Promoting Phoenix Embroidery Surabaya
Using a Commercial Website

Leicester, J.
English Department, Faculty of Letters, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, East Java, INDONESIA
E-mail: j.ming.leicester@gmail.com

ABSTRACT

Phoenix Embroidery Surabaya (PES) is an embroidery industry that was established in 2004. It is located on Simolawang Baru 5/9, Surabaya. It started to embroider denim fabrics. This company needs new markets to fulfill its production targets. This company needs new markets to fulfill its production targets. So far, the markets of PES are garment industries have produced denim fashion for low-class people. A commercial website is a way that I use to help PES in solving its problem. A website is easy to access and can be access by everyone. This advantage can be a benefit for PES to reach many people seeing the existence of PES itself. This website is expected to reach out to garment industries not only for low-class consumers and to gain new markets especially from souvenirs and home decorations industries.

Keywords: website, marketing tool, promoting, business communication

I did my internship in Taman Safari Indonesia II Prigen or Safari Prigen. It is the biggest safari park in Asia and also the best conservation center in Asia. Safari Prigen is located in Jatiarjo village No. 1, Prigen, Pasuruan, East Java. I worked there for three months. Unfortunately, I suddenly got a problem with my family business that runs a business in embroidery industry. My family business condition has been declining. In order to overcome this problem, I think I can use my skill and knowledge that I have learned in campus. I really needed to help this company since it is the only economic foundation of my family and it would also be my future career.

I have been helping and analyzing this company since the early year of 2004. One serious problem PES has was that it needed to create new markets. This was a serious problem because its income continuously decreasing. All this time, they did nothing but waited for companies to give them some projects to do. They keep waiting for people without any effort to add the numbers of customers. Most the customers were garment industries for low-class people. the market of denim fashion in low-class market became not that good as before. The price of the denim raw material had been increasing. The customers needed to produce products with low price because they produced the products for low-class market. In order to have the same price of products, they sought a way to move from embroidery to silk-screening. Although PES condition was good in the denim era between 2003 until around 2012, PES got an extremely lower income from before in the early 2013.

Using a website, I want PES to reach out to garment industries not only for low-class consumers and to gain new markets especially from souvenirs and home decorations industries. This website shows many photos of real products that PES has produced before. This website can help PES to solve its problem because this website will show all the best works of PES. It shows the uniqueness of PES in producing 3D embroidery and embroidery works that PES had done in many kinds of products. A website is easy to access and can be access by everyone.

This Business Communication Product (BCP) gives four benefits for PES. First, this website can help PES to reach out to garment industries not only for low-class consumers. There is no other way to complete PES production target besides finding different markets. The increasing price of denim fabrics made PES have nothing to produce because its customers cannot use embroidery anymore. This website can helps PES to reach shirt, moslem fashion, bag, and other markets. Second, this website can help PES

to gain new markets especially from souvenirs and home decorations industries. Through this website, I help PES to show embroideries in souvenir and home decoration instead of only fashion. These two categories can help PES to trigger industries working on those categories think about the capability of PES in embroidering their products. For supporting this benefit, I will make the website become a persuasive thing by showing good quality of images to show the good of the embroidery. Third, this website can show the PES existence. All the time, there are many people come to PES as mediators of garment industries, not as representatives of the industries. This condition made the price of embroideries become high since there are mediators between the embroidery company and garment industries. Therefore, the silk-screening becomes the design that garment industries use for their fashion. In fact, the price of embroideries are true more expensive than silk-screening, but it's not that significant. Because of that, the existence of PES must be shown to all garment industries. Besides that, by having website, PES can have larger areas of market since anyone in anywhere can open this website and take a look at what PES can give to them. Fourth, website can help the company to describe themselves clearly start from their profiles, products, services, and contact persons. Website can be a good option for showing much information that cannot be happened in printed promotional tools due to the costs and many other reasons, like causing so much trash, not going go green, and etc. By using websites, companies will be easier to change or update information for their customers.

In making the website, I use books and online articles as the sources. According to the Oxford Dictionaries 8th edition, the word "promotion" means "*activities done in order to increase the sales of a product or service; a set of advertisements for a product or service; activity that encourages people to believe in the value or importance of something.*" Whereas according to businessdictionary.com, promotion means "*the advancement of a product, idea, or point of view through publicity and/or advertising.*" The definition of tool according to the Oxford Dictionaries 8th edition is "*a thing that helps you to do your job or to achieve something.*" From these definitions, I can conclude that a promotional tool is a thing used to advertise a product or service to increase the sales of a product or service. Basically, there are four types of websites. This is based on webbisnis.net. The first type is personal website. This website contains of personal information about the owner of the website, and it usually about the owner's interest. The second type is commercial website. This kind of website is created for business purpose. This type of website must show the information, products/services, promotion, and the contact of the company. Sometimes, commercial website can be used also for online transactions. The third type is governmental website. This kind of website is made by the government for the people with purpose related to a government official. The fourth type is a non-profit website. This website usually created for educational purpose by schools. This kind of website contains of information for education.

