

ONLINE BUSINESS IN ENHANCING FAMILY WELFARE OF CIBADUYUT BANDUNG FOOTWEAR CRAFTSMAN

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The Development of Industry and Trade of Footwear in Cibaduyut has been known for a long time, it has been an icon of Bandung, however, with the increasing of a number of the same industry lately has make the Cibaduyut Footwear Industry losing it prestige, even before the Factory Outlet (FO) develop rapidly in Bandung. This condition was aggravated with business online that has grown rapidly in society. The development of usage technology and information in this digital era could not be restrained. Even now it seems that it has become a part that inseparable in daily life. The problem occurred is there are many craftsmen that did not understand about how the technology could be useful in the efforts in enhancing their welfare, one of it, it could be used in developing their business. Regarding that, In a few years backwards the Technical Implementation Unit of labours has managed to organize a program in developing skills and IT-Based Business training for their members. This research using a qualitative descriptive approach. The informants in this research were determined with purposive sampling method. The informants in this research were footwear craftsman and Technical Implementation Unit Staff. Data collection was gathered through in-depth interview and observation. Data gathered in this research were analyzed by a qualitative descriptive method. This research shows that training and online business skill upgrade that given by Technical Implementation Unit of Departement of Labour to the footwear craftsman and also they as a seller of these products, which experiencing decreased of they product selling turnover because they conventional way of business. The fact found in the field of this research reveals that the craftsman and seller of Cibaduyut Footwear industry who has done the selling through online business could increase they selling up to 60% from before. The footwear merchants have the ability to adapt to the demands of the markets, which is selling the product through a catalogue in social media. This new way of business has helped them in increasing their family well being, especially the footwear craftsman family, and also this has motivated and gave them more spirit to develop and protect their business even more. This research recommended the craftsman and all who involved in this business to increase and develop their teamwork and coordination among the footwear craftsman with a larger social link and also they have to receive more training on usage of sustainability social media.

Keywords: online business, family welfare, footwear craftsman

I. Introduction

As time went on, the Cibaduyut footwear industry began to experience a decline in production and sales, in addition to the large number of imported footwear products that came and varied, making Indonesian people turn to external products. Today the Cibaduyut footwear industry has 577 business units that must be maintained. The decline in annual production is one

measure where marketing by business owners in Cibaduyut Shoes Center is less effective. For this reason, breakthroughs and changes must be made from offline businesses to online businesses, which are now mostly carried out by businesses, by becoming sellers in various marketplaces such as Tokopedia, Bukalapak, and so on.

The rapid potential for the use of internet technology through online business or an online shop is an opportunity for the development of efforts to empower and improve technology-based people's economy. Socialization and training related to the empowerment of internet technology through online business or online shop is very important to do, including socialization and education to families in increasing household income so that family welfare increases. (Nuryety Zaen et al., 2017)

According to the Internet World States, in 2005 world internet users reached 972,828,001 (almost one billion), users in Indonesia were estimated at 16 million. The largest number of users in the United States and Canada, reaching 68.2% of the population (DH Syah, 2015) The use of current technology can help people communicate, connect, improve personal relationships, and bring new business opportunities.

Product marketing through internet media, aims to encourage the development of small business educators. Therefore, so that the efforts to increase the family income of craftsmen can develop by utilizing information technology, it needs support in the form of training and provision of facilities. Of course the biggest responsibility for providing training and providing these facilities is in the hands of the government, in addition to other parties who have commitments. Through this activity, it is hoped that the business of Cibaduyut footwear craftsmen who become the icon of the city of Bandung can continue to grow amidst the global market invasion. Selling products online as well as empowering families as distributors. (Kompas.com)

Research on the above was also carried out by Nuryety. et al (2017) the results of his research explained that the use of information technology in running a business or often known as e-commerce for small companies can provide flexibility in production, enabling faster customer shipments for software products, sending and receiving offers quickly and economically, and supports paperless fast transactions.

