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Analysis of E-business Utilization in Busami Chips SMEs

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A B S T R A C T

E-business is very influential in supporting entrepreneurship. Especially in carrying out business processes that are far more efficient and flexible so that they are easily accessible to various consumer segments whenever and wherever they are. The purpose of this article is to find out how to develop Busami Chips Small and Medium Enterprises (SMEs), one of the SMEs in the Prigen area, East Java which has been established since 2019. This research uses a qualitative approach. Based on the results of observations and interviews conducted with SMEs, the constraints faced were product marketing which was still very limited to direct marketing. This research aims to increase the understanding and skills of Busami Chips SMEs regarding marketing strategy with a touch of technology such as social media (Instagram and Tik-tok) and through the use of marketplace (Shopee) to help SMEs in marketing their product. The transformation of business into e-business gives SMEs a better understanding of consumer behaviour and preferences. This allows SMEs to reach more specific customers and market segments and to expand their market share. The results of this study show the effort of Busami Chips SMEs in increasing their business through the transformation of direct marketing techniques to e-business by utilizing social media and marketplaces.

Keywords: *Performance; Strategy; E-Business*

INTRODUCTION

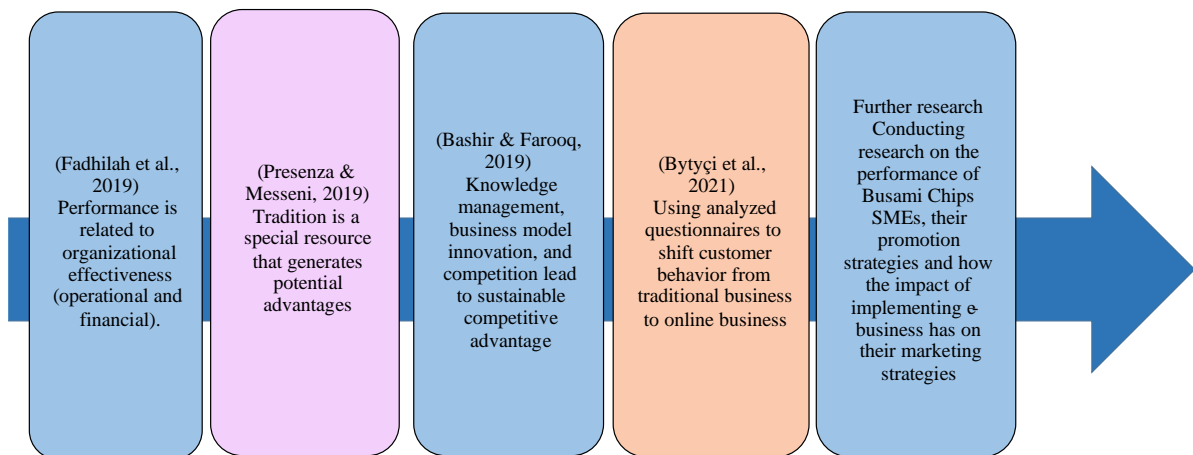
Since the arrival of the covid-19 pandemic, economic conditions in almost all parts of the world have experienced instability. Many restrictions on interacting directly have caused various conventional businesses to experience a decrease in revenue. This has caused many businesses to bankrupt. Therefore, in order to survive in these conditions, business person must transform to an e-business marketing model. Information and communication technology, which is growing at this time has had a very significant impact on various aspects of life, especially in the business world. E-business is one of the new ideas presented and quite popular in recent years. Especially during the covid-19 pandemic. The paradigm marketing is increasingly meaningful (Tong et al., 2020). Mobile marketing effects can optimize customer service (Andrews, 2016); (Ghose et al., 2019); (Chenxi Li et al., 2017). Mobile data applies machine learning algorithms, so that it can analyse network locations and maximize service to subscribers (Ghose et al., 2019); (Zubcsek et al., 2017). Through mobile media, customers can also tell their experiences better (Castelo & Thalmann, 2019); (Ciechanowski et al., 2018); (Huang & Rust, 2018) constituting a major source of innovation, yet threatening human jobs. We develop a theory of AI job replacement to address this double-edged impact. The theory specifies four intelligences required for service tasks—mechanical, analytical, intuitive, and empathetic—and lays out the way firms should decide between humans and machines for accomplishing those tasks. AI is developing in a predictable order, with mechanical mostly preceding analytical, analytical mostly preceding intuitive, and intuitive mostly preceding empathetic intelligence. The theory asserts that AI job replacement occurs fundamentally at the task level, rather than the job level, and for “lower” (easier for AI; (Leung et al., 2018). Research from (Grewal & Stephen, 2019) mobile devices have made it easier for consumers to review products and services in a timely manner. In practice, some UGC sites indicate if a review was posted from a mobile device. For example, TripAdvisor uses a “via mobile” label to denote reviews from mobile devices.

