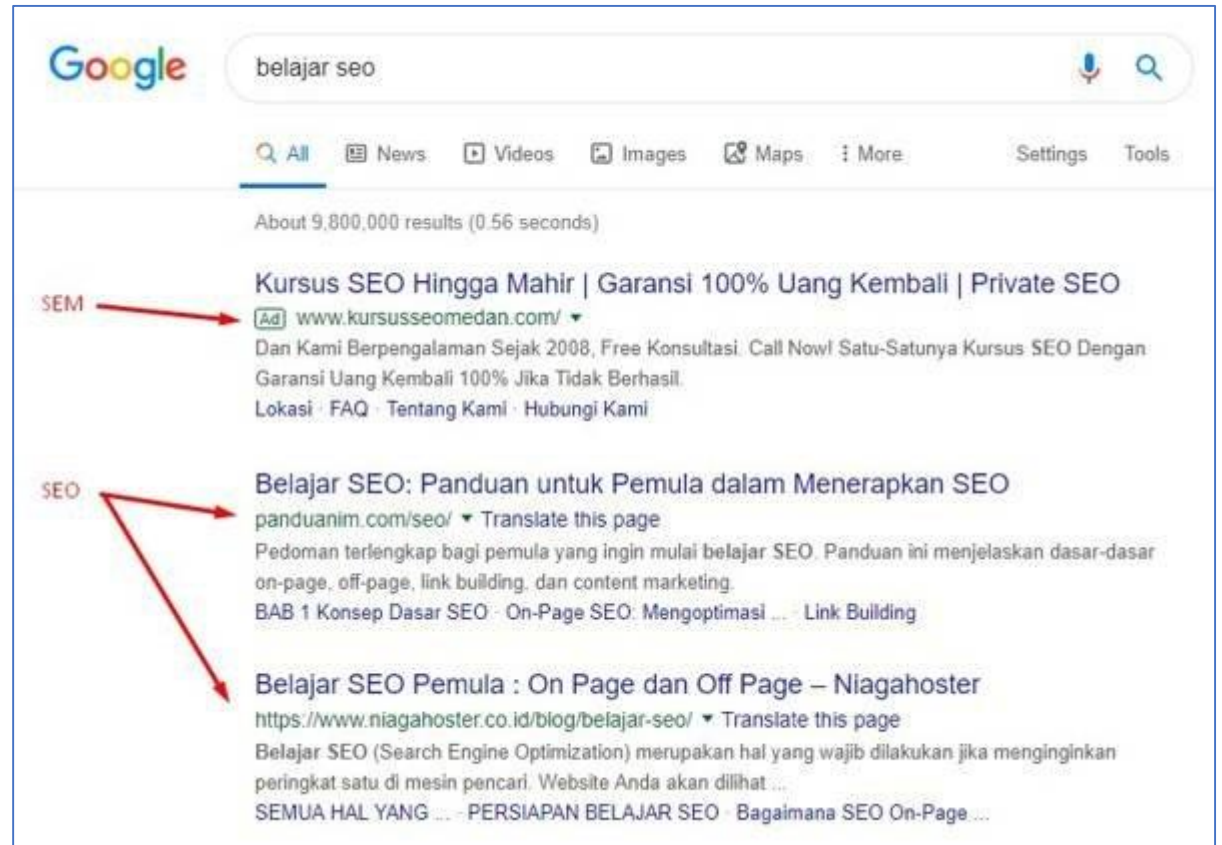
MESIN PENCARIAN

Search Engine Optimization (SEO)

Proses optimasi website (konten, sistem, keyword) agar muncul di laman awal mesin pencarian seperti Google. (Organik)

Search Engine Marketing (SEM) – Google Ads

Tujuan sama dengan SEO, tapi membutuhkan biaya iklan (pay per click)



The screenshot shows a Google search for "belajar seo". The search bar contains "belajar seo" and the Google logo. Below the search bar, there are navigation options: All, News, Videos, Images, Maps, and More. The search results show "About 9,800,000 results (0.56 seconds)". The first result is an advertisement for "Kursus SEO Hingga Mahir | Garansi 100% Uang Kembali | Private SEO" from "www.kursusseomedan.com/". A red arrow labeled "SEM" points to this ad. The second result is an organic search result titled "Belajar SEO: Panduan untuk Pemula dalam Menerapkan SEO" from "panduanim.com/seo/". A red arrow labeled "SEO" points to this result. The third result is another organic search result titled "Belajar SEO Pemula : On Page dan Off Page – Niagahoster" from "https://www.niagahoster.co.id/blog/belajar-seo/". A red arrow labeled "SEO" also points to this result.

