

**DEVELOPMENT OF STARTUP BUSINESS THROUGH THE UTILIZATION OF
TECHNOLOGICAL INNOVATION ON THE E-COMMERCE PLATFORM
AT KEDAI NAKAMA**

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Abstract

This study aims to develop the Kedai Nakama startup business through the utilization of e-commerce technology innovation based on the Odoo web platform. The subjects of this study consisted of the owner of the Kedai Nakama Business and four employees. The research method used was qualitative with a Research and Development (R&D) approach using the 4D model (Define, Design, Develop, Disseminate). Data were collected through observation methods, interview methods, and documentation. The results of the study indicate that the implementation of an e-commerce platform designed according to customer needs and desires can contribute to increased sales and is able to improve market access, operational efficiency, and customer experience. Through interactive web design and complete features, such as landing pages, product catalogs, and shopping carts, Kedai Nakama managed to increase revenue in the three months after implementation. This study provides a practical contribution to the development of digital technology-based businesses. With the implementation of this website, Kedai Nakama can reach a wider market, increase marketing effectiveness, and compete better in the digital era. The website is not only a promotional tool, but also a modern solution to improve customer experience and increase sales significantly.

Keywords: Startup, E-Commerce, Odoo Web, 4D.

INTRODUCTION

Startup businesses in Indonesia are experiencing rapid growth along with the development of digital technology. The use of the internet in the economic sector, according to the results of a survey by the Indonesian Internet Service Providers Association (APJII) in 2022, states that online buying and selling activities are quite frequently carried out by internet users. In addition, most internet users check the selling prices of commodities online due to their affordability. Almost every aspect of life today depends on the internet, including companies (Lestari et al. 2021). According to APJII data (2022), 87.43% of SMEs in Indonesia have utilized the internet for business activities. However, many SMEs still face challenges in optimally utilizing technology, including Kedai Nakama, a business in the trendy beverage sector. The numerous similar types of businesses certainly pose a challenge in maintaining the sustainability of Kedai Nakama, especially in this era of rapidly advancing technology among entrepreneurs who have adopted several e-commerce platforms to support their businesses.

Kedai Nakama, which is currently still operating its business conventionally, faces its own challenges in the marketing system where Kedai Nakama is having difficulty reaching a wider market share, thus struggling to survive. This is evidenced by the sales report for the last 6 months of 2024, which shows a decline in sales at Kedai Nakama:

Table Sales Report for the Last 6 Months of Nakama Store
Period January – June 2024.

No	Month	Total Sales
1	January	Rp. 3. 645.000
2	February	Rp. 3. 405.000
3	March	Rp. 1. 323.000
4	April	Rp. 949.000
5	May	Rp. 1. 523.000
6	June	Rp. 1. 218.000

Source: Processed from the Nakama store sales report January - June 2024.

The main challenge faced is the limitations of conventional marketing systems that hinder access to a wider market. Therefore, innovative solutions are needed to enhance business competitiveness through digital technology. This research aims to develop a web-based Odoo e-commerce platform to enhance efficiency, market reach, and customer satisfaction.

This research aims to address that need by implementing the Odoo web platform as a framework for service innovation. Odoo was chosen for its flexibility in providing various integrated e-commerce features, such as landing pages, product catalogs, shopping carts, and online payment systems. By using this approach, the research focuses on improving the accessibility and operational efficiency of Kedai Nakama.

The results of implementing this platform are expected not only to help Kedai Nakama provide more varied and relevant services but also to improve team work quality, responsiveness to customer needs, and operational effectiveness. This research is expected to provide practical contributions to Kedai Nakama in improving service quality and customer satisfaction, while also serving as a reference for other startup actors in facing similar challenges in the digital era.

RESEARCH METHOD

This research uses a qualitative-based development model with the 4D approach (Define, Design, Develop, Disseminate) as the main framework for service innovation at Kedai Nakama. The 4D model was chosen because of its systematic and flexible nature in identifying innovation opportunities and improving service quality. This method allows for the implementation of service changes based on four stages designed to meet customer needs and expand market reach through e-commerce technology.

The research procedure begins with an analysis of customer needs through interviews, observations, and document studies. The next stage is the design of the e-commerce platform, which includes the integration of innovative ideas by utilizing Odoo features. After the design phase, implementation is carried out by introducing the platform to customers. The final step is evaluation, where the effectiveness of the new platform is assessed based on customer feedback and analysis of business performance changes before and after development.

The focus of this research is to evaluate customer satisfaction levels with the e-commerce platform implemented at Kedai Nakama, including new features such as the landing page, product catalog, and online payment system. The research also aims to understand how the 4D approach can improve service quality, meet customer needs, and strengthen their loyalty. The main indicators analyzed include customer experience, expectations, and needs before and after the platform development.

The research subjects consist of the owner of Kedai Nakama and employees as internal users, and customers as external users. Informants were purposively selected to obtain a comprehensive perspective on service quality, both from the customers' side and the business operators' side.

