

Original Article

# Design and Create the Marketplace to Start a Business During Pandemic

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**Abstract** - In today's modern era with facilities that are quite practical and economical, without creativity and innovation, it will be left behind by the times, because with the sophistication that exists, everything can be obtained both in the form of design and promotion. By looking at the opportunities that exist, we can design and market the products we have, be it finished products, designs in the form of content, or ready-made designs using the marketplace. This opportunity arises because the current digital era can be accessed by all people and opens a very wide and unlimited market share. And another reason is that the covid pandemic has caused many people to have lost their jobs, so they are trying to open their own jobs.

**Keywords** - Design, Promotion, Creativity, Innovation, Pandemic, Marketplace.

## I. INTRODUCTION

This two-year pandemic from 2020-2021 has caused the worldwide economy to drop drastically or go bankrupt. This causes many companies to go out of business and decide their employees be laid off. This incident led to the emergence of new startups to open their own jobs.

A startup itself is literally a stub. So a startup business can be said to be a start-up business. A startup business is a startup business that is expected to grow and dominate market share quickly and then becomes a large company. Startup businesses usually prioritize new ideas and provide solutions to problems for consumers. Startup businesses also usually rely on technology to help business growth, so it's not wrong if some people view a startup business as a business that is engaged in technology.

Information technology has also penetrated the business sector whose products are e-commerce because it is considered that online sales are more efficient and more economical, which only requires a cellphone, and promotion is enough to be able to open online sales.

During this pandemic, the increasingly difficult economy has led to the emergence of new startups (start-up businessmen) in the form of online sales/e-commerce. But even so, there are still a lot of sales made without using attractive designs and promotions. This causes the sales offered to be less well-known and less desirable. And for online sales/e-commerce, it takes full trust and confidence between the seller and the buyer because online transactions do not face to face.

For the convenience of buying and selling online, at this time, it has been made easier by the existence of a separate system. With this system, the buyer must first pay for the goods purchased to the system, and the seller will receive payment from the buyer after the goods are well received by the buyer; if the buyer is not satisfied and submits a complaint to the system, the payment money will be withheld by the system until the transaction agreed upon by the seller and the buyer. This system is now known as the marketplace system. The marketplace cannot be separated from e-commerce because the system used in the marketplace is an e-commerce system [3].

However, there are still many sellers who have not mastered how to attract customers properly, and this can be seen from the many sellers on the marketplace who offer product images that are less detailed and clear. The detail and clarity of product images are the key things in marketing products in the marketplace.

## II. LITERATURE REVIEW

The development of technology has provided many positive impacts in life that we can feel, although it cannot be denied that there are also negative impacts from these developments. The number of internet users continues to increase from year to year. In 2016, as shown in Table 1 and Table 2, Indonesia's population was 256.2 million people, 132.7 million people were connected to the internet [1].



**Table 1. Number of internet users**

Year	Users (million)
2013	82
2014	88,1
2015	110,2
2016	132,26

**Table 2. Internet users by age**

Age	Population
10 – 24	18,4%
25 – 34	24,4%
35 – 44	29,2%
45 – 54	18%
>55	10%

Information technology was created to facilitate every human job. The basics of creating technology are market needs, finding solutions to problems, applying various scientific fields, improving product effectiveness and efficiency, and modernization. Technology is a way or method to process data or information in order to create cost and time efficiency so that it can produce higher quality products without heeding marketing/product promotion [4].

Currently, marketing and promotion using social media are increasing. Social media is online media where users can participate, share and create content, including blogs, social networks, wikis, forums, and virtual worlds [2].

Along with the development of online promotion and marketing media, an online market has emerged where sellers and buyers can transact securely. The online market is known as the marketplace. The marketplace is a kind of mall where traders gather and sell their wares. In the marketplace, buyers can search and view the goods being traded. The marketplace is an online market with transactions that are fairly safe because every transaction, both seller and buyer, must have an account as an identity in the marketplace. This avoids scams from fraudulent and irresponsible sellers [5].

