

Creating an E-Commerce Website Using Wordpress Cms as A Promotional Medium at Green Ursa Malang

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ABSTRACT

This study developed an e-commerce website using WordPress CMS as a promotional medium for Green Ursa Malang, a micro, small, and medium enterprise operating in the natural health products sector. The research used an action research approach consisting of planning, action, observation, and reflection stages. The website was built with WordPress and WooCommerce and designed to provide product catalog pages, shopping cart and checkout functions, contact information, testimonials, FAQ content, and customer account management. Functional suitability was assessed through black box testing, while promotional effectiveness was measured using the EPIC Model (Empathy, Persuasion, Impact, and Communication). The findings show that respondents perceived the website positively, especially in relation to navigation ease, information quality, and visual appeal. The EPIC scores were 3.85 for empathy, 3.71 for persuasion, 3.85 for impact, and 3.87 for communication, indicating that the website was effective as a promotional medium. The website also helped Green Ursa present product information more comprehensively, strengthen business credibility, and support online transactions. These results suggest that WordPress CMS can be an efficient and practical digital promotion solution for MSMEs that need an integrated and manageable e-commerce platform.

Keywords: *e-commerce website, WordPress CMS, WooCommerce, MSME promotion, EPIC Model*

1. INTRODUCTION

Digital transformation has changed the way consumers search for information, compare products, and make purchase decisions. For MSMEs, this shift creates both opportunities and pressure to build a more structured digital presence. Green Ursa Malang, which sells natural health products such as honey, dates, goat milk, black seed, and olive oil, previously relied on word-of-mouth, pamphlets, Instagram, and WhatsApp Status. Based on the thesis findings, these media were not yet able to provide complete product information or support integrated transactions, so the promotional process remained fragmented and less professional.

The problem becomes more visible when promotional media are evaluated from the perspective of business scalability. Social media is useful for awareness, but it is limited by algorithm changes, incomplete catalog structure, and weak transaction integration. A website, in contrast, can function as a centralized promotional system that combines content, pricing, product education, and checkout features in one platform. This aligns with the digital marketing view that websites are a core channel for controlling brand presentation and customer experience (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016).

The purpose of this article is to present the development and evaluation of a WordPress CMS-based e-commerce website for Green Ursa Malang. The article focuses on two questions: how the website was created, and how its promotional effectiveness was measured using the EPIC Model. The study is positioned as a practical solution for MSMEs that need an affordable, manageable, and scalable promotional medium.

2. RESEARCH METHODS

This study used action research because the research was designed to solve a real business problem and produce an immediately applicable product. The action research cycle consisted of planning, action, observation, and reflection. In the planning stage, promotional problems at Green Ursa were identified through observation and informal interviews with the owner. The main issues were limited reach, incomplete information delivery, and the absence of an integrated online sales platform.

In the action stage, the website was developed using WordPress CMS with the WooCommerce plugin. The main pages included Home, Shop, Cart, Checkout, Contact Us, and My Account. The design used a green color scheme to

match the brand identity and reinforce the natural-health positioning of the products. Product descriptions, images, prices, and promotional content were entered to create a coherent digital storefront.

Observation used two instruments. First, black box testing was applied to check whether the system functions matched user expectations without examining the source code. Second, questionnaire data were analyzed descriptively using a five-point Likert scale and frequency distribution. Promotional effectiveness was assessed with the EPIC Model, which measures empathy, persuasion, impact, and communication (Durianto et al., 2003; Arikunto, 2020).

3. RESULTS AND DISCUSSION

The developed website functions as both a promotional medium and a sales channel. It presents product information in a structured way so visitors can understand the value proposition more easily than on fragmented social media posts. The Home page introduces the brand and highlights featured products; the Shop page organizes products by category; the Cart and Checkout pages support the ordering process; and the Contact Us and My Account pages provide communication and account-management functions.

