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## Optimizing the Use of e-Commerce as a Marketing Medium for Online Shop Businesses in the City of Medan

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### Abstract

The internet is a familiar presence in society, offering a multitude of conveniences, including news access and business transactions. It enables people to easily obtain information without incurring significant costs and provides a platform for various types of information and news. Furthermore, it facilitates business opportunities, with marketing being a pivotal aspect. Online marketing, facilitated by e-commerce, is a key avenue enabled by the internet. E-commerce involves conducting business activities using online platforms. The growth of this e-commerce system is evident in the increasing number of users over the years. This research aims to analyze the e-commerce platforms employed as marketing tools by online shops in Medan City, as well as the strategies employed by businesses in leveraging e-commerce. Additionally, the study aims to identify the factors driving the use of e-commerce in online shop businesses in Medan City and examine the optimization techniques applied when utilizing e-commerce as a marketing medium. The research employs a descriptive method with a qualitative approach. The findings reveal that e-commerce plays a significant role as a marketing medium for online businesses, particularly in Medan City. It simplifies product marketing, expands the reach of businesses, saves time, and facilitates effective promotional activities.

**Keywords:** *optimization, e-commerce, marketing media, online shop, internet*

## **1. Introduction**

In the present era of globalization, the digital world has become a familiar domain. This space is extensively employed by businesses to harness the internet's potential in swiftly and easily promoting their products, making them readily accessible to the public. Concurrently, the utilization of digital educational platforms is surging. The rapid progression of online businesses in Indonesia indicates the growing recognition of information technology in this globalized era (Garnaut, 2015). The proliferation of online businesses, or e-commerce, in Indonesia is closely tied to internet development. The convenience of internet access through Wi-Fi or various gadget devices simplifies information retrieval on desired products or services. This convenience is further enhanced by e-commerce companies' robust promotional efforts, providing diverse incentives to facilitate public access.

The emergence of the internet as a medium for online information dissemination offers substantial benefits across various life domains, including communication and business development (Lu et al, 2018). The consistent growth of internet usage holds the potential to significantly ease business activities, especially for small businesses in Indonesia. The internet's ubiquity in society is undeniable, providing multifaceted conveniences, particularly in business operations. Through the internet, information can be accessed from anywhere at minimal cost. A plethora of information and news is available online, opening doors for business opportunities. In the business realm, effective marketing is paramount, and the internet facilitates online marketing through tools such as e-commerce.

E-commerce, a business activity conducted through internet platforms, has seen remarkable growth. This expansion is evident in the increasing number of e-commerce users annually. It's worth noting that alongside the development of information systems, a subset of e-commerce known as E-Commerce emerged. This accessible system facilitates sales and purchases online, transforming people's shopping habits by utilizing websites or applications to fulfill their needs. E-Commerce encompasses various forms of online business. While its most apparent form involves selling products to consumers online, any electronically conducted business falls under the realm of E-commerce. In essence, E-commerce entails establishing, managing, and expanding commercial relationships online (Kienna, 2001). To maximize the potential of e-commerce, it is essential to optimize marketing efforts within its framework.

With this backdrop, researchers are motivated to explore the optimal utilization of e-commerce as a marketing medium for online shop businesses in Medan City. As a result, the title of this research is "Optimizing the Use of E-Commerce as a Marketing Medium for Online Shop Businesses in Medan City."

## **2. Research Method**

### **2.1. Research Design**

This research uses a descriptive method with a qualitative approach. This research is used to build knowledge through discovery and understanding of the surrounding environment and the environment being tested. Descriptive methods are used to analyze what e-commerce media are used in marketing media in online shops in Medan City and also to analyze how marketing

strategies are carried out by business actors in utilizing e-commerce in online shop businesses in Medan City, then to find out and analyze what factors can be utilized in the use of e-commerce in online shop businesses in Medan City and also to analyze how optimization is carried out in the use of e-commerce as a marketing medium. qualitative approach is used to obtain deeper information related to the phenomenon so that it is obtained. A qualitative approach is used to obtain deeper information related to the phenomenon so that a more comprehensive explanation is obtained.