There are no exact features for commercial website. The features inside the website depends on what the company is, who the target market is, what product produced by the company is, and what purpose the company want the customers to get from the website is. However, the features that will be included in a website based on Laudon and Trevor (2009:4-6), there are some features which are typically included in a commercial website are:

1. Home / home page
    Home page is the main page of the website that can be noticed by the readers when they open the website address. It consists of short information about the company such as its logo, navigation of all websites, and the newest products or services that company offers. The purpose of this page is to inform the customers about the newest products or the special offer that company has.

2. About us
    This page explains what the company does. It usually contains the history of the company, the company's goal, the vision and mission of the company. The purpose is to make the customers trust the company.

3. Product / service information

This page consists of the detailed information about the products and services of the company. It can be the material, the varieties, or the use of the products. Also, it can be the service offered by the company.

4. Contact us

This page consists of the contact information of the company, such as the address, phone number, and email that can be used for the customers to interact with the company. The purpose is to help the customers find the contact of the company easily in case they want to make an order or ask questions.

5. Privacy policy

A privacy policy is a statement of legal documents that discloses some or all the way a party gathers and managed a customer's data. The purpose of a privacy policy is to protect the personal information of the customers or visitors.

6. Portfolio

The portfolio is the page that contains testimonial that describes the work experiences and achievement of the company. The purpose is to show the good side of the company and gain trust from the customers.

7. Shopping cart

A shopping cart is a virtual basket which lists the products that customers want to buy. This page usually used in the modern e-commerce website. The purpose is to let the customers check the products that they want to buy before paying it.

8. Customer service

The function of this page is to provide services for the customers when they want to ask questions and to handle customer complaint. It can be a place where the customers can drop their email or contact number where the customers can make direct phone calls.

9. Frequently Asked Questions (FAQs)

FAQs stands for Frequently Asked Questions that is a list of questions and answers that are usually asked by the customers. The purpose of this page is to help the customers easier in getting immediate answers for their questions.

I use spritzweb.com for my guidance making a good commercial website. Based on that source, there are three important criteria I should concern to make a good commercial website. The first criteria is the appearance of the website. It cannot be wrong that first impression can make people become interested and want to know more. Because of that, the appearance of the website needs to be appealing, polished, and professional. The background used for the website must contain message that suit the purpose of the company to the customers. Usually, the background contains of two or three colors that blend well and create a proper mood or tone for the business. Besides the background, website must have a proper font size of text. It cannot be too big or too small, just proper. It usually has font size 10 to 12 pts. Another thing that needs to be concerned is the quality of the images in the website. Visual appeal of the products will be projected through the good quality of images provided in the website. The design of the brand can clearly affect preference by offering cues to quality. The last thing is that the website must be simple. A good website does not need a complex design because it usually leads to the complication for some people. The key of a good website is simple but attractive. The second criteria is the content. Content in the website must be informative and relevant. Complicated content will decrease the confidence of the customers to trust the company's product. Therefore, the content must have a good organization and updated regularly, so that there will be no expired data in the website. Double-checking in writing the content is important. Typo, incorrect grammar or punctuation, and misspelled can lead the readers into misunderstanding. The readers can think that the company is not professional. The last criteria is about the function of the website. Good website must work quickly and correctly. Some websites contains so much data to be downloaded until the images and text appear to the monitor of the readers. It is really annoying for a commercial website. A commercial website should be made with that calculation. Making a good website means understanding for the time of the people open the websites in the future.

The other important thing that must be considered as important is the customer value and satisfaction. Based on Principles of Marketing by Philip Kotler and Gary Armstrong, marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. If they set expectations too high, buyers will be disappointed. Customer value and customer satisfation are key building blocks for developing and managing customer relationships. Following that theory, I do not make the products of PES shown in the website with a very good looking or very bad looking, just the real one. I set it it to the right level of expectations. I show what the company can really give to the customers. In developing the website, I use the stages from Judy Davis (2001, p.87) The stages of development for a website are creating the content, designing the look and feel, programming the content, and choosing the host.

PRODUCTS AND RATIONALE

The Business Communication Product I made for my BCFP is a commercial website for Phoenix Embroidery Surabaya. I made this website with a strong purpose like I have stated from the beginning of this report. This website will help the company to get new customers from different garment industries and home decoration and souvenir industries.

The markets of PES were limited for low-class denim garment only. All this time, PES always gets its customers not from the internet world. By having this commercial website, PES will reach different markets that use internet for their business, which means PES will provide the services to all kinds of levels in garment industry. This website contains the types of fabrics can be embroidered by PES. I also took an option for customers to request anything that they want to be embroidered in their fashion.

