

Use of A Blog-Based Content Management System (CMS) Application in the Dumpling Chips Culinary Business to Build the Entrepreneurial Spirit of University of Bengkulu Students

 Ressti Nurfitriani¹,  Puji Wahyu Ningsih²,  Ciawulan Sari³,  Herfani⁴

^{1,2,3,4}University of Bengkulu
Bengkulu, Indonesia

✉ resstinurfitriani@gmail.com *



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Abstract

The purpose of the research is to improve promotional activities and to build the entrepreneurial spirit of students. The benefits of research are that the dumpling chip culinary business is not only known to rely on passing buyers or neighbors and can make online sales applications for dumpling chip culinary businesses. In this study, the method used was the qualitative method. The population and sample used are students of Bengkulu University. With the use of a blog-based content management system application, it can be beneficial for students who want to pursue a career in the business world. The use of this application awakens the entrepreneurial spirit of students, so they want to try it. In addition, this application makes it easy for us to buy goods only from home or anywhere, making it easier for customers when busy. The results of this research are expected to increase blog-based product sales and build a student entrepreneurial spirit.

A. Introduction

Technology at this time continues to develop and the benefits of using the internet are felt for its users. Even some people feel dependent on the internet, including the activities of Micro, Small and Medium Enterprises (SMEs) in utilizing information technology to run their business. This growing era encourages business people to always be able to follow digital trends. Changes in the world of technology towards digitalization change the way business actors work to be able to more quickly adjust to these developments (Anjarkusuma & Soepeno, 2014).

The trend of massive technological development has led to the fourth industrial revolution which emphasizes the use of information and communication technology as a basis in various fields, including the economy. Information and communications technology (ICT) is fully utilized not only in the production process but also throughout the industrial chain, and subsequently gives birth to new business models. At the macro level, technological developments promote economic development and contribute to a country's economic growth.

Currently, many CMS applications are made using PHP and MySQL programming languages to manage their databases. MySql is a data server application. Its development is also called Sql which stands for Structured Query Language. Sql is a structured language used to process databases. Currently, people are familiar with social media such as Whatsapp, Facebook, and Instagram which can be an effective digital marketing media because it reaches a wide range of consumers. MSMEs in general already have social media (at least Whatsapp), but do not have adequate skills to use it as a digital marketing medium (Mahmud et al., 2022).

PHP stands for Personal Home Page which is the standard language used in the world of websites. PHP is a programming language in the form of scripts placed on a web server. PHP can be interpreted as Hypertext Preprocessor (Arafat & Trimarsiah, 2017).

Creating a CMS application with PHP is a conventional way, because writing all the program code from scratch so that it can slow down a job. Using the internet is actually one of the good solutions in carrying out the promotion process because by doing marketing through internet media there is no longer a time limit and the marketing reach is wider (Dharmawan & Gata, 2020). One business that requires the application of the internet as a promotional medium to expand its marketing area is a blog-based dumpling chip culinary business. A blog is a web application that resembles writings (which are loaded as posts) on a general web page. One of the benefits of blogs is as a means of publishing, sharing writings or information (Christin, 2020; Satria et al., 2022; Sulastri et al., 2020; Wahyuni et al., 2021). Although blogs have advantages as mentioned, the use of blogs as a publication medium is still not widely used by sellers. CMS is one part of the system for publishing, editing, modifying, and deleting, and organizing some content in a centralized way. The content section in question is an article that will become the content of the website. With the benefits of these blogs, many consumers are interested in seeing information on blogs (Wulan et al., 2020).

Chips are snacks or snacks that everyone knows that they taste savory, crunchy, and not too filling and there are flavor variants that are spicy, salty, and sweet. This chip snack can last a long time and is practical to carry everywhere. So, it can be served anytime and anywhere. Along with the times, chips today are more developed ranging from chips, flavor variants, to how to pack them. Chips or snacks contain raw materials that are thinly sliced or small then mixed with flour dough and given spices to make the taste delicious and savory. After mixing the flour dough and given spices, then fried in oil. After cooking, the snack can be lifted and ready to be eaten casually (Santoso et al., 2022). Now chips or snacks with various flavors and raw materials used are increasingly known by young people, especially children, students, and adults. This business opportunity on chips or snacks is very profitable, because the material for making it does not cost too much and also how to make it is easy.