<https://projasaweb.com/apa-itu-sem/>

<https://www.niagahoster.co.id/blog/cara-menggunakan-google-adwords/>



CAMPAIGN & FUNDING

Youtube, Twitter, IG, FB, dll

- Channel (Video tematik), apps: Inshot
- Video Ads

Tik-tok

- Micro vlog
- kenaikan user di Indonesia 20% selama pandemi corona
- Pengguna aktif +30 juta user 2020
- Telah diadopsi oleh pelaku bisnis

Funding

Pendampingan UMKM untuk crowdfunding

- Foto
- Video
- Copywriting

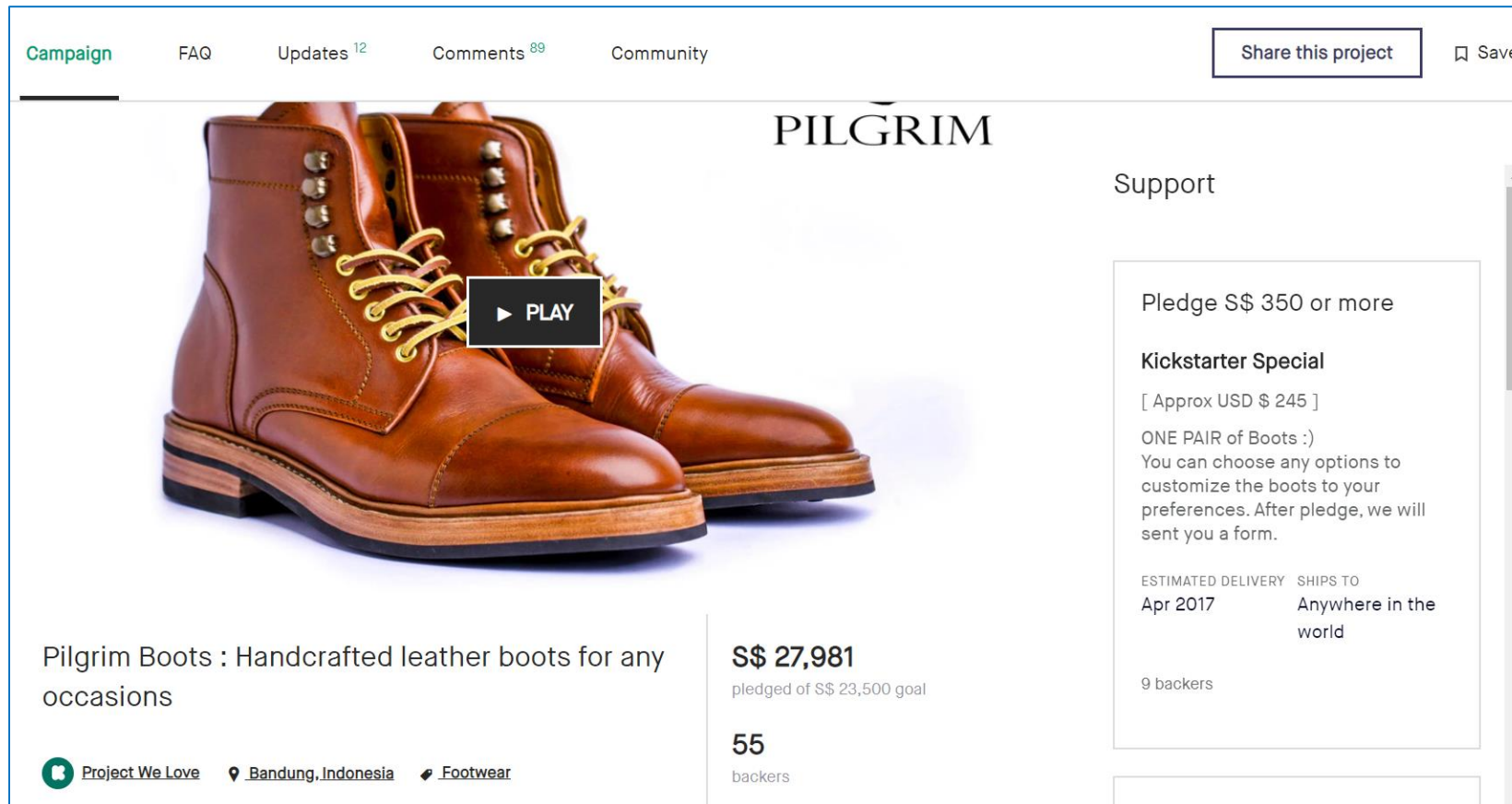
Nasional: iGrow, Qazwa (Lending)

