Role of Online Business Technology in Mindset of Students

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Abstract. The purpose of this research was to determine the role of online business technology in the mindset of students, especially for students who will conduct business research and analyze the extent to which the role of online business impact on the student mindset. The focus of this research is to explain the role of online business technology so that the students can think about utilizing technology in business. The research method used in this research is a qualitative method with literature study, where the results of the research are through by reading and studying books or internet articles about information on the role of online business technology in the mindset of students. The conclusion of this study is the role of online business technology has a positive and negative impact on student mindset. The positive impact is that students have the mindset of being entrepreneurial. The negative impact of student mindset becomes more consumptive.

1. Introduction
Some people have used information technology to be able to see opportunities and create direct information that makes online businesses grow. Because with this technology, we can inform and convey information about online business. Besides technology, the role of the internet is also important as a medium for doing business. Clemes et al explained that the more widespread use of the internet, the internet is used as a global communication medium [1]. Skills in using the internet become an important asset in society, information that starts from a brief history of information technology has undergone changes and has increased demands on people who use it [2].

At this time, people are already familiar with the terms e-commerce and online business, according to Ahmed with the presence of e-commerce can create convenience and innovation in human life [3]. Zhang et explained that in running an online business, social media networks are an important tool in marketing companies to attract customers [4]. In addition, according to De Vries et al explained that social media is the best tool to build relationships with customers, one of them is by creating business sites in social networks. In this way, the popularity of a business can increase [5]. Online business is all types of activities carried out online such as buying and selling goods or services that are done by using a computer or smartphone to interact. In other words, doing business online is better and more effective in making transactions because many people use technology through smartphones for everyday needs. To run online business must be able to build good relationships with customers so that between sellers and customers can be closer, communicative and more interrelated services [6]. Besides that,. The smoothness and ease of conducting online business transactions can provide opportunities to grow the target market globally [7]. In addition, in running an online business must pay attention to how we
promote a product that will be sold through on the internet. Eddy Soeryanto Soegoto explained that in promote business through the internet there are a number of points that need to be considered, namely: The site must be designed to reflect the image of cooperation, a site should also be accessible and easy to use, the site page is not designed intricately because clients can leave the site and visit the competitor’s site, create a contact email so that visitors can interact easily, the site is made interesting and current and relevant [8]. So it could be said that the design of a site effects the business’s image that is perceived by consumers [9].

The purpose of this study is to discuss the role of Online Business technology, especially for students who will conduct business research to use it more easily using existing technology. And analyze the extent to which the role of online business technology has an impact on the student mindset. The methode used in this study is qualitative methods with literature studies where the result is find by reading and studying books or internet articles.

2. Method
This research used qualitative methods with literature studies, where the result of the research is through by reading and studying books or internet articles. So that it can analyse information about the role of online business technology in the mind-set of students.

3. Results and Discussion
Before the existence of technology, students in running their business are still manually with opening a store. It is different from current situation where technology and the internet can change the mindset of students to utilize technology in business. With existence the internet in the business world, students can sell their products through internet sites so they do not need to open a store. For running a business online, the students are facilitated by applications that are used for business to make it easier for the transactions.

Many students are using this application to do business online these day. It is because the role of technology is very important in carrying out a business. Students in marketing their products can go through internet sites or through business applications without the need to open a shop. An online store is a business model that offers a lot of digital goods and services with a very wide global reach [10]. Applications that are usually used for doing business include Tokopedia, Shopee, Lazada, Blibli, etc. Based on the results of the analysis of the role online business technology, it has an impact on the mind-set of students. The positive impact is that students have the desire to start a business, it means that their mind-set changes, working in an institution is no longer the only goal. Opening your own business is another alternative destination because developing a business using technology is easier. The development of the information technology has become increasingly rapid. Business can no longer be separated from technology. Now many free and paid applications are available at affordable prices, making it easier for beginner business people to use information technology to support their business.

Through this application, students can do their business online by registering first and then entering the product to be sold, after that we as sellers just wait for orders from consumers (Figures 1 and 2).
Figure 1. Sign Up Menu

Figure 2. Add Product
The offers are very diverse ranging from fashion, electronic equipment, household appliances, etc. So that students can market any product. Business people who have products to market must keep abreast of technology and trends in online shopping because of the many benefits that can be gained.

Social media is still the choice of many people to establish communication with colleagues and family. The use of social media as a media campaign is also quite easy by online businesses and not even a few of the business people who already have a store as a media campaign. There are various kinds of social media that are used for business, namely: Facebook, Twitter, Instagram, etc. Facebook, Twitter and Instagram also become one of the online social media that is greatly used as an online business media. They are able to become a media that is powerful enough to selling product. This media is considered easy to reach by customers of any online store because with smartphone/computer the public can easily access the application. This is an opportunity for students to promote products on social media because even more consumer gather on this social media.

The negative impact of online business technology on the mind-set of students makes them more consumptive. Information technology makes it easy for people to conduct business transactions, so there is no time limit for transactions. Students use the internet to do all kinds of transactions, from transportation, buying food, traveling, to shopping for clothes and daily necessities.

4. Conclusion
The role of technology today is very beneficial for humans, one of them is students. The role of technology provides convenience in doing business. This makes students to develop a mindset in business. With the current technology, it makes students think about how it works so that it is more easily implemented. Therefore, the role of online business is very helpful for students to do business or in running a business, advancing more easily through social media such as Instagram, Twitter, Facebook, and also mobile applications for sales transactions such as shopping, tokopedia, lazada, etc. besides that there is also the negative impact of online business technology on the mindset of students making them more consumptive.

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