

E-BUSINESS-BASED ENTREPRENEURSHIP TRAINING DURING THE PANDEMIC

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ARTICLE INFO

Article History

Submission : 22-11-2023
Review : 27-11-2023
Revised : 05-11-2023
Accepted : 07-11-2023
Published : 09-11-2023

Keywords

E-Business
Pandemic
Entrepreneurship

ABSTRACT

This article discusses the understanding of MSMEs to implement E-Business to deal with declining sales due to the pandemic, The purpose of this training is to provide education and the level of awareness of MSMEs about the need for E-Business in implementing sales. The method used in this project is to use a quasi-experimental design with a pretest-posttest group design, by providing material to participants who take part in the training, then providing questionnaires to participants regarding entrepreneurial knowledge before and after the provision of material. In using E-Business, MSME training participants can utilize popular platforms such as Instagram and Facebook to promote their products with visual content such as attractive photos and videos. Meanwhile, in marketplaces such as Shopee and Tokopedia to sell products online and facilitate the transaction process for customers. In addition, by applying the concept of E-Business, MSME participants can keep up with the rapid development of technology and take advantage of the growing online business opportunities.

Introduction

Covid-19 is a very big concern for the Indonesian people. Many losses incurred from this pandemic have an impact on the Indonesian economy. After experiencing a rapid increase in cases, the government made a policy in overcoming the covid-19 pandemic, with the enactment of the PSBB listed in Government Regulation No. 21 of 2020. With the PSBB, all activities that are usually carried out were forced to stop.

Apart from providing knowledge, lecturers also practice their expertise, and one way is through community service activities (PKM). Based on this, a community service project with an entrepreneurial focus was planned. This issue was raised because it is considered very relevant to current conditions, especially for the younger generation. This activity is intended to be a tool that helps teach teenagers about how to start their own business. It is hoped that this activity can provide information and experience to teenagers in entrepreneurship, so as to encourage the spirit of entrepreneurship.

All activities in the industrial and office sectors were temporarily forced to stop operating. In addition, the education sector, public services, all places of worship, shopping

centers, restaurants and tourist attractions also experienced the same thing. This social or physical distancing has led to an overall decline in economic activity. Many employees are laid off and various companies are even threatened with bankruptcy. If this pandemic lasts for a long time, it is likely that the number will continue to grow.(Joeliaty et al., 2023).

Indonesia currently has a population of around 200 million people, and as that number increases, so does the need for jobs, shelter, food, and education. Hundreds of millions, if not millions of people look for jobs every year. They try to apply for jobs in organizations that they believe match their qualifications. Few people think about creating jobs. They want to work as laborers, clerks, employees, or even just sell their labor for nothing in the hope of getting paid As a result of this, many other aspects are affected, including casual workers, MSME players, restaurant businesses and other businesses that involve many people. This impact will automatically affect the decline in people's purchasing power. The solution to this problem is that information and communication technology becomes a bridge for all parties to continue to survive in various conditions. The adaptation and implementation of information and communication technology in the economic sector is inevitable.(Emiliani et al., 2021).

The application of Information and Communication Technology is not only monopolized by certain circles or upper-class entrepreneurs, but has become a necessity for all circles today. (Wijoyo & Widiyanti, 2020). However, it is an obstacle for business people who have not been able to adapt and implement information and communication technology in their business. Technical and other obstacles are a challenge for every business actor at every level to survive in pandemic conditions. Financial reports on the condition of the capital market and financial services industry can improve the socio-economic and cultural aspects of society and help regulate financial instruments. (Lidyah et al., 2020; Maliah & Panorama, 2022; Mismiwati, 2020; Muhammad Syarifati & Panorama, 2022; Panorama et al., 2022)..

An entrepreneur's ability to make decisions that will increase the capacity of his business in the future will determine how successful he is in business. The process of getting permission from group members to carry out various desired actions to achieve group goals is known as decision-making. Financial records clearly show how the financial sector has evolved. Moreover, business ethics play a major role in financing all productive activities that help people get out of economic poverty. (Amalin et al., 2023; Azwari et al., 2023; Bayumi & Diem, 2023; Mismiwati et al., 2022; Pratama Porwokerto et al., 2023). Pengusaha saat ini dapat mengembangkan bisnis mereka dengan menggunakan teknologi Entrepreneurs today can grow their businesses by using e-commerce information technology, as it allows them to showcase their products or services to a wide audience without being restricted by physical location. This is due to the fact that websites serve as a source of information that can be accessed from any location in the world, provided an internet connection is available. Children can be taught sound financial roles and practices to help them take an active role in managing their own resources and to lessen their lack of knowledge of financial literacy, which can lead to unintended consequences (Antasari et

al., 2022; Barkah, 2014; Barkah et al., 2022, 2023; Huzaimah et al., 2023; Huzaimah & Aziz, 2018; Rusdi & Tjahjono, 2023).

