



INCREASING SALES THROUGH DIGITAL BUSINESSES AND BUSINESS MODELS AT NDORO OLSHOP TULUNGAGUNG

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Abstract : In the era of increasingly sophisticated technology, digital business and business models have become an option at Ndoro Olshop to increase sales because the costs incurred are smaller, the reach is extensive, and they can increase potential consumers' buying. Through the method used, namely *e-commerce*, Ndoro Olshop can sell its products via Tokopedia, Bukalapak, Facebook, WhatsApp, Instagram, and Twitter to increase its sales. This can be seen from the increasing number of sales, proving that digital businesses and the business model chosen in marketing their sellers are good because many other entrepreneurs are also entrusting their merchandise to be promoted and sold online. Therefore, in the future, Ndoro Olshop must increase sales and keep up with increasingly sophisticated technological developments in marketing and selling its products so that it can compete with other entrepreneurs and franchises.

A. INTRODUCTION

a. Situation Analysis

Business digitalization is the application of digital technology to change conventional business models. The goal is to increase revenue and opportunities to generate value rapidly. Every entrepreneur, even companies, can transform their business digitally. For this reason, in facing the millennial era, Ndoro Olshop must follow increasingly advanced developments. This has become a demand so that our businesses do not sink by adopting digital technology, where currently, digitalization is a process that is being implemented by the majority of business people. Entrepreneurs are increasingly advanced, and even companies have used this strategy with extraordinary results in terms of revenue,

profits, and customer satisfaction, namely through digital business. A digital business is a business that utilizes technology, both internally and externally. Information technology has changed business architecture and operations since Internet access became accessible for business people and individuals. The way organizations operate on a day-to-day basis has undergone a significant transformation through technology.

Digital business is an option for business development in the current technological era. This type of business is a combination of technology to meet target customer demands. As time goes by, the types of businesses in the digital sector are also becoming more diverse, considering customer interests and needs.

Likewise, in the activities carried out by Ndoro Olshop, of course, increasing sales of various types of production can be done through one of the digital businesses, which is considered capable of increasing sales turnover. A digital business is a business that utilizes digital devices. In other words, it is a business that has experienced digitalization.

Because the products offered have undergone digitalization, it is not surprising that the marketing and transaction processes generally use the Internet. This type of business can be a breath of fresh air for entrepreneurs, especially Ndoro Olshop, to increase their sales because by using the right technology, you can actually save expenses and increase productivity.

Products produced from this type of business are usually known as digital products, so they are generally systems or works in digital form. These types of digital products are also very diverse. Business owners can even start making this type of product with minimal capital to make quick profits.

These digital businesses can compete quickly with traditional companies, where they are still just waiting for buyers to come to the shop. This digital business makes it very easy for consumers to make transactions quickly, which is what Ndoro Olshop should do. It operates in the business sector and produces all kinds of products, such as frame knives with various models, palm fiber brooms, peanut rings, flower vases made from coconut fiber, and bags. Wicker, ablution sandals, and all kinds of necessities are still sold through digital business sales, but there are still a few methods used to compete in the market through digital business; this is still an obstacle for Ndoro Olshop in increasing its sales.

Digital businesses provide choices for consumers so that consumers can use services or buy goods from a company online. Apart from that, information is also more accessible from anywhere without the need to come in person. This digital business aims to increase sales figures and product awareness, expand the market, and increase income quickly, as well as opportunities to generate value.

The business world is feeling a significant impact from this digital revolution. Accelerating company activities and procedures to take maximum advantage of opportunities with a strategic approach. Digital companies make the best use of this so that profits are maximized while losses are reduced. Even entrepreneurs like Ngoro Olshop must be able to carry out their sales through this form of digital business so that their sales increase. The functions of Digital Business are as follows:

1. Increase Productivity

Technology can encourage productivity. Contemporary entrepreneurs must be able to ensure that existing work systems can enable employees to work more efficiently. Entrepreneurs must be able to take advantage of innovative technologies, such as the cloud, mobile devices, big data, and analytics. All of which can help them to increase their productivity and efficiency.