Content generated via smartphones is generally more emotional (Melumad et al., 2019). In addition, word of mouth content generated via mobile devices is more effective and concrete (Ransbotham et al., 2019). Social commerce and word of mouth are very effective promotions. Social commerce and word of mouth depend on the social commerce community and platform attributes (Goraya et al., 2021) this study develops a theoretical model that explains the indirect effects of two types of s-commerce attributes (community and platform.

In today’s trading world, especially in Indonesia itself, it is not limited by space and time. The world of commerce is required to be able to provide various services and goods quickly according to the needs of consumers following the increasing mobility of people. Transactions that use Internet media now appear to overcome this problem as a link between business people and customers quickly. Internetbased media, enabling users to participate in selling, buying,

comparing and sharing information related to products and services (Busalim & Hussin, 2016). Customers can react to social business models (Shen et al., 2018). Attraction through technology, and stimuli can support social commerce intentions (Hajli et al., 2017); (Zhang et al., 2014). Social Commerce is still a trend and is a new subsection of e-commerce (Hajli et al., 2017); (Lin et al., 2016). The attractiveness of technology and stimulation can create relationships through active communication and also have a positive impact on trust (Chia-ying Li, 2017); (Ortiz et al., 2017). This transformation into e-business is very important because technological advances in e-business will provide opportunities for businesses and business people to creatively be able to find and reshape strategies for the survival and sustainability of businesses (Al-Omouh, 2022). E-business also supports performance to be more competitive (Zhu et al., 2020). E-business in SMEs also requires more resources than traditional (Neirotti & Raguseo, 2016).

State of The Art



As for the state of the art of this research, it begins with research which shows that company performance is always associated with organizational effectiveness. Business performance is part of operational performance and financial performance, both of which are part of organizational effectiveness (Fadhilah et al., 2019).

Tradition is a special resource that generates potential advantages both in terms of creating and capturing value, which are sought after by customers (Prezenza & Messeni, 2019). Research from (Bashir & Farooq, 2019) shows that knowledge management, business model innovation and competence have a relationship that leads to sustainable competitive advantage. While there is research that shifts customer behaviour from traditional business to online business in Western Balkan Countries, namely in the regions of Kosovo, North Macedonia, and Albania, using the questionnaire analysed (Bytyçi et al., 2021) we also consider that this situation is affecting the personal consumption expenditures in case of Kosovo (Ziberi, Rexha, & Gashi, 2021).

Busami Chips is one of the small and medium enterprises (SMEs) located in the Prigen area, East Java. This SMEs has been running for more than three years, i.e. since 2019 until now. Like other businesses during the Covid-19 pandemic, this SMEs also had to fight hard to survive in these difficult times. Since its inception, Busami Chips SMEs has carried out its business processes in a conventional or still traditional way, namely direct marketing and depositing its products in the nearest stalls. This still traditional marketing technique makes it difficult for the Busami Chips business to develop. Especially during the period of implementing large-scale social restrictions, almost every social activity must be carried out online.

