

Introduction To Marketplace Management For Citizens

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Abstract: Online marketplaces are so crowded that it can make it easier for someone to trade in everyday life. By introducing this technology to the public in particular, the residents of Rawa Village RT 02/RW 08 Johar New Jakarta Center. It is expected to make it easier for someone to start an online store business, or to facilitate someone to promote their products, therefore by organizing learning in order to devote to the community to socialize the introduction of online marketplace and also provide training on the use of features that exist in the marketplace that can be used by Residents of Kampung Rawa RT 02/RW 08 Johar New Jakarta Center. It is a community service by us.

Abstrak

Pasar online sangat ramai sehingga dapat memudahkan seseorang untuk berdagang dalam kehidupan sehari-hari. Dengan memperkenalkan teknologi ini kepada masyarakat khususnya, warga Desa Rawa RT 02/RW 08 Johar Jakarta Baru. Diharapkan dapat memudahkan seseorang dalam memulai bisnis toko online, atau memfasilitasi seseorang untuk mempromosikan produknya, oleh karena itu dengan menyelenggarakan pembelajaran agar dapat mengabdikan diri kepada masyarakat untuk mensosialisasikan pengenalan marketplace online dan juga memberikan pelatihan penggunaan fitur-fitur yang ada di marketplace yang dapat digunakan oleh Warga Kampung Rawa RT 02/RW 08 Johar New Jakarta Center. Ini adalah layanan masyarakat oleh kami.

Kata kunci: Marketplace, online, fitur.

INTRODUCTION

The development of computer technology supported by online networks has become what it should be today, where all the devices and devices around us have their own features, either that use the operating system that exists based on the standard tool, or that pay like the Apple OS or that are free like the Android OS. With this information being very rapidly perceived by the public, the technology facilities offered make users experience many benefits, such as an Android smartphone or a laptop that is known as a technology tool offering media information obtained using a website application. There are many applications offered to transact online; the application is called the online marketplace. On the Android smartphone, there is also a function of the application that is running well and that is in the Play Store. The management of online transactions in the marketplace is not much known to

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the public, so the utility of the teaching against this industry is very necessary for the audience, in particular residents of Kampung Rawa RT 02/RW 08 Johar New Jakarta Center. Now we need an expert who can provide explanations and instructions to the public. Therefore, we have organized a dedication to the community (PKM) on the management of online marketplaces for residents of Rawa Village, RT 02/RW 08 Johar New Jakarta Center.

1) Marketplace

Marketplace is no longer a strange term for those familiar with online shopping. From its creation, a marketplace is a piece of software created to be a place where sellers and buyers meet in terms of selling goods or services to customers that can be done anywhere and anytime. There was no direct encounter between them. The company marketplace provides a container for the seller and buyer to meet, where the buyer can see whatever product is sold, and the marketplace company then earns a profit through a commission from each sale. A marketplace can be a website or an application that is directly connected to the Internet. All the activities that take place in the marketplace, including the management of the site and various payment methods, are trying to be made suitable for the customers by the marketplaces. But in some cases, the marketplace is not responsible for the goods sold. This is because the job of the marketplace is to provide a place for sellers who want to sell and customers who are looking for products to make instant transactions. For the issue of delivery of goods or payment, of course, the marketplace will provide it so that customers feel the benefits.

2) Difference between marketplace and e-commerce

There's a question of what's the difference between a marketplace and e-commerce. We need to clarify that the marketplace is part of e-commerce. But often, many people equate e-commerce with a marketplace. E-commerce is a business model that allows entrepreneurs or individuals to buy and sell goods through the Internet. Almost all products, goods, and services available on the Internet can be purchased through electronic commerce. This is why the advancement of e-commerce technology is seen as an economic breakthrough. The features of e-commerce themselves nowadays are very diverse and are always advertised, either in the TV media, the internet, or even in the print media. With its sophistication, e-commerce is now able to regulate the entire line on the distribution, sale, purchase, and marketing of goods or services in a variety of ways, either through technology or other media.