**A. Marketplace**

The online market or online buying and selling is currently considered very practical and easy because only with a gadget and an internet connection everyone can transact online buying and selling. Buying and selling online is getting busier and more diverse. By using promotions and attractive designs, it will invite many people to see and buy or just ask the seller about his wares. But it is not uncommon for many people to take advantage of this moment to cheat and harm others; for example, the goods have been paid for

by the buyer, but the seller does not send the goods ordered by the buyer or vice versa. To avoid this, it is necessary to create a marketplace. The marketplace is an online market with transactions between sellers and buyers that do not meet in person, and both parties must have an account as an identity so that the marketplace is quite safe and responsible.

There are several marketplaces that are widely known by the public, namely Tokopedia, Lazada, Shope, Bukalapak, and others.

**B. Design**

Many tools are used to design marketplaces. One of them is the Photoshop application. Before promoting a product through the marketplace, the first step is to determine the product to be marketed and create a product design. This stage is a stage with careful preparation, for example, making invitation blanks, because the concept will be made into a viral icon and used continuously, so the design is adjusted to the Viral Blank Invitation. In the background, there is a Viral Blank Invitation tax line as well as product identity and Viral Blank Invitations.



**Fig. 1 Background Viral Blank Invitation**

From the background that is made to have a meaning as follows, the white color on the background is intended to make it seem clear and highlight the image of the product being marketed later. The yellow color, which is the identity of Viral Blank Invitation, means the joy that emanates from Viral himself and friendliness in service. The product code is made a bit vague so as not to overpower the product image and viral identity. The author took this combination because the conclusions explain that white means purity and clarity and yellow means brightness, happiness, and warmth [7].

**a) Preparing Product Images to be Marketed**

Product images are the main ingredient in managing product promotion designs; without product images, product promotion designs will not be formed. In choosing or taking product pictures, you must be careful because it affects the

editing work and the results. The criteria for product images to make the editing process easy and produce good product promotional designs include the following:

- Product images must be precise and in accordance with the actual shape
- Sufficient lighting and few shadows formed

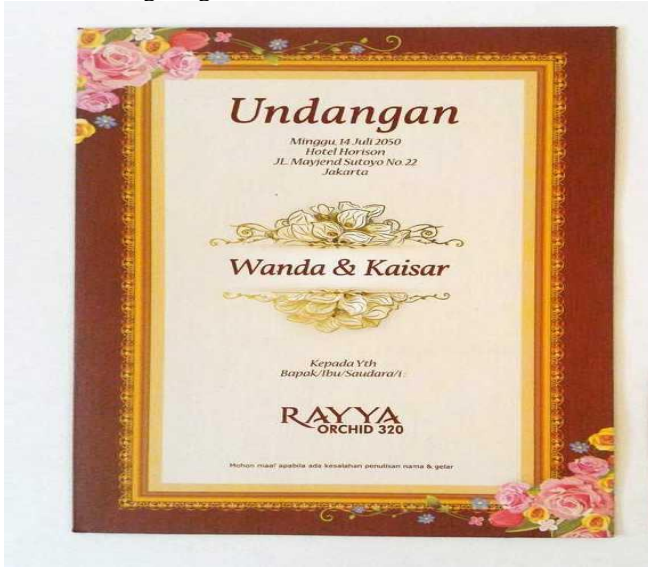


Fig. 2 Product Picture

**b) Product editing**

This process is a process that becomes vital because the results of this process will produce work that can generate more selling value for the products being marketed.

**III. RESEARCH METHODS**

The research methodology is the steps needed to carry out the research from the beginning until the research is done. The methodology that we use in this research is as Figure 1.

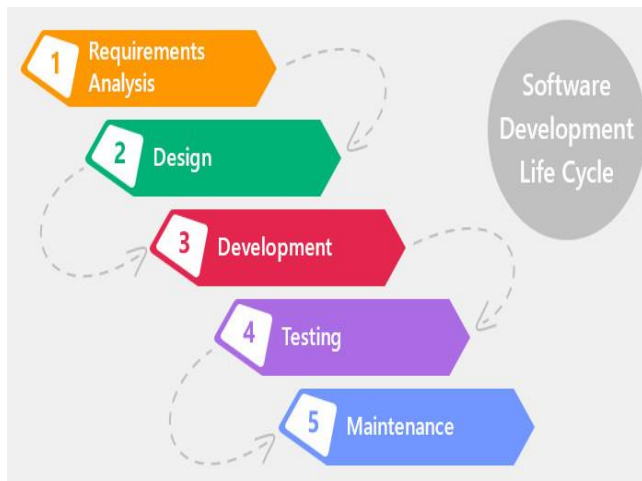


Fig. 3 The methodology to develop the application of infrastructure tourism

Each phase is described as follows:

Phase 1: Requirement Analysis. This phase of application analysis is aimed to identify the various needs of the application to be built. We performed three activities as follows: User needs analysis, Analysis of application architecture, and User identification applications.