The urgency in this research is to be able to increase the role of e-business which will provide hope for Busami Chips SMEs in the midst of the difficult conditions they are currently facing. The development of e-business will have a major impact on the marketing model carried out by Busami Chips SMEs. Marketing techniques that were originally only traditional will be changed to digital marketing. Social media and marketplace will be used to improve marketing strategy. In addition, with the increased understanding and skills of Busami Chips SMEs related to marketing techniques through the use of e-business, it is expected to be able to improve the performance of Busami Chips SMEs in carrying out their business processes.

Based on the description of the background that has been described above, there are several formulations of the problem to be examined in this study, namely: First, to analyze how the performance of Busami Chips SMEs. Second, to measure the effect of e-business on the promotion and growth of the Busami Chips business.

RESEARCH METHODS

Research Sites

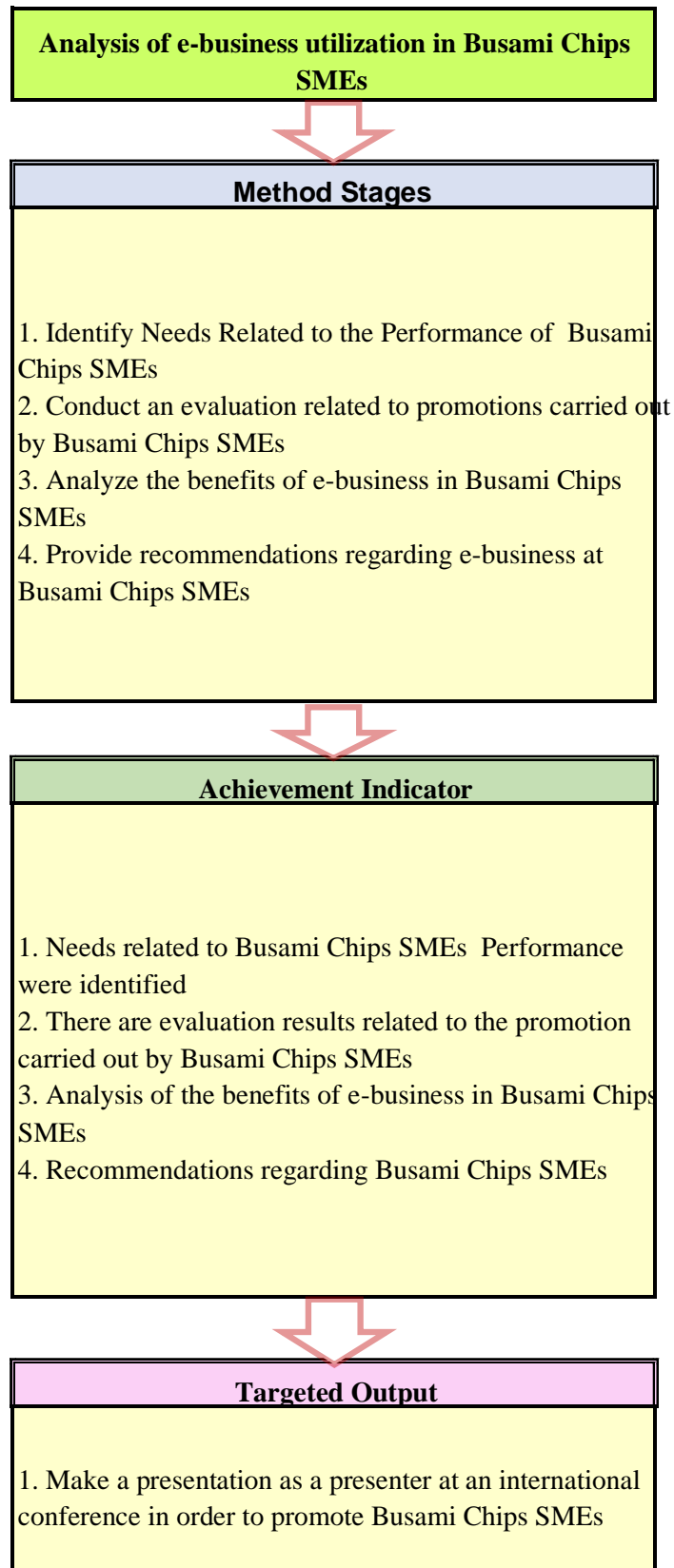
Small and Medium Enterprises (SMEs) Busami, Prigen, East Java.

