

E-COMMERCE DALAM USAHA KECIL DAN MENENGAH

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Abstrak: Penelitian ini bertujuan untuk menjelaskan peran penting Electronic Commerce (E-commerce) dalam memasarkan suatu bisnis. Metode yang digunakan adalah metode deskriptif dengan analisis kualitatif. Dilakukan dengan mendeskripsikan jawaban responden untuk memperoleh informasi terkait investigasi, seperti jenis produk, proses bisnis, dan proses pemasaran yang telah dilakukan. Hasil penelitian menunjukkan bahwa penerapan sistem E-commerce dapat menjadi strategi yang akan meningkatkan daya saing Usaha Kecil Menengah (UKM). Kesimpulan yang diperoleh dalam penelitian ini adalah bahwa perkembangan teknologi pemanfaatan e-commerce menjadi penting dan dibutuhkan dalam proses bisnis.

Kata kunci: e-commerce; UKM; marketing; bisnis

Abstract: This research aims to explain the important role of Electronic Commerce (E-commerce) in marketing a business. The method used in this research was the descriptive method with qualitative analysis. It was done by describing respondents' answers to obtain information related to investigations, such as product types, business processes, and marketing processes that have been done. The results showed that implementing the E-commerce system can be a strategy that will increase the competitiveness of Small and Medium Enterprises (SMEs). The conclusion obtained in this research is that E-commerce utilization technology's development becomes important and needed in business processes.

Keywords: e-commerce; SMEs; marketing; business

I. PENDAHULUAN

The development of information technology in the business world helps entrepreneurs run their business, especially for Small and Medium Enterprises (SMEs). The internet, which is regarded as modern technology that is specious when it is transformed into the real world and managed to create a new trend. Modern humans could not be separated from a cellphone, netbook, and laptop.

One of the new trends in shopping is using the internet or e-commerce, which in the Indonesian language is defined by online shopping [1]. SMEs play a role in it making employment and economic development, in this the effect on them, which caused them in scope business. SMEs carry on commerce electronic for finding a new way to increase sales, new service new business, and models to develop marketing strategies to develop their business [2]. SMEs are considered to possess great potentiality to encourage the growth of the domestic economy. To economic development, SMEs good the role is very important in the existing and new [3]. Being motivated by this role of technologies in SMEs, which are an important driver of any country's economic growth, researchers and practitioners carried out many empirical studies focusing on the acceptance and utilization of E-Commerce in SMEs [4]. Although the results of most above-cited studies support the role of E-Commerce in offering different potential advantages, its adoption among SMEs in the Palestinian context is still



limited [5]. Most of the benefits and the ability of a business that is obtained from e-commerce adoption can be described as a function of “communication/information”, functions “business intelligence,” and functions “transactional/ collaborative”. Function communicative e-commerce and product promotion could include services and interaction with customers [6]. E-Commerce is a concept used to refer to any business activity or even process which is enabled electronically. Although this definition is clear, it sounds simplistic for it does underlie any other addressed issues related to the subject. There are other definitions of E-Commerce, which restrict E-Commerce activities to the Internet. One of these definitions is the one provided by Schneider [7]. The development of technology, information, and communication is to improve SMEs to develop products and services and receive a competitive edge to sell it to give a global market [8]. Information systems of e-commerce can reduce time and travel expenses. It is not an uncommon thing if the customers travel far to reach their choice. In physical stores with e-commerce, customers can visit the same store virtually, with a few clicks of the mouse [9]. There are several benefits when using E-commerce among others. The first benefit is based on reducing the cost of external and internal communication. The second benefit is that the income is produced either of current business or from a new initiative. The third benefit is reducing expenses and more flexible work practices. The last benefit is that some groups are associated with increasing competitive position and developing the customers [10].

This research aims to explain the important role of e-commerce in the marketing of a business, especially for businesses to help their small and medium enterprises improve the business. Methods used in this research are a descriptive method and qualitative analysis by describing respondents' answer to obtain information that is concerned with the investigation. It is such a type of product the process of business and marketing process has been done. The difference in the study to develop this kind of technology now have sophisticated in the digital era..

II. METODE DAN MATERI

The method used in this research is a method of descriptive. This method was used to describe how the perpetrator SMEs' activity in making use of e-commerce in improving competitiveness in selling. Data analysis was done using qualitative analysis by interviewing respondents and served in the form of a table. In this research, we have interviewed marketers SMES shoes based on leather shoes Cibaduyut center in Jl. Cibaduyut, Bandung. The samples for this study used the technique of purposive sampling by determining the sample of this sort, namely (1) Is the owner of the small and medium enterprises, (2) Products is own production, (3) Willing to become speakers to be interviewed. We used a total of 10 stores as the sample.