An example of e-commerce marketing is the use of social media. In other words, e-commerce has changed the way human transactions generally take place in this world.

One way to learn about e-commerce is to learn what an online store is and how to create our own online store. Start with how to create an online store quickly and without expenses. By choosing the software from the list of content management systems (CMS) that are available for free, we expect to be able to understand how it works and how it is managed. With this CMS, we have a lot of practical assets and nice templates that are ready to use on our online store. With all the content available, you don't have to do much. One more thing in this CMS: that's sure we don't need any code. Below is a free website to make our online store that we learned about.

3) Freeweb store

Freeweb store is a builder of cheap e-commerce websites and sometimes it can be free, we don't even need to issue your credit card when it comes to building an ecommerce website. First of all, this Freewebstore CMS can create a great free online store for all, whether for beginners or professionals. We can create and design an online store site, from the beginning to the inclusion of images of products that are even integrated with the payment system. In its creation there is no requirement for us to have knowledge of computer programming language coding and design while working with Freewebstore. Most of the work is done and is provided in the form of a click and drag menu. Some of the great features offered by Freewebstore are free SSL security, free domain names, shopping carts that are already connected to several payment apps. Additional applications like instagram, and templates that have been specified previously. With all this convenience, it is hoped that we can learn to make the store as easy as possible.

RESEARCH METHOD

This community service was held at the New Johar Complex RW13/RT10 Jakarta Center on November 1-3, 2023, at 8-11 noon, the participants who attended were some students of Muhammadiyah High School. It is estimated that there were seven participants present. Whereas, the method of activity used is iptex simulation;

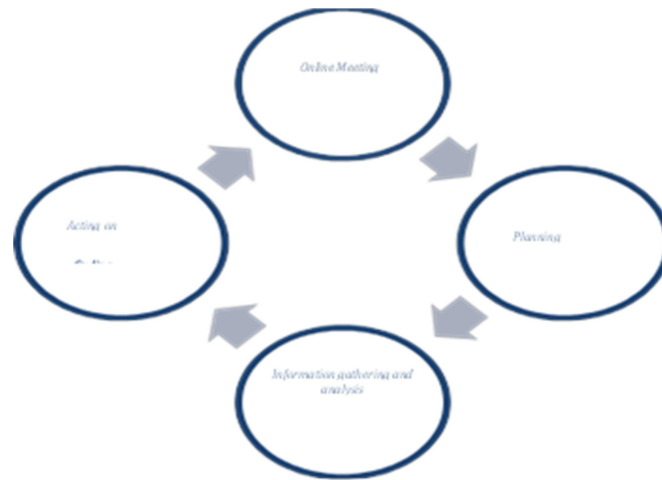


Figure 1. Methods of Public Service

RESULT AND DISCUSSION

In this dedication activity, the participants were asked to create their own accounts in the website www.freewebstore.com. Then the participants are asked to start creating their own storage by entering the create store section, after which we will create the online store theme.



Discussion

There are various questions about the marketplace such as:

- 1) How to create a name on a suitable website.
- 2) How to insert payment that exists in Indonesia

For the creation of a suitable website name can be explained by how to buy a domain name hosted by a company that exists on the internet such as www.rumahweb.com. And to the question of how to insert the payment that exists in Indonesia is by cooperating with the payment company in Indonesia like Ovo or Gopay and then its link is inserted in the website that made it. Then I explained some of the differences between ERP and marketplace 4, all of which were the result of the management project that was undertaken.

CONCLSION

The activities are well described and run smoothly according to the activities plan that has been prepared, the participants are visible to understand the material. There were only six participants, and most of them were Muhammadiyah high school students. They were all interested in trying to create this marketplace program with freewebstore.com. And by the end of the traning session the participants immediatly understood fully what a marketplace is and how to operate it making it with freeWebstore.com.

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