

## E-Commerce Training for Beginner Entrepreneurs in Bireuen District

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### ABSTRACT

Mature this development of business startups Micro, Small, and Intermediate (MSME) supported with technological development. The existence of the industrial revolution 4.0 has a positive impact on developments business world. Utilization of the latest appropriate technology in business development based on in the spirit of an established entrepreneur will be able to optimize the process as well as the results of a business unit that is developed. E-commerce training in the home industry provides benefits to business actors Micro, Small, and Intermediate in Bireuen District for increase turnover sale as well as could develop a business that live it to grow become more big again. The existence of an e-website This commerce customer gets not only from the scope of Bireuen Regency, but also customers can be from outside Aceh, of course it can help the government in improve the economy, especially in the regencies, so that the regencies are open to opportunities forable to compete on a national and international level. Order process, sales process and stock goods can conducted with fast and accurate so that could help monitoring effort and also naturally could increase turnover sale for perpetrator MSME which exists in Bireuen Regency.

**Keywords:** Training, E-commerce, Beginner Entrepreneur

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## INTRODUCTION

*E-Commerce* is technology, application and process business which connect certain companies, consumers and communities through electronic transactions and commerce goods, services, and information carried out electronically (Purbo & Wahyudi, 2001). Activity shop or trade by *on line* which utilise facility Internet can facilitate transactions without having to meet face-to-face between sellers and buyers as well as transactions without time and place limits. In *e-Commerce* product marketing can also be done online on line so that could cut costs operational for activity trading (Magdalena & Ellyani, 2017).

Ministry Industry (Ministry of Industry) Keep going push growing effort micro, small, and medium as well as Entrepreneur new which there is in Indonesia. Wrong one effort conducted is support *e-Commerce companies* in empowering existing businesses. Ministry Industry wants products produced by micro, small industry players domestic and medium-sized enterprises meet *the e-Commerce platform* . Hence the need for training regarding *e-Commerce* in small, small, and medium enterprises including home industries in push success MSME for expand access market.

## METHOD

The implementation of this community service activity is carried out for 1 (one) day on date 04 September 2022 in Regency Bireuen, Province Aceh. Activity held in form training, lecture as well as discussion, with scope activity in the form of training e-commerce on startup entrepreneurs.

## RESULTS AND DISCUSSION

The implementation of this community service activity was attended by 30 participants with an average of the average age is 28 years, most of the participants have started a business small and some other participants already have other businesses. Before starting the training, participants conveyed: business constraints, especially low income or turnover, demand for products that low, and constraint in sale other.

**Table 1.** Distribution Age Participant Shopee 2022 e-commerce training

Group Age	Frequenc y	Percent
17 – 22 year	6	17.86
23 – 28 year	10	32.14
29 – 34 year	8	28.57
> 34 year	6	21.43

Source: Data Field, 2022

In this training, it begins by providing material related to *e-Commerce*, then continued with practice to participants and questions and answers. In the practice session, participants trying to create an account and sell products on Tokopedia using a *smartphone* they each. As for steps in the promote product *industry house ladder*

through Tokopedia that is as following:

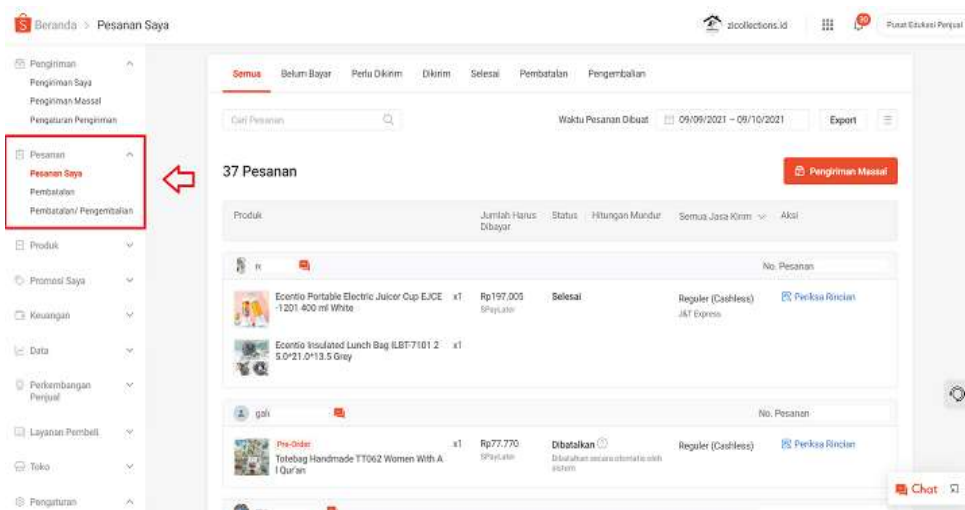
1. Open site [www.shopee.co.id](http://www.shopee.co.id) or download application in *playstore*.
2. Make account shopee, para participant directed for make account Shopee which could through *facebook*, *google account*, or *via yahoo email* address. Then fill in the name complete, telephone/mobile phone number, email address, password to be used, type of sex, and date born.



Figure 1. Stages of Account Creation on Shopee

Source: shopee.co.id

3. Participant directed for open *Seller Center* on Shopee
4. Then participants are directed to fill in all the required data completely and completely correct such as store name, store address, delivery service support, Support payment, photo profile shop, and final, click "Open Shop".



**Figure 3. Seller Center Display on Shopee**

Source: shopee.co.id

Marketing through *e-Commerce* can also expand the reach of marketing to small businesses such as startup entrepreneurs in Bireuen Regency. Expansion of marketing reach will increase sales and can create jobs for Public around. Use *e-commerce* perpetrator Start-up SMEs of course can more introduce product them to a wider market, through the internet and *social media* , regional and distance boundaries can be overcome, especially with the existence of courier services such as Shopee Courier, J&T, PT POS, JNE, Tiki, Sicepat, Ninja and so on. With more know product from a This beginner SME so by automatic consumer also the more increase, and result this budding entrepreneur will capable develop until increase the source of new job opportunities for the community in Bireuen Regency. Beginner business actors can also save costs, do not require a large shophouse or marketing place, only need to market products through e-Commerce. This condition requires novice entrepreneurs toBecomes efficient and expand the market to national and international.

### CONCLUSION

On implementation E-Commerce Training for Beginner Entrepreneurs in Bireuen District obtained conclusion that start-up entrepreneur has capable understand e-commerce and product marketing through e-Commerce. Businessmen this newbie realized the importance of product marketing with e-Commerce to increase the marketing area and enhancement turnover effort.

### Thank you note

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