

E-Commerce Training for Young Entrepreneurs in Blang Pulo Village

Jullimursyida^{1*}, Mawardati², Meutia Rahma³, Cut Hilma⁴, M. Akbar Husein Srg⁵

¹ Postgraduate Program in Management Science, Malikussaleh University, Lhokseumawe, Indonesia

² Agriculture Faculty, Malikussaleh University, Lhokseumawe, Indonesia

³ Postgraduate Program in Management Science, Malikussaleh University, Lhokseumawe, Indonesia

⁴ Informatics Engineering Study Program, Department of Informatics, Faculty of Engineering, Malikussaleh University, Lhokseumawe, Indonesia

⁵ Malikussaleh University, Lhokseumawe

*Email correspondence: jullimursyida@unimal.ac.id

ABSTRACT

In this era called the information age, electronic media has become one of the mainstays for communication and business, e-commerce is an extension of commerce by exploiting electronic media, even though the use of electronic media is not yet understood, but business pressure causes business people to want to or not. want to have to use this electronic media. Sales online or e-commerce have many advantages over manual sales, and it also makes it easier for MSMEs (minimum small businesses) to check data from the sales results. Seeing the development of a sophisticated era and increasingly practical human life, it is important for entrepreneurs to install an online sales website to improve the quality of technology-based sales, fast and be able to compete and survive in the business world. The purpose of implementing this socialization activity is to introduce basic knowledge about e-commerce, web design and online promotion. The group that is targeted at this Environmental Village Service is young people who are entrepreneurs in Blang Pulo Village. The methods used are presentations, discussions and simulations.

This activity produces a how-to guide and what to do when an entrepreneur wants to increase his sales. With the training and workshops held, the participants gain insight and knowledge about web design and online sales and promotions..

Keywords: e-commerce, young entrepreneurs, product promotion, SMEs

1. INTRODUCTION

Entrepreneurship is an opportunity for creative groups of Indonesian entrepreneurs to lift the Indonesian people out of poverty (Sumahamijaya, 1980). Creating people who are truly resilient in entrepreneurship is an elaboration of entrepreneurship theory and practical implementation that requires reinforcement. In this elaboration, it is necessary to provide real examples, motivation is needed for prospective business actors to start new businesses in opening new jobs. The main target in providing this motivation is the younger generation who have the potential to start new businesses and develop them in the future so that they are expected to be able to create and open new jobs. Entrepreneur is someone who has a strong mentality, dare to take risks to open a business and create jobs in various opportunities. He also has an open vision and is always looking for, exploiting and seeing business opportunities that can provide benefits. It can be said that entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to seek opportunities for success. The essence of entrepreneurship is the ability to create something new and different (create new and different) through creative and innovative thinking (Suryana, 2003). The growth of an entrepreneurial spirit can provide enormous benefits, both financial and non-financial benefits. Financial benefits can be in the form of independence, ideas, ideas, and the courage to open jobs while the non-financial benefits are mental growth for an independent spirit and an unyielding spirit in facing life's problems. At present the entrepreneurial potential for youth is very large. Entrepreneurial potential according to Indonesia only needs 2% of the total population to increase people's purchasing power and create prosperity (Frinces, 2011).

The younger generation has a more critical, creative and innovative mindset, so they can grow innovative and fast-growing business thinking. According to Pearce II, an entrepreneur who is considered successful is someone who has several characteristics, namely: 1. Commitment and Determination 2. A strong drive or stimulus to achieve achievements. 3. Orientation towards opportunities and goals. 4. Locus of internal control. 5. Tolerance

of ambiguity. 6. Skills in terms of taking calculated risks. 7. Less perceived need for status and power. 8. Ability to solve problems. 9. High ability to obtain entrepreneurial characteristics as one of the factors for the progress and success of an entrepreneur. He describes the characteristics of entrepreneurship with confidence, task and result oriented, risk taking, leadership, originality and future oriented (Meredith, 2012). Based on the explanation above, we conclude that training in the field of digital marketing and strategies is needed, especially for the future generation of young people who have the spirit of being independent, never giving up, must have the ability to come up with creative and innovative ideas and ideas in finding, seeing market gaps and creating various kinds of jobs, as well as having creative thoughts to start a business and this training is also intended to strengthen the mental attitude of entrepreneurship for new business actors.