State Islamic University (UIN) Raden Fatah Palembang carries out the duties of Tri Dharma Perguruan Tinggi which includes education and teaching activities, research and community service. The Faculty of Economics and Islamic Business as part of UIN Raden Fatah Palembang has a study program-based community service program that is entitled to be implemented by each study program. In this program, the Islamic banking study program carried out community service with the theme "E-Business Based Entrepreneurship Training During the Pandemic" which was held at the Palembang Merdeka Post Office Hall on Jalan Merdeka Palembang on January 26, 2022.(Syariah, 2022).

Method

This research will use a qualitative and quantitative approach to the effectiveness of E-Business-based entrepreneurship training during the pandemic which will be held at the Merdeka Post Office Hall Palembang, on Wednesday, January 26, 2022. This research will use a quasi-experimental design with a pretest-posttest group design, by providing material to participants who take part in the training, then providing questionnaires to participants regarding entrepreneurial knowledge before and after providing material. The population of this research is Palembang City MSMEs with 21 participants as well as respondents.

The research process will be carried out in several stages, namely:

1. Collecting pretest data of training participants before the training.
2. The PKM from the Sharia Banking Study Program provided material about E-Business-based entrepreneurship and online business tips to the participants.
3. Collecting posttest data to participants after training.
4. Analyze data with t-test to measure significant differences in participants' understanding before and after training, to assess the success rate of the training.

Results and Discussion

Economic knowledge will evolve in line with accepted principles for determining corporate strategy, which has a major influence on corporate success. (Anwar et al., 2023; Azwari & Jayanti, 2022; Ikhsan et al., 2023; Safitri et al., 2022).

Legal Basis

- a. Law Number 8 of 1974 jo. Law Number 43 of 1999; concerning the principles of employment.
- b. Law Number 20 of 2003; concerning the change of State Islamic Institution Raden Fatah Palembang into State Islamic University Raden Fatah Palembang.
- c. Government Regulation Number 53 of 2015; concerning the Organization of the work procedures of Raden Fatah State Islamic University Palembang.

- d. Minister of Finance Regulation Number 78 / PMK.02 / 2019 dated May 17, 2019 concerning Standard Cost Inputs for the 2021 Fiscal Year
- e. DIPA UIN Raden Fatah Palembang Fiscal Year 2021;
- f. Rector Decree Number 1419 of 2021.

Business is defined as "an organization that sells goods or services to consumers or other businesses, for profit" in Economics. Online commerce. Using electronic technology in business transactions is known as "e-business." commercial transactions "e-business refers to all uses of advances in information technology (IT), particularly networking and communications technology, to improve the ways in which organizations carry out their business processes." Based on the problems faced by MSMEs during the pandemic, there are several obstacles in developing their businesses. These obstacles include unsupportive business facilities and infrastructure, limited capital, and lack of education about E-Business and its application in their business processes. To overcome these problems, the PKM from the Sharia Banking Study Program, UIN Raden Fatah Palembang provided training and material on E-Business that can be applied during the pandemic, then opened a question and answer session for the participants to better understand the material presented.

In e-Business there are external organizational interactions which include:

- Supplier
- Customer
- Investor
- Creditor
- The Government
- The Media

In using E-Business, MSME training participants can utilize popular platforms such as Instagram and Facebook to promote their products with visual content such as attractive photos and videos. Meanwhile, in marketplaces such as Shopee and Tokopedia to sell products online and facilitate the transaction process for customers. In addition, by implementing the E-Business concept, MSME participants can keep up with the rapid development of technology and take advantage of the growing online business opportunities. However, for MSME players who are not good at managing money, this will disrupt security and stability, and social problems can also hinder economic expansion. (Aulia et al., 2021; Bayumi & Jaya, 2018; Luqman Hakim et al., 2021; Mustafa et al., 2023).

E-business and Cyberspace

- To be able to capture the dimensions of the scope of the notion of e-business, the way that is often used is to use the 4W principle: What Who Where Why
- The What dimension explains what activities in e-business
- The Who dimension explains who is involved in business activists

- The Where dimension explains where business activities can be carried out
- The Why dimension explains why business practitioners around the world agree to implement e-business.

Advantages of E-business

- Efficiency

- A research shows that approximately 40% of the company's total operating costs are earmarked for information dissemination activities to related divisions.
- By utilizing information technology, it can be seen how the company can reduce total operational costs
- For example: how email facilities can reduce the communication costs of sending documents.

- Effectiveness

By utilizing information technology, customers can get in touch with the company at any time. 7 days a week 24 hours non-stop

- **Reach**

The company is able to expand the company's reach and space for expansion easily (across time and space boundaries) and without requiring relatively expensive costs.

