

A COMMERCIAL WEBSITE FOR SINAR TERANG BAG COLLECTIONS AND HOME INDUSTRY: A WAY TO MAKE THE EXISTING CUSTOMERS KNOW ITS PRODUCTS AND INCREASE ITS SALES

Kurniawan, R¹, Ibrahim, J.I²

^{1,2}English Department, Faculty of Letters, Petra Christian University, Siwalankerto 121-131, Surabaya
60236, East Java, INDONESIA

E-mails: rachel_kurniawan@hotmail.com, jusufib@peter.petra.ac.id

Abstract

The purpose of making this Business Communication Final Project was to solve Sinar Terang's problems. The problem was related to its products' existence. Only few existing customers of Sinar Terang knew that Sinar Terang has its own bags. For that reason, it was difficult for Sinar Terang to sell its bags more. Therefore, the problem was how to make Sinar Terang's existing customers know its bags without coming to the store and how to make Sinar Terang's bags more popular. The solution to these problems was making a bilingual commercial website which consists of "Updates" part, "About Us" part, "Our Collections" part, "Made to Order" part, "Our Customers" part, and "Contact Us" part. This website would indeed solve Sinar Terang's problem because for the existing customers, they could see Sinar Terang's bags including the information without coming to the store. Also, Sinar Terang could attract new customers through this website.

Keywords: commercial website, promotions, marketing tool

This Business Communication Final Project (BCFP) was aimed to solve Sinar Terang's problems. Actually Sinar Terang Bag Collections and Home Industry are both a shop and a home industry. The store is located at Jalan Raya Dupak 82-84, Surabaya and the home industry is located at Jalan Tambak Segaran 68, Surabaya. Sinar Terang started to open the store in 1991. At that time, Sinar Terang only sold kinds of bags from other brands. Sinar Terang got those bags from suppliers and distributors. However, since 2000, Sinar Terang has produced its own bags. Sinar Terang tries to make its own brands, but at the same time Sinar Terang still sells other kinds of bags from other brands. The problem there is related to Sinar Terang's own bags. Since it began to make its own bags, only few existing customers know about Sinar Terang's bags. The bags are not really popular to its customers. In fact, Sinar Terang has customers from Surabaya and outside Surabaya. Those who are from Surabaya know that actually Sinar Terang has its own bags. They can visit the store and see the bags. However, those who are from outside Surabaya do not know Sinar Terang's bags. It happens because they cannot visit the store in Surabaya. Up to now, they order bags by phone and the bags which they order are other popular bags. Thus, they mostly order other brands while they never take Sinar Terang's bags. Absolutely it creates a problem for Sinar Terang. It cannot sell its own bags more to customers because customers do not know and cannot see the bags directly. Customers tend to buy other brands than Sinar Terang's. For that reason, Sinar Terang's products are not popular in the market. Sinar Terang feels difficult to get new customers because only few people know its products. If it continues, it will be more difficult for Sinar Terang to introduce its bags later considering the competition in the market. So, the problem of Sinar Terang Bag Collections and Home Industry is how to make existing customers know its products and increase its sales.

According to BusinessDictionary.com, "A website is a virtual location on WWW, containing several subjects or company related web pages and data files accessible through a browser." While according to Mark Bell (2011), "A website is a collection of web pages stored on a particular computer (called a web server) and accessed by outside computers."

A website is one of the most popular media which is very useful nowadays. Since a website is pages which can be accessed through the Internet, almost all organization or company has a website. A company or an organization uses a website as a replacement of printed media. By having

a website, a company or an organization can introduce, promote, persuade, or describe its purposes. It can be its products or services which are offered to readers or customers or visitors of the website. Therefore, the format of a website is flexible. It depends on the purposes of making the website. In addition, a website requires up-to-date information. It means a website needs to be updated whenever a company or an organization has changes in its products or services. Thus, it is useful because it is easier to keep updating a website than a printed media.

While according to Timothy Garrand (2006), there are five basic categories of websites. One of them is a commercial website. A commercial website is a website which is created for business' purposes. This website helps a company to promote or sell its products and services to customers and potential customers. The main purpose of having a commercial website is getting a profit.

By looking at the problems, the writer concluded that Sinar Terang needs a media to promote its own bags. The media should solve the problems for existing customers who have difficulties to go to Surabaya. Moreover, the media should cover the demands of Sinar Terang which is getting new customers. Therefore, a commercial website was made for Sinar Terang Bag Collections and Home Industry. This website can answer both the problem for existing customers and the problem of getting new customers.