2. PATNHER PROBLEM

Based on an analysis of the circumstances and conditions that often occur in the community, in general the problem for small and medium scale business actors is the sale of their products. sales of products that are still carried out conventionally and do not yet use technological devices. Therefore online sales will be one of the solutions that can be offered to small and medium businesses in Blang Pulo Village. Sales online or e-commerce have many advantages over manual and traditional sales, besides that it also makes it easier for MSMEs (minimum small businesses) to check data from the sales results. MSMEs will be more easily recognized because the products offered can be seen and accessed by millions of people, both from within the country and abroad. So that it spoils consumers, especially consumers who have busy and narrow time. Seeing the development of a sophisticated era and increasingly practical human life, it is important for entrepreneurs to install an online sales website to improve the quality of technology-based sales, fast and be able to compete and survive in the business world.

3. TARGET AND OUTPUT

Based on the problems faced by partners and the efforts that have been planned to overcome partner problems, the targets and outputs of the plan are as follows :

Table 2.1. Target and Outcome

No	Target	external
1.	Dissemination of the importance of online sales for small and medium businesses and the use of financial reports	<ul style="list-style-type: none"> ● There is awareness among young entrepreneurs about online sales that are more practical and effective ● The use of online media by MSME business actors ● Use of simple financial reports for reporting MSME business activities
2.	Making a website for product introduction	<ul style="list-style-type: none"> ● Producing MSME business websites in Blang Pulo Village ● Increase the creativity of business actors in entrepreneurship. ● Business actors carry out promotions online

4. METHOD

The main activity carried out in the context of solving the problem is carrying out E-Commerce training for Young Entrepreneurs in Blang Pulo Village. Therefore, the method that is considered appropriate in carrying out these community service activities is training including lectures accompanied by discussions and simulations. In detail, the implementation of training activities is as follows :

1. Gather training participants, then provide an explanation of the objectives of the training;

2. Delivering material in theory and practice about e-commerce;
3. Develop guidelines in the process of promotion and sales online and
4. Evaluation of activities with reference to the objectives that have been set.

Table 1. Training Materials

No	Material	Speaker	Training Methods
1.	Entrepreneurship in the Millennial Era	Jullimursyida, Ph.D	Presentation and Discussion
2.	Digital Marketing Strategy	Razif, SE., M.Sc. Ak	Presentation and Discussion
3.	Web Development Process	M. Akbar Husein Srg	Practice

5. SUBMISSION OF MATERIALS AND SIMULATION ABOUT E-COMMERCE

The use of technology is expected to provide great benefits to the growing business world. One type of technology implementation in terms of increasing business competition and product sales is by using electronic commerce (e-commerce) to market various kinds of products or services, both in physical and digital form. The use of e-commerce has experienced tremendous development in the business sector, especially in large-scale companies because it is seen as providing enormous benefits for the smooth running of business processes. In addition to companies that have already developed, e-commerce has also begun to be widely used by entrepreneurs. Especially micro-scale entrepreneurs who can now easily be found on buying and selling forum sites.

Micro-scale entrepreneurs according to Law no. 20 of 2008 concerning MSMEs are productive businesses owned by individuals or individual business entities that meet the criteria of micro-enterprises, have a maximum net worth of fifty million rupiah excluding land and buildings for business premises, or have annual sales of no more than three hundred million rupiah. According to Firdaus (2012) so far, before the development of e-commerce services, customers who wanted to buy a product were required to go to the place of the product seller himself. This is very inefficient for customers who have a busy schedule. To start doing an online business, you also don't need large capital, which reaches hundreds of millions of rupiah, as is done by businessmen who have to spend their savings just to buy a place or shop. Not to mention having to provide products to be sold. Of course there are countless funds that must be spent. Very different from doing business online. With only a few hundred thousand rupiah in capital, people can already have a shop on the internet that can be filled with various products to be sold. Micro-scale entrepreneurs use e-commerce to order products from their suppliers. By using e-commerce, micro-entrepreneurs are able to communicate more intensely with customers without time constraints. Micro-scale entrepreneurs use e-commerce to order products from their suppliers. By using e-commerce, micro-entrepreneurs are able to communicate more intensely with customers without time constraints. Micro-scale entrepreneurs use e-commerce to order products from their suppliers. By using e-commerce, micro-entrepreneurs are able to communicate more intensely with customers without time constraints.