2. Reduce operational costs

Every entrepreneur wants to save funds and time as their primary goal. Completing manual processes and tasks takes a long time, so the process runs much slower than automated processes and functions, and an entrepreneur will prove that digital business will be more effective and efficient.

3. High Quality

One of the most significant functions of a digital business is ensuring that every activity produces results consistently. Not only that, the quality is also guaranteed because it fits after a specific time. Thus, high-quality and reliable output is possible.

4. More Objective Decision Making

Information analysis turns data into knowledge. Knowledge helps workers make better decisions. Therefore, digitalization and information management go hand in hand. Global digital businesses are also experiencing changes in purchasing power.

Thus, with the benefits and luck that can be felt, if an entrepreneur wants to advance in his business, he must be able to keep up with increasingly sophisticated technological developments. This could be a solution for Ndoro Olshop, who wants to follow their sales and marketing with digital business, although not all types of business are digital. Carried out, but which variety is chosen and is felt to be easy to increase sales.

The types of digital businesses that can be chosen to increase sales are as follows:

1. E-commerce

We are familiar with digital transformation in the retail sector with the breakthroughs of various e-commerce. There has been a change in the form of product offerings where owners can improve system performance technologically. Retail business owners can utilize technology to develop customer interaction strategies while managing finances through automatic transaction recording.

2. Chatbots

The majority of companies utilize chatbots, and an entrepreneur can also do this with the support of artificial intelligence. This facility helps business owners hear customer complaints directly. Apart from that, chatbots also reduce costs for the broadcast delivery process and other purposes.

3. Streaming Services

Access to entertainment is increasingly easier through gadgets, where companies in the entertainment sector now offer streaming services. Streaming is now no longer just radio broadcasts or music but also films and various visual shows. Multiple companies that are competing in this field include Netflix, Spotify, and so on.

From the types above, Ndoro Olshop can choose which digital business it feels is appropriate for marketing its sales so that it can increase them. With increasingly sophisticated and advanced technological advances, we cannot just use conventional methods. Still, we must pick up the ball in using digital business so as not to miss out on marketing that can increase sales.

The opportunity to sell handmade crafts has actually existed since the founding of Etsy, the largest online market for handmade products or vintage items. Along with the

widespread use of the Internet and ease of payment methods, many people are increasingly actively selling their handmade products via Etsy and various other platforms because of the low investment with high selling value. This is an opportunity for Ndoro Olshop to determine digital business choices that will be used to increase its sales through digital businesses, considering that Ndoro Olshop's most popular products are handmade crafts. Apart from producing them themselves, they are also products from other entrepreneurs, such as flower pots made from coconut fiber, ablution sandals, bag crafts, ashtrays, brooms, bath scoops, clay stoves, and so on.

B. IMPLEMENTATION AND METHODS

Location: This activity was carried out at Ndoro Olshop Jl. Raya Sumbergempol, N0 18, Gempol, Sumberdadi, Sumbergempol District, Tulungagung Regency

In implementing its sales increase, Ndoro Olshop has used digital business and a fast business model to increase its sales. However, the methods used are still few; in developing its business in the future, the chosen digital company will use a broader range of techniques, namely via Facebook, Instagram, website, Tokopedia, Bukalapak, WhatsApp, and entering the MSME community, this aims to introduce the products being sold and market the products so that they are known to consumers in various regions so that they can increase sales.

The hope that Ndoro Olshop wants is that with digital business and business models in the future, it can produce more and more advanced sales. All kinds of needs will be available at Ndoro Olshop in making sales, always up to date, and following market demand.

