

Needs Analysis of Website Development as Marketing Media to Support SDG 8 for Furniture Entrepreneurs in Petekeyan Village, Jepara Regency

Jayanti Putri Purwaningrum^{1*}, Nur Fajrie¹, Evana Andriani¹, Jati Widagdo²

¹Universitas Muria Kudus, Indonesia

²Universitas Islam Nahdlatul Ulama, Indonesia



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ABSTRACT

Objective: The study aims to analyze the need for website development as a digital marketing medium for furniture entrepreneurs in Petekeyan Village, Jepara Regency, to support business competitiveness and sustainable economic growth in line with SDG 8. **Method:** The study employed a quantitative descriptive approach. Data were collected through questionnaires and semi-structured interviews with furniture business owners in Petekeyan Village, Jepara Regency. The collected data were analyzed descriptively to identify entrepreneurs' perceptions and functional requirements for website-based marketing. **Results:** The findings revealed that 67% of business owners strongly agreed that a website is essential for improving product marketing and expanding market reach. The most expected website features include user login and registration, social media integration, high access speed, data security, accessibility, scalability, backend system integration, and reporting and analytics functions. These features reflect the practical needs of entrepreneurs in adopting digital marketing strategies. **Novelty:** The study provides an empirical needs analysis for developing a website tailored to the requirements of furniture entrepreneurs in Petekeyan Village. Unlike previous studies that primarily evaluate website implementation, this research identifies user-driven functional requirements as the foundation for designing an effective digital marketing platform that supports business digitalization and contributes to the achievement of SDG 8 (Decent Work and Economic Growth).

INTRODUCTION

Information technology has become an important element that supports human needs and life (Saariluoma et al., 2016; Tavares et al., 2022). Currently, information technology has expanded into a means used for various activities, such as transactions, communication, discussions, and as an information provider platform (Attar et al., 2022; Kumar & Sharma, 2023; Sharma, 2019; Taherdoost, 2023; Taloba et al., 2023). With the existence of information technology, the process of disseminating information and marketing becomes easier to do, without being hindered by time or location. In addition, the use of information technology in delivering information and marketing can save costs and time (Quinn & Baily, 1994).

At this time, the advancement of science and technology is developing rapidly entering the era of globalization and plays a major role in helping human needs and lightening the burden of activities in everyday life. The integration of science and technology in globalization enhances human capabilities, addressing practical needs and streamlining daily activities through innovations in various interdisciplinary fields (Sikora, 2019). The benefits of technology can also be felt in the business world, one of which is in the field of promotion and marketing (Plangger et al., 2022; Sharabati et al., 2024; Tshikovhi et al., 2023). Digital technology enhances promotion and marketing (Dominguez et al., 2023). It is undeniable that internet users are increasing over time (Firth et al., 2019). The majority of internet users in Indonesia use the internet for various

important activities in the economic sector, such as searching for product prices (45.14%), searching for purchasing information (37.82%), making online purchases (32.19%), and selling products online (16.83%). Promotion is one of the important strategies in the business world that aims to attract customer attention and increase sales volume. With effective promotion, businesses can increase sales, introduce new products, or build customer loyalty.

One of the efforts made to expand the reach of business marketing is through digital marketing media websites (Antczak, 2024; Khanom, 2023; Masrianto et al., 2022). The use of the internet, especially web-based media, should be the main focus for MSMEs, especially in improving the quality of data and information services. This is because web media is able to reach target audiences on a wide scale, especially as the number of internet users continues to increase (Vukanovic, 2011).

A website is a web page that can be accessed from anywhere and anytime as long as it is connected to the internet (A. S. Patil et al., 2022; R. A. Patil et al., 2024). A website is a website located on the World Wide Web (WWW) and can be accessed online. On a website, a collection of pages can be accessed via a URL (Uniform Resource Locator). A URL is a series of characters that functions as an address to indicate the location or source of information on the internet (Aljofey et al., 2022; Karim et al., 2023; Landolsi et al., 2023). Based on research conducted by the Global Web Index, 62% of customers visit websites to search for and view information related to brands or products. Thus, there needs to be a marketing media through a website if a business wants to grow further (Dominguez et al., 2023). However, the reality in the field shows that the use of websites as digital media in business marketing has not been used optimally by industrial business actors, including furniture entrepreneurs in Petekeyan Village, Jepara Regency (Dirgiatmo et al., 2020).