The development of national education is aimed at realizing the ideals of Indonesian independence, especially in an effort to educate the nation's life so that it will become a civilized nation and can compete in the international world. One of the efforts to realize the purpose of education, especially in universities schools, entrepreneurship lessons have been developed and implemented as subjects. In line with Ciputra's opinion which states that entrepreneurship education will be able to produce a large national impact if we succeed in educating all our schools and are able to produce four million new entrepreneurs from graduates of Indonesian educational institutions over the next 25 years (Noviyanti, 2017). Higher Education is basically a forum for printing scholars who are ready to contribute their thoughts in progress in the country of Indonesia, but in reality, they are only able to print "unemployment" which is increasing in number. The number of "unemployed" has increased from year to year, while the number of available jobs is unable to absorb the number of graduates who always increase every year. The lack of participation of universities to cultivate the entrepreneurial spirit is what kills the entrepreneurial spirit in prospective scholars. Entrepreneurship education has actually been paid attention to for quite a long time. A number of universities have formed and implemented entrepreneurship courses since several years ago. A number of high schools do the same. However, the birth of entrepreneurship in Indonesia is still far from expectations. According to the Ministry of National Education (2010) entrepreneurship education in Indonesia still does not receive adequate attention, both by the world of education and the community itself. Entrepreneurship learning strategies in Indonesia have not been able to enable the birth of new entrepreneurs as expected. The reason is because Indonesia's learning strategy is still very biased towards teacher-centered learning. Teacher-centered learning is a learning system that makes the teacher the center and main source of ideas. Three environmental factors are believed to influence entrepreneurs namely their access to capital, information, and the quality of their social networks, which is then called instrument readiness (Haryani, 2017; Yahya et al., 2021).

According to Titu & Maran (2022), entrepreneurship education will encourage students and students to start recognizing and opening a business or entrepreneurship. The mindset that has always been oriented towards being an employee is twisted into being oriented to find employees.

As we all understand the meaning of entrepreneurship itself according to entrepreneurship educators, is a soul that has high motivation, tolerance for risk is high enough, always wants to achieve, never give up,

able to create opportunities, creative, and has confidence and has a high leadership spirit. The character of entrepreneurship is very suitable as capital to be successful in the global era like today. Developing entrepreneurial character does not mean creating traders or business heroes, but more than that, this entrepreneurial spirit is seen as a character trait that has personal strength in facing world challenges. A person with this entrepreneurial character, is expected to be able to become a driver of the nation's progress (Sumastuti, 2010).

Previous research by Baenil Huda and Bayu Priyatna in their article entitled the use of CMS applications for e-commerce-based business development in their research discussed the use of e-commerce-based CMS applications while in our research discussed the use of blog-based CMS applications to build an entrepreneurial spirit in students.

Based on this description, researchers are interested in conducting a research entitled "Use of Blog-Based Content Management System (CMS) Applications in the Dumpling Chips Culinary Business to Build the Entrepreneurial Spirit of University of Bengkulu Students". Which is expected to increase sales of blog-based dumpling chip culinary business products and can build the spirit of entrepreneurship from students.

B. Research Methods

Broadly speaking, this research uses qualitative research methods. Broadly speaking, this research is divided into three stages, namely interviews, observations and documentation. Qualitative research is research on research that is descriptive and tends to use analysis. More process and meaning are displayed. The theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. Qualitative research is research on research that is descriptive and tends to use analysis. Qualitative research is discoverative.

