Conference Paper

Marketing System for Rumah Coklat Trenggalek Based on Website, Online Store, and Game as I.T. Ecosystem

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Abstract

CV. Rumah Coklat is a new company in Trenggalek, East Java, that is in the business of production and retail selling of chocolate in cooperation with local government and cacao farmers. Because of its status as a new company and its location in Trenggalek, which is not a big city, CV. Rumah Coklat faces significant difficulties in marketing its products. To improve the situation, Technopark UPN "Veteran" of East Java is incubating CV. Rumah Coklat in order to develop its online marketing system which consists of a website, an online store, and a game application. The three elements of the marketing system are integrated and therefore are able to exchange information with other for various purposes. The game application is a *freemium*, which means it can be downloaded and played freely but requires the players to unlock features by buying products on the online store, and this in turn will boost CV. Rumah Coklat's revenue as the game application's players become potential consumers for the chocolate products. Other than that, the game application can also show advertisements for products that are being sold on the online store, give vouchers or prizes to the best players which can be redeemed on the online store, and other things that can increase brand awareness and consumer engagement. The website and the online store have been launched and the 1.0 version of the game application will be released for Android platform on Google Play Store.

Keywords: Chocolate, information technology, marketing, online

INTRODUCTION

Information technology (IT) has advanced in such a way that many things in our lives have become connected to each other. Electronic media and software promise their users extra benefits when they are connected to each other (Uden & Damiani, 2007). IT also opens opportunities for everyone on a budget to promote and market their products cheaply, which allow them to be on equal footing with companies and corporations much larger in size (Mokhtar, 2015).

CV. Rumah Coklat is a new company from Trenggalek, East Java, that is in the business of chocolate production and retail selling in cooperation with local government and cacao farmers. Some of their various products are sold under Rumah Coklat and Tig-Co brands. CV. Rumah Coklat is currently unable to reach the right market for its products because of two factors, one of them being the lack of effective marketing system. The second factor is the company's location in Trenggalek, which is not a big city where avid chocolate consumers usually

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reside. Building an online marketing system was thus seen as the correct thing to do to make Rumah Coklat more able to compete with other chocolate brands in Indonesia.

This paper presents the online marketing system built by Technopark UPN "Veteran" of East Java for CV. Rumah Coklat, which consists of three elements: website, online store, and game. The three elements are connected to each other for the purpose of information sharing. The online store is used for selling Rumah Coklat chocolates, the website is used for providing news and company profile, and the game is used to play an entertaining game that also incentivizes its players to visit the online store and buy products there. Game itself is a very potent media which is not only useful for entertainment but also for various other uses like education (Clark *et al.*, 2016) and marketing (Xu *et al.*, 2015; Hofacker *et al.*, 2016). The highly enjoyable nature of game makes it ideal for engaging people emotionally and "smoothening" activities that are otherwise might be seen as boring (Hamari *et al.*, 2016). With this innovative marketing system, brand awareness and customer engagement can be increased significantly which in turn will increase CV. Rumah Coklat's revenue and popularity.

METHODS

The design of the online marketing system can be seen in Figure 1. The online store and the website were developed with HTML5 and PHP and uses MySQL database. The online store and the website can be accessed through its address, www.rmhcoklat.com. The game is being developed with GameMaker Studio for Android platform and its genre is match-three puzzle mixed with real-time action, which are two very popular game genres in the world.
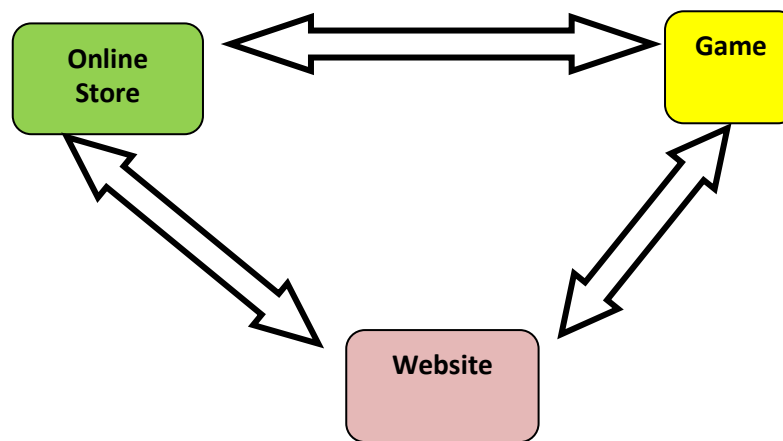

Figure 1. Design of online marketing system for CV. Rumah Coklat

RESULT AND DISCUSSION

The game is a *freemium*, which is free to download and play but requires the players to unlock paid features to experience the game fully. In order to unlock the features, players need to spend *feature points* in an in-game shop. The points themselves can be gained by buying products on the online store. The accounts for the game's players also function as the accounts for the online store's customers because they are stored in the same database.

The players of the game control a hero in traditional Javanese outfit named Cak Koko who battles an endless wave of Dutch colonial soldiers, hence the title of the game is *Cak Koko vs Londo*. The gameplay is designed to be fun for all ages. The match-three puzzle mixed with action gameplay has a steady difficulty curve and some random elements to encourage players to keep replaying the game. At first, the players can only play a limited number of levels, and more levels can be unlocked by buying the "keys" from the in-game shop. Some other features can also be unlocked which will enrich the gameplay, such as additional special moves and upgrades to make Cak Koko stronger.

All the features can be unlocked for a month, after which the players must spend feature points to unlock them again. This way the players will be encouraged to keep purchasing CV. Rumah Coklat's products, which hopefully will get them accustomed to the products to the point of becoming regular consumers.

Informations on the players' achievements such as highscores will be shown on the website. As of now, the game has completed its beta phase and is being balanced and polished. The game's main menu can be seen in Figure 2 and its gameplay screen can be seen in Figure 3.

Figure 2. The game's main menu

Figure 3. Gameplay screen

CONCLUSION

This paper presents a new and innovative online marketing system for CV. Rumah Coklat which consists of website, online store, and game. By integrating the three elements of the marketing system, CV. Rumah Coklat's revenue and popularity can be increased significantly along with brand awareness and consumer engagement.

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