

# E-Commerce Implementation Training Provides Business Opportunities for the Young Generation in Medan Johor District

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## ABSTRACT

Following the COVID-19 outbreak, using technology to run a business has become essential for all business actors. increased economic expansion along with the arrival of the "digitalization 5.0" era. In the age of digitization, traditional in-person sales must give way to online sales through a variety of e-commerce platforms and marketplaces. The goal of this community service programme is to use e-commerce to improve knowledge and skills. The Medan Johor District Government and community service teams from the surrounding area are among the several stakeholders involved in this endeavour. This time, the service activities include: building strong customer communication and customer commitment applied in the selected firm; teaching e-commerce-based business skills in accordance with motivational direction acquired; and aiming to expand the knowledge of entrepreneurs. The purpose of these activities is to help district inhabitants in Medan, Johor, satisfy their financial demands by increasing their living income.

**Keywords:** E-commerce, Marketplace, MSMEs

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## 1. INTRODUCTION

The development in the era of globalization in 2023 is a system that plays a very full role which is commonly used by the public in communicating, of course with the existence of sophisticated technology in the field of communication such as E-Commerce [1][1,2]. Several studies use website-based applications to promote products and services [3, 4, 5, 6]. Matter It cannot be denied that anyone in everyday life depends on the internet which is used as a network to connect the communicant to the communicator in conveying the message they want to convey quickly and efficiently. E-commerce is also a part of the network that people always use to create activities, whether activities in the form of business or activities in the form of an organization and can also be used for promotional purposes business carried out [3,4,9]. The high daily economic needs of the community certainly makes people active in looking for ways to create one a business that is easy to run and easy to develop widely [11][12]. That matter is very strongly related to the e-commerce system that is currently in demand among people users both in business plans and in businesses operating in the field industry [13]. However, the obstacle in carrying out business is the users not being careful in creating an account to be used as a business liaison tool The selected [14]. For this reason, account users must be smart in following how to start a business using the e-commerce system directly. Facing the era of globalization and e-commerce based sales, it is necessary to increase human resources [15]. Increasing human resources greatly influences the smooth running of a program or the acceleration of the program provided [16]. Medan Johor District is one of the areas that has regions strategic for running a business. Medan Johor District toohas a relatively large number of people and has many locations recreation that is always visited by the community intensely and is always used a place of activity for mothers who have school reunion events as well teenagers who carry out learning activities together and hold meetings office work nearby[17]. This makes the District government Medan Johor conducted a review of the business opportunities that will be developed in the Medan Johor District area for the community especially those with low incomes. The Medan Johor District government is of course responding to thi requires experts who have the ability to be able to provide direction for work programs in developing a business or enterpriseaccording to the Medan Johor District



area. As for the experts who invited to provide direction in business development programs those who will be implemented are Mrs. Juniarti, S.E., M.M, Mrs. Kiki Farida Ferine, S.E., M.Si, Mr. Soulthan Saladin Batubara, S.E., M.Si. The role of the Medan Johor District government which is represented by employees who are tasked with providing direction to business actors, of course really provides positive things for business actors who take part training seminar which was opened in the Medan Johor District hall. As for programs this business or small and medium enterprise is certainly not easy to get implemented quickly, this program can certainly run as it is assistance from the speakers, namely several lecturers invited from Universitas Pembangunan Panca Budi in the city of Medan to be able to provide in the form of knowledge about business opportunities that suit people's abilities. If you want to open a business in the Medan Johor District area, how do you do it? create a business from a product that is easy to obtain and easy to be marketed and is also very popular with the public. This program of course It has been discussed by the Head of Subdistrict and Mr. Sekwilcam together with the members The speaker is a lecturer with the aim of helping the community in creating financial coffers and managing family finances both in expenditure and income of residents through the use of e-commerce systems in Medan Johor District. The business actors being developed to increase the income of residents of Medan Johor District are more focused on business actors who are still young and have the ability to use technological tools in the form of cellphones that have advanced applications. This is done to increase youth who are still young but are able to have sufficient income helping their parents play a role in fulfilling the family's economic life.

