Effect of E-Business on Unemployment in Indonesia

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Abstract. The purpose of this research is to analyze the influence of online business on unemployment in Indonesia. The method used in this research is the descriptive method, to present a complete situation and see cases that occur in Indonesia. The results of this study indicate that this online business can reduce the number of unemployed people in Indonesia. And that is, we find that almost 40% of unemployment in Indonesia is reduced. This is because many Indonesians try to do business online. Of course this online business can have an effect against unemployment in Indonesia.

1. Introduction
Business is an activity carried out by individuals or organizations that involve production, sales, purchase, or exchange of goods/services, with the aim of obtaining profits or profits [1]. Online business is a busy activity or activity carried out by a person, group or organization on the internet network with the aim of making a profit for those who carry out the activity or activity. Unemployment is a person who does not have a job, complete people who do not work and are looking for work. This online business can reduce unemployment in Indonesia because, someone who does not have a job if they have an initiative for a business, they might use the online business, especially now that this online business is rampant.

Griffin and Ebert stated, "Business is all those activities involved in providing the goods and services needed or desired by people". In this sense business is an activity that provides goods or services needed or desired by consumers. It can be carried out by company organizations that have legal entities, companies that have business entities, or individuals who do not have legal entities or business entities such as street vendors, stalls that do not have a Business Place Permit (SITU) and Business Place Permit (SIUP) and other informal businesses [2]. According to Brown and Petrello, Business is a institution that produces goods and services needed by the community. If the needs of the community increase, then the amount of production is increased to meet all the needs of the community while earning a profit [3]. According to Merriam Webster, Business is an activity of making, buying or selling goods and services which are then exchanged for money; work or activity that is part of work; Number of activities that have been completed by a store, company, factory and others [4]. In the book New Entrepreneur Orientation explains that online business is an activity or work done by individuals/groups to benefit from using the internet network [5]. According to Jasmadi and Solusindo, online business can also be used for a community. An online business can be interpreted as a place to share information where you can contribute your ability to create a solid community through the internet [6]. According to Dedik Kurniawan, online business is an activity that uses internet network facilities to do all activities that can be done online such as business, lecture lists, searching, stalking, searching for news etc. [7]. As for the
definition of online shop, is a process of buying goods or services through the internet where between sellers and buyers never meet or make physical contact where the goods being sold are offered through display with images on a website or virtual shop. After that the buyer can choose the desired item to make payment to the seller through the bank account in question. After the payment process is received, the seller's obligation is to send the buyer ordered items to the destination address [8]. Based on the book by Haubl and Thrifts entitled Customer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids, it is explained that the notion of online shop or online shopping is a buying and selling activity carried out by consumers through a computer interface as a basis, through the computer consumers are connected to the internet and interact with more retail online stores that sell traded products and services [9]. And also Online Business is a business that is run online on the internet (e-commerce). The principle is the same as running an offline business, there are products, there are services, there are added values that need to be sold in order to make money. But the difference is, the business is run online on the internet. Marketing is done through the internet and the buyer is obtained through the internet [10]. Online business is something of business activity both services and products offered through internet media ranging from joining, negotiating to transaction activities [11].

2. Method
This research uses descriptive method to find out related variables online business and unemployment in Indonesia and using previous research related to online business development and unemployment. So that it can analyze how much influence online business has on unemployment in Indonesia.

3. Results and Discussion
This online business has a major influence on the Indonesian economy. As a new economic sector, online business in Indonesia has a tremendous impact on the traditional mindset of Indonesian society. Indonesia as a developing country seeks to increase its economic growth, of course, requires a new economic sector. And online business is one of the new economic sectors. The rapid development of online business can make it easier for people to start a new business. Because in online business does not require a large fee to make a place of business. So that even with small capital we can start the business. We do not need to bother going to work, we can do it anywhere using a computer or smartphone that is connected to the internet we can easily do the business [12]. With this online business, in general it has helped improve the economy of the community. Although there are some negative sides in online business, the benefits are far more and can be felt by many people. Basically online business plays a role in improving the economy of the community. So it is not surprising that online business is growing rapidly and is becoming popular in modern society.