Internasional: Kickstarter, Indiegogo (Crowdfunding /Preorder)



CAMPAIGN & FUNDING

Funding



The screenshot shows a Kickstarter campaign for 'PILGRIM' boots. The main image features a pair of brown leather boots with yellow laces and a 'PLAY' button overlay. The campaign title is 'Pilgrim Boots : Handcrafted leather boots for any occasions'. The funding goal is S\$ 27,981, with 55 backers and a goal of S\$ 23,500. The campaign is categorized as 'Project We Love' in Bandung, Indonesia, under the 'Footwear' category. The right sidebar shows a 'Support' section with a pledge level of S\$ 350 or more, a 'Kickstarter Special' for approximately USD \$ 245 (one pair of boots), an estimated delivery date of April 2017, and shipping to anywhere in the world. There are 9 backers listed.

Campaign

FAQ Updates ¹² Comments ⁸⁹ Community

Share this project Save

PILGRIM

Support

Pledge S\$ 350 or more

Kickstarter Special
[Approx USD \$ 245]
ONE PAIR of Boots :)
You can choose any options to customize the boots to your preferences. After pledge, we will sent you a form.

ESTIMATED DELIVERY SHIPS TO
Apr 2017 Anywhere in the world

9 backers

Pilgrim Boots : Handcrafted leather boots for any occasions

S\$ 27,981
pledged of S\$ 23,500 goal

55
backers

Project We Love Bandung, Indonesia Footwear

UKM Indonesia

\$ 27,981

Rp. 407.081.578

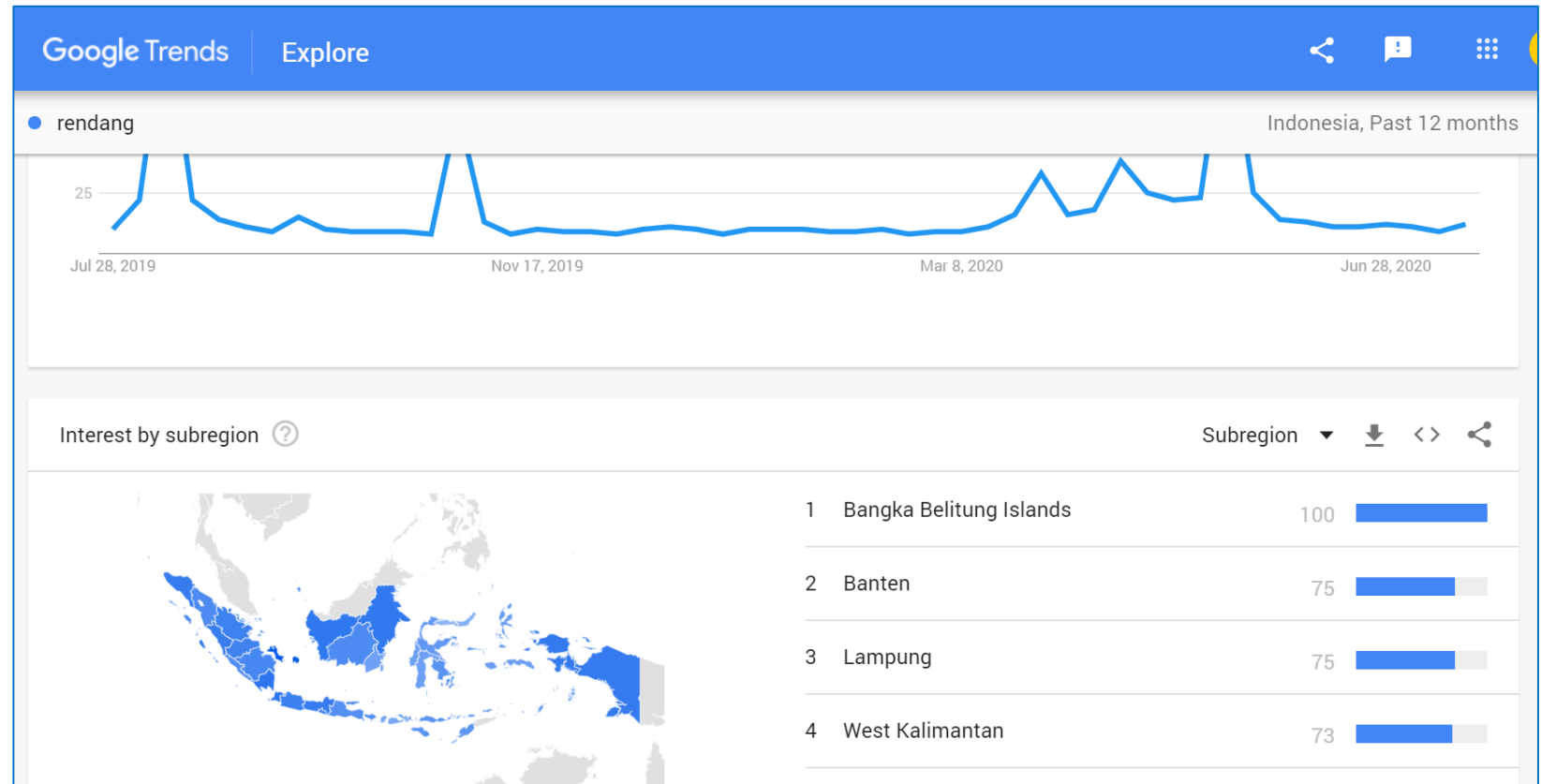
<https://www.kickstarter.com/projects/pilgrimco/pilgrim-boots-handcrafted-leather-boots-for-any-oc>