Research Time

The time of this research was conducted in December 2022 until Completion.

Stages of the Research Method

STAGES OF THE RESEARCH METHOD



This research uses a qualitative approach, because it wants to solve problems related to improving the performance of Busami Chips SMEs and the use of E-business in developing product promotion strategies. The instruments in this study were UKDC lecturers and several students whose role was to design research concepts, frameworks, object determination, data collection, resource persons, data analysis and model formulation. The sample data source in this study is Busami Chips SMEs which runs a business in the form of selling chips with traditional marketing techniques. In the sample, the number of people was not determined, but the extent to which people were able to explain various aspects related to performance and the promotion and use of e-business for the Busami Chips business. The variables observed were the performance, promotion and utilization of e-business against Busami Chips SMEs businesses.

RESULTS & DISCUSSION

Busami Chips SMEs Performance

Measures to determine the achievements that have been produced by a company or organization from activities related to the marketing of a product as a whole or known as marketing performance. A study shows that performance has a very positive impact on retaining existing customers and getting new customers (Al et al., 2017). Based on the results of the study, it shows that the performance of SMEs Chips Busami still has many shortcomings. Some of the drawbacks of this performance are the production of chips which still uses traditional equipment such as wood stoves, unattractive plastic packaging and the product packaging process which is still manual.

In addition, the main problem in the performance of SMEs Chips Busami is related to the process of recording SMEs finances. The recording of financial reports is still combined with personal financial records. Therefore, researchers provide advice and training related to recording SMEs financial reports. The Financial Accounting Standards Board has established Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP) which will facilitate and assist Small and Medium Enterprises (SMEs) in presenting financial report records (Lutfiaazahra, 2019).

In line with this, the comprehensiveness of marketing performance measurement systems as well as the extensive marketing literature helps drive market alignment and market knowledge. It also denotes the company's marketing efforts to influence its market and economic performance through the formulation and implementation of specific patterns regarding the deployment of resources designed to achieve the goals of the target market (Morgan et al., 2018).

Evaluation of the promotion of Busami Chips SMEs

Evaluation of promotions carried out by Busami Chips SMEs shows that SMEs do not promote their products. Products made by SMEs are only marketed in that area. The production volume is large but the marketing is very limited.

Promotion is currently a very crucial part in developing a business. Especially in the all-digital era, promotional techniques are more varied and easy to use for business continuity. This is in line with research which states that operationalization in business really requires high creativity and is always adaptive to change. The movement of increasingly complex business competition makes creativity a must that can be carried out by business people.

The Benefits of Implementing A Promotion Strategy for Busami Chips SMEs Products by Utilizing E-business

Nowadays, there are still many businesses with marketing strategies that are still traditional. Buying and selling transactions are only carried out directly on the spot. This is also still happening in SMEs Chips Busami. The promotion technique used is still very traditional. Responding to the rapid development of technology, this method is no longer effective and very out of fashion. As for a study states that knowledge, skills, innovation and competence are now factors that greatly influence the success of entrepreneurs today. It was found that successful entrepreneurs do not rely on traditional approaches (Al Lawati, 2017).

However, there is research that suggests that companies should not ignore the conventional practice of personal interaction with customers. In conventional marketing strategies which are generally emphasized in the communication aspect (Liu et al., 2019). Therefore, as a recommendation from researchers to make the most of social media to increase promotion. Through making social media promotions, sales performance can increase and brand strength gets stronger.

Extraordinary and quite rapid developments regarding the development of the business environment, it is the obligation of almost every company and organization in its various business activities to be able to keep up with this growth, especially investing in information technology and utilizing it for survival and competition in the market. A study offers a recommendation and advice in terms of the potential benefits of implementing efficient and effective e-business application software to achieve operational excellence and sustain it. This study also shows that the implementation of sustainable software has a beneficial impact on company achievement and performance (Sokiyana & Aqel, 2020).