Another study was conducted by Ira Setawaty et al (2017). This study aims to find out how the Effect of Online Marketing Strategy on Increasing MSME Profits. The results of the study state that the online marketing strategy has a positive effect on MSME Profit Increase. This research is about empowering families in online businesses in the Cibaduyut footwear industry. Family empowerment in online businesses has become a necessity and has received attention from the relevant government, because alleviation of child labor depends on family economic strength, if the family economy increases, then child laborers in the cibaduyut footwear industry can be overcome.

Purpose of The research

The aim of this research is to analyze the empowerment of families of footwear craftsman in online business in the footwear industry in Cibaduyut.

II. Literature Review

A. Empowerment

Empowerment is essentially humanity, in the sense of encouraging people to present themselves and their rights. Empowerment according to Edi Suharto (1991: 12) suggests that: Empowerment is defined as a learning process that is a planned and systematic business that is carried out

continuously for individuals and collectives in order to use power (potential) and capabilities found in individuals and community groups so that they are able to carry out social transportation that is directed to be able to master (rule) for his life.

Community empowerment that has developed until now, one of which is the definition proposed by Ife (1995: 182), Preparing to the community in the form of resources, opportunities, knowledge and expertise to increase the capacity of the community in determining their future, and participating and influencing life in the community itself).

Edi Suharto (1998: 220) explains that empowerment can be done through three approaches, namely:

1. Micro approach. Empowerment is carried out on individuals through crisis intervention guidance, counselling. The main goal is to guide or train individuals in carrying out their daily tasks. This model is often referred to as a task-centred approach (task centred approach)
2. Climbing of mezzo. Empowerment is carried out on community groups, empowerment is done using a group approach as a medium of intervention. Education, training, group dynamics are usually used as strategies in increasing awareness, knowledge, skills and group attitudes in order to have the ability to solve problems faced.
3. Macro approach. This approach is often referred to as a large-system strategy because the target of change is directed at a broad environmental system. Policy formulation, social planning, campaigns, social action, organizing and community development are some of the strategies in this approach.

Based on the above understanding, the concept of empowerment is a concept that must be applied to the craftsmen of footwear in increasing the ability and expected welfare. Because of the lack of support from the local government in supervising and fostering craftsmen, as well as the absence of organizations that can accommodate the aspirations of Cibaduyut footwear craftsmen, one of the factors for the craftsmen decides to go out of business. Therefore empowerment is one alternative in improving the skills of footwear craftsmen in maximizing their abilities.

B. Online Business

Online business is no longer a foreign term in Indonesia, whether we are used to using the internet every day or not. An online business that was originally only used for promotional and advertising purposes through web pages, has now turned into a multifunctional business, both as a means of promotion, purchasing goods, selling goods, and also selling other services through an online system.

According to Musselman and Jackson, (2017) Business is the whole organized activity in the field of commerce and industry in the supply of goods and services to meet the needs of the community and in improving the quality of life of the community. Online can be said that the media can be accessed 24 hours a day, seven days a week and 365 days a year and can be accessed anywhere at any time as long as internet access is still in that area.

Rahmat Makmur, (2018: 4) explains the characteristics of an online business are (1) having a seller (2) Having an account (3) Transfer method (4) Electronic money (5) Email (6) Chat (7) Telephone (8) SMS (9) Internet (10) In the form of pictures. Thus online business can be interpreted as a business carried out online by utilizing technological advancements.

In a company, marketing plays an important role to carry out integrated communication that aims to provide information from the company to consumers about goods or services. This aims to meet the needs and desires of consumers or customers. The process of fulfilling these needs and

desires is then known as the marketing concept commonly called 4P, namely Product, Price, Place, and Promotion.

1. Online Marketing

Online marketing is a business that markets products or services through or using internet media. By utilizing the internet that is accessed by people all over the world to share information and communicate, including sharing information about products, goods and services being sold.

E-Marketing is "E-Marketing is the marketing side of E-Commerce, this consists of the company's efforts to communicate about, promote and sell products and services via the internet." Or, E-Marketing is the marketing side of E-Commerce, which consists of the work of companies to communicate something, promote, and sell goods and services via the internet (Armstrong, Kottler, 2004: 74).

