A MARKETING APPROACH FOR THE INTERNET CENTERED ON E-COMMERCE

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Abstract
From time to time, the dynamics of business competition in the development of the world of information technology which is increasingly advanced and fast has affected a large part of society, from the simple to the modern and fast, thereby affecting information behavior in all fields, including education, health, entertainment, social resources, information, work, business and communication without space and time limits, the need for faster and cheaper information certainly requires online media from information providers, where information consumers can easily and quickly obtain the information presented. This research was conducted to find out everything related to the internet and e-commerce. This research method uses primary and secondary data from books, social media and websites. From the findings of this study, there are weaknesses in human resources in terms of e-commerce knowledge, so they cannot make full use of e-commerce.

Keywords: Business, E-Commerce, Online

1. INTRODUCTION

Currently, technology appears to be assisting people in doing all types of work, both near and far. Websites that are available 24 hours a day have become a source of consumer convenience. Electronic commerce refers to the use of the internet for business transactions (e-commerce). Electronic commerce that may take place between commercial organizations and consumers, including the use of the Internet and the World Wide Web to sell products and services to consumers. To sell products and services to consumers, use the World Wide Web. In Indonesia, the reach of e-commerce has expanded. The importance of the internet in business is evidenced by the growing number of entrepreneurs who use e-commerce in their operations.

Prasetio et al. (2021) explain that "in the business world, a website in the form of e-commerce has now become a necessity for a modern company to develop its business because e-commerce has various advantages". Among others, consumers do not need to go to the store directly to select the items they want to buy and can let businesspeople make transactions within 24 hours. Second, from a financial standpoint, consumers can save money and entrepreneurs can save money on promotion costs if the store is located a long distance away, consumers can save money on travel costs with a much cheaper shipping alternative, and entrepreneurs can market their stores to a larger area.

Akbar & Alam (2020) define E-commerce as a necessity and represents convenience in transactions, reducing costs and speeding up the transaction process. Today's business owners have to compete with sophisticated and fast technological advances. Offers on e-commerce websites are also not only paid (premium). But there are free website offers that can be found online and for free. It seems that free website

opportunities go unnoticed by entrepreneurs in the process of growing their business. According to Sudarusman et al. (2021), "e-commerce is the process of buying and selling electronic products by consumers and from business to business with computers that mediate commercial transactions. The means that can be used in e-commerce activities is the World Wide Web Internet".

Based on the background above, this research was conducted to find out everything related to the internet and e-commerce.

2. RESEARCH METHODS

If this narrative research is in line with the research objectives, then narrative research is the type of research that was used in this study. In addition to the narrative research approach, the following qualitative techniques are used in this study:

2.1. Data collection technique

Researchers used several methods to collect data as follows:

a. Literature
   The data collection method was carried out by utilizing a number of previous writings as a support in taking the basic theory.
b. Library Studies
   Data collection methods are carried out by using and researching books, the internet or other media that are relevant to the topics discussed.

2.2. Information and Data Processing Techniques

Data processing in this study uses descriptive techniques. The data are presented conceptually and theoretically with various examples that support the concepts and theories outlined. The described data is then examined by comparing details of the problems that have occurred and their connections to earlier theories and concepts that will serve as the basis for the problems discussed in the study. Then all data, both those obtained from literary sources and those obtained from literary studies, will be correlated to produce new insights. The newly generated ideas will be explained clearly and described in detail according to the needs and problems described in the previous problem formulation. New ideas will be presented that can be used as a reference for practical application by readers.

2.3. Data analysis technique

According to Sudaryono (2017) "analysis means studying the data obtained in the field by grouping them into several categories, describing, selecting and drawing conclusions in such a way that they are easily understood by themselves and others". With the following development process:

a. Data collecting, namely the process of collecting data.
b. Data editing, namely the process of cleaning the data, means checking the answer again whether the answer is correct.
c. Data reducing, namely data that is simplified, reduced, tidied up, arranged and discarded that is wrong.
d. Data display, namely the presentation of data in the form of descriptive verbality.
e. Data verification, namely re-examination of data repetition.
f. Conclusion data, namely the formulation of the conclusions of the research results

presented, both general and specific formulations.

3. RESULTS AND DISCUSSION

In the business world, an e-commerce website is now required for a modern company to develop its business because e-commerce has numerous advantages. Customers, for example, do not need to go directly to the store to select the items they want to buy, and businesses can complete transactions within 24 hours. Second, from a financial standpoint, consumers can save money and entrepreneurs can save money on promotion costs if the store is located a long distance away, consumers can save money on travel costs with a much cheaper shipping alternative, and entrepreneurs can market their stores to a larger area.

E-commerce is an unavoidable necessity and provides convenience in transactions, reduces costs and speeds up the transaction process. With today's complex and fast technological developments, business owners must be competitive. There are also free website offers available for free on the internet. It seems that entrepreneurs who are developing their business pay less attention to free website opportunities. According to Romindo et al. (2019), "e-commerce is the process by which consumers and businesses buy and sell electronic products using computers to negotiate commercial transactions".

E-commerce Varieties E-commerce is generally classified based on the nature of the transaction. The classification of e-commerce is as follows, according to Laudon and Laudon in Maulana (2015):
a. Business to Consumer (B2C).
b. Business to Business (B2B).
c. Consumer to Consumer (C2C).
d. Peer-to-Peer (P2P).
e. Mobile Commerce (M-Commerce)

E-commerce included in this study is included in the Business-to-Consumer (B2C) category, which includes buying, selling and marketing transactions to individual buyers via the internet through retailers, kaskus, good shops and berniaga.com. In the process of e-commerce transactions, both B2B and B2C, involve banking institutions as institutions that process payment transfer transactions.

Transaction mechanisms in e-commerce systems. The buying and selling process in an e-commerce system differs from the traditional buying and selling process in that all processes begin with gathering information about the goods or services required, and ordering and payment are completed electronically via the internet.. According to Meier and Stormer in Maulana (2015), the trade mechanism in the e-commerce system is explained through the value chain in e-commerce as follows:
a. E-Products and E-Services
b. E-Procurement
c. E-Marketing
d. E-Contracting
e. E-Distribution
f. E-Payment
g. E-Customer Relationship Management

3.1. E-Commerce Payment Methods

According to Prihatna in Arcanggih (2014), in transactions that use e-commerce, there are 3 payment methods that can be used:

a. Online Processing Credit Cart, This method is used for retail products which cover a very broad market, namely the whole world. Payments are made in person or on the spot

b. Money Transfers, Payment in this method is safer but requires a fee for money transfer service providers to send money to other countries.

c. Cash on Delivery, Payment by paying at this place can only be made if the consumer data directly to the store where the manufacturer sells their products or is in the same area as the service provider.

3.2. E-Commerce Implementation Support System

a. Open Source According to Schmidt in Nanda & Maharani (2019) "Open Source Software (OSS) is software whose source code is open, which is freely available, to the public". According to the definition above, it can be concluded that open source is a term used for software that releases the source code for other people to see and let other people know how the software works.

b. OpenCart, according to Hidayat et al. (2014), "OpenCart is a CMS (Content Management System) based web application specifically for online sales (e-commerce)". OpenCart is a webstore application (online store) based on PHP and MySQL that can be managed with a CMS system, which is open source and free for anyone to use.

4. CONCLUSION

The challenge in implementing e-commerce is a lack of human resources with knowledge in the field of using e-commerce, so they cannot fully utilize it, and many buyers still lack confidence in the level of security. from online purchases. It is also difficult to break the habit of conducting online transactions.

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