The Influence of E-Commerce Information System on Local Product Companies

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Abstract. The purpose of this study is to identify the extent of the development of local businesses in the field of clothing and identify the development of e-commerce technology in the online business world, especially in Bandung. The method used in this research was a descriptive method, to collect detailed data. The results of this study are that the development of local businesses in the clothing sector has increased slightly because there are already many local brands. The conclusion is that companies are in dire need of e-commerce in developing their business, can improve marketing performance within the company and make transactions easier. Therefore, the name of e-commerce is needed to help the development of the company.

1. Introduction
E-Commerce is one of technology that can be used to conduct business processes that are connected between companies and consumers because of transactions and electronic commerce [1]. Nowadays consumers want something different, for example, doing shopping activities easily, quickly and precisely, and makes it easy to conduct transaction activities in the media way they want [2].

According to Li and Hong E-Commerce can provide various opportunities in making sales transactions. All large and small companies can easily establish relationships between companies and other companies, and have the opportunity to make direct contact with their customers [3]. Antika and Widiastrtuti explained that the use of E-Commerce technology is one of the important ways to implement a strategy in doing business and promoting in an online way that can improve marketing performance within the company [4]. At present the internet is one of the tools used as a tool for business aspects. With the existence of E-Commerce has created opportunities for business people [5]. Currently electronic commerce or what is called E-Commerce shows its soaring use can take over a large enough sales market share [6]. Lee and Whang said that information systems technology such as web-based online markets would have a major impact on coordination, the strategic functions of traditional business systems and all business functions within a particular company [7]. According to Ahmed with the existence of E-commerce will make it easier for humans to run their business and new innovations will emerge [8].

The purpose of this study is to identify the extent of the development of local businesses in the field of clothing, identify the development of e-commerce technology in the online business world, especially in Bandung and how business influenced by E-Commerce. The method used in this research was a descriptive method, to collect detailed data.
2. Methods
The method used in this research was a descriptive method, to collect detailed data relating to e-commerce within a local company, and could produce information about how many influences that e-commerce information system has in the online business world and in the company and also what kind of strategies that have been used or applied in the company and how many changes that the company experiences.

3. Results and Discussion
The results of my research on the Influence of Information Systems on Local Product Companies are that companies do experience difficulties before getting to know the name of e-commerce, the difficulty experienced is that the product is difficult for many people to know. The data that I got about the importance of whether or not E-Commerce is applied in companies that produce more than one large or small company that they prefer to sell using E-Commerce because they make transactions faster and make it easier for different city buyers and finally companies have to find ways for their products to be known by many people, one of them is making social media accounts such as Instagram. Because social media technology is not only for entertainment media but also provides a place for entrepreneurs or businesses to introduce their products on social media and raise new issues for e-commerce [9].

According to Culnan, McHugh, and Zubillaga, increasing social media users like Facebook makes new things in e-commerce called social trading because social media can help companies to sell, promote goods and expand to introduce company names [11] (see Figure 1).

![Figure 1. Company Account](image_url)
The company must also promote one example, such as social media, by making images as attractive as possible so that people who are interested are interested in visiting an account or website address. This is one example of the company’s plans and strategies to enlarge the company name (see Figure 2).

Figure 2. Promotion Product

Companies can also post interesting product images on social media, so that they can be seen by people who have accounts or other public, companies post about 3 images a day. This is a form of marketing strategy through social media such as Instagram and Facebook (see Figure 3).
Companies also have to find ways to make transactions easier and can make it easier for buyers to purchase products online, companies must know the name e-commerce in order to be able to start and make web-based online sales, this method is trusted by the company to be able to facilitate buyers to make transactions and facilitate management within the company, because it can store buyer data automatically. In the website view there is a shop menu for selecting goods categories as desired, there is a menu series that there are items that have a specific theme, there is a menu of How to Order to see how to order step by step, and there is also Payment Confirmation menu is a menu for sending proof of payment, this is a simple display for a clear website to make purchasing easier (see Figure 4).
There are also several websites or applications that have provided a place for business people to sell or purchase online such as online marketplace sites, companies can also try this method in order to expand sales and could exceed the desired target there are several applications that can be used, such as Tokopedia, with the use of the buyer's marketplace, it is easier to make transactions and the convenience and security of a guaranteed transaction so as to increase sales (see Figure 5).

![Figure 4. Main Menu and Website Display](image)

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![Figure 5. Online Store Display in the Application.](image)
About 80% of businesses are said to have very influential e-commerce on their business and around 20% say they are only small companies, they don't know the name e-commerce, and they believe if selling offline is more trusted they prefer to make sales offline (see Figure 6).

Figure 6. Effect of E-Commerce on Business

Why can I produce this result because I interviewed the owners of large and small companies about the importance of e-commerce within the company and discussed what strategies the company has done to keep competing with imported products, and I can conclude from some of the questions I asked the company owner, the company really needs e-commerce in running a business, the company is also easier to make transactions with customers and can be stored automatically all transaction data.

4. Conclusion
The conclusion is that e-commerce information systems are needed by local companies to develop their businesses, because e-commerce is one of the ways that companies can do to enlarge the company's name, easier to be known by many people, making it easier for people who want to conduct transaction activities and can compete with imported products, because technology will continue to grow rapidly the way of marketing a company must be able to keep up with the times because in every era it will always change and other technologies will always emerge. Social media is also one of the strategies to promote, showcase products made by companies, and help more people get to know this brand.

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