

Socialization of The use of E-Commerce to Increase Student Income in Indonesia

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ABSTRACT

Penulis melaksanakan program penjangkauan ini di beberapa SMA yang paling berpotensi dan paling cepat memahami pemanfaatan e-commerce untuk meningkatkan pendapatan. Sekolah-sekolah tersebut antara lain MAN 2 Malang, SMAN 1 Pasundan, SMKN 1 Banten, dan SMAN 2 Medan. Penulis yakin bahwa ketujuh materi ini sangat penting bagi peserta program penjangkauan ini. Ia berharap materi ini dapat dimanfaatkan secara efektif dan akan menumbuhkan generasi muda yang lebih kreatif dan mandiri. Lebih lanjut, ia berharap program penjangkauan ini dapat memicu lahirnya wirausaha muda di negeri ini dan mengatasi masalah pengangguran yang ada saat ini.

The author conducted this outreach program at several high schools with the most potential and quickest grasp of using e-commerce to increase revenue. These schools include MAN 2 Malang, SMAN 1 Pasundan, SMKN 1 Banten, and SMAN 2 Medan. The author believes that these seven materials are crucial for the participants of this outreach program. He hopes that this material will be utilized effectively and will foster a more creative and independent younger generation. Furthermore, he hopes this outreach program will spark the creation of young entrepreneurs in this country and address the current unemployment problem.



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INTRODUCTION

E-commerce is any form of trade in goods and services using electronic media. E-commerce conducts trade activities solely through a single public network, the internet. The growth of e-commerce in Indonesia is driven by the rapid development of information technology, particularly the internet. Through e-commerce, companies or groups can reach out globally to market and communicate their products or services without being limited by regional boundaries. The existence of e-commerce can directly create a virtual market without any face-to-face meetings. One thing that needs to be understood in implementing e-commerce to market a very important product is information. The arrival of e-commerce is the answer to the modern human lifestyle that demands convenience and speed in all areas. Therefore, it can be concluded that e-commerce is a transaction process without a meeting between sellers and buyers within regional boundaries, but rather is carried out online (Rahmati 2009).

Currently, one of the fastest-growing e-commerce platforms in Indonesia is Shopee. Shopee is an online shopping platform offering a wide variety of products, including electronics, household goods, clothing, accessories, fashion, and more. Besides offering a wide range of products, another advantage of Shopee is that buyers can return items if they receive something that doesn't match their order. Buyers

can also easily find items in the search bar by simply entering the name of the item they're looking for, and Shopee also offers free shipping (Hasniar 2024).

Compared to offline marketing channels, the e-commerce phenomenon can have positive and negative impacts (Lili Rahmawati 2023): 1) Positive impacts: a) Can provide services without any time limit of 1 x 24 hours b) It is more practical to determine and choose similar products that are desired because there are many stores that sell the same products without having to arrive at the store in person. c) No need to leave the house (stay at home). d) Allows customers to search for goods at cheaper prices. 2) Negative impacts: a) E-commerce offers convenience in the process but it actually makes consumers behave consumptively b) E-commerce can cause wasteful behavior because quality products and low prices make consumers addicted to shopping. E-Commerce Indicators according to Budiarti and Rerung are as follows: 1) Benefits of using e-commerce The benefits of e-commerce are related to the various benefits that consumers will get from using e-commerce such as saving time, comparing products and prices accurately and cross-regional purchases: a) Saving time With e-commerce, consumers can save time shopping, this is because consumers do not need to come to the store directly, just by checking the items needed then ordering, then the goods will be sent directly by the online store owner. b) Comparing products and prices accurately With e-commerce, consumers can compare many products at once, by searching for the same product in different stores or companies without having to come directly to the store. By using e-commerce, consumers can also compare products and prices from various different stores via their computers or smartphones. c) Cross-regional buyers With e-commerce, consumers can buy goods or services from outside the city without having to go outside the city. 2) Characteristics of e-commerce transactions The characteristics of e-commerce transactions are related to the diversity of goods provided on e-commerce, ranging from borderless transactions, anonymous transactions and intangible goods products: a) Borderless transactions Geographical boundaries do not prevent large or small companies from going international. With the sophistication of the internet, national boundaries (space and time) no longer exist. Sellers can easily find buyers all over the world in just seconds, and vice versa, buyers can access the desired products anytime and anywhere. b) Anonymous transactions This is certainly different from traditional buying and selling transactions, where buyers and sellers must meet directly. With e-commerce transactions offered, sellers and buyers do not have to meet face to face, data does not require real identity as long as payment has been authorized. c) Intangible goods products The products sold on e-commerce are very diverse, not only tangible goods but e-commerce also sells intangible goods such as credit.

