Role of Information Technology on Entrepreneurship

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Abstract. The purpose of this study was to determine the extent to which the Internet, which is part of the real form of development in the era of modernity, played a role in the development of entrepreneurship in Indonesia, both through various applications contained in it, as well as in its use by local Indonesian entrepreneurs in an effort to maximize potential business. The model used in the preparation of this paper is a qualitative approach model with literature study method which emphasizes on data collection done by observation and documentation through data sources in the form of written sources and the Internet as a source of information. Data - data obtained through the literature study is processed by analyzing books that are relevant to the variables to be studied. It is done to obtain a form of narrative which is detailed and in the form of descriptive data that is presented in the presentation of various information that has been obtained. From the results of observations, research, and in-depth analysis through the search for data that can be accounted for found information, the Internet has a large influence in the business world.

1. Introduction
According to Gerard, the development of media technology has begun since the era of written and printed media, then developed until a time when people were limited to getting to know remote information technology which is a sign of the birth of an efficient information-based technology in various forms of discovery such as radio, telephone, television, and computer [1]. The birth of the era of interactive communication was initially marked by the diversification of information technology by the joining of telephone, radio, computer, and television into one unit and gave birth to a technology that is now known as the Internet [2].

With the rapid development of the Internet in all corners of the world and technologies that are faster, safer, and more reliable, the opportunity to start a business and act in the field of entrepreneurship without having to leave home is very easy [3]. Not to mention if it is added with unlimited market reach by various age groups and groups [4]. However, in reality, everyone has the potential to become a more innovative entrepreneur thanks to the significant influence of the Internet that makes the world more accessible to anyone [5][6]. The development of information flows and communication technology in the era of globalization is increasingly inevitable [7]. The types of offers and facilities offered as a support for the smooth delivery of information to the public also varies [8]. Likewise with the development of mass media, which from the beginning, was created as a medium of public information and communication [9].

The model used in the preparation of this paper is a qualitative approach model with literature study method which emphasizes on observable and documentative data collection through data
sources in the form of written sources and the Internet as a source of information [10]. The purpose of the study was to determine the extent to which the Internet, which is part of the real form of development in the era of modernity, played a role in the development of entrepreneurship in Indonesia, both through various applications contained in it, as well as in its use by local Indonesian entrepreneurs in an effort to maximize potential business. The method used is qualitative that emphasizes on observation and documentation.

2. Method
The research method used was a qualitative approach with a literature study method, which was a method that emphasizes the observation and review of data in the form of scientific data sources. According to Kirk and Miller (Moleong, 2012: 2), "the term qualitative research originally originated from qualitative observations contrasted with quantitative observations." Qualitative research is a research approach that views a social reality as something whole, dynamic, and meaningful. This research was carried out in natural settings, not in a setting that was designed in a way that was done in quantitative research. Therefore, this research approach is also naturalistic research so that it develops as it is, not manipulated by researchers, and the presence of researchers does not affect the dynamics that occur in the object.

3. Results and Discussion
In the business world, there is a business environment which is external factors that influence the sustainability of one's business. These factors can develop or complicate the course of business. One business environment that has a considerable influence is the technological environment that can help in increasing efficiency during business activities, especially during the production process. The creation of a variety of high-tech equipment is needed so that production processes can be faster and productivity and profit can also be obtained and increased. Now, in business, it is not just to make a profit (profit-oriented) [11]. Developments in the business world will always be in line with technological developments because technological advances have a profound effect on the sustainability of a business.

Considering the high level of business competition and today's competition, businesses must inevitably excel in bringing innovation and service and prioritizing customer satisfaction. In this case, the Internet is very instrumental in the business world; one of the real forms is to make it easy for companies to communicate with their customers either directly or indirectly.

The potential of the internet network makes significant achievements and of course, has a big role in the business world. There are more beginner internet businesses than ever before, from starting to build small web-based businesses, to trading products or services from items that are no longer used at home. Whatever the form, online trading activities or better known as e-commerce have become a new lifestyle and culture for some people. Plus the role of social media in providing social networking sites like Facebook, Twitter, and Instagram is one of the factors that is driving e-commerce success. Social media is a facilitator for entrepreneurs to offer a variety of products and services they sell by utilizing networking activities (expanding networks) to various levels of society. Also, the factors driving the success of e-commerce in the business world are the mushrooming of various blogs and websites for buying and selling.