The research model used is qualitative research, meaning that the data collected and used for research is not statistical data. In qualitative research, the data processed is in the form of words collected by interview method or group discussion. The data collected in qualitative research is textual data in the form of words and sentences. The most widely used way for qualitative data collection in this study is through literature studies and group discussions.

The following is the framework of thinking in the research:

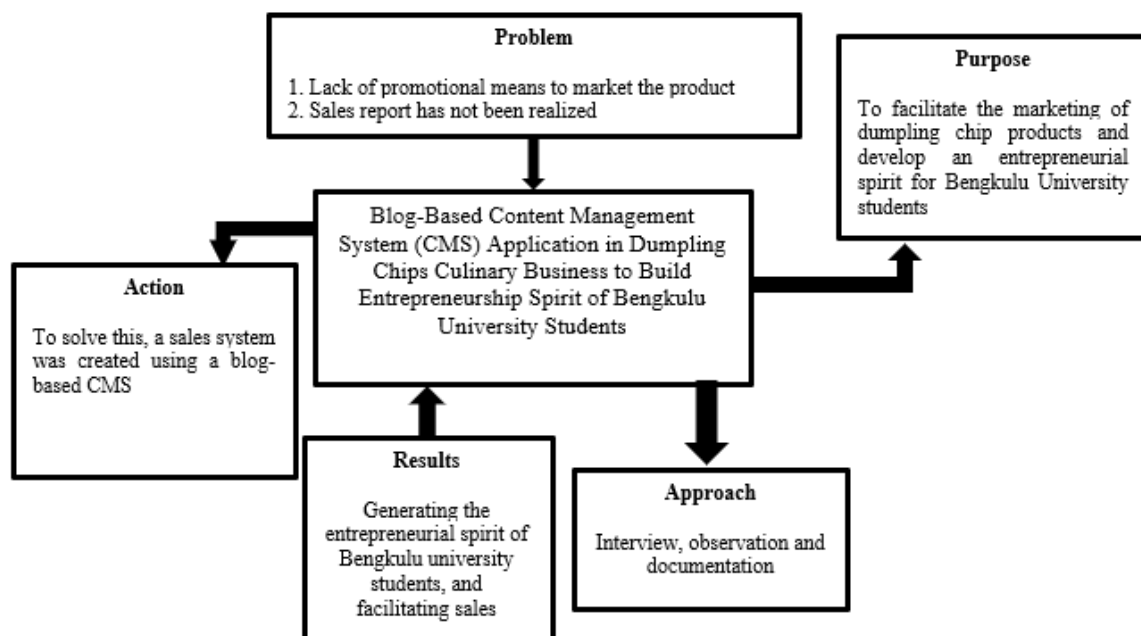


Figure 1. The Framework of Thinking in the Research

A framework that contains problems, actions, goals, results, and approaches that exist in research.

1. Interview

In this method, researchers and respondents face to face to get information in order to obtain information in order to obtain data that can explain the research problem.

2. Observation

Observation is carried out by making direct observations of the process of work implementation and the results of work obtained and to assess the level of accuracy of research data and information so as to obtain valid and relevant data. In general, observation is a way or method of collecting information or data carried out by making systematic observations and recording of the phenomenon being made the target of observation.

3. Documentation

Documentation is a research activity by observing various documents related to the topic and research objectives.

C. Results and Discussion

Doing a business, of course, also thinks about ways how to make the business can increase from before. This method must be made properly and precisely. Business improvement as well as established businesses can be crowded with consumers and these businesses can benefit depending on our plans to attract the attention of consumers. If our plan succeeds then.

From the plan that has been made, you can get ideas to add flavor innovations, packaging, prices, and also marketing methods to dumpling chips that will be marketed. By calculating sufficient capital, the idea can be carried out according to plan. When competition in business is getting higher like now, the thing that business owners do is to think of the right strategy to be able to attract customers to be willing to buy the products that have been offered. This method is of course also different from the method that has been used before.

Testing to conduct methods can be interviews, observations and documentation. Here are some questions about some efforts to improve the spirit of entrepreneurship.

