Factors of Information Technology on Business Progress

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Abstract. The purpose of this study is to find out how much influence the internet has on the business world. With the internet business is growing rapidly and increasingly sophisticated. The method used in this study was the literature study method. The results of this study are the importance of the internet in the business world, where businesses will grow rapidly as technology grows faster. In this case, also supporters of the business world, namely the internet are supported by the development of technology that makes it easier to do business in terms of documentation and transactions. Anywhere and anyone can do business if using the internet. Mainly the internet can be used as a media campaign, ease of transaction, and others. With the internet profitable for entrepreneurs because it can increase business connections and expand the global network and spread to all circles.

1. Introduction

The internet is part of today's technological advances. This application of technology and information causes changes in new habits in various fields, including business. Like the use of E-Commerce as a trading media that uses the internet as the tool. Today, it is not difficult to reach all people. The influence of technology, mainly IT, indirectly provides many solutions that can help various business affairs faster and at a small cost. Research conducted by E. Soeryanto Soegoto "Entrepreneurship Becomes a Good Entrepreneur" In his study to become successful entrepreneurs, we must appreciate and hope that readers will gain broader insight and understanding of entrepreneurship in the world [1]. According to Hargyantoro In his research, the practice of IFR and the level of disclosure of information on the website to the frequency of company inventory trading. This study uses cross-sectional data. The number of samples is 100 companies [2].

Viktor Nicolas Nore conducted the research elaborated about Making System Design Web-based Sales Information and Product Ordering (Case study at CV. Richard's Development Bandung) "'. The purpose of this study is to design a web-based clothing sales and to order information system, knowing the implementation of the system and knowing the analysis and testing of the program on the CV. Richness Development [3]. According to Arwiedya, M. R., and SUGIARTO, S. (2011) stated that Analysis of the Influence of Prices, Types of Media Promotion, Risk of Performance, and Product Diversity on Purchase Decisions Via the Internet at Online Stores (Case Study on Consumer Fashion Online Stores that act as Resellers in Indonesia) (Doctoral dissertation, Diponegoro University). [4]Ika Pratiwi, D., and SUGIARTO, S. (2010). Analysis of the influence of customer expectations, product quality, customer satisfaction on unlimited flash internet customer loyalty in Semarang (Doctoral dissertation, Diponegoro University). [5] The purpose of this study is to find out how much influence the internet has on the business world with the rapidly growing and increasingly sophisticated internet business world [6]. With the internet profitable for entrepreneurs because it can increase business...
connections and expand the global network and spread to all circles [7]. [8] Buhalis, D., and Law, R. Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, [9] Ifinedo, P. Internet/e-business technologies acceptance in Canada's SMEs: an exploratory investigation. *Internet Research*, [10] Levy, M., and Powell, P. Exploring SME internet adoption: towards a contingent model. *Electronic markets*, The internet, and therefore, a website’s design can shape the customer’s perception of a business[11].

From the above studies, it can be concluded that a lot of research has discussed e-commerce. At this time, online stores or e-commerce webs are no stranger to our daily lives, so the habits of civil society are now starting to shift and resulting in e-commerce dominating the buying and selling industry. The purpose of this study is to find out how much influence the internet has on the business world. With the world of internet business is growing rapidly and increasingly sophisticated. The method used in this article is the literature study method.

2. Methods
The method used the literature study. The authors used this method by using literature studies which are expected to get accurate texts and data by the conditions in the field and data from the results of previous studies. The study conducted was a study of sources that resemble or in one field with the title. The stages in completing the writing of this study make a study of the selected, conducted the analysis and then made conclusions.

3. Results and Discussion
Information technology has developed quite rapidly and will continue to grow. One of the most important information technologies in the present is the internet. Where the internet is used as a means of communication, information sources, and the other. This will be very beneficial for all circles and fields. Among them are the benefits for the business world. Also, the internet is a media for promoting good business. The internet can also be a media for buying and selling online where the transaction of buying and selling will be easier and also it can support other financial activities such as e-commerce and e-banking. The advantage of the internet is that business people use it so that their business is progressing and developing. With this internet communication between seller and buyer can be done remotely so that it saves time and costs. This makes business people do their business activities more efficiently or more flexibly. If businesses sell products, marketing can also be done online. A company can market their products online by placing product details or product information on a website, and buyers can easily access the site to view information about the product using the internet. This means that information access and dissemination will be easily spread and the company's products are more easily recognized. Even now the recruitment of workers can be done via the internet. On the internet there are many lists of job openings. Therefore appropriate title, we quest data about internet usage in the world that can be seen in Figure 1.
Figure 1. Data of internet users worldwide in 2014. This figure was adopted from www.internetworldstats.com/stats.htm on August 24, 2018.

Based on Source Internet World Stats, internet users on June 30, 2014, ranked Europe with a percentage of 19.2%. The smallest percentage is 0.9% by Oceania / Australia while the highest is occupied by Asia, where Indonesia is also included. In 2016 internet use in Asia, especially in Indonesia, the number of internet users in Indonesia was 132.7 million users from the total Indonesian population of 256.2 million. Then here are some content that is frequently visited by internet users in Indonesia (see Figure 2).