BIG DATA UNTUK UMKM

Google Trends

Grafik statistik informasi pencarian web terkait popularitas topik dalam kurun waktu dan geografis tertentu



<https://trends.google.co.id/trends/explore?q=rendang&geo=ID>

<https://trends.google.co.id/trends/?geo=ID>

<https://www.niagahoster.co.id/blog/cara-menggunakan-google-trends/>

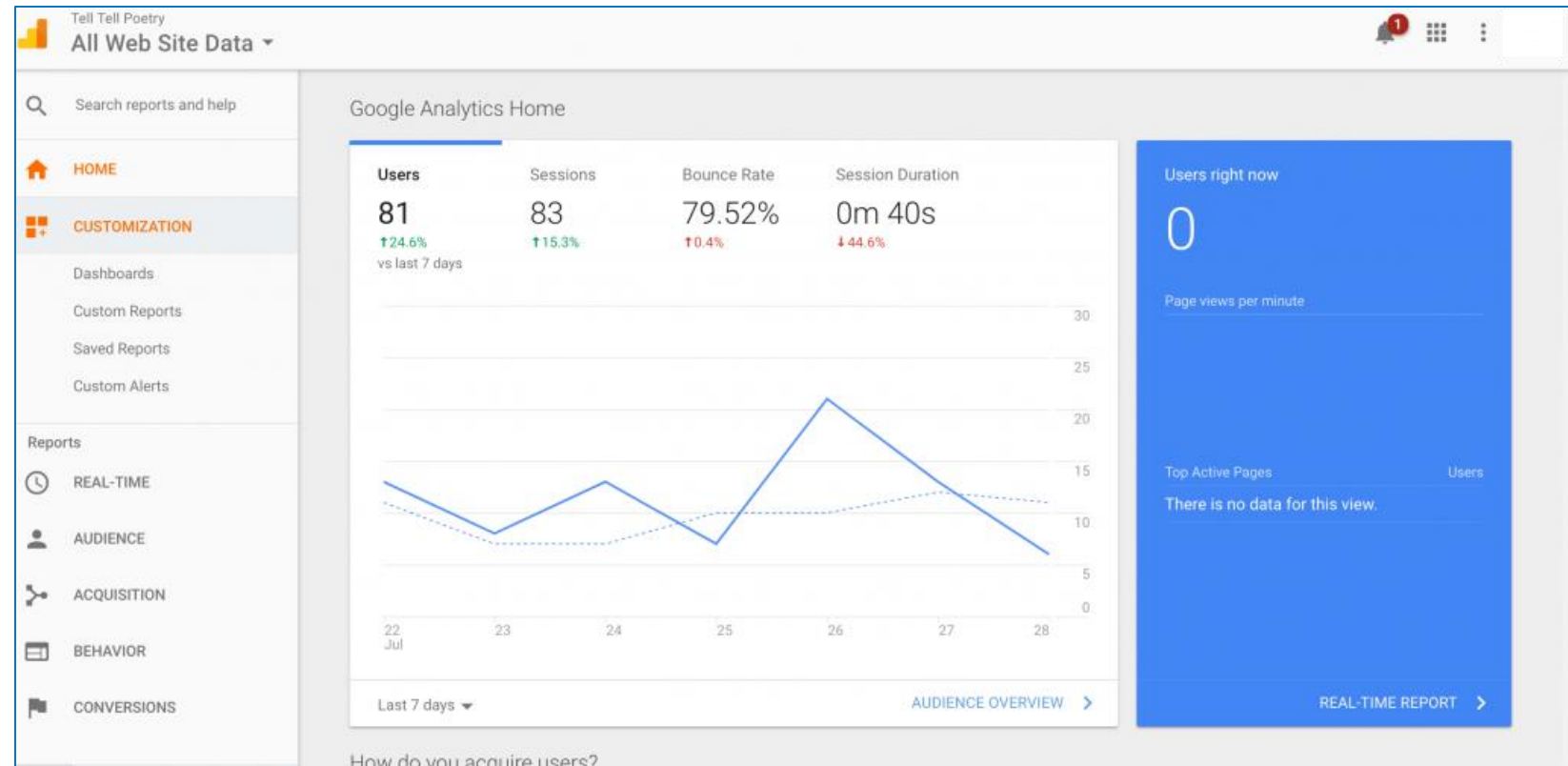


BIG DATA UNTUK UMKM

Google Analytics

Memperlihatkan statistik pengunjung sebuah situs web, mesin pencari, iklan, sosmed, email marketing, dll.

- Jumlah visitors