Responding to various directions conveyed by government officials Medan Johor District together with the lecturers appointed as resource persons in e-commerce based business programs are those who have Ability to provide direction to carry out business e-commerce based is certainly not easy to deal with. As for the description of Partner problems that can be explained are as follows:

- a. Lack of training and skills in running a business based on e-commerce owned by residents of Medan Subdistrict, Johor increase income to meet the economic needs of life.
- b. Lack of motivation among residents in choosing the right business in improving family opinion.
- c. Lack of strong communication in establishing relationships between people driving business towards customers who need it.
- d. Lack of attitude supported by high commitment to novice business actors to increase their opinion in fulfilling family living needs



Figure 1. Joint photo with Medan Johor Government officials



Figure 2. Implementation of Community Service



Figure 3. Training Participants

## 2. RESEARCH METHODOLOGY

### 2.1 Method Approach Offered

The approach method offered to solve the problem residents of Medan Johor District are doing community service with providing business training in e-commerce based, namely, as follows :

1. Teach training about choosing the right business on an e-commerce basis, especially in the culinary industry, namely making food light and how to market it.
2. Encouraging the form of motivation to the residents of Medan District Johor to have a strong desire to run the business chosen in entrepreneurship.
3. Teach good and useful communication attitudes towards the business carried out so that customers feel at home and served when purchasing business products.
4. Teach the characteristics of commitment in every job implemented to the final goal, namely the target of increasing income.
5. Evaluate the results of the implementation of each training activity, motivating entrepreneurship.

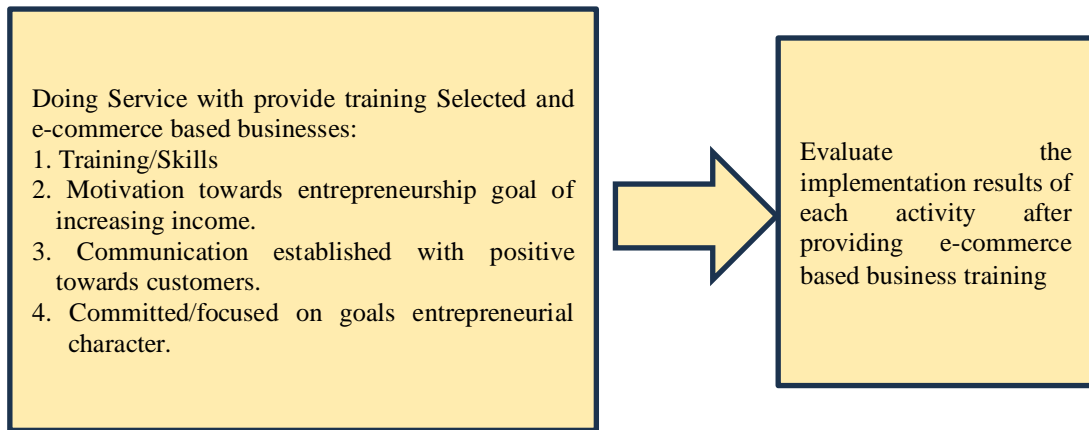


Figure 4. Approach Methods Offered

## 2.2 Work Procedures

The work procedures that support the implementation of the solutions offered are by conducting direct field surveys, then approaching them through interviews and finding problem phenomena. After conducting a direct survey and conducting socialization, an assessment of the problems found was carried out and provided solutions to be offered, and then a program of community service activities was developed by providing e-commerce based business training. Provides a comparison of the shapes of the various

The type of business that is of interest is in accordance with the abilities of citizens who are able to provide encouragement or motivation for good entrepreneurship using an e-commerce basis through internet application networks. Likewise, in carrying out its work, it establishes good communication with customers and is supported by the implementation of a strong commitment to the chosen business. And finally, evaluate all activities resulting from the training provided to residents of Medan Johor District.

