TRAINING E-COMMERCE USING WOOCOMMERCE FOR SENIOR HIGH SCHOOLS IN TANGERANG REGENCY

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ABSTRACT

Along with the rise of e-commerce, digital literacy is very necessary not only for IT professionals, but also for all business people. Knowledge of technology is very necessary for business people so that their business can be increasingly recognized by the wider community. WordPress has become one of the most popular websites in the world. 43% of websites on the Internet are currently powered by WordPress. Woocommerce is one of WordPress's extension that focuses on e-commerce. WooCommerce is easy to learn for everyone, including students who don't have any technological knowledge. The training program was conducted by two lecturers from the e-commerce logistics study program, with five students as instructors. There are 90 participants from 4 senior high schools. After the training, there are nine questions for the evaluation of the participant. More than 92% of the questions were answered correctly by the participants. There are two questions that were answered 100% correctly. Therefore, the training was successful in making all participants understand how to create Woo commerce for selling their products.

Key words: *Digital Literacy, WooCommerce, Senior High School*

INTRODUCTION

E-commerce, also known as electronic commerce, pertains to the exchange of goods and services through online platforms [1]. It encompasses various activities conducted over the Internet, such as buying and selling products, transferring funds, and sharing data [2]. E-commerce encompasses a broad spectrum of operations, including online retail stores, digital marketplaces, electronic banking services, online auctions, and digital supply chains. It allows businesses and individuals to engage in commercial activities without the need for physical presence, enabling transactions to occur across geographic boundaries. E-commerce has significantly transformed the retail industry and the way people shop [3]. It offers several advantages, such as convenience, a wide range of products, competitive prices, and the ability to shop anytime, anywhere. However, it also presents challenges like security concerns, logistical complexities, and the need for effective online marketing strategies. Overall, e-commerce has become an integral part of the global economy, providing opportunities for businesses to reach a broader customer base and for consumers to access goods and services more conveniently.

On a global scale, digitization has become a significant catalyst for accelerating growth and promoting job opportunities. However, the impact of digitization varies across countries and sectors, and the benefits of new technology and digitization potential are unevenly distributed [4]. Developed economies witness substantial economic growth, while other countries face challenges in fully harnessing the advantages of new technology and the potential offered by digitization [5][6]. WordPress is a popular choice for developing e-commerce platforms.

WordPress offers a user-friendly interface, a wide range of plugin and customization options, scalability, and community support, making it a popular choice for developing e-commerce platforms [7][8][9]. It empowers businesses to establish an online presence, manage products, process transactions, and provide a seamless shopping experience to their customers.

Released in May 2003, WordPress is a widely-used content management system (CMS) [10] [11]. According to data from W3Techs, 43% of all websites on the Internet are currently powered by WordPress, demonstrating the platform's enormous popularity and wide adoption [12].

Learning WordPress can be beneficial for senior high school students, particularly those interested in technology, web development, entrepreneurship, or digital marketing. WordPress may only be essential for some senior high school students, but it can provide valuable skills and knowledge that can benefit those interested in technology, entrepreneurship, marketing, or web development. It offers practical application, fosters creativity, and equips students with relevant digital skills for the modern job market. Here are some reasons why learning WordPress can be important for senior high school students: (1) Website creation and design skills, (2) Entrepreneurship and e-commerce opportunities, (3) Digital marketing and online presence, (4) Portfolio development, (5) Practical application of coding and problem-solving, (6) Collaboration and teamwork, (7) Technological literacy. Learning WordPress for senior high schools specifically provides education on e-commerce and the platform used to build e-commerce applications. This platform can be utilized by students who are interested in pursuing online buying and selling ventures. It aligns with the 21st-century skills promoted by the Ministry of Education, stating that one of the literacies that high school students should possess is digital and technological literacy.

The need for understanding e-commerce website development coincides with the government's efforts to foster independent and technology-driven young entrepreneurs, also known as entrepreneurship. Entrepreneur combines technology and entrepreneurship in their business endeavours [13]. They possess technological proficiency, creativity, innovation, dynamism, and the courage to take unconventional paths.

This training program was conducted by two lecturers from the e-commerce logistics study program, with five students as instructors. The students involved are from the second and fourth semesters who previously learned about creating e-commerce websites and the use of plugins and CMS using WordPress.