## **2.2. Research Location**

This research was conducted in Medan City because Medan City is very prospective. Medan City as the largest city on the island of Sumatra along with the increasing number of internet service users, getting cheaper and easier to get internet services, and supported by the increasing productivity of entrepreneurs who provide various products to be marketed.

## **2.3. Data Collection Techniques and Determination of Informants**

There are two types of data in this research, namely primary data and secondary data. Primary data collection was conducted by in-depth interviews and Focus Group Discussions (FGDs), while secondary data collection was obtained through literature materials. Focus Group Discussion was conducted by inviting a number of people who were considered to know about the utilization of e-commerce as a marketing medium. In-depth interviews were conducted by interviewing informants, including online fashion business owners.

## **2.4. Data Analysis Method**

Analysis was conducted simultaneously with the data collection process. This qualitative analysis was carried out following a process including data reduction, data presentation and drawing conclusions based on the reduction and presentation of data that had been done previously. Data reduction is carried out to classify, discard unnecessary data, and organize data in such a way that conclusions can finally be drawn and verified. Data presentation is carried out to develop a description of structured information from data that has been reduced in order to then draw conclusions and take action. Furthermore, after the data is developed, conclusions will be obtained from the research that has been carried out.

# **3. Results and Discussion**

## **3.1. Optimizing E-Commerce for Teen-Driven Online Businesses in Medan City**

Medan City is the capital of North Sumatra province, Indonesia. It is the third largest city in Indonesia after DKI Jakarta and Surabaya and the largest city outside Java. Medan is a very important trade, industrial and business city in Indonesia. In 2020, Medan city has a population of 2,435,252 people, and a population density of 9,522.22 people/km<sup>2</sup>. The author presents the results of data collection obtained by using the interview method to informants and also distributing questionnaires to research respondents. Informants and respondents are appointed as data sources that are able to provide relevant information about the object under study according to the needs and objectives of the researcher so as to achieve the objectives of this study.

Researchers made direct observations to research respondents, namely teenagers who optimize the use of e-commerce as a marketing medium for online shop businesses in Medan City.

### 3.2. Advantages of Doing Business Online

Individuals engage in e-commerce for a variety of reasons, often stemming from the positive impact it can have on their businesses. In line with Febriyanto's research in 2018, the integration of technology has proven beneficial for Micro, Small, and Medium Enterprises (MSMEs), with social media-driven consumer engagement and online shopping becoming prevalent. Notably, Purwaningtias (2020) underscores the positive outcomes of e-commerce implementation, encompassing the creation of new revenue streams, expanded market exposure, reduced operating costs, global reach, heightened customer loyalty, streamlined production and marketing processes, and increased value chain.

The rationales behind entrepreneurs opting for e-commerce include: 1) Enhanced marketing simplicity; 2) Broader online business reach; 3) Transition of many from conventional to online business models; 4) Improved shopping and transaction convenience; 5) Time-saving advantages; 6) Lower capital requirements; and 7) Easy promotional opportunities. These sentiments are echoed by respondents like Mrs. Nadia, who expressed, "I am drawn to online business due to its ease of product marketing and its wider reach." Similarly, Mrs. Yose shared, "The shift to online business is fueled by its convenience and time-saving nature." Moreover, Mrs. Fatresia noted, "Online business demands small capital, eliminating rental fees, and offers flexibility in sales recording. With 24-hour buying options, budget-friendly promotion, and precise market targeting, it stands out."

### 3.3. Categories/Types of Goods/Services Offered

In the interviews conducted in this study, there were several types of products sold by the informants. The following excerpts from interviews with research respondents are presented in table 4.1.

Table 4.1  
Online Shop that is Operated

Informants	What kind of online shop do you run?
1. Nad	Sells handicraft products
2. Kho	The online shop that I am currently running is an online shop engaged in services by selling custom bouquets according to customer wishes. In addition, I also sell gadgets that customers can buy with an installment payment method that can make it easier for them to get the items they want with 10 payments
3. Yos	I run a business engaged in the beauty sector (services) that focuses on nailart or nail decoration. I run it offline but promote it online.