Phase 2: Design Phase. The design phase aimed to model applications the design activities, namely: Create Use Case diagrams, Design Class diagram with attributes, Arrange the tables in a database, and Design the user interface.

Phase 3: Development Phase. The Development phase is aimed at establishing the appropriate application software from the design stage. At this stage, there are two stages, namely: Make the user interface coding and Test user interface.

Phase 4: Testing. Stages of testing is a step done to ensure the system has worked well. Testing using black-box testing or commonly called behavioral testing, focusing on the functional requirements of the software.

Phase 5: Maintenance Stage. In this stage, the application is built and ready to be used by the user to perform the installation on the user's mobile and maintenance.

**IV. RESULT AND DISCUSSION**

A beautiful and unique design will make consumers glance at what products are sold and. Market it. So as an early startup, you must be able to understand and know what consumers want. The following is the sequence and stages when creating and promoting a product:

**A. Product editing**

- a) Opens two working media, including the prepared background and product images that are ready to be edited in the photoshop application

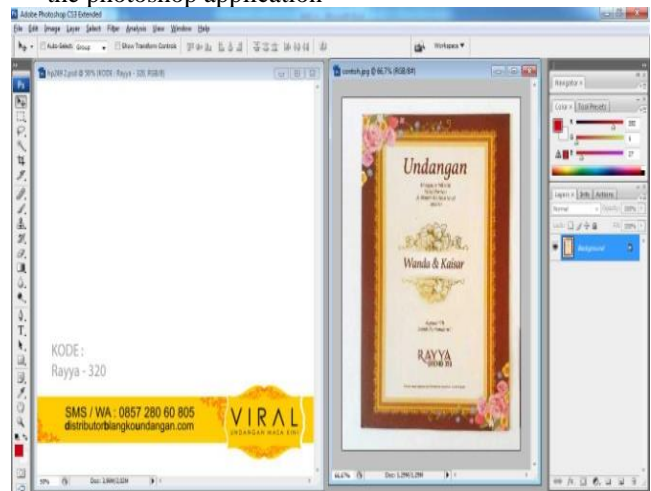


Fig. 4 Procession Product Editing

- b) Cut the product image as desired using the selection tool; this tool provides various kinds of Photoshop, including Pen Tool, Rectangular Marquee Tool, Lasso Tool, and Magic Wand Tool. The tool is used according to the condition of the product image and can also be combined between one tool and another.



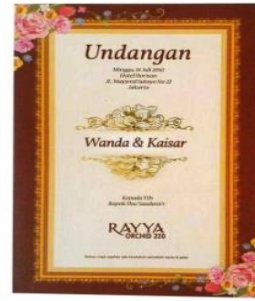
Fig. 5 Selection Processing

- c) After the desired product image has been selected and separated from the less desirable parts, and the next step is to place the product image into the prepared background. Then the product image is edited for brightness. In this process, the color of the product image must be matched with the color of the actual product.



Fig. 6 Product Image Illumination Process

- d) Naming the product identity is done so that the products marketed later are more easily recognized by consumers.  
e) Storage of product promotion design results



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Fig. 7 Final Result of Product Image Editing

### B. Promotion on the marketplace

One of the marketplaces used is Tokopedia. If you want to open a marketplace, the seller must first have an account. And here are the steps in creating a marketplace, one of which is Tokopedia.

Before opening a store on Tokopedia, we must first have a new Tokopedia account, and the steps are as follows:

- Go to Tokopedia website <https://www.tokopedia.com/>
- Select the "Register" menu
- Enter no. Phone or email address that will be used, then click "Register."
- Enter your personal data, then click "finish."
- After completing the biodata, there will be a verification code that will be sent to the email address used to register.
- If the Tokopedia account is verified, it is ready to use, but first, we are asked to complete the store profile.