Therefore, during the implementation, the students play a significant role in guiding the senior high school students to learn e-commerce websites with ease. Training in e-commerce websites is an essential step in introducing the technology used for online businesses and becoming a technopreneur. Through this training, students can address the challenges they face in improving their technological and digital literacy. The training is targeted towards senior high schools, which have been previously contacted to determine their interest and needs. The training will be conducted offline at Politeknik Multimedia Nusantara.

METHOD

The implementation method of the Community Service Program proposed is through training. The execution team will consist of lecturers and instructors from Politeknik Multimedia Nusantara. Instructors will be recruited to assist and guide the participants and also coordinate the community service activities. The Instructor helps the participant to understand and create Woocommerce step by step by following the lecturer. The step by step for implementation of the community service program follows the following stages:
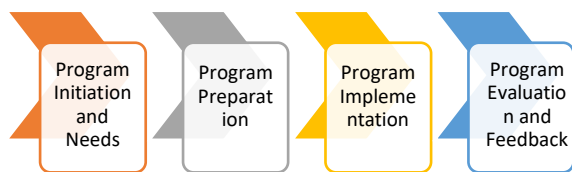
Figure 1. Method of the program training woocommerce

Explanation of the implementation stages of the community service program are as follows:

1. Program Initiation and Needs

The initiation and needs stage is the initial phase of identifying the problems to be solved. The problem arises from the need for technological and digital literacy among senior high school students. The step is to introduce e-commerce websites based on the current development of online businesses, where e-commerce plays a significant role. Additionally, several schools have implemented entrepreneurship as an extracurricular activity.

The initiation and needs process is carried out by sending letters to schools to inquire about their needs and willingness to participate in a series of WordPress training sessions. The senior high schools that express interest will proceed to determine their specific requirements, particularly in terms of hardware and software readiness for the training. The decision to conduct the community service program at Politeknik Multimedia Nusantara is due to the availability of necessary hardware and software facilities provided by the institution. The hardware specifications for the training include Intel Core i3, 8GB RAM, 256GB SSD, and software installations such as Google Chrome, XAMPP and WooCommerce.

2. Program Preparation

The preparation stage takes place once the initiation and needed components have been prepared. In this stage, each team leader, member, and student has their respective tasks. The team leader's tasks include designing the training timeline for the 20 schools participating in the training and creating the training modules. The faculty members assist in developing the modules, while the students assist in the implementation and operational aspects throughout the program. The faculty members and students also carry out the technical aspects of the preparation stage.

3. Program Implementation

The implementation stage occurs during the program's progress. The implementation takes place on campus from 8:00 AM until completion, starting on January 24, 2023. The implementation begins with the students distributing the training modules to each participant. Prior to the training, the participants are informed about the training so that they can familiarize themselves with WooCommerce beforehand. Subsequently, the students under a posttest to assess their experience and understanding of WordPress and WooCommerce. This evaluation process aims to measure their understanding and the achievement of the program. The program's success is measured by the improvement in participants' understanding of WordPress and WooCommerce functions.

4. Program Evaluation and Feedback

This stage involves the evaluation and feedback from the training participants, as well as the evaluation of the program's outcomes by the program implementation team. The evaluation results and feedback serve as inputs for the future development and improvement of the program.

RESULTS AND DISCUSSION

This training was carried out on January 24, 2023, at the Multimedia Nusantara Polytechnic computer laboratory. Participants in this training are high school students. Most of the participants needed to gain experience in terms of website development. The trainer consists of 4 people with a composition of 2 lecturers and five students as assistants who

are in charge of organizing and helping the service. Here is the school of participants who joined the training.