4. Rna	The Online Shop that I run is a business that sells snacks
5. Yas	Food
6. Fat	The online shop that I run is selling dessert brownies through online social media, which I am just pioneering and I think this social media is very helpful for my online shopee
7. Rsa	Selling k-pop merchandise
8. Sin	My online shop is selling hijab

Table 4.2  
The Products Sold by Informants

No	Product	Description
1	Handicraft	Items
2	Custom bouquet	Items and services
3	Nail-Art	Services
4	Food	Items
5	K-Pop Merchandise	Items
6	Hijab	Items

Reference: Research processed, 2022

Table 4.2 shows that as a business actor goods and services can do their marketing in e-commerce. From the results of research respondents products that can be marketed in e-commerce have various types of categories of goods and services. Micro, Small, and Medium Enterprises (MSMEs) in Indonesia have an important role in the national economy, especially regarding their contribution to the Gross Domestic Product (GDP) (Wahyuni, 2020). Given the very important role of MSMEs in the social, economic, and political sectors, it follows that at the present time the development of MSMEs is given considerable attention in various parts of the world.

Products created from handicrafts have a fairly high selling value and are able to boost the economy in Indonesia. However, in terms of marketing this product is still not too broad, which

only relies on large events in the form of exhibitions in malls. But it does not rule out the possibility that this product can reach abroad.

The products produced are also very useful (Pudjowati et al., 2022). Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks. The virtual world is no longer only able to connect people with devices, but also people with other people around the world. Digital marketing usually consists of interactive and integrated marketing to facilitate interaction between producers, market intermediaries and potential consumers. The high consumption growth is partly driven by the ease of buying and selling activities through various platforms, which makes it easier for consumers to obtain goods and services, one of which is online shopping or e-commerce (Posmaria, 2017).

Bouquet Custom was founded with the hope of helping many people in realizing a gift with many memories in it, so that this gift has its own plus value. In addition, Bouquet Custom also plans to create interesting content related to Bouquet Custom and will be uploaded to the Instagram account.

According to Huang and Clumsy (2014), Instagram makes it easy for users to take pictures, edit them, and share them to other social media. Bambang said that Instagram is a smartphone application made only for social media, one of which is digital media, and it works almost the same way as Twitter. The difference, on the other hand, is that pictures are taken in a way or location that allows users to share information. The advantages provided by the Instagram application are various features, such as the ease of taking photos with the camera or in an album that can be uploaded, driving the rapid growth of the application's user base. mobile phones, snapchat features, and the launch of the IGTV service, which allows users to create and watch vertical videos up to one hour long (Enterprise, 2013).

The field of beauty has attracted the attention of many people, especially women. Nowadays, beauty treatments are not only limited to facial or hair treatments, but have developed into nail treatments and so on. Following in the footsteps of the previously fast-growing success of make-up and hairdressing, nailart services have a chance in the market. The service depends on the nail artist's ability to draw special patterns on the nails. In addition, the service must put the customer at ease, as it takes about an hour or even more.

To market these products using social media Instagram is considered more profitable because it has a match in the use of this application. In Atria (2019) the author found that Instagram is one of the social platforms that supports to improve the business that business people are engaged in and is information-dense. Several ways and features of Instagram support the dissemination of information as well as promotions and advertisements as found. The influence of Instagram on business opportunities has a good impact. Because there is a clear increase and traffic visits on Instagram continue to increase and further increase sales turnover. Instagram has been influential enough to become a platform to support a business because it has provided several features that support E-commerce marketing.

The development of the food industry that is currently happening is a promising form of business opportunity considering that everyone must need consumption in living their lives. One of them is snack products that provide flavors for consumers so that they can be enjoyed anytime and anywhere. Therefore, the Shopee platform is the right online marketing media platform to

use considering that currently shopee users are young people who are the market share for this product.

This company design is a business plan in the field of K-Pop merchandise that produces and sells official goods produced by the idol's agency as well as unofficial goods produced by themselves or from suppliers who sell these goods. Promotion carried out for k-pop merchandise through e-commerce-based electronic media. There is potential in business from the element of market advantage, because in recent years K-Pop has become so global that it has become cultural globalization, including in Indonesia itself. The compulsion for K-Pop music has its own impact on its fans so that many parties make this a very large business opportunity both.