More and more people are shopping online to meet their needs ranging from primary to tertiary needs. The reason many people turn to online transactions is ease and speed. One of them is in terms of payment and receipt of money. In this case, the Internet has an important role in providing a secure payment environment for its consumers. Consumers can make payments for products and services safely, without having to leave the house with money. In some cases, payment transactions between seller and buyer are carried out in an online trading account. This is a license provided by a bank or financial institution that allows accepting debit and credit card payments and e-check payments, online from consumers. Also, online payments can be made through Paypal.com.
To support the expansion of the business sector, promotion is needed as an effort to reach the market and reach as many consumers as possible. In conducting online marketing, internet promotion activities is a media that is suitable for use because people have an easier time in recognizing the products or services that will be offered. One form of effort is to use online advertising (online advertising), which uses the Internet as a medium for delivering information about goods and services that will be marketed to customers. This includes marketing via e-mail, social media, and other media. There are many types of ways to install and display advertisements on the internet, one of which is through web banners, namely the installation of advertising banners on certain websites besides using online advertising.

Another strategy in developing a business is by hiring employees. At present, there are many companies that employ online-based labor recruitment. The emergence of job vacancy provider websites is used by various companies to inform the public about an available job vacancy and the provisions that must be possessed by prospective workers. Another strategy is to find people who fulfill the requirements of occupying a job by checking their profiles on the Internet through social networking sites that are intentionally provided to inform someone's professionalism in a particular field.

Through the above explanations, it is obvious that the role of the Internet in the business world has a very large influence because in it many facilities and applications can support one's business progress, and therefore make the most of the internet. Many Indonesian entrepreneurs are already 'technology literate.' The benefits of the Internet are not only enjoyed by large entrepreneurs who have business partners in foreign countries, but also the internet is exploited by small entrepreneurs. Even the home industry activists are also aware of the importance of the Internet to develop their business, especially now that the installation of an Internet connection is more accessible and can be reached by all of society. So it is no wonder that today's Internet users consist of millions of people from various backgrounds. With relatively low costs, they can do marketing globally.

Small-scale industries do not have strong capital. With the Internet, there are many things they can save. An example is when entrepreneurs use the internet to sell goods and services they offer in the form of online stores. Their business activities can continue without the need to rent a shop. The cost of renting a store can be transferred as reserve capital or making several sites so they can have multiple displays on the Internet rather than having to rent a shop, design, and pay shopkeepers.

Also, advertisements and displays - displays that have been installed on the Internet are more durable, while advertisements in newspapers and other print media only last only one day when the newspaper is published so people will just skip it because the newspaper is not read again.

In today's modern era, the Internet has a strong influence in various fields of life, including in the field of entrepreneurship. The various roles and influence of the Internet on Indonesia's entrepreneurial development are as follows.

1. The internet increases consumer satisfaction

The internet has led to the development of ways of communicating between people to unlimited space and time. This is what makes the Internet able to bring closer the relationship between sellers and buyers in cyberspace so that entrepreneurs can understand what are the primary needs of consumers, and can receive input, either in the form of positive feedback such as praise from consumers for service or suggestions for developing their innovations, as well as negative feedback such as criticism and complaints.

Thus, entrepreneurs can be more responsive to their customers, and customer satisfaction increases with developments and improvements made to develop entrepreneurial activities. By increasing consumer satisfaction, profits also increase and it makes it easier for entrepreneurs in financial terms as capital to expand their business.
2. The internet helps in networking and sales

The internet with various types of social media applications that exist plays a vital role to expand networking (networking), especially in entrepreneurship. Networking is essential to add acquaintances and friends. With increasing networks, customers will also increase. Also, the existence of online buying and selling websites along with all forms of selling sites, both in the form of blogs and forums, can provide benefits that increase turnover in terms of sales to various levels of consumers such as through well-known Internet sites in Indonesia.

4. Conclusion

In the era of globalization, where technology is rapidly developing, this causes entrepreneurs to inevitably have to take part in its utilization. They realize the importance of the Internet as a means to participate in global markets. As a result, small, large, and medium industries compete to offer their superior products and services, to Internet users who come from different backgrounds and groups. Some of the roles and influence of the Internet on entrepreneurship development in Indonesia are first, namely to increase customer satisfaction where a relationship or closeness between the entrepreneur and his consumers will be established so that entrepreneurs become more responsive in meeting consumer needs, then also to help entrepreneurs in networking in order to capture a number of consumers who can increase business income. In addition, in terms of transactions, the Internet plays a role in creating convenience by providing a payment service system that is easy, fast, and safe. It also plays a role in product marketing and socialization to the public, as well as in the recruitment of competent workers to produce quality products and make business and business is increasingly global.

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