

The Role of E-Commerce in the Business World

Yesa Tiara Purnama Sari

UIN Sunan Gunung Djati

Yesatiara13@yahoo.com

Abstract

This article discusses the role of e-commerce in the business world. The methods used in this study are literature methods sourced from books, reports, journals and websites. The findings of this article find: (1) The development of internet technology facilitates the way of doing business; (2) e-commerce is a place to buy and sell using social media; (3) this flatform has become a trend today that can facilitate buying and selling; (4) doing business using e-commerce is not hindered by distance and time; (5) e-commerce has a significant effect on the development of a business.

Keywords: *E-Commerce, bussines, internet technology*

The Role of E-Commerce in the Business World

Abstrak

Artikel ini membahas peran *e-commerce* terhadap dunia bisnis. Metode yang digunakan dalam studi ini ialah metode literature yang bersumber dari buku, laporan pen elitian, jurnal dan situs web. Temuan artikel ini menemukan : (1) Perkembangan teknologi internet mempermudah cara berbisnis; (2) *e-commerce* merupakan tempat jual beli yang menggunakan media sosial; (3) *flatform* ini sudah menjadi tren masa kini yang dapat mempermudah jual beli; (4) berbisnis menggunakan *e-commerce* tidak terhalang oleh jarak dan waktu; (5) *e-commerce* berpengaruh signifikan untuk perkembangan suatu bisnis.

Kata-kata Kunci: *E-Commerce, bisnis, teknologi internet*

INTRODUCTION

The dynamics of business competition in the rapid development of the world of information technology has been felt by most of the public so that it has an impact on information behavior in all fields including the business world, information needs demand buyers to have an online media, where the information presented can be easily and quickly obtained by consumers this can be done with the use of the internet (Maulana et al., 2015). Then there are applications both paid and open source, making many retail store owners try to keep up with it by creating an online sales system (Gata & Putra, 2015).

This system is known as e-commerce which is the process of buying and selling exchanges of products, services and information through information networks including the internet (Muhammad Suyanto, 2017). E-commerce has a huge impact in the business world, especially in the process of improving the company's marketing in order to achieve the company's own goals because it has a strong appeal so that many individuals or organizations are interested in running this business (Aco & Endang, 2017).

Some companies use e-commerce in an integrity for all its transactions be it marketing, payment to delivery (Achjari, 2000). Seeing this fact, the application of e-commerce technology is one of the important factors to support the success of a product from a company. To accelerate and increase sales, by looking at the rapid development of

information technology can utilize an online service for business continuity (Wibowo, 2016).

METHOD

Research methodology is a way to know the results of a specific problem, where the problem is also called a research problem, research methodology is used for a variety of different criteria to solve existing research problems (Hidayat, 2016). The success of a study is largely influenced by the use of methods, therefore a researcher must be able to choose the right and appropriate method (Pramita, 2010).

Literature studies related to theoretical studies and other references related to values, cultures and norms that develop in the social situation studied, in addition to the study of literature is very important in conducting research, this is because research will not be separated from the scientific literature (Sugiyono, 2017). This study utilizes to process research data, limiting the activities of only library collection materials without the need for field research (Zed, 2008).

RESULTS AND DISCUSSION

1. E-Commerce

According to Shelly E-commerce is a business that occurs in electronic jaringan such as the internet, anyone who can use and access the computer can make purchases and payments from goods or services they buy and participate in e-commerce (Shelly, 2007). Whereas according to Person E-commerce is the use of communication networks and computers to conduct business processes. A popular view of e-commerce is the use of internet and computers with browsers for the purchase and sale of products (Person, 2008). E-commerce is related to buying and selling transactions conducted digitally using internet-connected computers (Sarwono & Prihartono, 2012).

The definition of e-commerce according to Medah is a dynamic set of technologies, applications and business processes that connect certain companies, consumers, and kmunitas through electronic transactions and trade in goods, services and information conducted electronically (Medah, 2016). While according to Julisar and Miranda e-commerce a process of authority of every existing process in the company such as with the start of the process of ordering goods, making up goods, sending orders to customers by creating customer relationship management (Julisar & Miranda, 2013). Another opinion expressed by Mumtahana et al e-commerce is that technology is a fundamental need of every organization engaged in trade, the benefits of this technology can be dirasakan by consumers and by businesses (Mumtahana, Hani Atun, Nita & Tito, 2017).

2. Bussines

According to Bertens business is an economic activity, things that happen in this activity are exchange, trade, manufacture-market, work, as well as other human interactions, with the aim of gaining profit (Bertens, 2000). Meanwhile, according to Straub and Attner quoted by Yusanto and Widjajakusuma, business is an organization that carries out production and sales activities of goods and services desired by consumers to make a profit (Yusanto & Widjajakusuma, 2002). As for Boone and Kurtz's view quoted by Syarif business is an activity aimed at seeking profit, a company that produces goods and services needed by an economic system (Syarif, 2019).

Research literature studies conducted by Laily revealed businesses are the actions of individuals and groups of people who create value through the creation of goods and services to meet the needs of society and profit through transactions (Laily, 2012). Business is part of economic activities and has a very vital role in order to meet human needs that affect all levels of human life both individual, social, regional, national and international (Norvadewi, 2015). Business can be said to be an organized activity because in the business many activities are carried out, starting with inputs in the form of managing goods and then processed after that produce output in the form of semi-finished and become finished goods (Aryadi, 2018).

E-commerce is a buying and selling activity conducted hammering electronic devices or social media. According to the results of research conducted by Medah concluded E-commerce is an application that connects companies with consumers through electronic transactions and trade in goods so that services and information can be easily done (Medah, 2016). This is supported also by the results Julisar and Miranda concluded e-commerce a process of authority of every existing process in the company such as with the start of the process of ordering, goods, delivery of orders to customers. Supported also by Mumtahana et al, concluded that e-commerce is a technology that becomes the fundamental need of every organization engaged in trade, the benefits of this technology can be dirasakan by consumers and by businesses (Mumtahana, Hani Atun, Nita & Tito, 2017).