Jepara Regency is known as a carving city because most of its people work in the furniture industry (Indrahti et al., 2024). Petekeyan Village is one of the villages located in Tahunan District, Jepara Regency, where the majority of the population works as furniture entrepreneurs. The furniture industry is an industry engaged in woodworking and works on several pieces of furniture such as tables, chairs, cupboards, beds and so on (Smardzewski, 2019; Smardzewski et al., 2016). The furniture produced by the furniture industry in Petekeyan Jepara has quite good quality and also has a fairly wide target market in local, national and international communities (Widagdo et al., 2024). However, it turns out that the marketing model used by most of the furniture industry in Petekeyan Jepara is still traditional and has not utilized digital marketing, even though at this time digital marketing is more practical, efficient and can reach wider consumers even outside the region. Digital marketing strategies are carried out to enhance customer reach and improve turnover, as traditional methods limit their market potential (M. T. Kumar et al., 2024). Effective digital marketing strategies significantly enhance customer reach and profitability, overcoming the limitations of traditional methods in e-commerce market potential (Rose et al., 2024). Digital marketing strategies effectively expand customer reach and profitability, addressing traditional methods' limitations and optimizing engagement and satisfaction through targeted approaches (Gahlot & Rani, 2023; Semenda et al., 2024).

Alfara Jati is a furniture industry located in Petekeyan Village, Tahunan District, Jepara Regency and is active in producing household furniture products. Production carried out by Alfara Jati is usually according to consumer demand so that it has not utilized digital marketing to the maximum which has an impact on the target market which has not expanded. Based on the results of an interview conducted with Mrs.

Nurida as the owner of the Alfara Jati business, it was found that Alfara Jati already has promotional media on social media but none are website-based so that the use of social media is not optimal. Alfara Jati usually gets orders directly from consumers who come to the showroom. The same thing was experienced by the owner of the Sunni Jati business in Petekeyan Village, Tahunan District, Jepara. Based on the results of an interview with Mr. Sueb as the owner of the business, he said that usually Sunni Jati only produces based on orders requested by consumers and has not utilized marketing media through the website so that it has never received orders from website-based social media.

Based on the problems experienced by Alfara Jati and Sunni Jati partners, the research team was encouraged to conduct a study to further analyze the needs of Sunni Jati and Alfara Jati furniture for the development of marketing media through websites. The main objective of this study is to conduct a needs analysis for website development as a marketing media for furniture entrepreneurs in Petekeyan Village. With this website development needs analysis, it is hoped that it can help map the needs for website development as a means of developing digital-based business management and marketing in order to increase the existence of Jepara furniture businesses both locally, nationally and internationally.

RESEARCH METHOD

The research method used in this study is a quantitative descriptive method. The subjects of this study were furniture business actors in Petekeyan Village, Jepara Regency, namely Alfara Jati and Sunni Jati, each totaling 13 people. The selection of research subjects was carried out based on purposive sampling, namely the selection of subjects based on research needs. The goal is that the selected subjects can meet the criteria based on the variables determined by the researcher and not focus on certain characteristics of the subject.

Questionnaire

The distribution of this questionnaire was conducted to furniture business actors in Petekeyan Village, Jepara Regency, namely Alfara Jati and Sunni Jati, each totaling 13 people. Some of the questions given by the research team include the biodata of the questionnaire respondents, functional needs which include the main features that must be present on the website, non-functional needs which include aspects that are not directly related to the function of the website, user needs, and business needs.

The purpose of distributing this questionnaire is to find out the needs and expectations of each user. The questionnaire distributed is a closed questionnaire equipped with open suggestions. The analysis used as an initial analysis related to website needs. There are three categories in the needs analysis questionnaire, each of which contains questions related to the use of the internet as a product marketing medium, the desired form of the website and the content contained in the website.

Interview

The type of interview conducted in this study is a semi-structured interview which is a category of in-depth interviews and uses interview guidelines so that the data obtained is more in-depth. This interview was conducted with furniture business actors in Alfara Jati and Sunni Jati with the aim of exploring information about the obstacles experienced in managing and using the website and the need for website media development as a marketing medium for Jepara furniture products.

RESULTS AND DISCUSSION

Results

Data description

Questionnaire

There are three categories in the needs analysis questionnaire, each containing questions related to the use of the internet as a product marketing medium, the desired form of the website, and the content contained in the website. The following are the results of filling out each questionnaire.

1) Level of internet utilization as a marketing media for furniture products

The following are the results of the analysis of the questionnaire regarding the level of internet utilization as a marketing medium for furniture products.

