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Abstract. This study aims to test the SME e-commerce model of coconut-derived products in North Sulawesi. This test model is needed to measure the extent to which all functions are functioning well. By conducting tests on businesses SMEs of coconut-derived products by laboratory testing, the results of the e-commerce model can be applied to SMEs to help business actors in business continuity efforts. This model has been tested through the use based evaluation approach by explaining all the functions or features that are available, then the respondents' responses are outlined in the form of a questionnaire about the resulting e-commerce software model. The test results show that the e-commerce model can be applied to SMEs as a tool in running their business.

1. Introduction

Indonesia is a country that has a lot of natural resources and other potential can make Indonesia an economically advanced country so that it is possible creating a fair and equitable economy. North Sulawesi is an area with a very large coconut farming land has the potential to produce raw materials for the production of coconut-derived products. Cooking oil, VCO, coconut flour, copra, palm sugar, coconut shell, coconut wood furniture and nata de coco are some coconut derivative products that have great potential for into processed products of the small and medium business industry. Opportunities for profit from very large coconut products.

Many problems are being experienced by small and medium businesses in North Sulawesi (SULUT) in the effort to sustain their businesses. Among them are the availability of minimal capital, business management, and technology utilization.

The process of business transition from conventional to digital is a strategic step from a business process to sustainability. One way is to utilize technology in the field of marketing that changes the way work is done from the conventional way towards digital technology by utilizing e-commerce [1]. Therefore, it is necessary to have a touch of technology in the effort of sustainability of the business that will continue to be developed in order to improve the economy, because it is believed that SMEs

have a role in driving economic development, because it can not be denied that smes have contributed greatly to regional income and the income of the Indonesian state.

2. Literature review

In the era of digital empowerment technology for business transaction processes must involve information systems. E-commerce technology is very powerful to drive business growth. E-commerce bringing fundamental changes to commerce [2].

The global definition of e-Commerce is all forms of electronic goods or service trading transactions. A formal definition of e-Commerce is given by Baum, namely: a dynamic set of technology, applications and business processes that connect companies, consumers, and communities through electronic transactions and trade in goods, services and information conducted electronically [3].⁴

Small Business is defined as an economic activity carried out by an individual or household or an agency aiming to produce goods or services for commercial trade and have a sales turnover of 1 (one) billion rupiah or less [4].

User guides are made referring to the results of trial messages or user interaction with the computer. The fundamental purpose of a user guide is to promote an efficient and good system to use [5].

3. Method

Propose a model, which posits that the nature of firms' participation in electronic markets depends on organizational motivation and ability. This participation takes place in the form of exploration state, expert state, or passive state. Firms in the exploration state allocate various resources to learn the requirements of doing business in the online environment. On the other hand, firms in the expert state have successfully reengineered their processes to do business online. Firms in the passive state are not eager to commit their resources to actively participate in electronic markets but may experiment with these markets with the notion that they may utilize them in the future to supplement their traditional operations [6].

Testing the e-commerce model is done by exploring questions with measurable answers, confirming the assumptions of the developer in choosing alternative designs. The test plan will explain the document test stages.

Usability Testing is one way to find out whether prospective users can use the application easily and whether the application to be used can provide positive value in helping users achieve their goals. The types of usability evaluation methods are observation, analytic and investigation. In this study using the observation method by testing the usability and user-oriented appearance.

To get good test results, the test is carried out in 10 small and medium business actors by conducting application trials. The test was carried out in 5 districts / cities namely Manado, Bitung, Tondano, Southeast Minahasa and North Minahasa.

Tests are carried out at a laboratory scale and then tested at SME locations. The initial step is to provide an explanation of e-commerce and its benefits in business continuity in the digital age. After that an explanation of the application and its features. After getting a good understanding of the test carried out by demonstrating the application that has been made and after that an experiment is carried out by prospective users.

4. Results and discussion

Interface design must pay attention to an attractive visual appearance so that it can provide added value in achieving the expected goals [7]. Figure 1 below presents the application interface model.

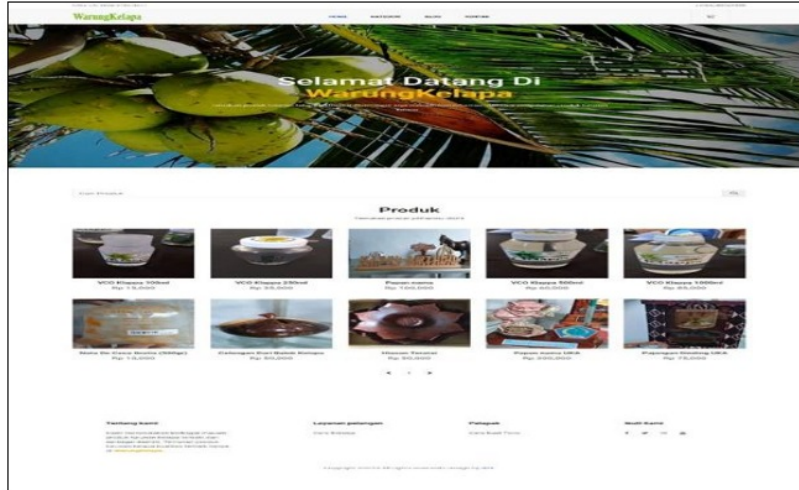


Figure 1. Interface model.

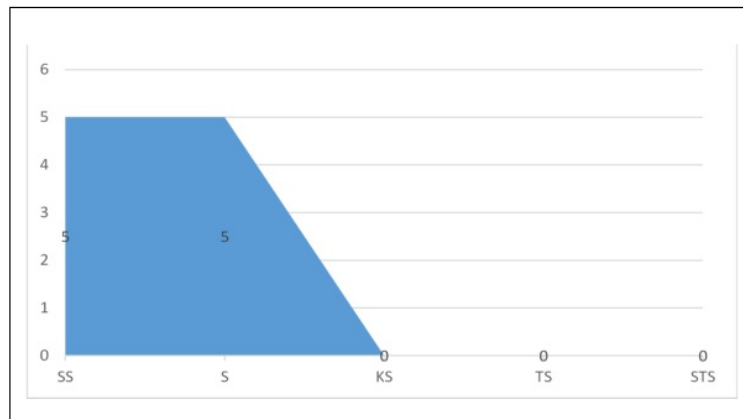


Figure 2. Results of respondent test.

The test is carried out using the use based evaluation approach presented in the questionnaire by involving potential users (SME owners). The questionnaire was designed using language that was easy to understand. The results obtained are measured using a Likert scale of 1 to 5.

Of the 10 UKM that were observed, 9 UKM did not yet have an application to market the products produced. The products produced in the form of cooking coconut oil, VCO, shredded oil pulp, souvenirs, copra, shell charcoal and klapetart. 1 UKM already has web marketing but cannot be accessed.

At present many e-commerce websites can be accessed, but specifically e-commerce websites of coconut-derived products have never been found when searching the internet. Therefore this e-commerce design is very much needed in terms of implementing it as a web marketing for SMEs of

coconut-derived products. The need for this tool is needed because of the lack of knowledge of SMEs in understanding technology in an effort to change the way of marketing from conventional to digital.

5. Conclusion

Based on observations, test result and used based evaluation approaches, it can be concluded that SMEs want an e-commerce design that is clear, easy to understand and has an attractive appearance and can be accessed easily so that the products sold can have a wider market reach

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