1. How long to pursue business
2. Business background
3. Business marketing
4. Obstacles in trying
5. How to overcome obstacles
6. Online marketing
7. How to make an effort

From the questions with 15 respondents had different answers. In the 6th question has the same answer, namely wanting to do marketing online. These merchants want to sell online as well as in person. From the many respondents from different backgrounds and also have different businesses.

In addition to conducting respondent tests through interviews and dicumberation, researchers also conducted respondent tests on dumpling chips business to 13 respondents by conducting taste tests of dumpling chips.

Table 2. Assessment Criteria of Dumpling Chips Taste Test

No	Assessment Score	Criterion
1	4	Delicious
2	4	Delicious
3	4	Delicious
4	5	Very tasty
5	4	Delicious
6	5	Very tasty
7	5	Very tasty
8	4	Delicious
9	4	Delicious
10	5	Very tasty
11	4	Delicious

12	5	Very tasty
13	4	Delicious

Information :

- 1 : Very bad
- 2 : Not good
- 3 : Quite tasty
- 4 : Delicious
- 5 : Very tasty

From the results of the dumpling chips taste test respondents showed interest in dumpling chips, and of course they liked the dumpling chips. This taste test was carried out on March 21, 2023, this taste test was carried out completely without any compulsion from both parties.

In addition to the results of interviews and taste tests from 15 respondents, 13 respondents gave significant results at the time of the interview. MSMEs want a change in sales that is not only using a face-to-face sales system but also that customers are expected to be able to use the online system.

Table 2 Comparison of Sales Results

Week 1		Week 2	
Before using a blog-based cms application		After using a blog-based cms application	
Sales Amount	Profit (Rp)	Sales Amount	Profit (Rp)
10	20.000	15	35.000
Total 20,000		Total 35,000	

Based on the table above, the profit from sales without using a blog-based cms application is Rp. 20,000 with 10 packs of sales, and those using a blog-based cms application have a profit of Rp. 35,000 with 15 packs sold. Therefore, it can be concluded that sales strategies using blog-based cms applications are effective to increase sales.

This online system can be used with a content management system application or a blog-based CMS. In this research using wordpress blog. Here's what the wordpress blog looks like.

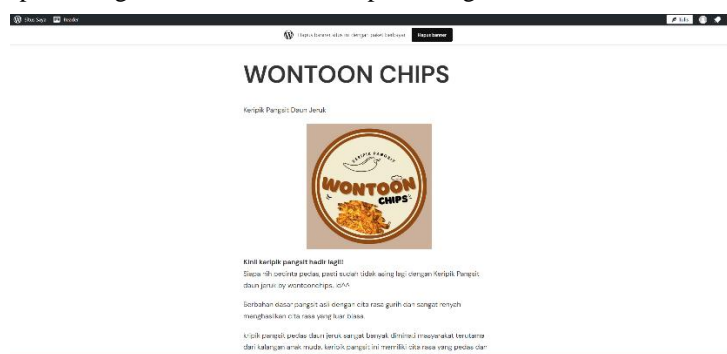


Figure 2. Wordpress Display

By taking into account the test results reviewed from each aspect studied, for 13 students who experienced the ability / improvement of high entrepreneurial spirit, consisting of 5 students who really liked dumpling chips and 8 students who were in the medium category, none of the students came from groups that did not like.

In addition, students like marketing techniques using blog-based content management system applications. The student revealed that selling using this CMS is very practical and also easy to use, besides that it can be reached only.

The students gave a positive response to the development of growing technology, they also assumed that the use of this CMS could be for traders out there. So that the use of this CMS application can develop the entrepreneurial spirit of students.

D. Conclusion

With the use of this blog-based content management system application, it can be beneficial for students who want to pursue a career in the business world. The use of this application awakens the entrepreneurial spirit of students, so they want to try. In addition, the use of this application makes it easy for us to buy goods only from home or anywhere, making it easier for customers when busy.

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