From a marketing perspective, this structure is important because it supports relationship marketing and improves customer trust. A website allows the business to deliver consistent messages, store more complete product information, and manage the visitor journey more intentionally than social media alone (Berry, 1995; Kotler & Armstrong, 2018). For Green Ursa, this means that customers can access information anytime without being limited by post reach or platform algorithms.

Black box testing indicated that the main functions of the website operated according to user requirements. Navigation, product browsing, cart processing, checkout flow, and contact features were designed to work as an integrated process. This is consistent with the role of black box testing in checking functional quality from the end-user perspective, especially for websites that must remain easy to use and reliable (Davis, 1989).

3.1. Website Features and User Flow

The developed website was organized around a clear user journey so that visitors can move from product discovery to transaction without confusion. The Home page introduces Green Ursa's brand identity and highlights featured products, while the Shop page groups products by category and makes browsing easier for users with different shopping intentions.

The Cart and Checkout pages convert interest into action by letting customers review selections, confirm shipping details, and complete payments in a structured sequence. In addition, the Contact Us and My Account pages support direct communication and order management, which are important for strengthening trust and reducing dependence on offline follow-up.

Beyond these core pages, the website also accommodates educational content, testimonials, and FAQ sections. For natural health products, these elements are especially useful because consumers usually want clear explanations of product benefits, usage, and authenticity before making a purchase decision.

Table. 1 Website Function

Page	Main function	Promotional value
Home	Introduces the brand and featured products	Builds first impression and awareness
Shop	Shows all products by category	Supports product discovery and comparison
Cart	Collects selected items before checkout	Reduces purchase friction
Checkout	Handles shipping and payment steps	Turns interest into transactions
Contact Us	Provides WhatsApp, email, and form access	Improves responsiveness and trust
My Account	Stores account details and order history	Supports repeat visits and loyalty

3.2 Epic Model Evaluation

The promotional effectiveness of the website was measured through the EPIC Model. The results show positive scores across all four dimensions, with communication recording the highest mean score. This suggests that the

website communicates product information clearly and convincingly, while empathy and impact indicate that the interface and visual presentation match user expectations and create a professional impression. Persuasion obtained the lowest score, although it still fell within the effective range, which means the buying encouragement and trust-building elements can be strengthened further.

Table 2. EPIC Model Scores for the Green Ursa website evaluation

Dimension	Mean score	Interpretation
Empathy	3.85	Design and content fit user needs
Persuasion	3.71	Effective, but trust cues can be stronger
Impact	3.85	Builds a professional image and awareness
Communication	3.87	Information is clear and easy to understand
Overall EPIC Rate	3.82	Effective as a promotional medium

The table shows that the website is not merely a technical product but also a promotional instrument. Communication achieved the strongest score because the site presents product descriptions, prices, and navigation cues in a direct and understandable way. The empathy and impact scores also indicate that the design is aligned with the audience's expectations for a health-oriented brand, where trust, cleanliness, and professionalism are especially important.

The persuasion dimension is slightly lower because online trust often depends on stronger social proof. The thesis reflection notes that respondents suggested richer product descriptions, more customer testimonials, and additional trust-building elements. These suggestions are valuable because e-commerce success is often determined by the combination of information quality, security perception, and social validation (Laudon & Traver, 2022; Garrett, 2011).

Compared with the promotional conditions before development, the website provides a more complete business identity. It can serve as a digital catalog, a communication hub, and a transaction space at the same time. This reflects findings in earlier studies that WordPress-based websites help MSMEs increase visibility, credibility, and access to online sales features, especially when the platform is paired with WooCommerce and content that is easy to maintain (Prasetyo & Handayani, 2021; Rahmawati et al., 2022; Hidayat & Wibowo, 2021).

The result also supports the broader literature on website-based promotion. A well-designed website can reduce dependence on third-party platforms and give the business stronger control over content, data, and customer experience. For MSMEs with limited resources, WordPress is particularly relevant because it is affordable, flexible, and easier to manage than custom-coded systems (Budiarto, 2010; Abdulloh, 2018).