The sources of research data consist of primary and secondary data. Primary data is obtained through interviews, direct observation during the research process, and customer feedback. Meanwhile, secondary data comes from internal documents of Kedai Nakama, academic journals, and related literature, which provide additional context to support thematic analysis.

The data collection techniques used include interviews with internal parties at Kedai Nakama, as well as direct observation during the implementation of the e-commerce platform. Interviews were conducted to gather information about customers' experiences,

needs, and expectations. Surveys are used to gather open-ended responses from customers regarding their satisfaction with the platform before and after development. Observation is used to record changes in work processes and interactions during the platform development.

Data analysis is used to process, understand, and interpret data in order to obtain valid conclusions. In qualitative research, data analysis focuses on interpreting the meaning of non-numeric data, such as interviews, observations, and documentation. Data from interviews and surveys are analyzed through a coding process, where each response is categorized based on main themes such as service quality, response to customer needs, and customer satisfaction. The results of the thematic analysis provide insights into the changes that occurred before and after the platform development, thus offering a comprehensive picture of the effectiveness of the 4D approach in improving service quality and customer satisfaction.

RESULT AND DISCUSSION

The initial identification of the business condition of Kedai Nakama shows that the marketing and sales processes are still traditional, relying on physical stores as well as social media like Instagram, and direct communication with customers. However, these methods are not yet consistent and are less effective in conveying product information, resulting in limitations in reaching customers and reducing efficiency in handling orders. From the initial identification results, further evaluation was conducted to understand the needs and desires of the customers. It was found that Kedai Nakama faced major obstacles in delivering product information and an inefficient ordering process. This highlights the need for a digital solution, such as website design, which can provide clearer product information, increase market reach, and optimize the ordering system to be faster and more structured. With the presence of a website, it is hoped that Kedai Nakama can enhance marketing effectiveness and provide a better shopping experience for customers.

Based on the research findings of Judijanto (2024) discussing "Analysis of Digital Technology on the Success of Startup Businesses in Indonesia," this research shows the importance of digital media influence in exploring markets for startups that want to enhance their spirit and business sustainability by innovating and understanding the functions of digital media application. Research by Irawati Prasetyo (2020) titled "Utilization of E-Commerce Platforms Through Marketplaces as an Effort to Increase Sales (Study on Food and Beverage MSMEs in Malang)" shows that joining a marketplace resulted in a sales increase of over 50%. Businesses operated using e-commerce provide convenience due to their comprehensive features, making it easier for both customers and entrepreneurs. Research by Natania Dwijayanti (2024) with the discussion "Utilization of Digital Platforms as a Marketing Media for Entrepreneurs" states that the use of digital platforms is more effective in enhancing marketing through digital platform innovations. Nurul's research (2022) titled "Digital Business Strategies in Developing Businesses for Millennial Entrepreneurs" Based on the research results, it

is concluded that digital business strategies have an impact on developing businesses run by millennial entrepreneurs. Digital transformation is currently under scrutiny and requires deep consideration when responding to the development of information technology. In the millennial era, innovation is necessary due to the increasingly fierce competition in the business world. Using e-commerce and startups as business innovations that can compete in the era of globalization.

Based on the five previous studies, this research is supported by evidence that e-commerce websites have proven to be effective and efficient in their implementation, impact, and development. All these aspects indicate that the use of a website as a marketing tool is suitable and feasible to implement in a business, including in the context of Kedai Nakama.

The results of this study indicate that business development through the utilization of an e-commerce web platform designed according to customer needs and desires can contribute to increased sales. To achieve optimal results, the development of this website is carried out using the 4D method, which consists of four main stages, Define (Definition) Identifying the main issues in marketing and sales faced by Kedai Nakama, Design , Creating a website design with features that meet the needs of the business and customers, Develop, Building the website based on the design that has been created and testing its functionality, Disseminate (Dissemination) Launching and optimizing the website so that it can be widely used to increase market reach and business effectiveness. With this approach, Kedai Nakama can overcome traditional marketing constraints, improve order efficiency, and expand customer reach through more modern and integrated digital solutions.

CONCLUSION

Based on the research results on the Kedai Nakama business, it can be concluded that the implementation of the e-commerce website has had a positive impact on business development. The website designed with an attractive layout, effective landing page, and functional features has helped in marketing strategies and improved the operational efficiency of the business. With the presence of a website, product information can be conveyed more clearly, access for visitors can be made easier, and the number of visitors and business branding can be increased.

Here are some key results from the design of the Kedai Nakama website, Attractive Website Design Helping business owners convey product information more effectively and professionally, providing a better user experience, Optimal Landing Page Making it easier for visitors to quickly recognize the product and increasing the likelihood of conversion from visitors to customers, Functional E-Commerce Feature, The product catalog makes it easy for customers to browse the available products. The shopping cart and online ordering system enhance customer convenience in transactions. Links to social media expand marketing reach and enhance interaction with customers.

With the implementation of this website, Kedai Nakama can reach a wider market, increase marketing effectiveness, and compete better in the digital era. The website not

only serves as a promotional tool but also as a modern solution to enhance customer experience and significantly boost sales.

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