- **Structure**

The concept of brick-and-mortar transformed into click- and-mortar has changed the behavior of companies in their business approach.

- **Opportunity**

There are wide opportunities for business people to innovate to create new products or services due to the discovery of new technology from time to time. Islamic economics places great emphasis on law enforcement and responsibility in business transactions. (Akbar & Lidyah, n.d.; Bayumi & Diem, 2023; Hartini, n.d.; Panorama, 2017).

- Factors that influence the development of e-business implementation

- Customer Expectations
- What consumers expect at this time is not enough to be satisfied with the good quality of a product, but customers also expect good pre- and post-sales services.

- The spectrum of services in question includes:

- Ordering can be done anytime, anywhere
- Payment for product purchases with a variety of methods such as credit cards, debit cards and transfer services
- Product insurance facilities
- Fast product delivery and competitive prices

- Competitive Imperatives

Globalization has formed a very tight competitive arena in the business world. Customers will easily compare the quality of products and services between companies, this forces companies to develop the right business strategy.

• Deregulation

At the macro level, deregulation carried out by the government and other countries (or other institutions such as WTO, APEC, AFTA, etc.) has also colored the shape of the business world in the future, especially with the concept of free trade between countries and industries. The internet here is considered as an arena where the concept of perfect competition and open markets has occurred, especially products and services that can be digitized.

• Technology

E-business is the advancement of information technology dominated by the acceleration of computer technology and telecommunications. The function of information technology is not only essential for the development of e-business but is also the driving force behind enabling new business models.

E-business Evolution Stages

- Inform Stage

Characterized by small units within the company that began to try to build small internet-based software

- Automate Stage

Integrate small software units within the company

- Integrate Stage

Integrate the company's e-business applications with other entities outside the company

- Reinvent Stage

There is a fundamental change in the management of the company, especially with regard to how to see the existing business.

E-business Architecture Model

- Sequential Model

An architecture model that develops applications based on functions within the company. To integrate these functions, an interface is needed so that the output of the application can be read by other applications.

- Synchronous Model

A large application that will synchronize the IPO mechanism of each unit by centralizing data and processes at a single point. Example: ERP (Enterprise Resource Planning) application

E-business Applications

- **Internal Business System:**
 - CRM (Customer Relationship Management)
 - ERP (Enterprise Resource Planning)
 - DMS (Document Management System)
 - HRM (Human Resource Management)
- **Enterprise Communication and Collaboration:**
 - VoIP (Voice Over Internet Protocol)
 - CMS (Content Management System)
 - E-mail
 - Voice mail
 - Electronic commerce:
 - Internet shop
 - Online marketing

WEBSITE MANAGEMENT

The structure of the website is divided into 2 main supporters, namely Domain and Hosting.

Definition of domain according to Wikipedia: A domain name is a unique name given to identify the name of a computer server such as a web server or server on a computer network or the internet. The domain name serves to make it easier for users on the internet when accessing the server, as well as being used to remember the name of the server being visited without having to recognize the complicated string of numbers known as the IP address. This domain name is also known as a unit of a website such as "wikipedia.org". Domain names are sometimes referred to as URLs, or website addresses.

- Example: for example, the IP address of the server where our web files are stored is actually we can just type it directly in the browser to access our website, but this is certainly not very good for people's memories, especially the memories of website visitors who access our website. Because everyone will certainly remember a row of words more easily than a row of numbers. For this reason, a domain is needed to replace the row of numbers so that it becomes a row of words that are certainly easy to remember. for example: namadomain.com will be easier to remember than numbers.

Global Top Level Domain

- .com -> company
- .net -> ISP (Internet Service Provider)
- .info -> information
- .org -> organization
- .bis -> business

- .mil -> military
- .gov -> government

Hosting

Hosting or commonly referred to as web hosting is a rental service for data storage space (space) used to store website data so that the website pages can be accessed from anywhere. The web data includes html files, php scripts, cgi scripts, css, images, databases, and other files needed to display web pages. In addition to storing the files mentioned above, usually web hosting also provides e-mail facilities

Barriers to E-business in Indonesia

- High trust society has not yet been formed
- In general, product prices are no longer negotiable
- Infrastructure facilities are still inadequate
- There are still very few human resources who understand and master the concepts and implementation of IT
- Postal services still need improvement and improvement
- The existence of credit card crime

Conclusion

In the community service program, the Islamic banking study program conducts community service with the theme "E-Business-Based Entrepreneurship Training during a Pandemic". This is because MSME businesses have decreased due to the pandemic, as well as several obstacles including facilities and infrastructure, capital, and lack of education about E-Business. The design of the solution so that this problem is resolved is to provide training to the trainees so that MSMEs can develop more and expand their market reach.

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Attachment To Community Service