The benefits of E-commerce can be felt by all those involved in it. The benefits of E-commerce are as follows (Fatmawatie 2022): 1. Benefits for companies: a) Expanding the reach of business actors b) Reducing operational costs 2. Benefits for consumers: a) Allows customers to shop or make other transactions 24 hours a day. b) It is more practical to determine and choose similar products as desired because many stores sell the same products without having to come to the store in person. 3. Benefits for residents: a) Allows people to work from home and not have to leave the house to shop. b) Allows people to find a number of goods at a cheaper price so that people who cannot afford to buy can buy cheaper by adjusting their income and get more so they can improve their standard of living.

E-Commerce (Electronic Commerce) is a rapidly developing technology for the purchase and sale of goods and services through electronic networks such as the internet. E-commerce is a way of shopping online that is indeed in line with the presence of the internet in our lives. Many people benefit from the convenience of doing business through the internet. According to David Baum, the standardized and mutually agreed definition of E-Commerce is "E-Commerce is a dynamic set of technology, applications, and business processes that link enterprises, consumers, and communities through electronic transactions and the electronic exchange of goods, services, and information." E-Commerce is a dynamic set of technology, applications, and business processes that connect companies, consumers, and certain communities through electronic transactions and the trade of goods, services, and information conducted electronically. Thus, it can be concluded that E-Commerce is the process of buying and selling services or products between two parties via the internet (Commerce-net) and a type of electronic business mechanism with a focus on individual-based business transactions using the internet as a medium for exchanging goods or services either between agencies or individuals with agencies (NetReady) (Fatmawatie 2022).

E-commerce is fundamentally beneficial for all groups, creating new jobs, increasing income, expanding businesses, and so on. One such group is students. The author believes that if students utilize e-commerce effectively, it will lead to increased employment and income. Based on this, this article aims to summarize the author's outreach material to a number of students in Indonesia.

METHOD

The author conducted this outreach program at several high schools with the most potential and quickest grasp of using e-commerce to increase revenue. These schools include MAN 2 Malang, SMAN 1 Pasundan, SMKN 1 Banten, and SMAN 2 Kota Medan. Based on this, the following are the findings, solutions, and problems identified in this article.

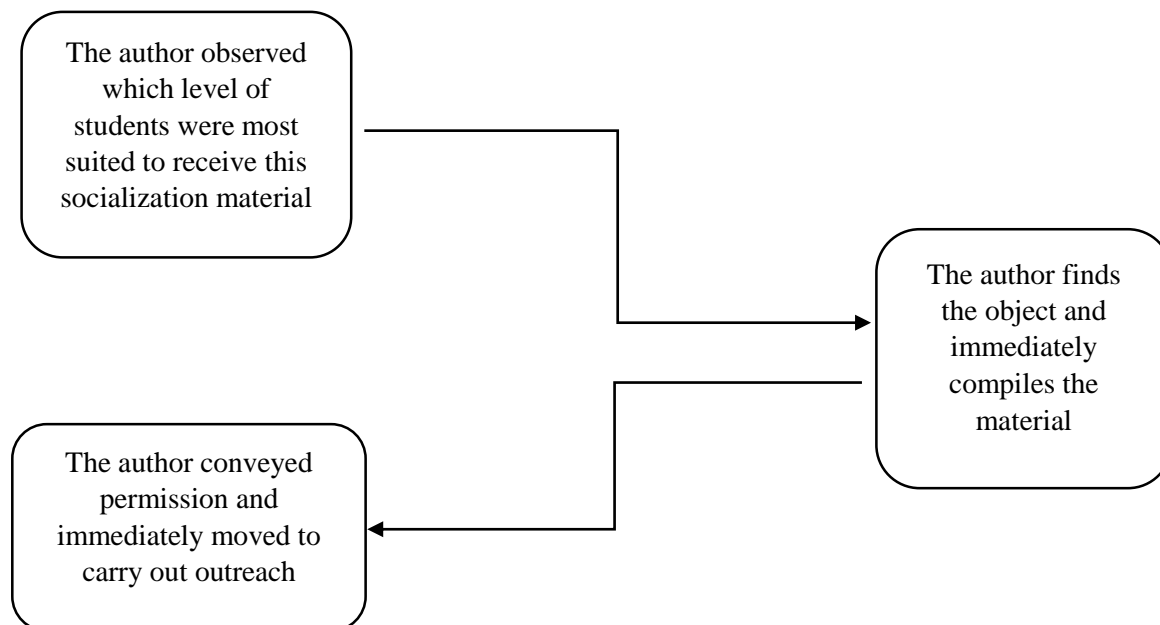


Figure 1. Finding Solution and Problem

RESULT AND DISCUSSION

E-Commerce

E-commerce is any form of trade in goods and services using electronic media. E-commerce conducts trade activities solely through a single public network, the internet. The growth of e-commerce in Indonesia is driven by the rapid development of information technology, particularly the internet. Through e-commerce, companies or groups can reach out globally to market and communicate their products or services without being limited by regional boundaries. The existence of e-commerce can directly create a virtual market without any face-to-face meetings. One thing that needs to be understood in implementing e-commerce to market a very important product is information. The arrival of e-commerce is the answer to the modern human lifestyle that demands convenience and speed in all areas. Therefore, it can be concluded that e-commerce is a transaction process without a meeting between sellers and buyers within regional boundaries, but rather is carried out online (Rahmati 2009).