The existence of this online business can reduce unemployment in the country of Indonesia because, someone who does not have a job if they have an initiative for a business they might use the online business, especially now that this online business is rampant (Figure 1).

Figure 1. An online business can reduce unemployment in Indonesia
In looking at the relationship between economic indicators and currency movements, always remember that the keywords here are "inclined". That is, the principle revealed in the relationship between the two aspects does not apply absolutely. The US dollar can still strengthen even though the indicator of the unemployment rate is higher than expectations or vice versa if there is another fundamental framework that influences demand for the USD.

The unemployment rate indicator is only one part of the fundamental analysis that has not been true - true can be used to predict the direction of prices (Figure 2).

![US Unemployment Rate](image)

**Figure 2.** The US dollar can still strengthen even though the indicator of the unemployment rate is higher than expectations or vice versa.

Social media is an online media that can be used by anyone, whenever and wherever you are. As long as facilities support, social media can be achieved. The fact is that everyone in the world today cannot be separated from the name of social media. Everyone uses social media for various purposes both for work, chatting with family or friends, meeting old friends and reunions even for business.

As a medium that can be accessed by many people, business people make use of this to create a promotion strategy or strategy for businesses that can be said to be free of charge. The only thing that is needed is the facility fee and labour that only works. But the rest? Of course it is free and does not need any permission. So, since the use of social media is rampant, businesses also use it for their business interests (Figure 3).
To start an online business also need to learn it first, what things are will be carried out when conducting online business (Figure 4).

Various types of online businesses (Figure 5):

1. Dropship
Dropship is a system of buying and selling, where the seller sells someone else's product without having to put the item in question. He only focuses on offering these items to his customers. If there is a buyer then he will ask the owner of the item (supplier) to send the item to the buyer. Drop shippers are called drop shippers, in traditional terms known as brokers. So the drop shipper is actually the same as a broker in offline. The advantages of this business, you do not need big capital. So this business is perfect for beginners.
2. Affiliate Marketing
Affiliate Marketing is selling other people's products with a profit-sharing system. This business is similar to dropship, but it is more simple. The difference is if you dropship, you still need to take care of ordering goods to the supplier to be sent to your customer if the affiliate only uses a link. When there are people who are interested in buying the product through your link, then you will benefit. The supplier also automatically knows that the purchase of the product is through your link (Figure 6).

3. Reseller
This business is also similar to dropship. The difference is in the stock of goods. A reseller must have a stock of goods purchased from a supplier. To get a cheaper price from an automatic supplier, the reseller must buy in large quantities (Figure 7).
4. Sell your products online
Online shop is in principle the same as a conventional shop usually offline. The seller makes a shop on Instagram, website, or marketplace (tokopedia, bukalapak, shopee, etc.), then installs all the merchandise there complete with photos, specifications and prices. Prospective buyers can see the desired item. Online trading is characterized by virtual bank payments.

5. Reseller Domain and Hosting
This business also does not require a lot of capital. business can be run according to the ability of the bag. can be a domain reseller and hosting or a domain and hosting server. Domain and hosting needs are increasing, along with public awareness of official domains and hosting. This opportunity can be utilized by way of raising awareness of the importance of official, safe and friendly platforms and hosting of course. Awareness can be made of free blogger users.

6. Website SEO Services
It is a help service to increase a website's traffic. In essence, this business offers services to make a website look good by Google so that it is placed on the first page and the first line. If the content of an article is already in the first line automatically there will be more visitors. This business requires a thorough understanding of Google's search engine algorithms. if do not have quality SEO skills, take the wrong step, visitors to the client's website will not go up but instead are indexed by Google.

4. Conclusion
The online business makes it easy for someone to have a job. They can run this online business from anywhere and at any time. Of course this online business is very influential in reducing unemployment in Indonesia. Also, also this online business provides a more comfortable feeling for people to do online shopping and no need to leave home using only cell phones and the internet can all be done quickly and efficiently.

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