Table 1. Utilization of the internet as a marketing medium for furniture products

No	Indicator	Alfara Wood			Sunni Jati		
		Strongly agree	Agree	Don't agree	Strongly agree	Agree	Don't agree
1	Internet as a supporter of online product marketing	77%	23%	0%	69%	31%	0%
2	Internet use is only for personal interests, not for business purposes.	0%	8%	92%	0%	8%	85%
3	Proper use of the internet can increase my income in selling business products	15%	85%	0%	31%	69%	0%
4	Internet access in my place is easy	31%	54%	15%	54%	31%	15%
5	Information about furniture products in Jepara Regency, especially Petekeyan Village, can be found a lot on the internet.	0%	62%	31%	8%	31%	62%
6	A website is a service that can provide information online.	69%	31%	0%	85%	15%	0%
7	A website is really needed to support the marketing of my business products with a wider target.	69%	8%	0%	85%	15%	0%

Based on the results of the questionnaire on the aspect of internet utilization as a marketing medium for furniture products, the results from Alfara Jati respondents showed that 77% of furniture business owners strongly agreed that the internet was needed as an online marketing medium and 92% disagreed if the internet was only used for personal interests, not for business purposes. Meanwhile, 85% of business actors agreed that good internet utilization could increase revenue in sales of business products. Regarding websites, 69% stated that websites are a service that can provide information online and 69% stated that websites are very much needed to support the marketing of my business products with a wider target.

Based on the results of a questionnaire from Sunni Jati, it was found that 69% of furniture business owners strongly agree that the internet is needed as a digital marketing medium and 85% disagree if the use of the internet is only used for personal interests. Meanwhile, 69% agree that the internet can increase revenue in sales of business products. Regarding websites, 85% strongly agree that websites are a means of providing information online and 85% state that websites are very much needed to support marketing of business products.

2) Website form desired by furniture business actors

Website form analysis is conducted to determine the form of the website that suits the needs of furniture business owners and makes it easy to access. The indicators and results of the questionnaire related to the form of the website desired by furniture business owners are as follows.

Table 2. Desired website form

No	Indicator	Alfara Jati			Sunni Jati		
		Strongly agree	Agree	Don't agree	Strongly agree	Agree	Don't agree
1	Contains business related information only	8%	38%	54%	23%	31%	46%
2	Contains information and several furniture products provided	38%	62%	0%	54%	46%	0%
3	Can carry out further interactions if interested in the product	23%	62%	15%	38%	46%	15%
4	Accompanied by an attractive design in accordance with the business theme	92%	8%	0%	100%	0%	0%

Based on the data in Table 2, it can be concluded that Alfara Jati respondents do not agree if the website only contains information related to the Saka business, and 62% agree if the website contains information and some furniture products provided. And 92% of business owners agree if the website must be accompanied by an attractive design. Not much different from Sunni Jati that 46% of respondents do not agree if the website only contains information related to the business, 54% agree if the website contains information related to some furniture products and 100% agree if it is accompanied by an attractive design according to the business theme.

3) Website content desired by furniture business actors

This website content analysis was conducted to find out what content or features are needed by business owners in operating a website as a marketing medium. The indicators and results of the questionnaire related to website content are as follows.

Table 3. Desired website content

No	Indicator	Alfara Jati			Sunni Jati		
		Strongly agree	Agree	Don't Agree	Strongly Agree	Agree	Don't Agree
1	Login and registration features	85%	15%	0	77%	23%	0
2	Search feature	77%	23%	0	62%	38%	0

3	Integration with social media	92%	8%	0	92%	8%	0
4	Online payment	77%	23%	0	69%	31%	0
5	Access speed	92%	8%	0	85%	15%	0
6	Security	85%	15%	0	100%	0%	0
7	Accessibility	77%	23%	0	69%	31%	0
8	Scalability	85%	15%	0	85%	15%	0
9	Integration with backend systems, reporting and analytics	77%	23%	0	69%	31%	0

Based on 9 questions, the results showed that more than 70% of respondents strongly agreed with the features offered on the website, while the respondent Sunni Jati also stated that he strongly agreed with the features offered by the community service team with a percentage of more than 60 %.

Interview

Interviews conducted with Alfara Jati and Sunni Jati business owners in Petekeyan Village, Tahunan District, Jepara Regency showed that the use of websites as a marketing medium has not been maximized. This is due to limited use and minimal knowledge in operating and managing them. So that they still cannot increase income and increase order volume from time to time through website marketing media. Alfara Jati and Sunni Jati business owners stated something that was not much different, namely that they needed the development of a more attractive website media and of course made it easier to operate and manage, and training and assistance were also needed in operating it to make it easier for business owners to use it optimally.

Discussion

Analysis of the needs for developing Alfara Jati and Sunni Jati websites was conducted to determine what aspects are needed by furniture business owners so that the website developed is in accordance with their needs. The speed and ease of browsing information through the website are not limited by space and time and can be done interactively. The development of the Alfara Jati and Sunni Jati websites was conducted as an effort to make the website a marketing medium and a means to get more consumers so that it is expected to increase the income of furniture business owners in Petekeyan Village, Tahunan District, Jepara Regency.