III. PEMBAHASAN DAN HASIL

Cibaduyut Bandung Shoes Centre having many potentials were quite diverse. Shopping centers shoes in Cibaduyut, Bandung is forming the longest in the shoe world. In 1989, the Indonesian government launched Cibaduyut as a tourist destination. In Cibaduyut, there are not only the shoes of various products but also bags, jackets, accessories, and other various souvenirs. Potentials shoemakers in Cibaduyut are beneficial for the regional economy. Thus, there needs SMES the awareness of e-commerce in the modern use of the country. Figure 1 shows the data comparison of SMEs in Sentra Cibaduyut Shoes. Only 40% of the users like to shop using e-commerce compared with offline shopping that is 60% of the users.



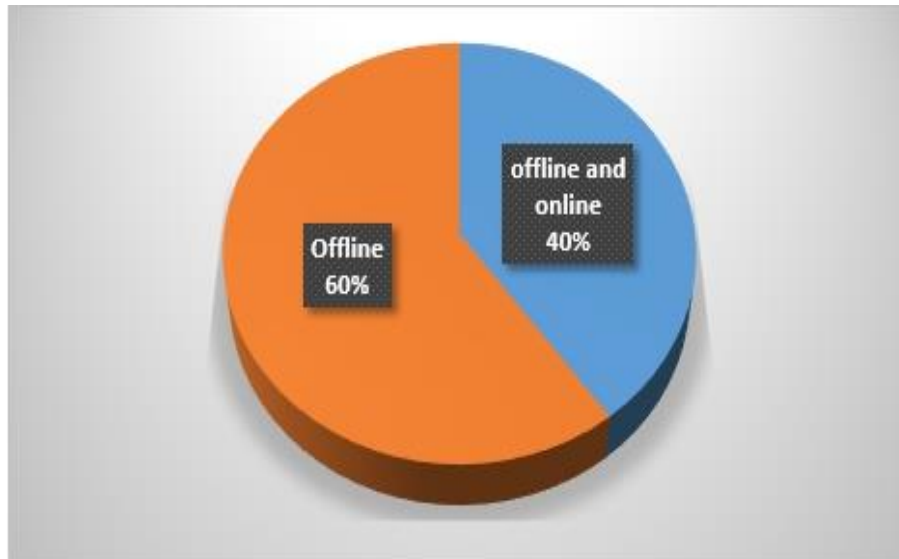


Figure 1. Cibaduyut Using Online E-Commerce Businesses Data.

Figure 2 shows the applications used by SMEs e-commerce center shoes in Cibaduyut. It varies from Shopee, Tokopedia, and Instagram. Instagram is a social media platform that SME actors widely use. The application is easy to use and has already been known by a lot of people. The factors that mostly influence SME players in using e-commerce are promoting their products and expanding consumer reach. Moreover, it also increases sales and meets economic needs, especially when offline sales have started to decline. In maintaining consumer confidence, sellers advertise their products according to the actual situation.

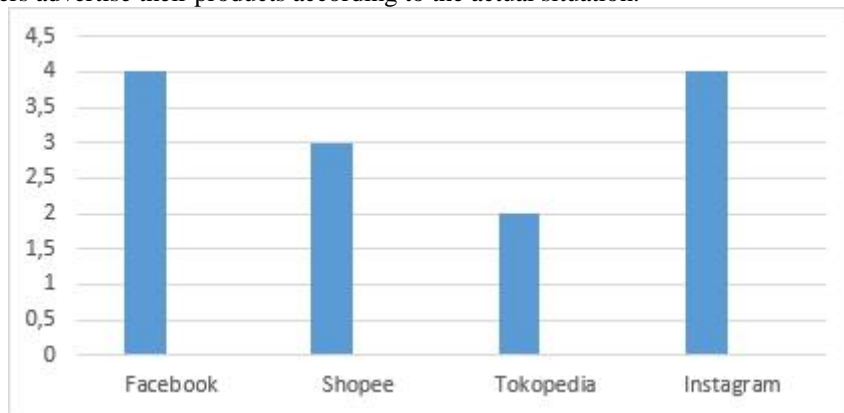


Figure 2. Data used application e-commerce for sale online

Figure 3 shows a sample of SME data that have used e-commerce. From the data that is presented in Figure 3, it is shown that online income is higher when compared to offline payment. It is because consumers are getting used to find and buy goods from their houses. It is easier for buyers because it is more efficient and saves time.