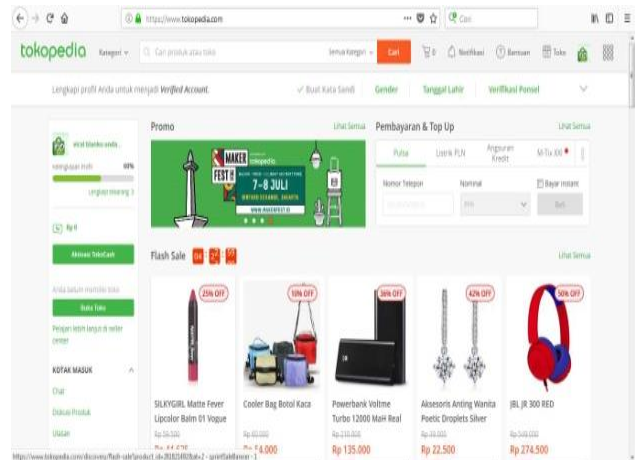


Fig. 8 Tokopedia home display

- The author's goal of opening a Tokopedia account is for sales transactions; in this case, the author only needs to verify the phone number and then proceed to the "Open a store" store registration menu.

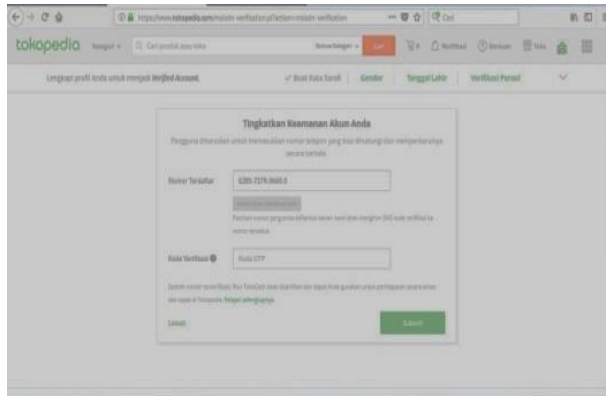


Fig. 9 Tokopedia Verification Menu After Registration

- that will be created. Then click "Open Store Now" (if the name and url have been used by someone else, the process of opening the store will be repeated before entering the next menu)

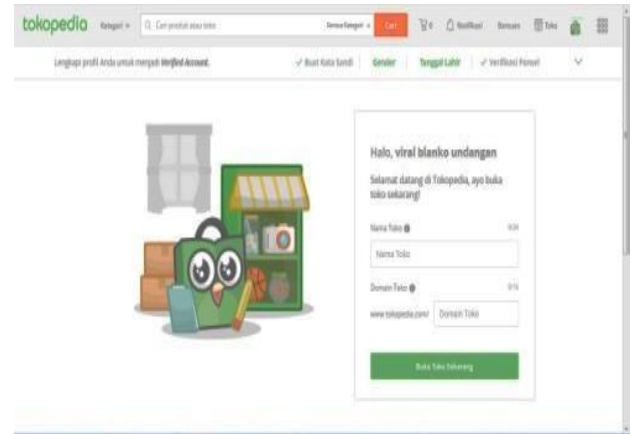


Fig. 12 Shop open menu on Tokopedia

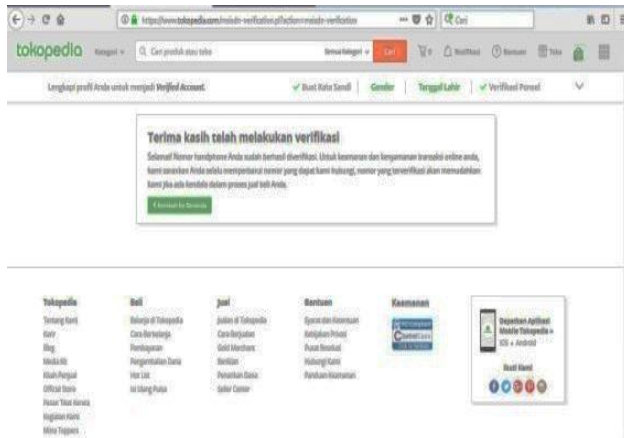


Fig. 10 Tokopedia has been verified

- The next step is to fill in the store information, namely the store slogan, store address, and store description. This data will explain the store that is made later, and this makes it easier for customers to know more about the store that we make.
- After the store address has been filled, then determine the expedition to be used. In determining the expedition used, it is adjusted to the store area whether the storage area is available or not with the expedition used later.