Based on the results of research (Nizar et al., 2021) stated that e-business has has resilience in the business world and can significantly have a positive impact on economic growth. The conclusion of this study explains that e-business is an economic sector that will continue to grow rapidly in the future. The need for the availability of a complete e-business database that

can be accessed by researchers, so that it will contribute ideas, in the discussion of e-business being able to play a role as business resilience and make a positive contribution to sustainable economic growth.

Online film marketing which states that Electronic word-of-mouth (eWOM) has a very important role for consumer decision making. A previous international product diffusion study has examined eWOM and cultural factors that influence consumer acceptance of new products (Chiu et al., 2019) but they have not adequately compared the differences in these factors between the USA and China. Therefore, the purpose of this paper is to compare the impact of eWOM on consumer choices in China and the USA. The authors addressed the following questions: What are the cross-cultural differences in consumers' eWOM behavior between the USA and China: Which genres of Hollywood movies have better cross-culture predictability in terms of box office performance; and What factors affect the success of Hollywood movies in entering the Chinese market? Design/methodology/approach: Real eWOM data were collected from two online movie review websites, IMDb.com (the USA).

In addition, research on the use of digital technology as a tool for adapting to a fast market will provide very useful insights into how the recommended strategies can be achieved by business actors. Utilization of alternative mass communication tools, such as social media will be very helpful. Understanding of this technology is very important for market adaptation, because the use of mass communication differs from one culture to another (Paul, 2020). A Related study also states that building brand awareness in a competitive market can take advantage of social media that functions well in advanced marketing conditions (Siddiqui et al., 2021). Not only utilizing e-business in running a business, a study also argues that creating online trust is also very important to support e-commerce transactions to be more effective and also to build relationships between organizations (Stouthuysen, 2020). Based on the description above, the researchers concluded that the use of e-business in businesses run by Busami Chips SMEs would bring significant changes to the performance and promotion of Busami Chips SMEs.

Recommendations regarding

Keeping up with digital developments that are increasingly rapid, it is important to take advantage of the use of electronic media in running a business and carrying out promotions. Not only to develop the business but also to be able to survive in the increasingly fierce market competition. There are many digital product promotion platforms that can be used by businesses. By utilizing e-business in running a business, product sales will increase because it can reach a wider market.

In addition, the transition from production tools that are still traditional to tools that are far more modern will be very beneficial for the production process of Busami Chips SMEs. The production process to the packaging process which takes more than one day can now be

completed in just one hour. The quality and durability of the product will also of course increase.

CONCLUSION & SUGGESTION

Based on the results of the research that has been carried out, there are several problems experienced by Busami Chips SMEs. The first is related to the performance of Busami Chips SMEs which is still inadequate in terms of production, packaging process, to product marketing. Then the next problem is related to human resources that are still lacking. This relates to how members of Busami Chips SMEs still lack knowledge regarding how to properly and correctly record SMEs finances. Due to the lack of human resources, Busami Chips SMEs keeps financial records combined with the owner's personal financial records. The next problem is related to the promotion carried out by Busami Chips SMEs. Promotion is still very less effective to increase sales. There is no special promotion other than doing word of mouth promotion which of course the coverage area is still very small, namely in that area only.

In an effort to respond to these problems, researchers provide advice and assistance to improve the performance of Busami Chips SMEs. The first concerns the production, packaging and marketing processes. Busami Chips SMEs is provided with assistance in the form of modern equipment that will assist in facilitating the processing of chips. Sealin that, this SMEs product also made a more packaging design to add value to this product. For financial recording problems that are still combined with personal money records, researchers provide training regarding how to record SMEs financial reports in accordance with standards set by the Financial Accounting Standards Board. To improve promotional strategies, researchers provide suggestions for utilizing social media which are currently quite a trend, such as Instagram and Tik-Tok. In addition, sales of chip products were carried out in the marketplace so that marketing could reach a much wider market coverage.

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