The descriptions of work procedures can be seen in Figure 5. Below :

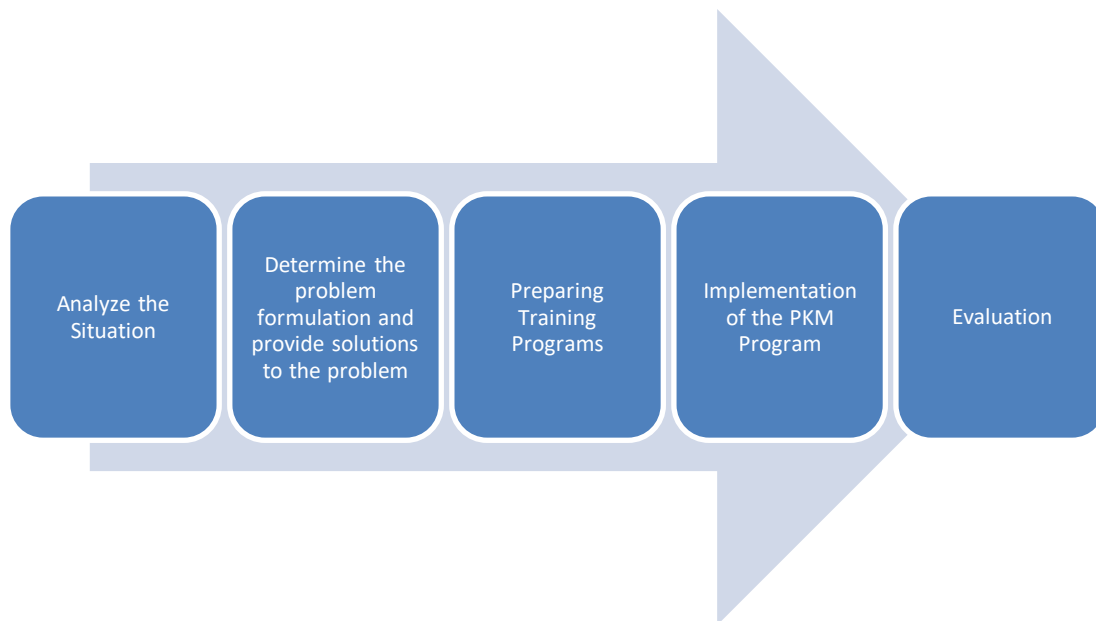


Figure 5. Work Procedures

The evaluation of the implementation of the service program will continue after the service activities have been carried out in the field, where an evaluation of the survey results will be carried out again with a follow-up plan for a good e-commerce-based entrepreneurship development program for residents of Medan Johor District with the aim of increasing family income to meet the family's economic needs.



### 3. RESEARCH RESULTS

This service is carried out using a presentation approach, question and answer and direct discussion with the residents of Medan Johor District, especially the connection between this service and the author's Resource Management course. Human, Human Resource Management and Marketing Management in an effort to increase living income to meet economic needs family. In accordance with the schedule, method and program implementation plan that have been determined, the sequence of activities and results obtained in this activity are: lecture and discussion with lecture material on E-Commerce Implementation Training to Get Business Opportunities for the Young Generation in Medan Johor District, delivered by Mrs. Juniarti S.E., M.M and Mrs Dr. Kiki Farida Ferine, S.E., M.Si and Mr. Soulthan Saladin Batubara, S.E., M.Si. In the lecture, there was dialogue or discussion and questions and answers between the service team and the training participants, namely residents of Medan Johor District. In this dialogue, participants received information and counseling about the importance of various skills in running a good e-commerce-based business for their chosen business so that they can be motivated. to increase family income. Furthermore, after the lecture and discussion activities, an MoU was signed between the sub-district head of Medan Johor District, represented by the Regional Secretary, namely Mr. Yoga Budi Pratama Irawan SSTP, M.Si.Penata Tk.I in following up on the results of the discussion agreement between the residents of Medan Johor District and lecturers to provide counseling and training.



Figure 6. Group Photo with the PKM Team

### 4. CONCLUSION

The activity of providing E-commerce Based Business Training to Residents of Medan Johor District through this service can be summarized as follows:

1. Residents of Medan Johor District need help to provide solutions to family income problems.
2. Residents of Medan Johor District really need motivation in entrepreneurship.
3. Residents of Medan Johor District really need direction in carrying out good communication in running the business they choose.
4. Medan Johor District residents need direction so they can focus on their commitment to running a business with character.
5. The Community Service Team provides training materials through lectures and discussions which are delivered directly to the residents of Medan Johor District so that these residents can increase their family income.

Suggestions to the Medan Johor District, represented by the Regional Secretary, encourage the residents of the District to increase their income individually and collectively. overall in entrepreneurship in the field of E-commerce based business.

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