Table 1. School Participants

School	Amount of Student
SMA ISLAMIC VILLAGE	16
SMA BUDI MULIA	29
SMA EHIPASSIKO	21
SMKN 3 TANGERANG	24
Total	**90**

The material presented in this training is creating an e-commerce website using WooCommerce. WooCommerce itself is one of the most popular plugins on WordPress that is used by most e-commerce websites. The participants are asked to download XAMPP and WordPress as the tools that will be used for the next process. Here is the Link to download XAMPP:

https://sourceforge.net/projects/xampp/files/X AMPP%20Windows/8.1.12/xampp-windows-x64-8.1.12-0-VS16-installer.exe/download
Link download WordPress:
https://wordpress.org/download/

Then, this plugin can be installed on websites that use WordPress, as shown in Figure 2.
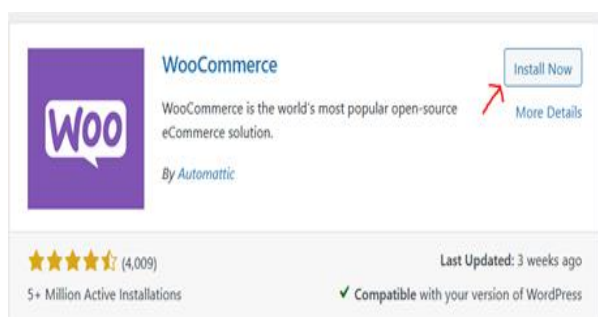
Figure 2. Woocommerce Installation

Woocommerce configuration is filled in according to Figure 3 about store details, food and drink, physical products and filled about the scale of the business.
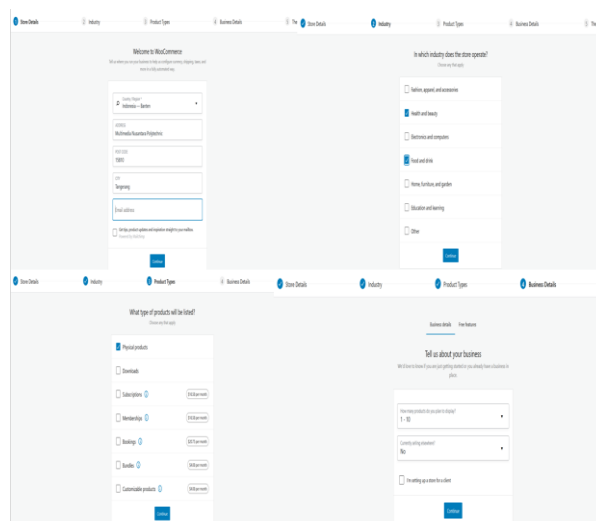
Figure 3. Woocommerce Configuration

After finishing the WooCommerce configuration, the next material is about setting the homepage theme. In this training, the theme used is a storefront, as shown in Figure 4
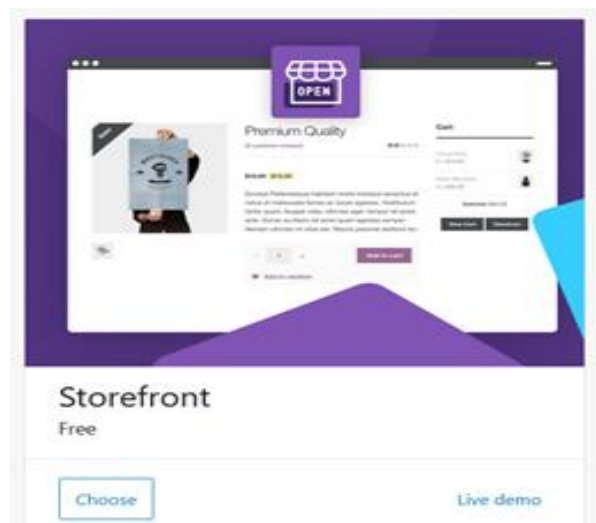

Figure 4. Woocommerce Themes

The next step is to fill in the category and product data. Category filled with Frozen Food, Drink, and Snack. While the product is filled with data, as in Table 2.

Table 2. Category, Item and Price the Product

Item	Price	Category
Chicken Nugget	Rp.50.000,-	Frozen Food
Fried Fries	Rp.15.000.-	Snack
Juice	Rp.25.000.-	Drink

After following the instructions given, the participants created their own website according to their individual preferences. They changed the layout, themes, colour, background image, etc. At the end of the training, several participants presented the website results that had been made. Here are some of the figures of results from the participant's website.