Online marketing can also be interpreted as the use of electronic data and applications for the planning and implementation of concepts, distribution, promotion, and pricing to create exchanges that satisfy individual and organizational goals. (Strauss and Frost: 2001) in Meilyana (2010) Marketing in this way becomes an alternative effort to market a product or service in this global era, of course through or using internet media.

2. Online Marketing Strategy

Public Marketing Activities - related to sales, advertising, promotions and price bookings. Online marketing strategies or often referred to as online marketing strategies are all businesses (businesses) that are carried out to do product or service marketing through online media, namely the internet media. Although it can change, marketing cannot escape from the three components that always accompany it, namely consumers, competitors and companies.

This third component is always present in every discussion about marketing. However, implementation differs for each business, but the purpose of marketing promotion is the same, namely to introduce the product widely to the public, with the hope that they will be interested in the information shared and ended with making a purchase, and online businesses are no exception. I. Setiawati (2017) ejurnal.stiedharmaputra-smg.ac.id/index.php

III. RESEARCH METHODS

A. Research Methods

This study uses qualitative methods, namely research that uses qualitative or descriptive data. Qualitative research is methods for exploring and understanding the meaning of several individuals or groups of people ascribed to social or humanitarian problems. Creswell (2010: 4)

. Besides, qualitative research is research that utilizes open interviews to examine and understand the attitudes, views, feelings and behaviour of individuals or groups of people who are the object of research.

B. Informant Determination Techniques

The informants in this study were those involved in the implementation of family empowerment in the Cibaduyut footwear small industry namely the UPT Department of Industry and Trade in Cibaduyut and child labour families. Determination of the subject of this study using a purposive method is that those who became the informants were deliberately chosen to be able to provide the necessary information related to the implementation of family empowerment using online businesses.

C. Data Collection Techniques

Data collection techniques related to social protection of child workers include 3 (three)

methods. use participation observation, interviews and study documentation.

D. Research Data Processing and Analysis Techniques

Processing and analysis of data or information in qualitative research must be carried out simultaneously. Throughout the process of data analysis, the researcher indexes and encodes data collected by either social events or phenomena that occur, using as many categories and descriptions as possible.

The determination of the location of this research is at the UPT Department of Industry and Trade in the Cibaduyut area of the City of Bandung, with these considerations designated as the implementation of providing safety training for shoe craftsmen in Cibaduyut.

IV. DISCUSSION

Family empowerment of child labourers in online business has become a challenge and gets the attention of the relevant government, because alleviation of child labour depends on the strength of the family economy, if the economy improves, then child labour in the Cibaduyut footwear industry can be overcome. Craftsman Cibaduyut footwear is a very important requirement, considering the large community in Cibaduyut work as craftsmen making footwear that have been worked for generations and are well known by the icon of the city of Bandung.

Implementation of empowerment is carried out by the Technical Implementation Unit (UPT) of the Industry and Trade of Bandung City providing training and counselling in the form of using IT as a promotional media.

A. Socialization

UPT Department of Industry and Trade of Bandung City which is domiciled in Cibaduyut Urban Village, conducts socialization related to empowerment for families of small workshop owners and shop owners in Cibaduyut footwear centers related to the provision of footwear design training, Kellom makers by using modern machines which are watched by using Marketing Strategy Online or often referred to as Online Marketing Strategies. The socialization was carried out using invitation letters sent to every craftsman in the Bojongloa Kidul Sub-district environment

B. Identification

The negotiation process was carried out to overcome the problems experienced by the craftsmen both in terms of capital, production to marketing, bearing in mind the industry unfortunately Cibaduyut foot has been there to be finished and must be preserved by Cibaduyut people with a greater livelihood in this sector. After solving the problem, the next process is to scale the requirements. Which needs should be the priority of implementation. Next, determine the potential given by the craftsmen.

The results of interviews with officers of the Technical Implementation Unit (UPT) "after being done, the problem most considered by the craftsmen at the moment is the marketing problem, because, for the design and footwear group, training has been carried out by instructors from the Bandung Institute of Technology (ITB). footwear models per changes and changing trends in society. But the last five years sales turnover has continued to decline because it competes with foreign products such as those from China. Needed is needed in terms of marketing.

