



## Information Technology for Food Product

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### Abstract:

Online-based businesses are increasingly prevalent because online shopping makes time and distance limitations easy to overcome. The purpose of this study is to analyze the effectiveness of information technology by creating responsive website, using in food product. The method used descriptive analysis and literatures study. With the existence of an online business, marketing food products are easier and open up very promising opportunities. The results achieved can get information on the average price of products in the market. To compete with others, it can make food products more creative to attract the attention of buyers and can expand the reach of marketing.

**Keyword:** Online-based, Business, Food, Market, Marketing

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## INTRODUCTION

When setting up a business company both conventional and online business, companies must use certain business models that consist of shipping, payment, and valuation of an item. The method of picking up the ball by persuading customers to buy goods, value goods, and pay for goods is the definition of a separate business model (Saebi, Foss, 2015). This type of method is usually used by online business activists who encourage buyers to rate products in order to attract the attention of other buyers to buy their products. This product valuation is also one of the keys in online trading, because this assessment serves to convince other visitors, that this product is truly authentic, and will not commit crimes such as fraud in the form of money or products that are not sent to customers. Food product companies that are marketed on the internet mostly target this product for children under 12 years of age. Most of them are marketed on the unpaid web, because the free web can reduce sales production expenditure figures. Apart from being marketed online, some are also marketed directly through children's toys (Freman at all, 2014). The purpose of marketing food products is mostly children and adolescents, because children and adolescents prefer to spend their money to buy food (Tobey, Manore, 2014). In addition, children and adolescents are still not able to determine their spending carefully, therefore, sales targets for this age are pretty good at doing.

The main factor in sustainable marketing is supporting strategy. It depends on how customers respond to problems faced by product marketing (Mani at all, 2016). Teenagers often use the internet, they are often targeted by companies to market these products. In fact, teens often tell their friends about what products they like and what they see from the internet. Therefore, product marketing will be easier and the benefits of product marketing will be more felt for these companies (Kelly at all, 2015). Companies must develop their ideas to compete in the market, besides that their advertisements must be packaged in such a way as to be able to attract the attention of the company's market. As a result, companies are required to be able to express their ideas more deeply so as not to miss in the market so that the company can still compete with other products (Jacobsen at all, 2014)

The purpose of this study is to help in marketing food products to make it easier and better know which products are selling in the market. The method that is done is by surveying the food products that are most in-demand by the buyer and stating the prices of each of these food products. Therefore, the information can be used as a reference for this study.

## **RESEARCH METHOD**

The method was done by surveying the food products that are most in-demand by the buyer and stating the prices of each of these food products. Therefore, the information can be used as a reference for this study.

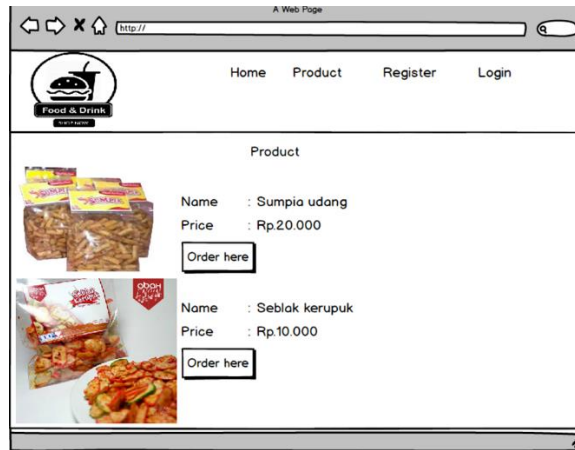
## **RESEARCH RESULTS AND DISCUSSION**

The website design used must be responsive. Responsive website means that the website will adjust its size when viewed on various devices with different sizes. HTML5 can be used to create responsive websites, new elements such as headers, navs, articles can also be used. It is recommended to provide HTML5SHIV scripts so that the website template can run well in IE 9 browser versions down, and also includes a reset.css file to reset all default styles of the browser.

The Viewport Meta Tag can also be used in the head element. Creating responsive website templates can be started by creating a wrapper div, a header and navigation area. The main area will be filled with the most popular tutorials and tutorial lists. The sidebar area will be filled with archives, categories and social. Make the area about as a place to provide additional information and finally make the footer area. Every area we provide id and class to make it easy to set the style in CSS scripts. Making CSS scripts with the aim of giving style and responsiveness to web pages divided by 3 parts, namely the structure, main and query media as well as reset CSS. Save this CSS file in the style folder.

