E-Commerce and Business Social Media Today

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Abstract. The use of digital technology and internet in electronic commerce (e-business) that is used as a medium of communication, same work with business partners, and management company. Trading on the internet offers an efficient way for businesses to work with vendors, partners, and consumers through extranets. The method used in writing this journal is descriptive, to get facts by searching, recording, and collecting data that is analyzed based on science so that will be obtained a fact on the data obtained. The type of research used is a qualitative research model. Qualitative research derives ideas and opinions so that it becomes an insight or science. As a result, it is a highly competitive environment where excellence is innovative companies.

1. Introduction
The Internet changes the transactional paradigm where business-to-business marketers operate. Business to business marketers who take advantage of the operational efficiency and effectiveness that arise from utilizing the Internet in transactions outperform companies using traditional transactional processes [1]. E-Commerce is a dynamic set of technologies, applications, and business processes that connect between companies, consumers, and specific communities through electronic transactions, trade in goods, services and information made electronically. [2] E-Commerce is the practice of buying and selling goods and services through online consumer services on the internet. E, a shortened from electronics, has become a popular prefix for other terms related to electronic transactions. [3] "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." [4] Internet skills, important assets in the information society begin with a brief history of communication technology. It seems that in the course of history, this technology has changed and has increased the demands on those who use it. [5] Sales is the company's main activity in generating revenue, both for large companies and small companies. Sales are the ultimate goal of marketing activity because in this section there are pricing, negotiation and acceptance agreements, as well as agreement on payment methods agreed upon by both parties, to reach the point of satisfaction. [6] One way to sell is to use web-based [7].

The increasing popularity of social media like Facebook and Twitter creates a new delivery platform in e-commerce called social commerce [8]. Social media platforms such as Twitter and Facebook enable the creation of virtual customer environments where interested online communities are formed around specific companies, brands, or products. [9] Departing from this, Social media has provided new opportunities for consumers to engage social interactions on the internet. Consumers use social media, such as online communities, to generate content and network with other users [10]. The purpose of this study is aimed digital technology and internet in electronic commerce (e-business) that is used as a medium of communication, same work with business partners, and management company.
2. Method
The method used is a descriptive method to get facts by searching, recording, and collecting data - the data are analysed based on science so that will get facts on the data obtained. The type of research used is a qualitative research model. Qualitative research derives ideas and opinions so that it becomes an insight or science. The technique of collecting data which is done by library literature study. Data collection in this writing is taken from various sources of books and journals as a reference to writing.

3. Results and Discussion
Community activities using the internet and wherever people access the internet? Based on sources A.C.Nielsen (1999) are as follows (Figure 1).

![Graph of activity on the Internet](image)

**Figure 1.** Graph of activity on the Internet

Technological infrastructures such as e-commerce, e-business, and other networks are already provided on the internet. It all allows business activities that are manually processed by electronic processes. The use of digital technology and internet in electronic commerce (e-business) that is used as a medium of communication, cooperation with business partners, and Management Company. Trading on the internet offers an efficient way for businesses to work with vendors, partners, and consumers through an extranet (Figure 2).
As businesses grow to discover the benefits of e-commerce and as the Internet offers more affordable services for virtually every type of business, the power begins to move to buyers, gaining access to multiple vendors. According to Esther Dyson as an internet consultant argues "It's no longer about offering vendors and consumers buying, but about the consumers who specify the specifications and the vendors fulfill it". The result is a highly competitive environment where excelling companies are innovative.

Electronic Data Interchange is one of the oldest forms of e-commerce. Exchange of invoices, orders and purchases, price quotations, and other business documents between the seller's computer and the buyer. Wal-Mart is one of the corporations that adopted EDI. E. Schwab Program is one of the first online services in the securities industry, where sales and purchases are made using computer communications via telecommunication links or network links. The customer's computers are directly connected to the Schwab computer system, so the transaction path becomes shorter. Schwab leads the online trading services market with 35% of electronics customers. But new companies like E * Trade, which pioneered Internet-based commerce continued to deprive Schwab's market share. Here is a picture of the flow of activities on e-commerce (Figure 3).
E-commerce has four components based on the flow of activities in general, namely:

- Seller is a person who owns an online store or owner.
- Consumers are those who play an important role in e-commerce.
- Technology that includes all the information technology used in the course of e-commerce.
- Computer Network (Internet), able to serve users around the world. Computer networks especially the internet is the most important component for using e-commerce.

E-commerce is currently used not only in sales such as clothing, home appliances, accessories, but business people are starting to take advantage of e-commerce to sell a variety of hotel tickets and reservations. Examples such as Traveloka, pegi-pegi and Tiket.com. Now when booking tickets or hotel reservations for a vacation, direct customers easily order and get tickets in accordance with the wishes of customer orders. Without having to queue up at the ticket counter. Technology and the Internet changed the lifestyle habits of people in various ways become easy and all activities become fast.

E-commerce based on the nature of participants in e-commerce transactions are:

- Business to Consumer e-commerce (B2C) is the sale of products and services electronically and directly to individual consumers. For example Barners & Noble.com, which sells books, software, and music to individual consumers.
- Business to business e-commerce (B2B) is the sale of goods and services electronically between businesses. Milpro.com example, Milacron Inc., which sells toolkits.
- Consumer to Consumer e-commerce (C2C) is the sale of goods and services electronically between businesses. An eBay example, selling products to other consumers by auctioning to businessman even to customers.

Problems:

- Internet security
  Online security is the biggest obstacle to receiving e-commerce. Consumer-oriented in three areas: payment, privacy, and credibility. Consumers want assurance that any information they provide will not be sold to other parties without permission.
- Consumer attitudes
  Consumer attitudes to improve interaction with consumers, internet sellers are now focused on building consumer-linked consumerism. Consumers hope the internet helps them find quality products or services at cheap prices.
Social media is also much used as business laps by social media users to serve as a bridge for promotion of products or services from an online shop (see table 1).

| No | Products          | Social Media          |
|----|-------------------|-----------------------|
| 1  | Clothes (fashion) | Instagram and Facebook|
| 2  | Beauty product    | Instagram and Facebook|
| 3  | Accessories       | Instagram and Facebook|
| 4  | Food              | Instagram and Facebook|
| 5  | Healthy Product   | Instagram and Facebook|

Paid promote and endorsement is one example of how to promote in social media with the internet. Having a lot of followers on social media becomes one of the considerations will the products or services sold will be promoted through social media accounts services. Now social media is not only used as a media campaign with the internet but has become a business that can make money.

In addition to the business owners who benefit, there is the founder of e-commerce and social media who benefit from the user application. Here are popular app user revenues based on the source of captive (Figure 4).

![Figure 4. Revenue of popular app users.](image)

4. Conclusion
Large corporations, medium-sized businesses, and individual businesses are beginning to move quickly in thinking about how to build and keep their business to keep up with their rivals. By utilizing technology and the internet can help the business in building and maintaining its business. With the number of the 6th largest internet, Indonesia can be a country that has a huge e-commerce market potential. Now business people not only promote their products and services through advertising media such as television and newspapers but start switching to promote and sell products with the internet media. Why is the internet much in the lyrics by the businessmen? The reason is that:
1. The Internet has been widely used by the community.
2. The Internet is easy, flexible in time and can be accessed whenever and wherever without time limit.
3. For promotion on the internet does not require a lot of funds.
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