- Wilayah asal visitors
- Traffic asal
- Page yang diminati visitors
- Koversi (melakukan tindakan yang diinginkan)



<https://www.dewaweb.com/blog/google-analytics-bisnis/>



MOBILE APPS

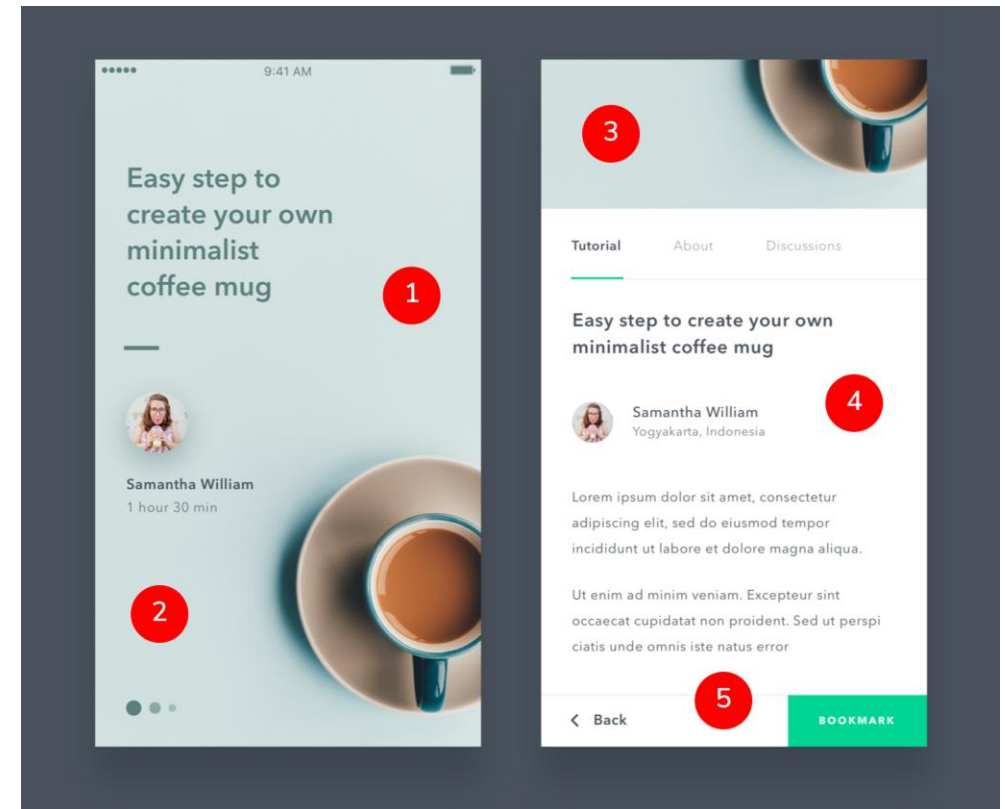
Native Apps

Android	iOS
Non-Apple	Apple
Java	Swift
Android Studio	XCode

UI/UX

User Interface/ User Experience
Tampilan dan user flow

- Membutuh sumber daya yang besar
- Kesulitan mendorong user untuk install
- Pengolaan dan upgrading





TERIMA KASIH

Less Contact Economy di Masa Pandemi

