

Received : November 29, 2021  
Accepted : December 10, 2021  
Published : February 08, 2022

**Conference on Community Engagement Project**  
<https://journal.uib.ac.id/index.php/concept>

## “DESIGN AND DEVELOPMENT OF GRAPHIC DESIGN IN THE FORM E-KATALOG ON AS CELLULAR”

**Jimmy Pratama<sup>1</sup>, Hut Kemri Marsudi<sup>2</sup>**

<sup>1,2</sup>Universitas Internasional Batam

Email of correspondence: jimmy.pratama@uib.ac.id, 1831073.hut@uib.edu

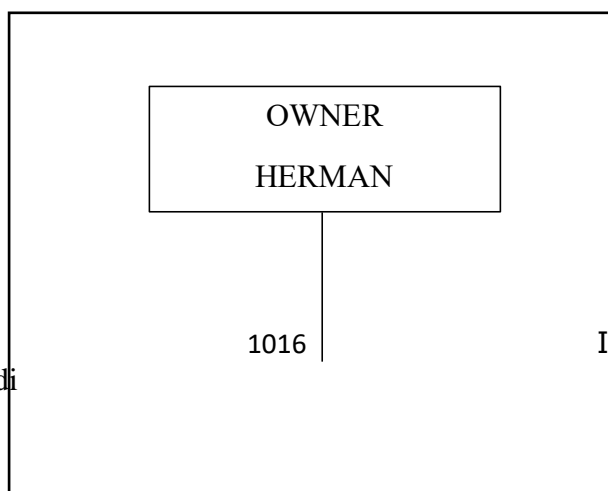
### Abstract

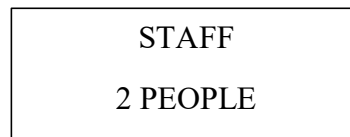
This community service program has the aim of increasing sales, reaching a wider range sales market, and allowing new customer entrants via promotion through digital media given *e-catalogue*. With the globalized era and progressive rate in technology has led citizens to be active in using the internet. Partners in community service are the As Cellular engaging in an online shop of the smartphone business located in Orchard Park Cluster Citrus 3 No.08, Batam, Kepulauan Riau. The method used to compile data is through interview and observation. The results of the interviews and observations will be summarized in the form of documents so that they can be used as memos in making and implementing the system to be carried out.

**Keywords:** *Smartphone, Promotion, e-catalogue, Sosial Media*

### Introduction

In the era of globalization and rapid technological advances, people are more active in using the internet today apart from sharing information. The internet is also used as a means of promoting a product or service so that it is easier for people to find the product or service they need and the owner of the product or service easier to market. Product or service. The rapid development of information technology has become the main supporter of getting information in an easy and fast way, especially with the presence of the internet. The internet causes trading activities to increase, namely by selling products or services online Mustofa & Mutmainah, (2017). The business was founded by Mr. Herman as the owner of As Cellular since 2017. The store's operating hours are 9 hours per day, starting from 9.00 am to 18.00 pm. The number of employees who work at As Cellular is 2 people and work alternately in running their business. As Cellular is an online shop that has been running for 5 years in the smartphone field.





Picture 1.

As Cellular Organizational Structure Chart

Source : Observation As Cellular (2021)

For 3 years, As Cellular has been running its business activities, As Cellular still has not used a system that supports promotional activities to carry out promotions via digital media in the form of e-catalogs. This is due to the lack of understanding of As Cellular owners in conducting promotions via digital media. In the absence of an e-catalog, it is difficult for customers to monitor what smartphones are being sold. A product catalog in the business world is a medium that serves to offer goods or services provided by an agency or company to attract potential customers Rahman,( 2021). As Cellular is very dependent on the completeness of facilities, including information facilities, namely catalogs, because in searching for information the use of tools in the form of catalogs as key information is needed with the help of multimedia which has several elements, namely text, images, sound, and animation which are the main elements of multimedia Liu, (2021). E-catalog is a technological medium that provides information on a product such as prices, details, services offered to provide information for consumers Anggie, (2018). The use of smartphones and social media is a common activity for humans today, therefore As Cellular will use social media for media promotion. Sales promotion using the internet is called online sales promotion, namely using social media, the popularity of social media with the increasing number of users makes companies start using social media as their promotional strategy Fajriyah, (2021)Promotion of e-catalog that introduces smartphone products in As Cellular, a business engaged in smartphones. In addition, the resulting e-catalog will become a promotional media on Instagram and can be seen by the wider community, especially Instagram users. Adobe Photoshop is software made by adobe systems which is devoted to editing photos or images that will be used for As Cellular posters Sarno, (2009).The number of social media users in Indonesia has almost reached 100 million people. With the development of technology, information should be reached and used by business actors to get maximum profit. The research proves that by studying online promotion strategies, social media is one of the right digital promotion suggestions because there are many features that have been provided. Provide great opportunities.

### **Purpose and Benefits of the activity**

The purpose of writing this research as follows:

1. Designing an e-catalog so that consumers can get information about As Cellular smartphone products.

2. Increase new buyers in the As Cellular Shop.
3. Increase sales at As Cellular Stores.

The benefits obtained through the development of this e-catalog are as follows:

1. For As Cellular, it will be able to increase efficiency and effectiveness in product promotion and attracting customers
2. For the author It is hoped that the author will gain additional experience and knowledge regarding the design of e-catalogs.