The e-commerce system deals with digital transactions for various organizations and individuals, can reach consumers and the wider community so that it has the opportunity to increase the growth of its target market (Schneider, 2012). This transaction model allows commercial transactions to cross national borders much more conveniently and cost-effectively than in the traditional trade framework. The technological mechanism can be operated anywhere for all countries in the world because it has universal standards (Kwahk, 2012).

The hijab business has a great opportunity at this time considering the development of Muslim fashion which is increasing among the community so as to make the hijab business opportunity a promising business opportunity. Given this opportunity, business actors prefer to use e-commerce given the rapid development of technology which makes business competitiveness increase (Anggraini, 2018).

### 3.4. Advantages of a Platform

Every business actor has the choice to choose the platform used in marketing their online business or business. As in the interviews in this study that have been conducted, the responses of several informants.

Table 4.3  
Reasons for Choosing E-Commerce

Informants	What is the reason for choosing e-commerce?
1. Nad	I selected the e-commerce because I think it is easy to use and has a lot of customers.
2. Kho	I choose Instagram as a place to sell my goods because I have more followers on Instagram and also Instagram makes it easier for me to upload/upload photos and videos of the items I sell. So that customers are more interested in seeing my merchandise.

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3. Yos	In Instagram, because I have a personal media that is very influential for my online business account. And everyone has social media, so I think this media is the most suitable to be used as a medium for channeling info.
4. Rna	Another reason I use shopee is that I myself really like shopping online using the shopee application, besides being easy to use, shopee also has many free shipping features and other promotions that make many customers interested in shopping at shopee
5. Yas	because it's often used and it's easy to create promotions on the application
6. Fat	Another reason I chose this e-commerce is because my target market is young people who are up to date where what I know is that Instagram is a social media that is often used by young people and where young people who have many followers are called celebrities and because of this young people today use Instagram more, this is one of the reasons I am promoting this onlineshop and also Instagram provides paid advertisements that provide advertising prices that do not cost much and we can determine the age of those who can see my ad later
7. Rsa	I chose the e-commerce because I have been using the e-commerce for a long time so I understand how the e-commerce works better than other e-commerce.
8. Sin	It makes it easier to do business online and makes consumers feel at home because in e-commerce itself there are many

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source: Processed by the author, 2022

The development of the internet makes it easier for someone to access knowledge, information related to products and other information through the use of social media. Social media that is developing at this time is one of the platforms for business people, both small and medium and large scale, to utilize it as a business media. The use of social media as a marketing strategy is an effective form of marketing because it can reduce marketing and advertising costs for businesses. Social media is one of the marketing strategies that has great potential, because of the high number of social media users at this time which makes companies gain a larger market share.

Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks. The virtual world is now no longer only able to connect people with devices, but also people with other people around the world. Digital

marketing usually consists of interactive and integrated marketing to facilitate interaction between producers, market intermediaries and potential consumers. The high consumption growth is partly driven by the ease of buying and selling activities through various platforms, which makes it easier for consumers to obtain goods and services, one of which is online shopping or e-commerce (Posmaria, 2017).

The E-Commerce system deals with digital transactions for various organizations and individuals (individuals), can reach consumers and the wider community so that it has the opportunity to increase the growth of its target market (Schneider, 2012). This transaction model allows commercial transactions to cross national and cultural borders much more conveniently and cost-effectively than in the traditional trade framework. The technological mechanism can be operated anywhere for all countries in the world because it has universal standards (Kwahk, 2012).

The presence of the E-Commerce system allows micro, small and medium-sized companies to enter the global market easily and even in real time. All business people easily establish a business relationship with other businesses, and have a direct relationship with consumers (Li and Hong, 2013). The results of this study are in accordance with the interviews that have been conducted.

According to Huang and Clumsy (2014), Instagram makes it easy for users to take pictures, edit them, and share them to other social media. Bambang said that Instagram is a smartphone application made only for social media, one of which is digital media, and works almost the same way as Twitter. The difference, on the other hand, is that pictures are taken in a way or location that allows users to share information. The advantages provided by the Instagram application are various features, such as the ease with which photos taken with the camera or in an album can be uploaded, driving the rapid growth of the application's user base. mobile phones, snapchat features, and the launch of the IGTV service, which allows users to create and watch vertical videos up to one hour long (Enterprise, 2013).