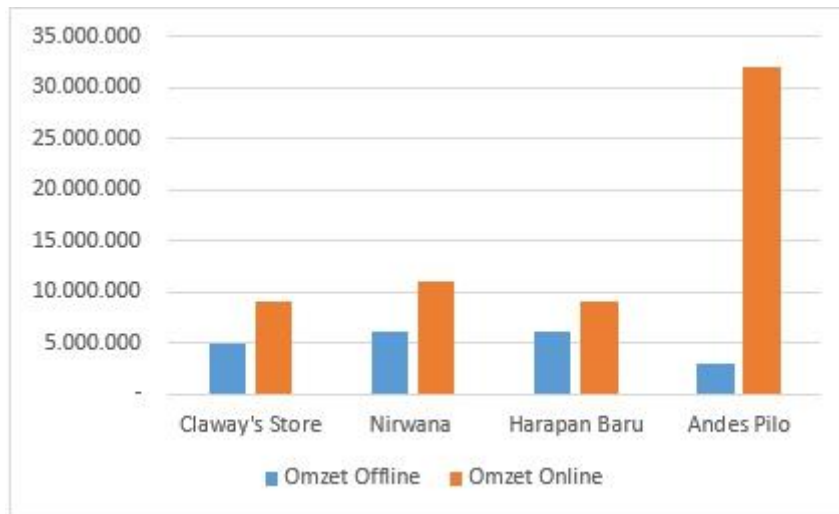


Figure 3. Online and offline income data comparison

Figure 4 shows how E-commerce for SMEs helps promote their products because they do not have a time limit to sell for 24 hours. Moreover, it is easier to promote products to buyers. It also can bring in new customers even from outside Java. Besides, e-commerce can help in increasing sales.



Figure 4. The benefits of e-commerce to SMEs

Figure 5 shows the reasons why e-commerce in micro and small entrepreneurs is still not widely used. In Figure 5, it is shown that the SME actors faced several obstacles. First, it is difficult for them to divide the time to supervise the offline and online stores. Second, the number of customers is still the same as the offline store. Third, the internet and electricity are limited. Last, the difficulties in gaining consumers' trust since many sellers are dishonest in selling their products.



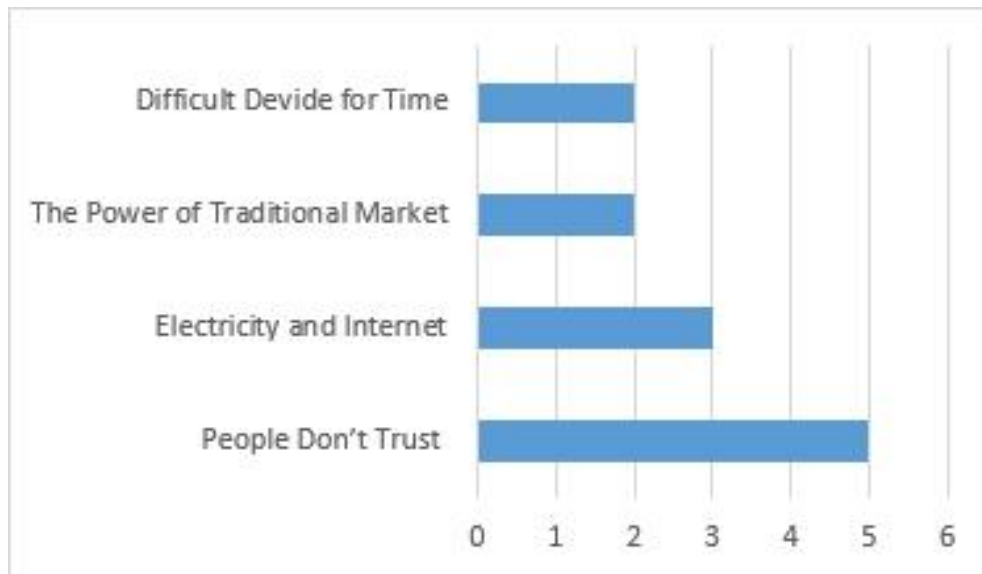


Figure 5. The obstacles in using E-commerce

IV. KESIMPULAN

The perpetrators of SMEs argued that the use of e-commerce can expand their marketing widely regardless of time. Therefore, to bring new customers they need the help of e-commerce to increase their income. Besides, e-commerce can help them to compete with the competitors. Along with technology development, the use of E-commerce has turned into a need to be fulfilled.

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