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There are three aspects of its advantages, namely (Malau 2017): 1. Advantages for Organizations: a. Can expand the market to the Global / International level. b. Reduce the cost of manufacturing, distribution, retrieval and management. c. Increase the company's brand. d. Can provide better customer service. e. Accelerate and efficiency of business processes. 2. Advantages for Customers: a. Can provide services without any time limits 1 x 24 hours. b. Able to provide choices and speed in delivery. c. Customers can compare prices with each other. d. Can provide reviews and comments related to the product. e. Can provide information faster. 3. Advantages for the Community: a. No need to travel in buying and selling / ordering activities. b. Can reduce product costs, so that prices should be more affordable. c. Can assist the government in providing public services.

Therefore, in this article, this socialization is related to the use of E-Commerce in increasing the income of a number of students in Indonesia. Income according to Theodorus M. Tuanakotta (2000: 152) quoted from (Philip 2015) in the book "Accounting Theory" says that "Income is generally defined as the result of a company. Revenue is the lifeblood of a company. So important that it is very difficult to define income as an accounting element itself". (Income is generally defined as the result of a company. Income is the lifeblood of a company. So important that it is very difficult to define profit as an accounting element itself). Income according to (Malau 2017) is the total income earned by residents during work activities within a certain period. Income can be divided into several classifications, namely: first, personal income is all types of income received by the community without doing an activity. Second, disposable income is personal income minus taxes and must be paid, the remainder of the new income is called disposable income. Third, national income is the value of all goods and services produced in one year by a country (Kotler 2017). Adapun e-commerce yang penulis sosialisasikan Adalah sebagai berikut:



Figure 2. Socialized E-Commerce

The three stages that researchers socialize because they are included in one of the largest E-Commerce in Indonesia. The "2025 Internet Penetration and Internet Usage Behavior Survey" was recently released by the Indonesian Internet Service Providers Association (APJII). This survey involved around 8,700 respondents in 38 provinces in the country. From this survey, it was found that Shopee had a user access share of 53.22 percent of the total respondents, up from 41.65 percent in 2024. Then under Shopee, there are TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace which each had a user access share of 27.37 percent, 9.57 percent, 9.09 percent, 0.29 percent, and 0.25 percent throughout 2025. The materials that the author mentions in this article include the following::

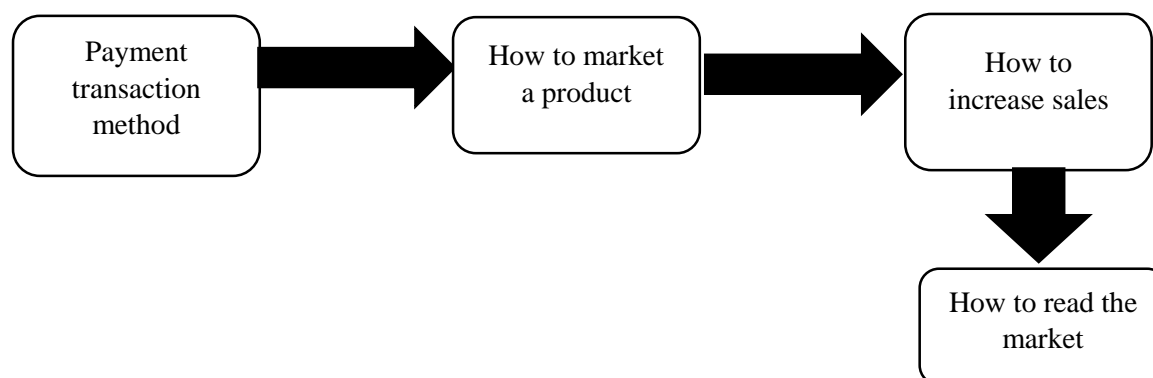


Figure 2. Socialization Material

The author believes that these seven materials are crucial for the participants of this outreach program. He hopes that this material will be utilized effectively and will foster a more creative and

independent younger generation. Furthermore, he hopes this outreach program will spark the creation of young entrepreneurs in this country and address the current unemployment problem.

CONCLUSION

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THANKS WORD

The author expresses his deepest gratitude to all parties involved in the preparation of this article. In accordance with the author's goal, he hopes this service can spark the creation of young entrepreneurs by maximizing e-commerce to increase their income. The author also acknowledges any errors in the composition of this article and apologizes if any have offended others. The author welcomes constructive criticism and suggestions so that this program can continue to be beneficial.

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