

ABSTRACT

BUSINESS MODEL CANVAS (BMC) ANALYSIS AND IMPLEMENTATION OF AN E-COMMERCE SYSTEM BASED ON A CONTENT MANAGEMENT SYSTEM (CMS) TO SUPPORT THE MARKETING OF ANJOSIA COFFEE PRODUCTS

By

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Anjosia Corp Lampung is a micro, small, and medium enterprise (MSME) engaged in the coffee processing industry, located in Kemiling District, Bandar Lampung City, and operating under the brand name "Anjosia Coffee." Anjosia Coffee faces several marketing challenges, including fluctuating sales, limited utilization of digital marketing, and ineffective promotional efforts. Product information is available only through WhatsApp, Facebook, Instagram, or in-person visits, which makes it difficult for customers to track their orders and requires them to contact the administrator manually. A proposed solution is the development of an e-commerce platform based on a Content Management System (CMS) to support the marketing of Anjosia Coffee's products. The research aimed to identify the business model implemented by the company and to design a CMS-based WordPress e-commerce system that presented complete information about Anjosia Coffee through an online platform. This study employed an action research method and used descriptive analysis. The results showed that Anjosia Coffee still relied on social media for marketing; however, this approach had limitations in terms of efficiency and reach. The developed CMS-based e-commerce system successfully provided comprehensive product information, facilitated the ordering process, and improved transaction efficiency through features such as a product catalog, shopping cart, digital payment integration, and order management capabilities.

Keywords: Anjosia Coffee, CMS WordPress, E-Commerce, MSME

ABSTRAK

ANALISIS *BUSINESS MODEL CANVAS* (BMC) DAN PENERAPAN SISTEM *E-COMMERCE* BERBASIS *CONTENT MANAGEMENT SYSTEM* (CMS) DALAM UPAYA MENDUKUNG *MARKETING* PRODUK ANJOSIA COFFEE

Oleh

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Anjosia Corp Lampung merupakan UMKM yang bergerak di industri pengolahan kopi, yang berlokasi di Kecamatan Kemiling, Kota Bandar Lampung, dengan merek dagang "Anjosia Coffee". Anjosia Coffee menghadapi tantangan dalam pemasaran, seperti fluktuasi penjualan, kurangnya pemanfaatan pemasaran digital, serta promosi yang belum optimal. Informasi produk hanya tersedia melalui WhatsApp, Facebook, Instagram, atau kunjungan langsung, sehingga pelanggan kesulitan melacak pesanan dan harus menghubungi admin secara manual. Solusi yang dapat diterapkan adalah pengembangan platform *e-commerce* berbasis *Content Management System* (CMS) dalam upaya mendukung *marketing* produk Anjosia Coffee. Penelitian ini bertujuan untuk mengidentifikasi model bisnis yang dijalankan oleh perusahaan pada produk Anjosia Coffee, serta merancang sistem *e-commerce* berbasis CMS *WordPress* untuk menyajikan informasi terkait Anjosia Coffee secara lengkap melalui web *e-commerce*. Penelitian ini menggunakan metode *action research* dan dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa Anjosia Coffee masih mengandalkan media sosial untuk pemasaran, namun pendekatan tersebut memiliki keterbatasan dalam efisiensi dan jangkauan. Solusi yang telah dikembangkan yaitu sistem *e-commerce* berbasis CMS *WordPress* yang menyediakan informasi produk secara lengkap, mempermudah pemesanan, dan meningkatkan efisiensi transaksi melalui fitur katalog, keranjang belanja, pembayaran digital, dan manajemen pesanan.

Kata kunci : Anjosia Coffee, CMS *WordPress*, *E-Commerce*, UMKM