METHOD

In order to finish this Business Communication Final Project, the writer did some procedures during the process of making the commercial website. First of all, the writer joined the proposal defense where she needed to explain her idea in front of the Board of Examiners. After getting approval from the Board of Examiners, the writer still needed an approval from the company. Therefore, she made a proposal which was directed to Sinar Terang. In the proposal, she wrote the background of the problems in Sinar Terang as the reasons why Sinar Terang needed a website. The writer put what features which she planned to have in the website and also a short description for each feature. In addition, she provided the purpose of making the website for Sinar Terang, explained the benefits which Sinar Terang would get by making the website, and put the cost for the programmer in making the website. Last of all, the writer explained the procedures in making the website.

After writing the proposal, the writer gave the proposal to the owner of Sinar Terang. Although everything was written in the proposal, she still needed to explain further about her project especially the cost of the project. At first, she found a programmer which gave her the price Rp. 6,000,000,- for the website. At that time, the owner did not accept the cost for the programmer. Then, the writer tried to find another programmer. Finally, she got a programmer who gave her Rp. 1,620,000,- for the website. Then, the writer proposed to the owner about the price. At that time, she also explained in details to the owner such as the cost for the domain, the hosting, the application and the design for the website. In the end, he accepted her proposal including the cost in making the website.

After the proposal was accepted by Sinar Terang, the writer directly made the website. There were some steps in order to finish the website. First of all, the writer did interview with the owner of Sinar Terang regarding the content of the website. She asked all information which was needed to be written in the website such as what new products which Sinar Terang has in this period of time and how much the price for that bags. Next, the writer also had to understand what actually Sinar Terang is doing in its business because she would describe it in the company overview section. Here, she needed to make sure that the description is clear enough for the visitors. Then, the writer also listed what bags which the owner wanted to be put in the website. Besides, she also asked about "Made to Order" service in Sinar Terang and asked what companies which had already ordered from Sinar Terang. Last of all, the writer listed the contact information which Sinar Terang has.

The next step was the writer made all the content of the website for each section. There were six sections: Updates, About Us, Our Collections, Made to Order, Our Customers, and Contact Us. The writer really worked hard in making the content because she had to make sure that her writing really reflected Sinar Terang as it is. She made the content in English first, then she made the content in Bahasa Indonesia. For about two weeks the writer wrote the content of the website. The writer spent most of the time in writing the "About Us" section because she had to really make sure that the description is clear, simple and brief enough for the visitors. After the content was complete, the

writer met the owner. She showed the content to the owner. At that time, the owner only made some changes in the prices of the bags. He agreed with the description in the company overview. After consulting the content, the writer asked the owner to prepare the bags which were going to be put in the website. Then, the writer called the photographer to make an appointment in taking the pictures. After the writer and the photographer could adjust the schedule, they took pictures of the bags for “Our Collections” and “Made to Order” section. It spent two to three weeks to ask the photographer to finish all the bags.

Last of all, after the writer prepared all the content, she contacted the programmer. She talked to him and explained what she wanted in the website in terms of the design and the content. The writer sent all the content and he started to make the website. After two days, the programmer sent her the draft for the design layout in the website. Then, the writer made some changes and revisions regarding the design layout. The next day the programmer gave her the revision of the website. After the writer thought that the website was good, she showed to the owner of Sinar Terang. At that time, the owner agreed with the design and the content. Then, he gave her the money for paying the programmer. The writer needed the money to activate the website, if not other people would use the address. After she paid the programmer, the website was ready to be used by Sinar Terang.

FINDINGS AND DISCUSSION

The product is “A Commercial Website for Sinar Terang Bag Collections and Home Industry”. Basically, the website provide all information about Sinar Terang. In the website, there are Upcoming Events (“Updates”) section, About Us (“About Us”) section, Product Information (“Our Collections”) section, Service Information (“Made to Order”) section, Affiliates/Partners (“Our Customers”) section, and Contact Us Info (“Contact Us”) section. This website is bilingual which means people can access it in two different languages, English and Bahasa Indonesia.

First of all, in Upcoming Events (“Updates”) section, there is a little information about Sinar Terang’s products. It is just like an advertisement. The purpose is for promotional media. The advertisement can be new products or special offers in special occasions. This section will be updated continuously according to the sales promotion in that month. For existing customers, this part gives them information about new products or new offers. This part can trigger existing customers to buy certain products which are offered there. While for new customers, this part is really important. If they think the offer is interesting, they will go to other parts to see further information about Sinar Terang. Thus, this “Updates” part is the first impression for new customers when they visit Sinar Terang’s website.