Due to the speed and ease of sharing photos taken in an attractive retro style, Instagram now has a large user base. A social concept that encourages Instagram users to follow and like photos from popular networks. Viewing is becoming increasingly popular on Instagram. However, the purpose of creating Instagram media is not only a photo application but also a new idea or a different method of communication using images.

In Atria (2019), the author found that Instagram is one of the social platforms that supports to improve the business that business people are engaged in and is information-dense. Several ways and features of Instagram support the dissemination of information as well as promotion and advertising as found. The influence of Instagram on fashion business opportunities in Makassar city has a good impact. Because there is a clear increase and traffic visits on Instagram continue to increase and further increase sales turnover. Instagram has been influential enough to become a platform to support a business because it has provided several features that support e-commerce marketing such as, content (digital information such as text, video, audio, and graphics), community (followers and communities), and communication (interaction between organizations in one direction or two directions).

The number of similar marketplaces engaged in online shopping applications, making Shopee as one of the number one online shopping sites in Indonesia in the second quarter of 2019 must

now be displaced by similar market place Tokopedia. And at this time Shopee must continue to compete with Lazada, Bukalapak, Blibli which are similar market places and are both under Tokopedia's position. The addition of the same E-commerce competitors shows the level of competition in obtaining market positions is getting tighter. This makes Shopee E-commerce company management have to work harder in determining various strategies related to the company's external position. It is intended that Shopee's position and market share can continue to survive and increase by adjusting the company's portfolio.

Based on the latest report from (iPrice.co.id, 2019) Shopee was listed as the most popular E-commerce in Southeast Asia for the second quarter of 2019, both in terms of in-app activity, number of downloads, and total transactions in the regional market. Meanwhile, Tokopedia ranked third in Southeast Asia. However, Tokopedia became the number one app in Indonesia beating Shopee. Tokopedia dominated the rankings in the three quarters with the highest traffic throughout 2019.

From the research results, it shows that marketing management is available to make the company known to the general public. Shopee offers affordable goods with high quality. Customers who are interested in the new business will easily invite other customers to take a look at the product. Every company must use different marketing management in different ways. Since the advantages and disadvantages of each business are basically different, the most important thing in a company must be to organize product marketing. The Shopee platform is able to attract more customers because it offers discounts, low prices, and free shipping every month, in addition to a more attractive appearance.

Optimizing e-commerce, in this case Shopee as a marketing medium in building an online business venture, is very effective because of the easy access by the public.

### 3.5. E-Commerce Used

Table 4.4  
E-Commerce Used

No	Informant	Platform
1	Nadia	Shopee
2	Khofifah	Instagram and Tiktok
3	Yosefira	Instagram and Tiktok
4	Raina	Shopee
5	Yaser	Instagram andTiktok
6	Fatresia	Instagram
7	Raisa	Shopee
8	Sintia	Shopee

Source: Processed by the author, 2022

The development of the internet makes it easier for someone to access knowledge, information related to products and other information through the use of social media. Social media that is developing at this time is one of the platforms for business people, both small and medium and

large scale, to utilize it as a business media. The use of e-commerce as a marketing strategy is an effective form of marketing because it can reduce marketing and advertising costs for businesses. E-commerce is one of the marketing strategies that has great potential, for example because of the high number of social media users at this time which makes companies gain a larger market share.

E-commerce is a promotional activity and market search through digital media online by utilizing various means such as social networks. The virtual world is no longer only able to connect people with devices, but also people with other people around the world.

The E-Commerce system deals with digital transactions for various organizations and individuals, can reach consumers and the wider community so that it has the opportunity to increase the growth of its target market (Schneider, 2012).

The presence of the E-Commerce system makes various micro, small and medium-sized companies able to enter the global market easily and even in real time. All business people easily establish a business relationship with other businesses, and have a direct relationship with consumers (Li and Hong, 2013).

The results of this study are in accordance with interviews that have been conducted with an informant, namely Mrs. Nadia with an excerpt from her interview "the reason I chose the e-commerce is because I think the e-commerce is easy to use and there are many enthusiasts.", and also an interview conducted with Mrs. Khofifah with the following excerpt "I chose the e-commerce because I have been using the e-commerce for a long time so I understand how the e-commerce works better than other e-commerce", then an interview from Mrs. Yosefira with the following excerpt "because it makes it easier to do business online and makes consumers feel at home because there are many e-commerce itself."