3.3 Practical Implications And Improvement Directions

The article indicates that WordPress CMS can be used as a practical digital marketing solution for MSMEs that need a manageable platform without heavy technical demands. Green Ursa benefits from greater control over product presentation, pricing information, and customer interaction, which are often limited when promotion depends only on third-party social media platforms.

The EPIC Model results also suggest a clear direction for improvement. Persuasion was the weakest dimension compared with empathy, impact, and communication, so future revisions should strengthen trust cues such as testimonials, clearer product guarantees, and more explicit calls to action. Mobile responsiveness, search engine optimization, and regular content updates would also help maintain visibility and relevance over time.

4. CONCLUSION

The article shows that a WordPress CMS-based e-commerce website can function effectively as a promotional medium for Green Ursa Malang. The development process produced an integrated platform that combines product presentation, ordering features, and customer communication in one environment. Black box testing confirmed that the main website functions were usable and aligned with the intended workflow, which supports the practical feasibility of the platform.

The EPIC Model results indicate that the website is effective in terms of empathy, persuasion, impact, and communication, with an overall mean score of 3.82. Communication was the strongest dimension, while persuasion remained the main area for improvement. Future development should therefore focus on stronger testimonials, more

detailed product storytelling, clearer trust signals, and continuous content updating so that the website can better support buying intention and long-term brand credibility.

Overall, the findings suggest that a well-structured e-commerce website can help MSMEs move from fragmented promotional practices toward a more organized, credible, and scalable digital marketing approach. For Green Ursa, this means a stronger ability to educate customers, build trust, and support online sales in a single platform.

4.1 Future Development Recommendations

From a content perspective, the website can be strengthened by adding richer storytelling about the origin, benefits, and proper use of each product. For natural health products, trust grows when consumers can quickly find proof of authenticity, clear descriptions of ingredients, and practical answers to common questions. Testimonials, visual evidence, and more detailed FAQ responses would therefore be valuable additions.

Table 3. Recommendation

Area	Priority action	Expected benefit
Content trust	Add testimonials and product proof	Raises confidence
Operations	Update stock and prices regularly	Keeps information current
Performance	Improve speed and mobile layout	Reduces abandonment
Integration	Use social media as traffic source	Strengthens website visits

From an operational perspective, Green Ursa should establish a simple workflow for updating stock availability, prices, and promotional banners. This is important because customers expect online information to be current. A regular update routine also prevents inconsistencies between the website and offline selling activities, which can damage credibility if prices or product status are outdated.

From a technical perspective, future refinement should focus on page speed, mobile responsiveness, search engine optimization, and security maintenance. These aspects matter because many users will access the site through smartphones and may abandon pages that load slowly. Backups, secure login settings, and maintenance monitoring are also essential to protect customer data and keep the website reliable over time.

Finally, the website should be treated as the main digital hub, while Instagram and other social media channels function as traffic generators that lead audiences to the site. This integrated approach allows Green Ursa to use social platforms for reach and the website for structured information, transaction support, and long-term brand building.

The website should be reviewed as a central business asset rather than as a static promotional page. Once product information, purchase steps, and contact options are stored in one managed system, Green Ursa can control how the brand is presented and can respond faster to changing customer needs.

4.2 Managerial Takeaways

The EPIC evaluation suggests that the site is already strong in communication and impact, meaning that users can understand the content and remember the brand. The lower persuasion score indicates that the next priority is not redesigning the whole site, but strengthening proof-based elements that reduce hesitation, such as testimonials, visible review summaries, and clearer purchase reassurance.

The structure of the site also supports a more deliberate customer journey. Visitors can move from awareness on the Home page, to exploration on the Shop page, then to order completion and follow-up through Cart, Checkout, Contact Us, and My Account pages. This type of flow is valuable because it helps the business guide visitors rather than rely only on accidental exposure from social media feeds.

For day-to-day management, Green Ursa should use the website as the main source of truth for prices, product descriptions, and promotions. Social media content can then be used to attract attention and direct users to the website, while the website handles the detailed information and transaction process. This division of roles makes the marketing system more efficient and easier to maintain.

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