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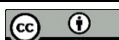


Needs Analysis of Website Development as Marketing Media to Support SDG 8 for Furniture Entrepreneurs in Petekeyan Village, Jepara Regency

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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