Electronic Commerce Use of Agriculture for Creating a New Business Opportunity

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Abstract. The objective of this research is to see the usage of internet in doing business, specifically in agribusiness can help in creating new business openings. The method utilized in this examination is a qualitative method, namely the contextual analysis strategy because this technique can be utilized against a solitary framework, whether it is a program, action, occasion, or gathering of people that is bound by place and time. The normal aftereffect of this examination is to perceive how far the impact of web based business in enhancing the rancher’s economy and whether online business can expand agriculturists wage and lessen costs for shoppers. The results show that with the existence of the web, farmers have an easier time marketing heir agricultural goods and a wider reach for their market, and for consumers, it makes payments and the ability to buy the agricultural products easier. This proves that obviously there was an impact given by internet business to agribusiness which can open new business openings.

1. Introduction

Gaikwad et all explains that e-commerce is a recommendation system that is a technique such as an approach based on the similarity of users to ranks into attributes [1]. As per Xie and Lui, the E-trade framework is a framework that is indistinguishable to the notoriety framework. The notoriety framework is a framework that gives the dealer a score of what number of purchasers give the merchant certainty [2]. As indicated by Lu et a suggestion framework is helpful in light of a legitimate concern for prescribing items until have a decent notoriety to expanding on the web clarification cum enhancing client relationship administration [3]. Cleme and other clarified that individuals around the globe which are utilizing the Internet as a worldwide correspondence medium, including shopping on the web is expanding. From the exploration led on the elements that impact the purchasing conduct of online buyers in China, there are seven components, to be specific seen hazard, shopper assets, benefit quality, abstract standards, item varieties, comfort, and site factors. [4].

Research on horticulture which has coordinated advancements as of now exists and agribusiness is the main parts at indonesia, mechanical improvements in horticultural segment is an administration investigate center that will be completed amid 2015-2045 [5]. Data frameworks are a type of innovation
that can bolster sustenance independence through enhancing quality, amount and supporting financial esteem added to agrarian advancement. The usage frame data framework has been executed in Kenya. Ranchers perceive the significance of data innovation in horticulture, around 76.81% of ranchers concur that data innovation must be improved in the rural area and they are prepared to be prepared in the utilization of ICT in the farming part, this is a decent inspiration for actualizing ICT in the rural division is upheld by a decent systems like phone, ISPs and remote associations [6-8]. Prior to examining business, we should initially know the comprehension of business people. As indicated by E S Soegoto, business visionaries are individuals who can be sorted as business visionaries (present day monetary theory).[9] Customer-situated business numerous market analysts have looked into, for example, by Day Foss B. [10], GS, Formant C. [11], Khirallah K., Liu HY. what's more, others. The multifaceted nature from building up an organization's business procedures to correspondence clarification systems escalate by the kind of hardware utilized and the sum from clients. [12] Technology improvement is the fundamental establishment in business. Henry's thought was a fruitful plan of action that made heuristic rationale [13].

The purpose of this research is to see the usage of internet in business, specifically in agribusiness can help in creating new business openings. The method used in this research is the contextual analysis strategy. The result show that there are advantages due to the multiple helpful elements that are identified in the relevant sites.

2. Method

This investigation utilized a contextual analysis strategy to discover how much impact web based business in the field of agribusiness and to get new business open doors dependent on a case that the creator raised, specifically: See how much web based business is pitching horticultural items to perceive how much business openings that have. The research describes in detail the parts of the web page that specifically help to get new business doors opened.

3. Results and Discussion

The following will discuss multiple web pages for multiple businesses that shows the helpful elements of said web page that can make it easier to market their goods, increase profits, discuss problems that farmers have, and monitor cost of goods around the area.

agricult.go.id is the official website of the Ministry of Agriculture of the Republic of Indonesia (MOA). Site that contains various kinds of information about agriculture in Indonesia, such as agricultural laws, agricultural programs, activities of the Indonesian agriculture department, news about agriculture in Indonesia, information on agricultural commodities, food information and information related to activities agriculture in Indonesia. As the official agricultural site of the government, agro.go.id is arguably the only reliable agricultural site that must be visited, this is also a thing that makes it easier for someone to find out about farming problems and make a new business in agriculture easier because information is available (Figure 1).
It is the official website of the Indonesian Ministry of Agriculture, in this case the Agricultural Research and Development Agency (Balitbangtan). This site provides information about Balitbangtan (Figure 2), activities, namely the research and development activities of the Indonesian agricultural sector. On this site you will get information about agricultural technology innovations, information on the results of research and development of IAARD, news and agricultural coverage, planting calendar and information about other agriculture.
This website is made to make farmers easier to market their agricultural products and easier to reach consumers. This application is very profitable for farmers because it can present 20% profit greater than selling it for the distributor or to the market (Figure 3).

Figure 3. Display Website https://tanihub.com/

This application not only focuses on marketing agricultural products, but there are services such as information for farmers, solutions to agricultural problems, places to sell agricultural equipment, agricultural training information and online forms for fellow farmers in Indonesia, but this program still has features to market products agriculture (Figure 4).
This application is useful for monitoring the cost of food commodities around them and can also buy agricultural products with good quality and competitive prices. In this application, sellers are not only farmers, but also fishermen or breeders can sell their products in this application, this application is more focused on selling products by the product owner directly. This application can only be used on smartphones that have an android operating system. Below view can be seen in this application there are two important entities that send data and receive data or can be said by consumers and sellers (Figure 5).
The Application above contains attributes of commodity names, prices, locations, and the number of vegetables purchased in units of Kilograms and there are buttons to send data and save data. This application is the same as the application described above, this application is present to provide solutions to overcome the stability of commodity prices in Indonesia. With this application is expected to cut the pattern of distribution of agricultural products so that farmers get more profits and the prices purchased by consumers decline (Figure 6).

![Figure 6. Display Website https://limakilo.id/](Image)

Initially SiKumis was a B2B e-commerce site for industrial agricultural equipment, livestock, and fisheries. But, now turned into a market platform for agriculture, farming, fisheries and SME Agri which involves farmers to jointly market their commodities online (Figure 7).
Based on the above applications it turns out there are quite a number of online markets that become e-commerce development for the sale of agricultural products in Indonesia has been very much but human resources in agriculture cannot necessarily use technology. This is a new business opportunity which will be developed because maybe products agricultural are rather difficult send for with long delivery times, yonder will may be for developments of agricultural product for sale online which creates new business opportunities.

4. Conclusion

Technological developments makes numerous new business opportunities and human resources more capable about technology. Although agriculture has existed for a long time but must keep up for the current development so as not to be left behind and have more business potentials. With e-commerce, it is easier for consumers to buy high-quality agricultural products and make payments easier.

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