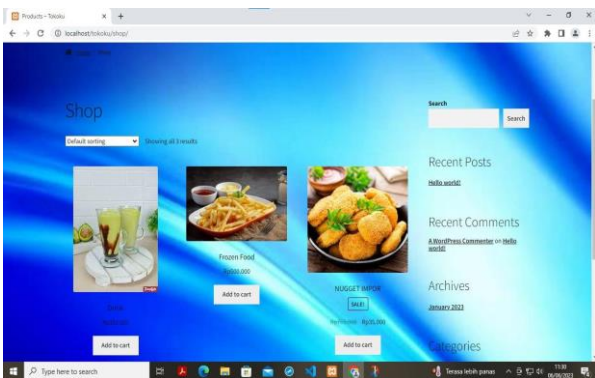Figure 6. Woocommerce Participations (1)

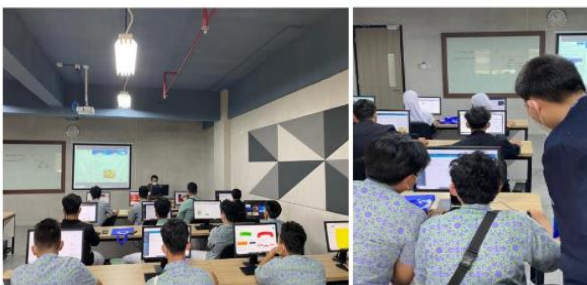Figure 7. Woocommerce Participations (2)

Here is one of the photos taken during the training session.

Figure 8. Process of Website Development Workshop Activities

And the end of this training, the participants continued to fill the posttest to assess their experience and understanding of WordPress and WooCommerce. There are nine questions for evaluation after the training program. Table 3 is the question of the posttest.

Table 3. Posttest Question

No	Question
1	What is the program to create your own website?
2	What are the advantages of WordPress?
3	What is one of the programs that can be created by the Woocommerce plugin?
4	What is the menu in WordPress that is used to install the woocommerce plugin
5	In WooCommerce, if we want to sell physical products, which type of product should we choose?
6	Orders made by customers can be seen on the menu.
7	which is the menu if we want to change the layout
8	what the menu that should be opened in WordPress if we want to explain our product?
9	In woocommerce, there is a coupon menu. What is the function of the menu?

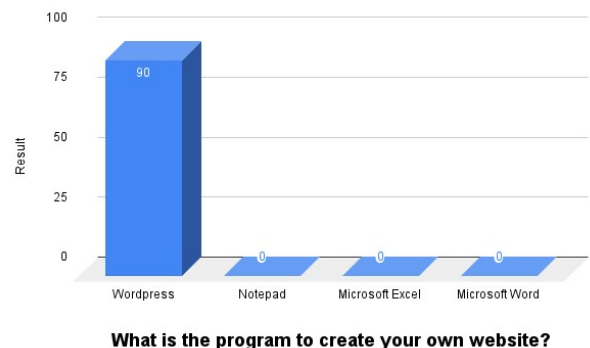All questions have been answered by each participant. Each question has been described in the respective image below.
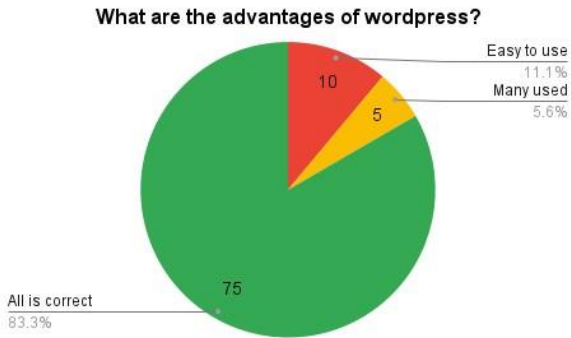

Figure 9. Percentage of question number 1

Figure 10. Percentage of question number 2
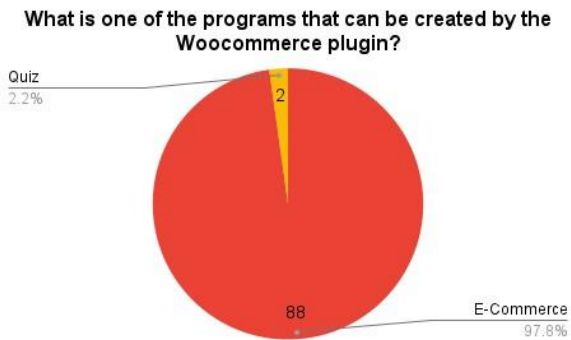