In About Us (“About Us”) section, there is brief information about Sinar Terang. The writer describes what Sinar Terang is and what Sinar Terang does. Also, she gives information about Sinar Terang’s own bags, REJ and Sinar Terang Home Industry. Basically, the writer provides an overview for the customers. For existing customers, this company overview can give them information which they do not know before especially about REJ and the home industry. While for new customers, it is essential to inform them about what Sinar Terang is and what Sinar Terang does. Since they never do business with Sinar Terang, this overview will be really helpful to give them understanding.

The next section is Product Information (“Our Collections”). Product Information (“Our Collections”) section is the most important section for Sinar Terang’s website. Since Sinar Terang is a company which produces bags, the writer needs to show all bag collections which it has. In this part, there are pictures of the bags and information about the price, color, design, and material. Thus, both existing customers and new customers can get information about Sinar Terang’s products including the price, design, color and material. This part is the most selling part to customers. By having this section, both existing customers and new customers know about Sinar Terang’s bags. They can see that actually Sinar Terang also has its own bags.

After that, for Service Information (“Made to Order”) section, it is as important as “Our Collections” section. Since Sinar Terang is a home industry, the writer needs to show this uniqueness. In this section, she explains about customized order. She tells that customers can order something outside the products which Sinar Terang offers in “Our Collections” section. To make it more trusted, there are pictures of some bag samples which had been made by Sinar Terang for the special order. The purpose of having this section is telling customers and expanding the home industry. This part informs the existing customers who do not know about the home industry. While for new customers,

this part is also the selling part. By having this “Made to Order” service, it shows Sinar Terang’s uniqueness as a home industry and a shop. This part tells customers that Sinar Terang can make bags in large quantities, at a low price and at customers’ own design. Only few companies show this kind of thing, therefore it can be a good opportunity to expand not only Sinar Terang’s products but also Sinar Terang’s home industry.

The fifth is Affiliates/Partners section. Affiliates/Partners (“Our Customers”) section is needed. In this section, the writer shows some companies who had already ordered bags from Sinar Terang. She puts the logo and the name of the company. By having this section, Sinar Terang will get a benefit. People will tend to buy or order in Sinar Terang. For existing customers, this part tells them that Sinar Terang is a trusted company to work with. For new customers, it is a kind of testimonial where they can see that actually some good companies order from Sinar Terang. By showing this part, new customers can be encouraged more to make bags in Sinar Terang. Therefore, it is a good way to attract customers especially new customers who never know Sinar Terang before.

Last of all, Contact Us Info (“Contact Us”) section provides all contact information which Sinar Terang has such as address, contact number, email address, Blackberry Messenger pin, LINE ID, and Whatsapp. This is also important because these days people feel more comfortable if they can interact directly with the owner. Although a website has good products, if there is no contact information people will not buy the products. Besides that, people like to get a quick response from the seller. They expect quick answers for every product which they are looking for. Therefore, the writer provides some social media such as BBM pin, LINE and Whatsapp. By having many kinds of contact information, customers have many options to contact Sinar Terang.

At this point, the writer explains why she makes the order as it follows: Upcoming Events (“Updates”) section, About Us (“About Us”) section, Product Information (“Our Collections”) section, Service Information (“Made to Order”) section, Affiliates/Partners (“Our Customers”) section, and Contact Us Info (“Contact Us”) section. First of all, the writer puts “Updates” section as the homepage for this website. When people visit the website, the first thing which they see is “Updates”. She puts this part in the homepage because first she wants to make people know that this website is a website which sells bags. Then, “Updates” part also can be a purchasing power for people. If people think that the offers are interesting, they will be more likely to go to the next section. In addition, this section will always be updated. If Sinar Terang has new offers or new products, it will be posted in this part. Therefore, whenever people open this website, they will always find something new. It is also a kind of strategy to make people feel interested in opening the website. Then, this part is followed by “About Us” part. Although the writer puts the advertisement in the homepage, she still needs to put information about what Sinar Terang is. Therefore, she puts About Us section in the next order. After giving an understanding to customers, if they are interested they will go to Product Information. They will see some bags which they are looking for. Then, if they find that the bags are good, they want to order. However, before they go to contact information, the writer wants to show them that actually Sinar Terang has another special service for customers which is “Made to Order”. In this section, she gives a little bit information about what “Made to Order” is. She shows some bag samples which had already been made by Sinar Terang for some occasions. Moreover, to make them more interested, the writer puts “Our Customers” after “Made to Order” section. In this section, she wants to show some companies which have worked together with Sinar Terang. Then, after they think that Sinar Terang is credible enough, the writer puts Contact Information beside “Our Customers” section. The purpose is making them contact Sinar Terang.