According to Huang and Clumsy (2014), Instagram makes it easy for users to take pictures, edit them, and share them to other social media. Bambang said that Instagram is a smartphone application made only for social media, one of which is digital media, and works almost the same way as Twitter. The difference, on the other hand, is that pictures are taken in a way or location that allows users to share information. The advantages provided by the Instagram application are various features, such as the ease with which photos taken with the camera or in an album can be uploaded, driving the rapid growth of the application's user base. mobile phones, snapchat features, and the launch of the IGTV service, which allows users to create and watch vertical videos up to one hour long (Enterprise, 2013).

Due to the speed and ease of sharing photos taken in an attractive retro style, Instagram now has a large user base. A social concept that encourages Instagram users to follow and like photos from popular networks. Viewing is becoming increasingly popular on Instagram. However, the purpose of creating Instagram media is not only a photo application but also a new idea or a different method of communication using images.

In Atria (2019), the author found that Instagram is one of the social platforms that supports to improve the business that business people are engaged in and is dense with information. Several ways and features of Instagram support the dissemination of information as well as promotions and advertisements. With a clear increase and traffic visits on Instagram, it can increase sales turnover. Instagram has been influential enough to become a platform to support a business because it has provided several features that support e-commerce marketing such as, content

(digital information such as text, video, audio, and graphics), community (followers and communities), and communication (interaction between organizations with one-way or two-way).

The number of similar marketplaces engaged in online shopping applications, making shopee as one of the number one online shopping sites in Indonesia in the second quarter of 2019 must now be displaced by similar market place Tokopedia. And at this time Shopee must continue to compete with Lazada, Bukalapak, Blibli which are similar market places and are both under Tokopedia's position. The addition of the same competing e-commerce shows that the level of competition in obtaining market positions is getting tighter. This makes shopee e-commerce company management have to work harder in determining various strategies related to the company's external position.

Shopee offers affordable goods with high quality. Customers who are interested in the new business will easily invite other customers to look at the product. Every businessman must use different marketing management in different ways, because the advantages and disadvantages of each business are basically different, so the most important thing in a company is to organize product marketing. The shopee platform is able to attract more customers because it offers discounts, low prices, and free shipping every month, in addition to a more attractive appearance. Optimizing e-commerce in this case shopee as a marketing medium in building an online business venture is very effective to use because of the easy access by the public.

Tiktok is currently being loved by the public. Tiktok is not just social media for entertainment, but can also be used as a business marketing strategy. One of the features used is Tiktok Shop. Tiktok shop is a feature to promote a business. In this feature it will be possible if you link to an online store and can also display products on the TikTok application.

TikTok users will be able to see the products sold by business people who use this feature and can also directly make purchases in the application. Of course, one of the right steps to take if utilizing the features of the TikTok application as a marketing strategy is to create interesting content to promote the product to be sold so that TikTok users become interested in buying the product.

### **3.6. E-Commerce Dynamics in Medan City**

Savrul et al. (2014) explain that e-commerce has the potential to help the development of MSMEs. Nejadirani et al. (2011) concluded that e-commerce has good prospects because it has several benefits such as reducing transaction costs, reducing advertising and promotion costs, accelerating communication between sellers and buyers, minimizing transport overlap, reducing shipping costs, and eliminating space and time constraints. People who use e-commerce services also get positive results such as an increase in community income (Situmeang 2018). Entering the global world today, e-commerce-based sites are increasingly widespread. The intrnet version of the business world in the country is also not left behind. The current paradigm is customer satisfaction, so companies need to prioritize this in doing business. Seeing the high utilization of global virtual networks, the main priority is regarding the development of e-commerce applications for businesspeople.

The e-commerce purchasing process involves several stages, each contributing to a seamless online shopping experience. It begins with consumers browsing and selecting products from the array of offerings presented on e-commerce platforms. This wide range of choices, encompassing various products and prices, enables consumers to compare and explore alternatives before making a decision. Once consumers have made their selections, the e-commerce system records their chosen items in a virtual cart, signaling the intent to purchase. This step aids both consumers and online shops: consumers can modify their choices if better options emerge, and online sellers can prepare products for dispatch while ensuring they are available and ready for purchase.