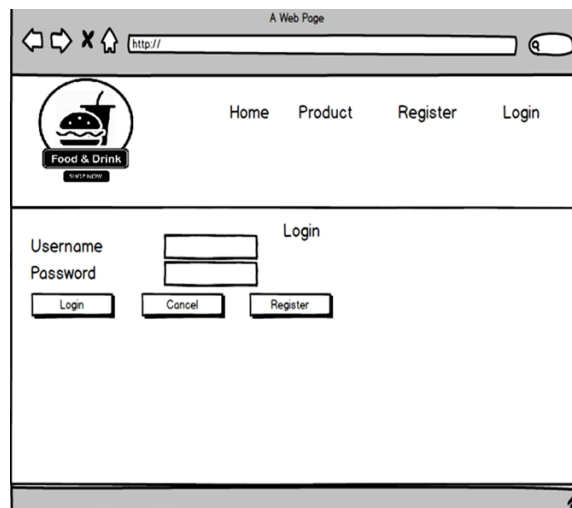
The website used must also be mobile friendly. this is because the amount of traffic from mobile phones has increasing rapidly. More than half of the world's people access the internet via smartphones. In addition, Mobile-first index- Google prioritizes website indexing on the mobile version. From the results of this index, Google determines the search ranking of a website. Another reason is the Mobile Search Engine Optimization (SEO). The logic of mobile SEO is slightly different from the desktop version. Through the mobile version of SEO, you can better capture traffic opportunities.

To support the marketing of food products with the internet, this requires information about any product that is currently selling and must know the market (Robinson at all, 2005). By carrying out surveys, the information obtained. After getting the information, determine the target market. Subsequently, create a website that will market these food products, along with a web display and an explanation of the web (Figure 1).



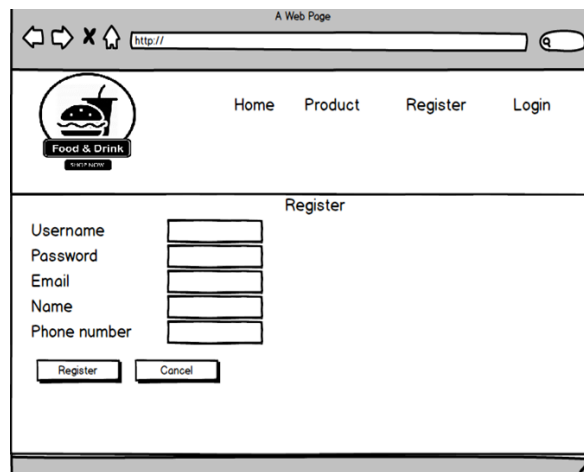
**Figure 1. Home**

Figure 1 explains the product on the product page. You can choose all the products that will be purchased by customers. After customers see a list of food products to be purchased, they can immediately click order here (Scermel at all, 2010). After that, the customer will be directed to the login page if they have not logged in on the web. Figure 2 explains that customers must log in first to order products. If the customer does not have an account, click register and then it will be directed to the registration page.



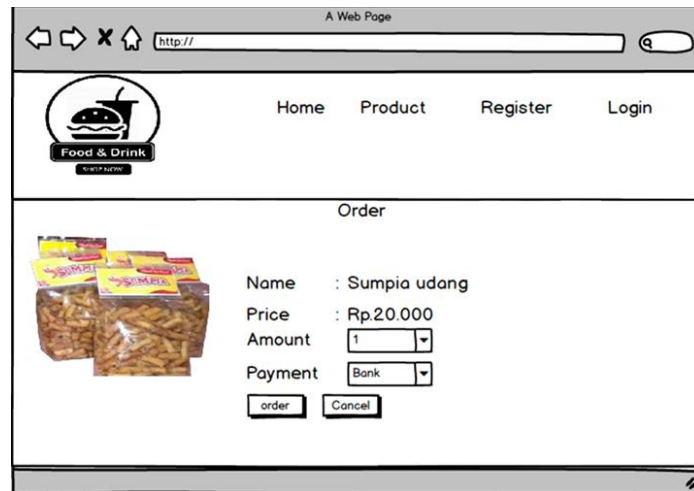
**Figure 2. Login**

Figure 3 explains that consumers are going to register an account to order products in the product list. After registering and entering, consumers will be directed to the product order page.



**Figure 3. Register**

Figure 4 explains that consumers can buy products by filling in the number of products to be purchased and choosing the payment method



**Figure 4.** Order

Based on the explanation of online product sales above, it can be concluded that online sales can penetrate the market far from the physical sales location of the product. This is a good business opportunity and can increase turnover which is quite high because it can reach the market and even abroad.

This type of business opportunity may indeed have been carried out by various parties, and there are even many marketplaces that sell a variety of products, but besides using their own website and waiting for customers to come to the website, sellers can also advertise their products and websites through various types of social networks. which can also attract customers from various regions.

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## **CONCLUSION**

With the development of technology, product marketing, especially food products are easier. This easy marketing can be a reference to open a food product business. Companies that have opened food products can develop their companies by marketing these products online so that they can compete with other food products easily.

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