C. RESULTS AND DISCUSSION

The results achieved by selling through digital business and the business model are able to trade in all areas both within the city and outside the city. The enormous demand for one of them, ablution sandal products, can increase turnover and sales, even to the point of being overwhelmed due to the limited raw materials used. For this reason, it is essential to note that in the future, we must have more raw material stock so that this demand does not stop and even continues. The digital business carried out by Ndoro Olshop is via Twitter, Facebook, Bukalapak, Tokopedia, and WhatsApp, and in the future, there will be more programs to increase sales. Several alternative digital business options chosen by Ndoro

Olshop to increase its sales to consumers aim to enable consumers to use services or buy goods offered by Ndoro Olshop from an online business. Apart from that, Ndoro Olshop itself will also get benefits from this digital business, including:

1. The business costs incurred are cheap/small.
2. Easy to reach many consumers
3. It is easy to get information if there are new trends in the marketing field
4. Make it easy and affordable for many potential consumers in various regions
5. Can increase consumer loyalty by subscribing
6. The right means for branding and building reputation
7. Makes it more accessible to collect data and evaluate sales strategies

Apart from that, in developing its business, Ndoro Olshop also implements a business model, where the strategy used is an effort to organize, manage, and get income from the products or services they offer, where these aspects vary, such as how the business makes or obtains the product or these services by marketing, promoting them to customers and ways to create profits from these sales. This business model illustrates, in general, how Ndoro Olshop can form and organize its business so that the security plan focuses more on the operational steps that the Ndoro Olshop business will take. Olshop's hopes for doing this business model are:

1. Superior to competitors, where Ndoro Olshop is able to differentiate its business from competitors.
2. Attracting Investor Attention, which will automatically encourage investors to allocate funds to the business; as long as the business model is able to generate substantial profits, then regardless of whether the company is new or starting to run, investors will confidently provide the funding.
3. Regular financial management, namely by using the Ndoro Olshop business model, will be able to plan accurately in terms of production of labor needs

This is because it makes it possible to manage finances efficiently. Many businesses often spend funds without careful planning, which can threaten the continuity of the company at Ndoro Olshop.

And this is something that Ndoro Olshop really considers.

The activities carried out in this activity are using online applications

Below are the various products offered by Ngoro Olshop when selling their products online:

Table 1: Various Ngoro Olshop Tulungagung Products

No.	Product name
1	Household appliances a. Palm-fiber broom b. Knife c. Mat d. Scar e. Pan f. Bath Dipper g. Rebin's Scythe h. Bedok Marli i. Sampho Car & Motorbike
2	Cake Food: a. Geti Cake b. Snacks c. Cassava chips, d. Banana crackers e. It's important f. Shanghai nuts
3.	Crafts: a. Wooden Pot b. Hanging Pot Box c. Ablution sandals d, Doormat e. Orchid Flower Pot

The table above is one type of product that is marketed online, but there are many other products because Ngoro Olshop also receives other products from which it helps to market and sell.

D. CONCLUSIONS AND RECOMMENDATIONS

The conclusion that can be drawn from this activity is that with the digital business implemented at Ngoro Olshop, you can:

1. Business can be run with little capital
2. Marketing reach is extensive
3. It can be used as the primary income
4. Save costs and time



Meanwhile, by using the business model applied to Ndoro Olshop, the following benefits can be obtained:

1. It makes it easier to develop strategies to improve business.
2. Can better understand the target market to be addressed
3. Improve the features of the products that will be offered so that they can answer market needs
4. Understand market competitors and see what their weaknesses are so that they can benefit the business.
5. Know clearly the cost or capital of a product so you can determine a superior selling value.

For this reason, Ndoro Olshop must continue to increase sales so that it can compete with other entrepreneurs.

SUGGESTION:

As technology becomes more advanced and sophisticated, to be able to continue to exist, NdoroOlshop must be able to pick up the ball in various sales services, both online and offline; apart from that, it must also learn to advance in marketing its sales in multiple ways, one of which is by selling in the form of streaming. , so that sales can increase even more.

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