Subsequently, consumers initiate the purchase by transferring the payment to the designated e-commerce bank account. This step finalizes the transaction, prompting the e-commerce entity to verify the transfer and confirm the order. Once confirmed, the e-commerce platform signals to the seller to dispatch the ordered goods promptly, adhering to specified delivery timelines. The responsibility of preparing and shipping the products falls to the online merchants. They engage in the production process, followed by meticulous packaging to ensure products reach customers in optimal condition. The goods are then handed over to the chosen expedition service, which takes charge of delivering the products to their respective destinations. The anticipated waiting period for delivery typically ranges between 5 to 10 days.

Upon the successful delivery of the goods, the expedition service confirms the receipt through its tracking system, aligning the information between the online seller and the consumer. At this point, the online buyer receives the ordered items directly from the expedition service, concluding the transaction. To finalize the process, consumers may confirm receipt of the products and may provide feedback through ratings or assessments, evaluating the quality of the received items.

With the existence of marketing through e-commerce, there are factors utilized in its use, as per interviews with online shop owners in Medan City. These include the ease of receiving orders through e-commerce, an easy payment process and recapitulation of orders received, an easy process of shipping products to customers, the capability to do free or paid advertising for easier marketing, considering product quality and making clear product videos to increase customer satisfaction and encourage repeat purchases, promptly addressing customer inquiries for enhanced convenience, and frequently providing promotions to generate consumer interest in the products sold.

To optimize the use of e-commerce, strategies include defining the desired target market and creating product descriptions with commonly searched keywords, determining the type of product the target market wants, providing information about the products being sold and highlighting quality, along with offering frequent promotional deals to consumers. Additionally, creating an appealing product profile using an attractive title and engaging sales content, expanding the product variety available on platforms like Shopee to enhance visibility, implementing strong advertising and promotion, involving personal networks for endorsements and testimonials, and incorporating innovation into the products offered to sustain consumer interest and engagement are important steps.

In Medan City's dynamic business landscape, e-commerce platforms have been harnessed by online businesses, implementing these strategies to effectively engage customers, optimize product visibility, and enhance consumer satisfaction.

#### 4. Conclusion

In conclusion, the most popular e-commerce platforms for marketing among online shops in Medan City include Instagram, Shopee, and TikTok. The strategic approach taken by business entities in leveraging e-commerce for their online ventures in the city involves a sequence of steps. First, consumers place their orders through e-commerce channels. Subsequently, businesses confirm the order, placing the selected products in the consumer's virtual basket. Following this, consumers initiate payments through various methods. Once payment is received, businesses promptly confirm the order and proceed to dispatch the products. The transportation process is then executed, involving expedited shipping services. Upon delivery, consumers confirm receipt and provide valuable assessments and ratings. These ratings offer insights into product satisfaction and influence future purchases, thereby promoting high ratings for contented consumers.

Several factors contribute to the effective utilization of e-commerce platforms: the convenience of receiving and processing orders through e-commerce channels, streamlined payment procedures and order tracking mechanisms, effortless product shipment to customers, access to both free and paid advertising options, highlighting product quality through visual media to enhance customer satisfaction and promote repeat purchases, prompt and comprehensive customer communication ensuring convenience and trust, and regular promotional activities to attract consumer interest.

The optimization of e-commerce usage is achieved by several means: defining the target market and crafting product descriptions using keywords relevant to the intended audience, identifying consumer preferences to tailor product offerings, sharing detailed product information, highlighting quality, and offering frequent promotional deals, creating compelling profiles for products, including attractive titles and engaging sales presentations, expanding product availability on platforms like Shopee to enhance visibility, employing robust advertising and promotion strategies, including leveraging personal networks for endorsements and testimonials, and incorporating innovation into the products offered to sustain consumer interest and engagement.

In this dynamic landscape, Medan City's online businesses have harnessed the power of e-commerce platforms, implementing effective strategies to engage customers, optimize product visibility, and enhance consumer satisfaction.

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