C. Training

The training is conducted once a year, with a target of 100 craftsmen every year, both for design training, shoemaking, and online marketing training. The duration of training is one week, starting at 9 am to 15. The participants are divided into two groups. the first group, who

took part in design training and making groups, and another who took part in online marketing training, ranging from training materials to practice. every day participants are given lunch and an allowance.

According to interviews with UPT officers, in the implementation of the target participants could only fill 40% or about 40 craftsmen, from 577 business units in Cibaduyut who participated in the training. There are many reasons put forward by the craftsmen, for example, if they join the training, the craftsmen cannot carry out production activities and they will avoid discussion.

Diana Laily. et al (2017), Implementation of information technology in the world of marketing, one of which is through popular e-commerce-based marketing media applications. Through these media, information can be accessed for promotion and marketing can be done widely and limitedly.

1. Method

The training method is provided with lecture and direct practice methods, using the group approach as a medium of intervention. The participants were given knowledge and introduction of features and navigation of the smartphone, to how to operate it. This intervention media is considered suitable for training the participants, because it can help the instructors to assist, meaning that some participants who are deemed skilled can help other participants.

As for the design and turning skills, it is not as difficult as teaching IT, because they generally have been working in this field since childhood, and the UPT Industry and Trade in Cibaduyut has been equipped with a modern lathe making machine so that it can produce clogs (shoe base) sandals) are better, neater and work faster so they can produce more.

2. Trainer

The Bandung UPT Industry and Trade for the footwear industry in Cibaduyut has collaborated with the Bandung Institute of Technology, to provide empowerment to Cibaduyut footwear workers, so that the training Instructor is an expert and has good knowledge in the field of footwear design models. by consumer demands.

3. Material

The training material is given following the demands and needs and the potential of the craftsmen. Because most of the craftsmen mostly only graduated from elementary school (SD), there are some schools up to high school (SMA). So the material must be adjusted to their capacity. But all participants on average already have a cellphone and can already operate it. The material is more directed at the direct practice of how to sell using social media, such as Instagram, WhatsApp, and Facebook, Line and others.

Based on the results of interviews with UPT officers, the obstacle faced in providing training materials was that the ability of the participants in knowledge and understanding was different, so it became a challenge for the instructors to provide understanding to the participants.

4. Assistance

Assistance efforts were carried out by UPT officers for workers who had received training, this was done to measure the success of the training that had been given. Based on the results of interviews with the UPT Department of Industry and Trade explained:

Assistance is carried out to ensure that the results of the training implementation can be applied. Assistance is expected to provide the same understanding between various parties, such as the UPT / instructor and footwear craftsmen so that there is no gap. In carrying out

their duties, the facilitators position themselves as planners, mentors, informers, motivators, liaison officers, facilitators, as well as evaluators.

The results of an interview with Mr Dinor, one of the trainees who have done online marketing, said that 60% of product sales have been done online. This is inseparable from the guidance and training provided by the UPT Cibaduyut. He sends directly to the customer, by taking advantage of the delivery service for the city of Bandung. Whereas for those outside the city of Bandung using the package delivery service. According to him, the training provided by UPT is very useful "

According to Sumodiningrat (2009: 106), assistance is an activity that is believed to be able to encourage the empowerment of the poor optimally.

5. Access to Marketing

Through this online marketing, the reach becomes wider and unlimited. Customers can find products wherever they are as long as there is internet to access them. This online marketing provides more convenience for consumers, pleasant payments for choosing goods, payments, and purchases that do not need far away to come to the store. Customers simply sit at home with their gadgets and internet access to access the desired virtual store. Social media users are increasing from year to year. That's a great opportunity for foot craftsmen to advertise the business on social media. That way the products/services offered is increasingly known by many people.

The results of an interview by Mr Dinor, craftsmen who have used social media as a promotional tool, said that marketing methods that use social media by young people, most already understand using IT, most footwear shops in Cibaduyut have marketed production using Facebook, WA and Instagram (IG) as an advertising medium.

