The Influence Of IOT (Internet Of Things) Against Industrial Development In Tanah Abang Market

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Abstract In the current Millennial era the economic development of a region is strongly influenced by technological developments, millennial words always appear in every public conversation that exists in the Indonesian society, both in terms of education, economy, culture and religion, always highlighting the important role of the millennial generation. Not separated from technology Digital lifestyles also affect the types of jobs, many new jobs emerge that are compatible with the millennial era. The work that is desired by the current generation is a more exciting job than the generation of old. Such as Online shop, Online Transportation, You tuber, or Online Business Program, this term we may often hear lately. But did you know that now an online business is one industry with potential business potential. This happens along with the times.

Key Words—IOT (Internet Of Things), Transportation online, Business Online, E-commerce, Driver online

1. INTRODUCTION
In this fast-paced world, we are required to be more creative in life. So we as millennial generation must be able to utilize and use social media well. In this millennial era we cannot separate from the internet. In fact, the internet is now part of the lifestyle. Especially if it’s not called the digital lifestyle. Since there is an internet network connection that can be easily obtained, it helps our lives become easier. And that is one of the reasons technology was created to support daily activities. Surely there are many internet roles that help in everyday activities. Online business, this term maybe we often hear lately. But did you know that now online business is one of the industries with very potential business potential. This happens along with the times, which at this time the trend with online shopping that is rife applied by people around the world, including Indonesia. From this, many companies that initially applied the business offline then flocked to explore online businesses. Online business is also attached to what is called Production Distribution and Consumption, By Mastering These Three Elements, of course the Profit Margin is getting more leverage. In the current digital era Distribution also uses the development of Technology, namely Online Transportation, for example, such as (Go-send, Go Food, Grab Food and Grab send). With the existence of online transportation in distributing goods, it certainly makes a profit for online merchants both in terms of energy, time and cost. And also many promos that are given by online transportation owners, making it attractive for consumers to use online transportation as a medium to distribute a product. Because in an online business does not require a large cost to create a place of business.

2. FRAMEWORK
The following Framework for Thinking to create a Journal. The framework is divided into 2 for online business analysis and online transportation analysis. For Online Business refers to Urban Social and Economic Tanah Abang Market Area, While for Online Transportation refers to Tanah Abang Market Infrastructure.
3. RESEARCH METHOD
The research method used is descriptive qualitative arising from difficulties in finding primary data. And a short time. By conducting Building maintenance and traders interviews in the Tanah Abang market.

1) Data Collection Method
   • Literature review
     Literature study aims to collect scientific data and information, in the form of theories, methods, or approaches that have ever been developed and documented in the form of books, journals, manuscripts, notes, historical records, documents, etc. Contained in the library. According to Nazir (2005: 93) states that the study of literature or study of literature, apart from looking for secondary data sources that will support.

     • Field observation
       According to Kriyantono (2008: 106) said that the method of observation is an activity of observing directly without the mediator of an object to look closely at the activities carried out by a particular object. In this case the authors visited the research location by bringing field instruments that had been prepared. After that, an instrument was identified and filled in regarding the indicators of the slums located at the location. Do not forget the findings are documented as authentic evidence and additional data.

     • Interview
       Interviews and questions and answers were conducted on visitors and traders of the Tanah Abang market by using verbal questions to related parties that were representative and considered to be able to complete the related data.

4. RESULTS AND DISCUSSION
   The following are the questions needed to conduct an analysis in the Tanah Abang Market area.
1) The Effect of online business on sales in Tanah Abang Market

Research in the area at Tanah Abang Market through interviews, interviewed resource person named Fei Fei, the shop is located at Metro Tanah Abang 2 Blok B No. 137 with the shop Meru Meru. According to business informants online, it is quite influential in the sale of Tanah Abang Market, in terms of price. Because prices are increasingly competitive, and consumers are increasingly critical to find prices because E-commerce is a price comparison and benchmark to find good prices in conducting the Negotiation process.
And also many stores that switch functions to make 2 sales methods from Conventional Stores and online stores. Even for the occupancy of the Tanah Abang kiosk, it is not very influential because it uses a contract transfer system if the store goes bankrupt.

Tanah Abang still has a high level of catch market so that the kiosks / shops are still full. As for the increase in rental prices according to sources for the annual rental price of Tanah Abang kiosks always increase and are not influenced by online business.

2) Effect of Online Transportation on Tanah Abang Area
According to a resource person Congestion in the Tanah Abang Market area due to street vendors, lack of parking lots and the existence of Online Transportation that likes to wait in the Tanah Abang area for waiting for a call in the application.
And one of them is Grab. And from the Jakarta Smart City data it is reported that the words that are often reported are "Ngetem" both Apparatus, Angkot, Motorcycle, station, and Grab, because we discuss online transportation proves that Ojek Online also affects traffic congestion in the Market area Tanah Abang is due to wait for an order call, and also a motorcycle taxi station in the Tanah Abang market area refuses to share parking space with an motorcycle taxi online.

![Traffic source diagram due to motorcycle taxi](image1)

3) **Effect of online business on the management Tanah Abang Market**

From the results of the Interview, the Management responded to the online digital business by bridging Conventional Stores that have difficulty in creating an Online Store by providing the Web to Sellers with Results Sharing Namely with Tanahabang.com. So that conventional stores by including products and prices into the web.

![Web Tanahabang.com](image2)

4) **The influence of online transportation on the management Tanah Abang Market**

For Online Transportation, the Manager will work closely with the DKI provincial government to provide a Special Parking for Ojek Online and will do a rearrangement for the Tanah Abang Market area. Traffic Engineering will also be applied. And a free shuttle bus will also be provided to the Tanah Abang Market area. So that mass transit mobilization is fulfilled in the Tanah Abang Market area.
5. CONCLUSION

The developments that occurred in the millennial era are inseparable from Internet technology. Because with the Internet everyone is more easy and more quickly receive information and data. But it must be processed carefully in order to reduce the negative effects of the development of an era. An example of this is the Tanah Abang Market area, Infrastructure that is not ready to accept the times, so there are many problems in the Tanah Abang Market area that affect the flow of traffic around the area.

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