During the presentation of the material, the speaker explained and carried out a small simulation in carrying out a digital marketing strategy, how do we market our products online and also explained what problems arise in digital marketing and the advantages of using online media for product marketing. Next, the speaker provided an understanding of branding or business branding, in fact there are still many business actors who do not understand the importance of a business brand, even though a product is very closely related to a business brand. The brand is also associated with the image and shape of the product, so that brand awareness appears. If a brand is trusted, people will continue to buy the product it produces.

6. CREATING E SMALL BUSINESS WEBSITE IN BLANG PULO VILLAGE

Making a business web is carried out by Malikussaleh University students from the Informatics Engineering Study Program, which is a form of service carried out by students together with lecturers. The Wb contains information about businesses in Blang Pulo Village which are divided into the categories of boarding houses, photocopies and food.

It is hoped that the website created by Blang Pulo Village can continue to be developed by continuing to get assistance from students who are doing community service until later there are business actors or village officials

who are able to manage the business web to continue to be developed in an effort to market products produced in the village. the.

The implementation of activities can be seen in the following figure



7. RESULT

The results of community service on E-Commerce Training for young entrepreneurs in Blang Pulo Village are as follows: (1) Providing material on the importance of doing business, the importance of modern marketing and the importance of recording every sales activity. This training was held at one of the cafes in Blang Pulo Village, namely Caffè Mensa, which further provided business actors with an understanding of the importance of recording financial administration according to simple bookkeeping guidelines as well as skills in using applications to support the use of modern payment instruments. In detail the training materials provided are as follows: a). Provide training on procedures for using online payment information systems, b). How to access and run applications, c). Demonstrate directly the use of digital financial information systems, d). Manage facilities for making data input provided by Shopee and QRIS.

Second, the result of the activities carried out is the existence of a website, whose activities are in the form of creating websites for business profiles in Blang Pulo Village. The website was created by Unimal Informatics Engineering students with the web page being www.ukm-mudabp.com. Next, the website is given to the village so that further development can be carried out which will be assisted by students from other Informatics Engineering in the coming year as a form of the campus' contribution to the surrounding villages. At this time, the website contains profiles of small businesses in Blang Pulo village with categories; a) food, b) photocopying, c) boarding house, d) others. It is hoped that this website can provide brief information to the public about businesses around the Unimal Bukit Indah campus, so that it can make it easier for consumers to recognize and choose products from small businesses offered in Blang Pulo Village, this village is a village with the majority of the people are Unimal students and are immigrants from various regions in Sumatra and Indonesia.

8. IMPACT OF ACTIVITIES

The development of e-commerce in Indonesia can increase economic activity and productivity in MSMEs. Implementation of innovation in the marketing process with e-commerce is able to improve public services by utilizing technology so as to create effectiveness and efficiency in providing services in the sales process. On the other hand, the existence of the website has not run optimally as a result of a lack of information technology knowledge and skills, especially in the field of information technology in business actors. Members of the service participants consisting of young business actors in Blang Pulo Village, the material was provided by Business Actors, namely Mr. Razif, SE, M.Sc. The first service implementation method is digital-based sales socialization and second is training in entering news on the websites unimalnews.ac.id and juangnews.com. Participants are given an understanding of the process of inputting web-based news for information technology in public services. The impact of this service can increase the knowledge, understanding, tools and understanding of information technology media for the residents of Blang Pulo village, regarding the functions and uses of e-commerce and digital financial services.

9. OUTPUTS

This service activity produced several outputs, namely the existence of publications in the mass media, namely, at www.juangnews.com, there are articles published in international proceedings, MICoMS 2022 and the availability of cooperation documents between the implementation team and the Village Head and the existence of a small business website in Blang Pulo Village with the website being www.ukm-mudabp.com.

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