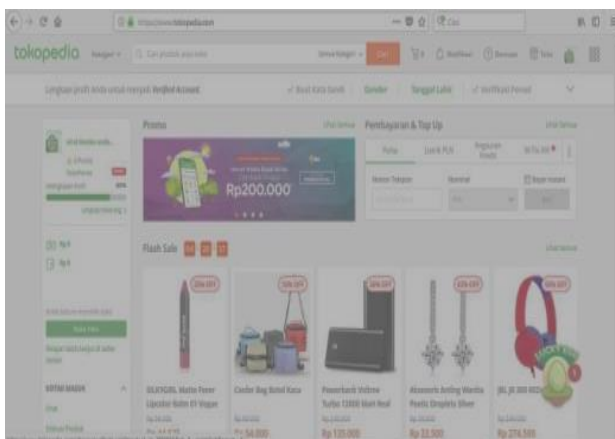


Fig. 11 Verified Tokopedia Menu

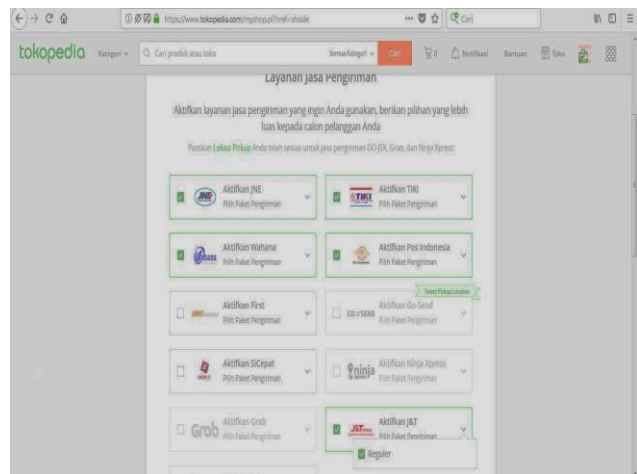


Fig. 13 Menu Determination of the Expedition used

- After I have verified Tokopedia, the next step is to open a store at Tokopedia, and the first step is to give the name of the store and the url address of the store

If the expedition to be used has been determined, the store created is ready to market the product by adding the product in the store that was created earlier. The next step is to upload the product to be marketed by "Click Add Product". Then complete the product data to be marketed such as:

- Product Images.
- Determine Product name (Product name that is familiar with the community/consumer so that the marketed product is easy to find.
- Determine the category of products to be marketed; this will classify consumer searches in searching for goods later. This is intended so that the search matches what you want
- Determine the product window; this is made so that the products we sell can be neatly arranged and sorted according to the type/price/quality of the product.
- Determine the minimum number of draws
- Prices of marketed products
- Determine the status of the product, whether the stock is available or limited stock. If the stock is limited, it can be filled in the available stock, and this makes it easier for the seller if the goods are sold out, the product that is sold out will automatically not be able to be purchased by the consumer until the seller changes the status of the product available.
- Determine whether the product is new or used.
- Provide product descriptions; this menu will provide consumers with an overview of the products being marketed; the more detailed and complete the descriptions presented will have the effect of increasing the power of the consumers.
- Determine the weight of the product marketed.
- Next is to save the product that will be marketed if it is stable if it is not yet able to cancel and start again to upload the product to be marketed.