I only chose to use four features. Those are "Home", "About Us", "Product", and "Contact Us". The organization of the features in a website is important. Thus, I organize the order of the features in PES website. The order is start from "Home", "Product", "About Us", and then "Contact Us". First of all, I put "Home" in the first order because it is like a synopsis of a film. By looking at "Home", people will get the conclusion of the whole thing in PES website. I have explained before that I put a slider there. The slider will explain everything about PES using pictures. I do not want to make people feel boring even in the first page of my promotional tool. If it is happen, then they will not see the next page. The next order is "Product". I put it before "About Us" because I still want to make people become satisfied first about all the beautiful things PES has for them rather than telling people first about who PES is. It is not important to know that the food in the advertisement is wafers or not. As long as it looks delicious, people will find more information. The next order is of course "About Us". I put "Contact Us" just below the "About Us" page because I think it is effective and efficient. People can just contact PES right after they read the company description at the top of the page. People do not need to spend more time looking for where "Contact Us" feature is located in the website.

The design I use here is simple. I do not forget about the theory in the chapter two that a website must be simple. A good website does not need a complex design because it usually leads to the complication for some people. The key of a good website is simple but attractive. PES website is simple, so that people can access it using their mobile phones without any difficulty of too long loading. In this website, I put many pictures showing the products of PES. They are full of color and colorful. Thus, I do not use many colors again in the text. I do not want people become distracted by the colors. Cleanliness appears as the white color as the beackground. And the colors text I use in the website are black, orange, red. I use black because it is a standard color of text, orange and red because I want to them to represent the color of Phoenix as a myth as a bird that full of flames. According to the theory of colors at www.empower-yourself-with-color-psychology.com, red means energizing, and orange means optimictic. Based on that theory, I can conclude that I hope, the website can energize the people looking at the website to be optimistic to PES in a business. I also put the login button in the website. Login is for the company to get into the inside of the website editing anything showed in the website starts from, description, photos, logo, contact, and etc. PES can also arrange to have more than one account to sign-

in into the website. It means that if there are two people having jobs in editing the website, they can have their own account.

CONCLUSION AND SUGGESTIONS

The idea of making a commercial website appeared when I found a problem in Phoenix Embroidery Surabaya (PES). The problem is that PES needed new customers from different garment industries and different sector of industries like home decoration and souvenir. The reason is that because PES cannot fulfill its production target anymore. It is not the fault the customers of PES or PES itself, but the condition of the increasing price of denim fabrics. Thus, PES needed to get new markets from different garment industries like shirt, moslem fashion, bag, and etc., if PES still wants to run its business. If this problem continues, surely it will lead PES to bankruptcy. By having this website, PES can gets new markets and potential customers from another low-class economic level market in fashion sector by showing PES uniqueness in the website.

The contents that showed in the website are the best products PES has made before. By showing these products, it could emphasize the uniqueness of PES in embroidery using real photos of products. This could be a real example for people seeing on it. Other important thing that make a commercial website became the best solution for PES is that it could show many information and photos in one, reach markets widely, and be edited and updated easily. I believe that by having this website, PES can reach out to garment industries not only for low-class consumers and gain new markets especially from souvenirs and home decorations sectors.

There are other things that PES should do to make this commercial website from my Business Communication Final Project (BCFP) become effective. First, PES need to inform this new website to everyone. This website is able to be shared in *Instagram* and *Facebook* to make it easier to promote the website. Another way to inform this new website is through broadcasting in LINE, SMS, and brochures. Second, PES need to update. The update needed not only for the website to provide the newest information, but also for the *Instagram* that is connected to this website. Third, PES need to check both email and *Instagram* regularly not to lose potential customers asking something to PES.

REFERENCES

Armstrong, G., & Kotler, P. (2016). *Principles of Marketing*. Harlow: Pearson Education Limited.

Bell, M. (2001). *Build a Website for Free*. Colombus, Ohio: Pearson Education, Inc.

Davis, J. (2001). *The Art of Marketing*. New Delhi: Crest Publishing House.

Doyle, P. (1998). *Marketing Management and Strategy*. Harlow: Prentice Hall Europe.

Empowered by color. (n.d.). Retrieved April 15th, 2017 from http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html

Hornby A. S. (2010). *Oxford Advanced Learner's Dictionary New 8th Edition*. Oxford: Oxford University Press.

Laudon, K., & Traver, C. G. (2009). *E-Commerce 2009: Business, Technology, and Society*. New Jersey: Prentice Hall.

Merriam-Webster. (n.d.). Retrieved March 15th, 2017 from http://www.merriam-webster.com/dictionary/web%20site

Spritz Web Solutions. (n.d.). Retrieved March 18th, 2017 from http://www.spritzweb.com/resources/good-website-characteristics.html