Bagus and Ati (2013) stated that the marketing of advertisements through social networks required through the EPIC method proved to be very effective. Meanwhile, according to Swastha (2008), the marketing strategy in a craftsman business is very important because it is the means used to achieve the business objectives of the craftsmen.

6. Technical Guidance

Technical Guidance is an activity that provides assistance that is usually complete and advice to solve problems. Required by taking Technical guidance which is expected that every Cibaduyut footwear craftsman can benefit by orienting on improving footwear quality

The results of the interview with the head of Cibaduyut UPT, which was conducted by Bimtek, were carried out after the trainees received business assistance. After one day in the form of a work meeting, held at the Cibaduyut UPT office, as a follow-up to the family empowerment activities of child labourers in online business as an effort to increase their knowledge and abilities in conducting promotional efforts using social media.

Facing reality, the higher the competition in the business world, the required training in human resource development or technical guidance has become a necessity for individuals, institutions, and institutions

7. Termination

Empowerment is carried out on families of child labourers who have footwear manufacturing workshops, mostly from home industry craftsmen groups, empowerment is done by using support groups as intervention media. Providing training, consisting of internet promotion media: transfer methods, electronic money, e-mail, chat, telephone, SMS, internet, and appearance in the form of images, which are used as a strategy to increase awareness, knowledge, skills, and leadership. production to consumers has been done through a process

of activities and the results have been accepted, applied and utilized by the participants properly.

The results of interviews with craftsmen's families after the training provided about online business consisted; Transfer methods, Electronic Money, Email, Chat, Telephone, SMS, Internet, Image. The ability and knowledge of using IT as a marketing medium can be applied well. Proven about 60% of consumers make transactions through online media, the rest are still using offline/physical stores.

Ira Setawaty et al (2017) stated that the online marketing strategy stated positively towards the Improvement of MSME Profit. Thus the empowerment of families from child labour should be given, so that footwear craftsmen can support production results to consumers, thereby increasing welfare in welfare.

8. Reflection

The Research occurred shows that the development of Shoes Craftsman Family in Cibaduyut Bandung through online business has given a positive impact on increasing the income and alleviating the economical situation of the family. This method of development or intervention that aims the families to make them involve and to take advantage of the development of technology for their benefit, also shows that family needs to be given access and training to the technology.

Social workers nowadays need to know and understand the technology regarding to the kind of method and intervention that could be given and implemented to the clients. Technology offers the user to the unlimited sources that they could use for their own benefit that resulting to they can be socially functionized. It's important for social worker to know the benefit of technology.

In the Macro setting, social worker could play a role to be the motor to mobilize the society. Social worker needs to understand their role in order to motivate them and bringing out the potency they have, so it could lead the society to not only socially functionized, but also making a good life for them and their community.

IV. Conclusions and Recommendations

Some offline businesses are seen moving fast online by becoming sellers in various markets such as Tokopedia, Bukalapak, and so on. Thus, business owners in the Cibaduyut footwear industry environment also made several breakthroughs, by changing the pattern of offline business to online business. Empowerment efforts were carried out by the UPT Department of Industry and Trade for craftsmen and provided training related to the use of Internet technology as a promotional medium. The results of the study concluded from the socialization to the termination of the training participants who were very enthusiastic and responded to the material and practice well, it was proven that the participants had been able to market their products through online media, although it was still done by individuals, had not yet developed a network with professional online shops such as Tokedia, Bukalapak etc. This is a challenge for the craftsmen and the local government to continue to improve the knowledge and skills of workers in the footwear industry in Cibaduyut in the field of Digital Technology.

Recommendation

Cibaduyut footwear industry requires its online shop, can accept orders and payments on its website. Assume this industry is well known to the world community. Ironically, the majority of footwear entrepreneurs in Cibaduyut do not have the support of digital technology that enables them to open online shops that can receive ePayments on their websites. Related to this, the UPT

Department of Industry and Trade still has to do training with software providers - to jointly focus on supporting the empowerment of the footwear business sector in Cibaduyut.

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