Figure 11. Percentage of question number 3

Figure 12. Percentage of question number 4
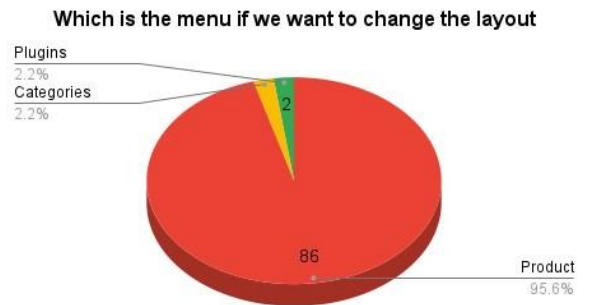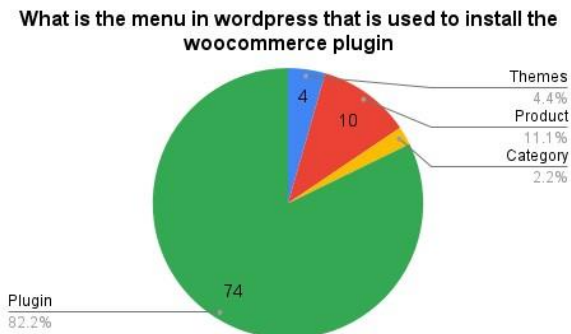

Figure 13. Percentage of question number 5

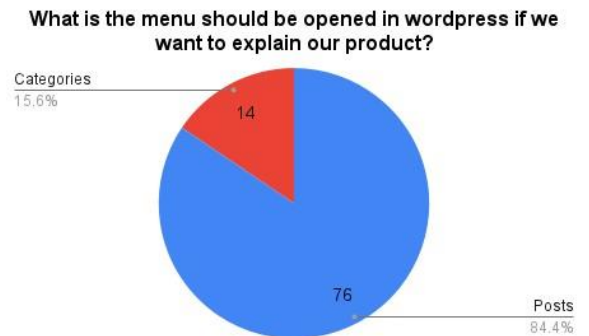Figure 14. Percentage of question number 6

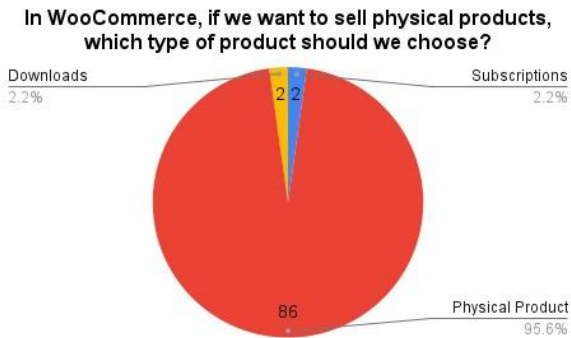Figure 15. Percentage of question number 7
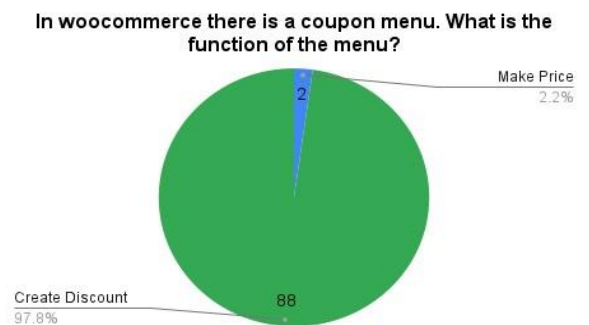

Figure 16. Percentage of question number 8

Figure 17. Percentage of question number 9

From the 9 questions, it can be shown that more than 92% of the questions were answered correctly by the participants. There are two questions answered 100% correctly. Therefore, the training was successful in making all participants understand how to create woocommerce to sell their products.

CONCLUSION

The training program has been carried out well and smoothly. There are 90 participants, although out of the targeted are 100 participants. During the implementation, the role of the Instructor was crucial for the training to go through well. Generally, the participants are already familiar with WordPress but need to gain an understanding of WooCommerce. Therefore, at the beginning of the training, we gave a brief explanation of WooCommerce. The training modules and the results of the training were given to the participants, so the participants can continue to manage WooCommerce Independently.

THANKS

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