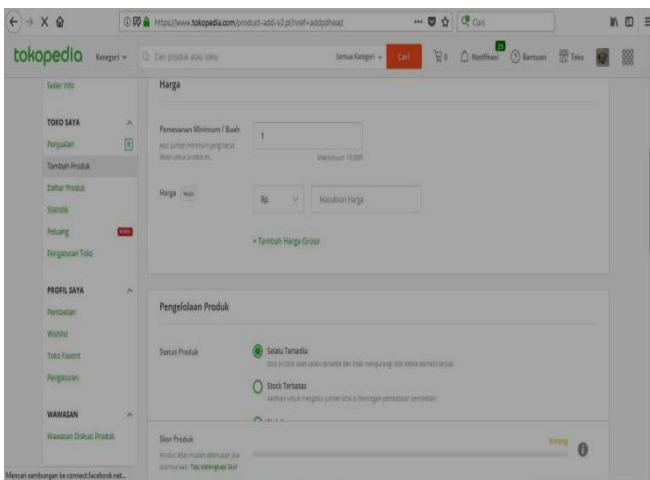


Fig. 14 Product Information Filling Menu

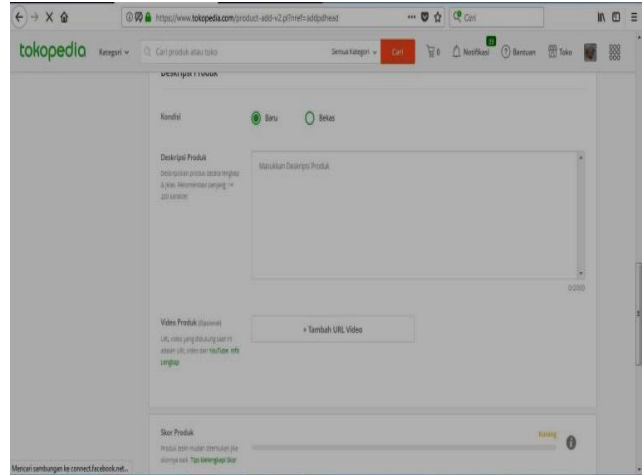


Fig. 15 Product Information Filling Menu

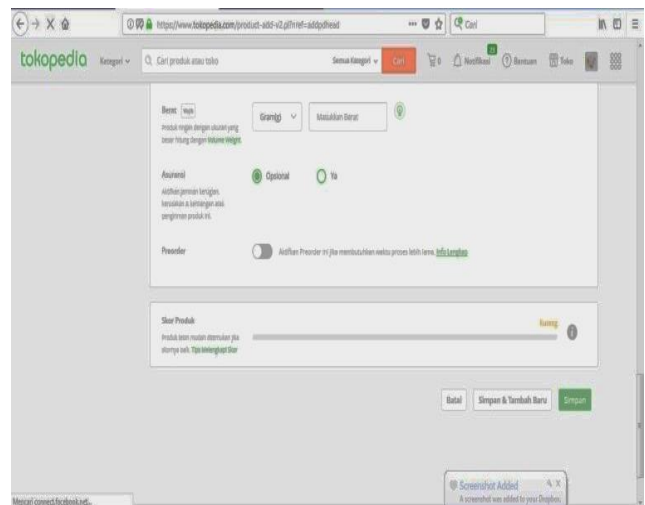


Fig. 16 Product Information Filling Menu

This is the result of products being promoted or traded using one of the online markets, namely Tokopedia.

## V. CONCLUSION

In making designs for startups, what needs to be considered is the size that is adjusted to the required needs. Design results that do not match the required size will make the design results less than optimal. An attractive design is a design that is simple and easily understood by the wider community, so in making a design, a designer should not be according to his own ego. In addition, the design results must look sharp and clear.

In marketing products in today's modern era with facilities that are quite practical and economical, we as designers must be more creative and innovative. Without continuous creativity and innovation, the times will be left behind because, with the sophistication that exists, everything can be obtained in the form of designs and products. But if we are observant in seeing the opportunities that exist in this sophisticated and practical era, we can use it

to market the products that we have, be it finished products, designs in the form of content, or ready-made designs. This opportunity arises because the current digital era can be accessed by all people and opens a very wide and unlimited market. Real examples today are social media, marketplaces, and the web. These three media currently make it easy for anyone to market any product they have. Even people who don't have a product can also sell other people's products. So the author concludes that the current era is an era where people are opened to ease in terms of finding fortune; it all depends on the willingness and agility of the person himself in dealing with this life.

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