Figure 2. The behavior of Indonesian internet users in 2016. This figure was adopted from http://isparmo.web.id/tag/data-pengguna-internet-tahun-2017/ on August 24, 2018.

Based on Indonesian Internet User Statistics 2016 (Isparmo SEO) in this figure, explain the behavior of internet users in Indonesia. 62% or about 82.2 million people most often visit online stores. Then followed by a figure of 34.2% is a personal business from promoting other products or services and so on. Although compared to Indonesian internet users in 2014, it shows a considerable increase in the 2 years. In 2014, internet users in Indonesia numbered 88.1% with a population of around 252.4 million people. This data or fact is encouraging, especially for entrepreneurs, online shop
owners, or other business people. However, as of June 2017, internet users are increasingly proven in the data available on Internet World Stats (See Figure 3).

![Internet Users in the World by Geographic Regions - June 30, 2017](https://www.internetworldstats.com/stats.htm)

**Figure 3.** Internet users in the world in June 2017. This figure was adopted from [https://www.internetworldstats.com/stats.htm](https://www.internetworldstats.com/stats.htm) on Augst 24 2018.

The highest number, which is around 1,938,075,631 of the total Asian population of 4,148,177,672 inhabitants. It can be used as a target market by several companies and businesses by using the internet or online. That way the companies or ordinary businessmen do promotions on their website. According to Soegoto, there are 4 promotional objectives; Delivering Information, Position the Product, Add Value, and Increase Sales For companies. Promotions can increase the existence of the company or the products offered/produced. This promotion will introduce their products to the community by distributing product information, company addresses and then it included the address, telephone number, products or services they sell. The following are examples of promotions of several companies on their website (see Figure 4).
Figure 4. Product promotion and sales on the website. This figure was adopted from https://www.kfc.com/ on Augst 24 2018.

Figure 4 show that companies use websites to sell and promote the products. This makes them an advantage because it can be accessed by anyone and anywhere at any time. Then the company includes a telephone number to receive product purchases online, namely by delivery order. Where customers call the number or access it by ordering online using the internet, customers also mention what they want to buy and include the destination address and then the order is ready to be delivered.

To accelerate business progress, the internet can be used in many ways, such as the following:

1. Media advertising
   Using the internet as a media for advertising is one of the right and effective ways because when a business uses the internet as their advertising medium, it means they can reduce advertising costs less than advertising in print or electronic media such as TV stations.

2. Media transactions
   Aside from being a medium for advertising, in the world of the internet, we can also use it as a transaction medium such as e-business, whether it is B2B (Business to Business), B2C (Business to Customer) or C2C (Customer to Customer).

3. Learning media
   It is undeniable that many entrepreneurs today are successful in self-taught or self-learning. For entrepreneurs who want to learn about an entrepreneur, the internet also provides a lot of knowledge about it. So that the seller can learn from the internet and then apply the knowledge he gets from the internet into his business.

Companies use social media to interact with their current and prospective customers in order to gather useful marketing insights from them. Also, advertising through social media has become an essential part of the company's integrated marketing communication efforts in marketing their products and services. According to Nielsen, the majority of advertisers increase their advertising budget for social media and that they have a separate budget for marketing through it. Most marketers surveyed indicated that they planned to divert a portion of their advertising budget from traditional media to social media. Besides, research shows that 89% of marketers adopt free social media tools and 75% of them adopt paid advertising along with free tools on social media. These statistics show that marketers are getting to know the advantages of interactive marketing through social media where
consumers are directly involved with marketing messages. According to Mikalef, consumers on social media share their experiences with their friends creating free word of mouth marketing for companies[12].

In general, internet users are young people or teenagers so that if we do business on the internet as much as possible can be understood and appeals to teenagers, but it must remain easy to use for the elderly because the business world must adjust to the maximum tastes and needs of consumers. The following is a survey of internet user data based on the devices performed by Isparmo SEO (See figure 5).

![Figure 5](https://www.internetworldstats.com/stats.htm on Augst 24 2018)

Based on the survey results, it was found that the devices that are often used to open the internet are cellphones and computers, which number around 50.7 million people. While the community of mobile users is 47.6 million, and people using computer devices for the internet are 2.2 million people. From this data, we can see that usually many people use computers and cellphones to do online business (e-commerce) which does require two devices at once. According to McLeod, electronic or other trade is the use of communication networks and computers to conduct business processes. Using the internet and computers and this website aims to introduce, offer, buy and sell products. Besides that its benefits that can be achieved are companies can have international markets, businesses can be run without having to reach national boundaries with digital technology. Operational costs can be reduced as little as possible Speed up processing time and reduce the risk of human error. Then using the internet can reduce paper use in various activities work from designing, producing, sending, distributing to marketing [13].

4. Conclusion
The conclusions that can be drawn from the study is to facilitate the sale of products and services for the company. So that the product will sell quickly and will be very beneficial for the company. With internet distance and time is not an obstacle. Because with the internet whenever and wherever can be connected asking transactions easier, because it can be done remotely. Marketing can be broader and can have many customers. Accelerate information exchange because the internet users are unlimited and continue to increase. Manpower recruitment can be done easily.
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