The design and manufacture of an e-catalog by the author is used to help consumers shorten the time in choosing the smartphone that consumers want so that it can reach market share and is more efficient and timesaving because consumers no longer need to ask about the price of smartphones sold because they are already available on e-catalog. The following is the design of the e-catalog design model:

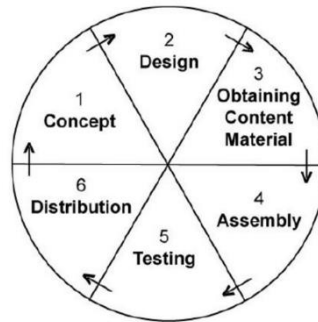


Picture 2.

E-Catalog Model Source : Author (2021)

### Methods

The output of the activities produced in this research is an e-catalog promotion system that introduces smartphone products in As Cellular; Orchard Park Cluster Citrus 3 No.08, Batam, Kepulauan Riau, a business engaged in smartphones. In addition, the resulting e-catalog will become a promotional media on Instagram and can be seen by the wider community, especially Instagram users. Data collection techniques applied during the implementation of the activity were interviews and observations. Interviews were conducted directly with shop owners and employees from As Cellular to get details of the problems being faced, while observations were made by observing the business activities being carried out at As Cellular directly. The results of the interviews and observations will be summarized in the form of documents so that they can be used as memos in making and implementing the system to be carried out.



Picture 3.

E-Catalog Design Model

Source : (Kusmanagara et al., 2018)

**Implementation Schedule and Budget**

The implementation of the As Cellular e-catalog creation is carried out from February to May 2021. The following table shows the implementation schedule and budget for activities during the As Cellular e-catalog design process as graduates from the information systems study program.

Table 1.

Schedule of Implementation of Community Service at As Cellular

Activity	February				March				April					May			
	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4
<b>Preparation stage</b>																	
Survey Location	█	█															
Project Proposal		█	█	█	█	█	█										
Advisory Lecturer Consultation		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
<b>Implementation stage</b>																	
Product design						█	█	█									
Video Making						█	█	█									
Video Placement							█	█									
Social media								█	█	█							
Implementation								█	█	█	█						
Monitoring dan Evaluation								█	█	█	█						
<b>Assessment and Reporting Stage</b>																	
Preparation of reports										█	█	█	█	█	█	█	█
Finalization																█	█
Evaluation and Visitation by Supervisor																█	█

Source : Author (2021)

Table 2.  
Activity Implementation Budget on As Cellular

No	Activity Plan	Budget Type	Volume	Unit	denomination	Total
1	Survey Location	Transportation fee	3	times	Rp100.000	Rp300.000
2	Shop visit	Transportation fee	11	times	Rp100.000	Rp1,100,000
3	Observation and Interview	Consumtion fee	11	times	Rp 60,000	Rp660.000
		Transporation fee	4	times	Rp 100,000	Rp400,000
		Internet connection fee	5	times	Rp 100,000	Rp500,000
4	External design	Banner design fee	1	pieces	Rp 175,000	Rp175,000
		<i>e-catalogue</i> design fee	10	pieces	Rp150,000	Rp1,500,000
5	Outcome Implementation Assistance	Transportation fee	4	times	Rp 100,000	Rp400,000
		Internet connection fee	5	times	Rp 100,000	Rp 500,000
6	Reportation	Black and white print	50	sheet	Rp 1,000	Rp50,000
		Colour print	10	sheet	Rp2,000	Rp20,000
		Volume	1	pieces	Rp50,000	Rp50,000
<b>TOTAL BUDGET</b>						Rp5,655,000

Source : Author (2021)

The stages of implementing the activities are divided into 3 stages as follows: Preparation Stage, Implementation Stage, Assessment and Reporting Stage.

#### 1. Preparation Stage

The first stage is the preparation stage, at this stage the author will conduct a survey at the location of the practical workplace. Then do licensing and interviews with shop owners to find out information about the business that is being run and research about the problems that are being faced by online shop owners.

## 2. Implementation Stage

The second stage is the implementation stage, starting with collecting information regarding the needs of the content to be designed. Then will do the project output design (e-catalog). After that, it will be continued with the process of implementation, training and evaluating the results of the implementation of activities.

## 3. Assessment and Reporting Stage

At this stage the author will do the preparation of the Job Training report, which contains the process of designing and making graphic design in the form of an e-catalog on As Cellular. Then the report will be submitted to the supervisor with the aim of obtaining approval from the report.

## Result and Discussion

Based on the results of observations and interviews with the shop owner As Cellular. The author has implemented a design that has been implemented in the As Cellular store shows an e-catalogue to make it easier for buyers to see the prices that have been offered by As Cellular. The results of the e-catalogue design will be uploaded via Instagram social media to attract buyers to buy smartphones at As Cellular.

Table 3.  
Results from analysis

Week	Customer	Transaction
1	35	40
2	39	44
3	43	49
4	48	56

Source : Author (2021)

From these data, it can be conveyed that the success of the e-catalogue on Instagram on As Cellular was from 20 targeted people, but what was achieved was 35 subscribers. There was also an increase in transactions outside of customers with an average of 43 transactions. The condition after As Cellular implementation of e-catalogue on Instagram is that the existence of e-catalogue can expand the target market so that buyers know more about As Cellular more easily. There is an increase in the number of new customers by 10% after implementing e-catalogue. Based on the results of practical work that has been done, the authors conclude several things, with an e-catalogue that is designed to really support As Cellular Promotion activities because it has been designed according to the business process. Several problems faced by As Cellular such as the absence of a promotion system that makes it difficult for As Cellular owners to promote smartphone products have now been resolved. After carrying out this practical work, it gives some suggestions

to As Cellular. With the existence of e-catalogues and promotions, it can be carried out continuously so as to increase sales turnover. As Cellular can develop promotions or e-catalogue designs that are more attractive to attract the attention of new consumers. As Cellular can develop its business through social media because with the advancement of technology nowadays, it can expand the market.

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