The four findings above align with what Shelly revealed (Shelly, 2007), Person (Person, 2008), and Sarwono (Sarwono & Prihartono, 2012). Supported also by Kotler and Armstrong revealed E-commerce is an online channel that can be reached by a person through a computer, which is used by business people in conducting their business activities and used by consumers to obtain information using the help of computers that in the process begins with providing information services to consumers in the determination of choices (Kotler, 2012)

Business is an activity carried out by individuals and groups that produce and sell goods or services aimed at earning as much profit as possible. This opinion is in line with the results of research conducted by Laily concluded that business is the actions of individuals and groups who create value through the creation of goods and services to meet needs and gain profit (Laily, 2012). Similarly, Norvadewi's research concluded that business is

part of economic activity and has a vital role in meeting human needs and affecting all levels of human life. And in accordance with the results of research conducted by Aryadi that business is an organized activity because in business many activities are carried out, ranging from inputs to outputs (Aryadi, 2018). .

Of the four findings in accordance with what was revealed by Bertens (2000), Straub and Attner (2002), Boone and Kurtz (2019). Supported by Umar Bisnisi is all activities organized by people who are involved in the field of agriculture and industry that provides goods and services for the needs of maintaining and improving quality of life standards (Umar, 2001).

CONCLUSION

Technological developments are changing the way we do business. There are many applications provided for doing business, this trend is often known as e-commerce. E-commerce is a place to buy and sell online or through social media that sells goods or services. With this new system is very helpful for the development of the business world, because it facilitates buying and selling activities and can be accessed easily.

REFERENCES

- Achjari, D. (2000). Potensi Manfaat Dan Problem Di E-Commerce. *Jurnal Ekonomi Dan Bisnis Indonesia*, 15(3), 388–395.
- Aco, A., & Endang, A. H. (2017). Analisis Bisnis E-Commerce pada Mahasiswa Universitas Islam Negeri Alauddin Makassar. *Jurnal Teknik Informatika*, 2, 1–13.
- Aryadi. (2018). Business in Islam. *Hadratul Madaniyah*, 14(1), 13–26.
- Bertens, K. (2000). *Pengantar Etika Bisnis*. Kanisius.
- Gata, G., & Putra, R. N. (2015). Penggunaan E-Commerce Dalam Meningkatkan Penjualan Usaha Ritel Distro. *Jurnal Teknik Informatika*, 8(2), 1–7. <https://doi.org/10.15408/jti.v8i2.2443>
- Hidayat, A. (2016). *Pengertian dan Penjelasan Metodologi Penelitian*. Statistika.
- Julisar, & Miranda, E. (2013). *Pemakaian E-Commerce Untuk Usaha Kecil Dan Menengah Guna Meningkatkan Daya Saing*. 4(2), 635–645.
- Kotler, P. (2012). *Principles of marketing (edisi 14)*. Person Education.
- Laily, R. A. N. (2012). *Etika Bisnis Pedagang Kaki Lima Di Kawasan Universitas Negeri Yogyakarta*. Universitas Negeri Yogyakarta.
- Maulana, S. M., Susilo, H., & Riyadi. (2015). Implementasi E-Commerce Sebagai Media Penjualan Online. *Jurnal Administrasi Bisnis*, 29(1), 1–9.
- Medah, M. (2016). E-Commerce sebagai pendukung pemasaran perusahaan. *Partner*, 16(1), 74–81.

- Muhammad Suyanto. (2017). *Marketing Strategy Top Brand Indoneisa*. Offest.
- Mumtahana, Hani Atun, Nita, S., & Tito, A. W. (2017). khazanah informatika Pemanfaatan Web E-Commerce untuk Meningkatkan Strategi Pemasaran. *Jurnal Ilmu Komputer Dan Informatika*, 3(1), 6–15.
<http://journals.ums.ac.id/index.php/khif/article/view/3309/2784>
- Norvadewi. (2015). Bisnis Dalam Perspektif Islam (Telaah Konsep, Prinsip dan Landasan Normatif). *Al-Tijary*, 1(1), 33–46.
- Person, M. (2008). *Sistem Informasi Manajemen*. Salemba Empat.
- Pramita, S. (2010). *Tinjauan Historis Perkembangan Ekonomi Jepang Tahun 1950-1965*. Universitas Lampung.
- Sarwono, J., & Prihartono, K. (2012). *Perdagangan Online: Cara Bisnis di Interne*. PT Elex Media Komputindo.
- Shelly, C. (2007). *iscovering Computers*. Salemba Empat.
- Sugiyono. (2017). *Metode Penelitian: Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Syarif, N. (2019). *Komunikasi Kontemporer: Bisnis Islam Di Era Digital*. CV Budi Utama.
- Umar, H. (2001). *Strategic Management in Action, Konsep, Teori, dan Teknik Menganalissi Manajemen Strategis Strategic Business Unit Berdasarkan Konsep Michael R. Porter, Fred R. David, dan Wheelan Hunger*. Gramedia Pustaka Utama.
- Wibowo, E. A. (2016). Pemanfaatan Teknologi E-Commerce Dalam Proses Bisnis. *Equilibiria*, 1(1), 95–108.
<http://journal.unrika.ac.id/index.php/equi/article/view/222>
- Yusanto, M. I., & Widjajakusuma, M. K. (2002). *Menggagas Bisnis Islami*. Gema Insani Press.
- Zed, M. (2008). *Metode Penelitian Kepustakaan*. Yayasan Obor Indonesia.