Actually this commercial website aims to both existing customers and new customers. The existing customers mean customers who are from outside Surabaya, who have difficulties to go to the store in Surabaya. Here, the existing customers can see the bags by opening the website. Therefore, there are pictures and some information about the bags in “Our Collections” part. On the one hand, the website is also for new customers who are searching cheap bags in large quantities or are going to open a store which means they have to buy kinds of bags in affordable prices. Also, it goes to new customers who need to make bags in large quantities, at a low price and at their own design such as for company’s events, school’s events, birthday party events and so on. Therefore, there are some information related to what Sinar Terang is, what Sinar Terang is doing and also what Sinar Terang Home Industry is doing. This information gives new customers a general overview about Sinar Terang.

There are two purposes of making this website for Sinar Terang Bag Collections and Home Industry. First of all, this website helps Sinar Terang to inform the customers about its bags. Since Sinar Terang has many customers from outside Surabaya and they do not know Sinar Terang's products, Sinar Terang needs a media to introduce its bags to people in distance. Therefore, a website is very helpful for Sinar Terang to give its existing customers information about its bags. Secondly, this website is also a media to reach and attract new customers. In the website, there are information about the company, the bags, the "Made to Order" service and the contact information. This kind of information is really helpful for new customers to understand what Sinar Terang is doing in business. Moreover, nowadays people like to buy from online shop. There is a great demand in using internet for business purposes. It happens because they can access it anytime and anywhere. Therefore, this website is a good media for Sinar Terang to get many new customers. It can be accessed easily through the internet. In addition, this website also aims to reach people in other countries because it is written in English and Bahasa Indonesia.

CONCLUSION AND SUGGESTION

As a conclusion, Sinar Terang Bag Collections and Home Industry is both a shop and a home industry. Since 2000, Sinar Terang has produced its own bags. However, the problem now in Sinar Terang is only few existing customers know Sinar Terang's bags and mostly they are from outside Surabaya. They do not know Sinar Terang's bags because they cannot visit the store in Surabaya. Since they do not know Sinar Terang's bags, they tend to buy other bags which are more popular. As a result, it is difficult for Sinar Terang to increase its sales because only few people know about its bags. Sinar Terang feels difficult to introduce its bags in the market. Thus, for my Business Communication Final Project, the writer decided to make a commercial website for Sinar Terang Bag Collections and Home Industry.

The commercial website for Sinar Terang Bag Collections and Home Industry consists of "Updates", "About Us", "Our Collections", "Made to Order", "Our Customers", and "Contact Us". In "Updates" part, there is a kind of advertisement which shows new products or new promotion in Sinar Terang. "About Us" part mostly tells about what Sinar Terang is and what Sinar Terang is doing now in business. There is also explanation about Sinar Terang's own brand. In "Our Collections", there are pictures of the bags including the price and the material. While in "Made to Order", there is information about the home industry and also there are some bags samples which have been ordered by customers. In "Our Customers", there are some logos of the companies which ordered bags from Sinar Terang. Last of all, "Contact Us" provides all contact information for customers who want to order bags in Sinar Terang.

This website aims for both existing customers and new customers. For existing customers, the website can help them in giving information about Sinar Terang's products. They do not need to go to Surabaya only to see the bags. Also, the website helps Sinar Terang to get more new customers. Besides this website can be accessed through internet, it also contains information which is needed by new customers. This website has the company overview, the bags' details, the "Made to Order" service explanation and the contact information. Therefore, this website will be very beneficial for Sinar Terang to introduce its products to potential customers. Since this website is written in Bahasa Indonesia and English, this website also can reach new customers in other countries. Considering there will be AFTA next year, this website is a good media to promote Sinar Terang's bags to customers from other countries.

This Business Communication Final Project (BCFP) will be effective if Sinar Terang does several things. First of all, Sinar Terang needs to inform the customers about this website. It can be in the form of oral or written announcement. For instance, oral announcement happens when customers visit the store and written announcement can be through BBM and SMS. Secondly, Sinar Terang is supposed to always keep updating the content. The writer suggest that Sinar Terang always shows something new in the website. It makes customers feel interested to see the website and buy the bags. Sinar Terang can update the website by logging in the email and password in the "Private Area" part. Thirdly, Sinar Terang needs to always check emails because customers may send emails recently. Last of all, in order to make the website more popular and effective, Sinar Terang needs to connect the website with social media. Nowadays, people always connect to social media; therefore, it is easier to promote the website in social media such as Facebook.

REFERENCES

- Bell, M. (2011). *Build a Website for Free*. Columbus, Ohio: Pearson Education, Inc.
Business Dictionary Online. Retrieved September 22, 2014, from
<http://www.businessdictionary.com/definition/website.html>
- Garrand, T. (2006). *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. USA: Elsevier, Inc.