Based on the questionnaire that has been conducted, there are several aspects that are needed in website development, namely as follows:

a) Product content

Digital marketing through websites for furniture entrepreneurs requires various furniture products that have been produced by furniture business owners with the aim of providing information and references for prospective consumers before ordering the desired product. This content is equipped with descriptions related to product information, prices and so on according to the information that consumers may need. That way the website will be more informative and attractive to prospective consumers.

b) Question and answer

This Q&A service aims to be a means of discussion related to the digital marketing process via websites, such as obstacles experienced by business owners or website users so that they can exchange information and discuss solutions to the problems experienced.

c) Opinion

Opinion services are a means to facilitate website users in conveying their opinions or views so that the information contained on the website is broader and more complete.

The aspects required in developing this website aim to maximize the digital marketing process carried out by furniture business owners in Petekeyan Village, Jepara Regency. With the development of a website that includes these aspects, it is hoped that it can help furniture business owners in carrying out the marketing process and maximizing business income.

CONCLUSION

Fundamental Finding: The study identified a strong need for website development as a digital marketing medium for furniture entrepreneurs in Petekeyan Village, Jepara Regency. The findings indicate that most business owners recognize the importance of a website in expanding market reach, increasing sales opportunities, and improving business competitiveness. The analysis also identified key functional requirements, including user login and registration, social media integration, accessibility, security, scalability, backend integration, and reporting and analytics features. These findings demonstrate that website development should be based on users' needs to ensure effective implementation and support business sustainability. **Implication:** The findings provide practical implications for furniture entrepreneurs, local governments, and website developers in designing user-centered digital marketing platforms. Implementing websites that meet entrepreneurs' functional requirements can accelerate digital transformation, strengthen the competitiveness of micro and small enterprises, and contribute to sustainable economic growth, particularly in supporting SDG 8 (Decent Work and Economic Growth). **Limitation:** The study was limited to furniture entrepreneurs in Petekeyan Village, Jepara Regency, using a quantitative descriptive approach. Therefore, the findings may not fully represent the needs of furniture businesses in other regions or industrial sectors. In addition, the study focused on needs analysis and did not evaluate the implementation or effectiveness of the developed website. **Future Research:** Future studies should develop and implement the proposed website based on the identified requirements, followed by usability testing and evaluation of its impact on marketing performance, customer engagement, and business growth. Comparative studies involving different regions and business sectors are also recommended to enhance the generalizability of the findings and support broader digital transformation strategies for small and medium enterprises.

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AUTHOR CONTRIBUTIONS

Jayanti Putri Purwaningrum contributed to the conceptualization of the study, research design, methodology development, data collection, formal analysis, manuscript drafting, and project administration. **Nur Fajrie** contributed to the research methodology,

validation of research instruments, supervision, interpretation of findings, and critical review of the manuscript. **Evana Andriani** contributed to data analysis, investigation, interpretation of business and marketing aspects, and manuscript editing. **Jati Widagdo** contributed to website feature analysis, visualization, product design perspectives, and manuscript review and refinement. All authors have read, reviewed, and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

CONFLICT OF INTEREST STATEMENT

The authors declare that they have no financial, professional, institutional, or personal conflicts of interest that could have influenced the design, implementation, analysis, interpretation, or reporting of this study. The development and evaluation of the biology practicum guidebook were conducted solely for academic and educational purposes.

ETHICAL COMPLIANCE STATEMENT

This manuscript complies with research and publication ethics. The authors affirm that the work is original, conducted with academic integrity, and free from any unethical practices, including plagiarism.

STATEMENT ON THE USE OF AI OR DIGITAL TOOLS IN WRITING

During the preparation of this manuscript, the authors used a generative artificial intelligence tool solely to assist with English-language refinement, grammar correction, and improvements in academic readability. The tool was not used to generate research data, perform statistical analysis, determine the research findings, or formulate conclusions. All AI-assisted outputs were critically reviewed, revised, and verified by the authors. The authors take full responsibility for the accuracy, originality, interpretation, and integrity of the final manuscript.

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***Jayanti Putri Purwaningrum (Corresponding Author)**

Mathematics Education, Universitas Muria Kudus

Jl. Lingkar Utara, Gondangmanis, Bae, Kudus, Central Java 59327, Indonesia

Email: jayanti.putri@umk.ac.id

Nur Fajrie

Elementary School Teacher Education, Universitas Muria Kudus

Jl. Lingkar Utara, Gondangmanis, Bae, Kudus, Central Java 59327, Indonesia

Email:

Evana Andriani

Management, Universitas Muria Kudus

Jl. Lingkar Utara, Gondangmanis, Bae, Kudus, Central Java 59327, Indonesia

Email:

Jati Widagdo

Product Design, Universitas Islam Nahdlatul Ulama Jepara

Jl. Taman Siswa (Pekeng) No. 09, Tahunan, Jepara, Central Java 59427, Indonesia

Email:
