

Online Business Socialization During the MSME Pandemic Awakens Case Study of Inner Village Youth Suka Maju Deli Serdang

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ABSTRACT

Online business is one way of growing and revitalizing the economy during the COVID-19 pandemic, village youth will be the perpetrators of the online business. The interests and talents and willingness of teenagers to like to advance towards the online business are very lively, with a strong, unidirectional and significant correlation. The participants' understanding of the explanation and explanation of the PkM team on how to use the internet as an online medium that can be used as a business field to increase income. In this socialization, there were also several obstacles for the young people of the inner village, in carrying out or working on this online business, including the lack of a deep understanding of the platforms that will be used in the online business as well as the lack of infrastructure such as computers, laptops and smartphones and even capital.

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INTRODUCTION

On March 11, 2020, *the World Health Organization* (WHO) announced the status of a global pandemic for the spread of the corona virus 19 or corona virus disease 2019 (covid-19). In the scope of Health, a pandemic means the occurrence of an outbreak of a disease that attacks many victims simultaneously in various countries. The COVID-19 pandemic has had a huge impact on various sectors of life, including the economy and the world of work. The number of unemployed continues to grow during the pandemic caused by several companies making layoffs. Since the first case in Indonesia, the government immediately took action by implementing Large-Scale Social Restrictions (PSBB) from March 2020 to May 2020. It regulates activity restrictions and stops mass activities.

One of them is the city of Medan due to the highest number of cases in North Sumatra, which is almost 70 percent of the Covid-19 cases in North Sumatra the city of Medan, making the city of Medan a red zone which has a very significant impact on all sectors. As the city center, the city of Medan makes the industrial, trade, service and tourism sectors the mainstay of the economy. Of course, this sector requires a lot of mass so that this sector is greatly affected by the social distancing regulations. Many household business activities are closed and there is a reduction in demand for labor such as employees being laid off or laid off due to government regulations, namely *social distancing*. Starting from February-August 2020 spread across regencies/cities and the most in the city of Medan, namely unemployment due to covid-19 in the city of Medan as many as ±17.01 thousand people, residents whose status is still working but not working temporarily due to covid-19 in the city Medan as many as 115.84 thousand people. Meanwhile, the population who experienced a reduction in working hours due to COVID-19 in the city of Medan was 315.27 thousand people. If more and more households lose their jobs, the more households will lose their income, which will have an impact on household consumption. When household income decreases, household consumption also decreases (Farid, 2019). So that household consumption expenditures due to COVID-19 have decreased very sharply. From 2016 household consumption expenditure in North Sumatra continued to increase, but in 2019 it began to decline until it contracted by 2.47 percent in 2020 (BPS). Since the onset of COVID-19, the number of poor people in North Sumatra has increased. Since March 2018 the number of poor people has continued to decline until September 2019. However, in March 2020 the number of poor people began to increase to 344.23 thousand people and continued to increase in September 2020 as many as 364.79 thousand people. Among them, the increase in the number of poor people in urban areas was greater by 13.19 thousand people than the increase in the number of poor people in rural areas, which was only 7.36 people (BPS).

On the other hand, pandemic conditions actually provide greater opportunities for a number of types of businesses. Information technology-based or *online business activities* (*online*) is considered to have played a very large role in the pandemic conditions and after. *E-commerce* business is the choice made by the community in conducting transactions. This opportunity is very wide open considering the conditions for studying, working and even worshipping at home are

carried out by the majority of the community to avoid and break the chain of the spread of the corona virus 19.

The advancement of the internet is the formation of new digital media that offers convenience compared to conventional media. This occurs in audio media in disseminating information, as in digital media nowadays, podcasts are audio media that broadcast information by providing on-demand facilities to listeners. The phenomenon of listening to podcasts has become a routine for today's listeners. Podcasts are packaged more instantly than audio media ever before. Podcasts are broadcast-based media that are accessed using the internet in several applications. This media was present in 2005 and became known in 2007 which has grown until now (Ben Hammersley, 2004). At first glance, podcasts look like radio, with listener facilities being served an audio series containing one-way communication from broadcasters discussing a topic that has a more flexible schedule for each program. North Sumatra is one of the provinces in Indonesia which has also been felt due to the emergence of Covid 19 making the economy and people's work difficult and troublesome, but for the necessities of life there is no story not to struggle, so with the internet as an online medium, this is one solution that can be used. fitting to be used as a means to grow the economy with a creative spirit and work with various professions and entrepreneurial spirit that we can pour.

METODE

The activity method used in the implementation of this Community Service activity is the *Approach Method* , namely through presentations, discussions, questions and answers, training based on prepared modules and mentoring. The presentation was accompanied by a demonstration of how to use the internet (online) as a business field, to use it easily, and safely so that all participants could follow the course of the training properly.

RESULTS AND DISCUSSION

Since the outbreak of the corona virus 19 (covid-19) in Indonesia, simultaneously there has been a change in behavior called new habits in society. The new habit that occurs refers to health protocols as an effort to break the chain of transmission of the virus. Activity restrictions have a huge impact on society. Not a few business owners are not ready to face the pandemic. Most of the restrictions on face-to-face contact. Activities are carried out from home (work from home). Schoolchildren and students also learn online (online). So that many business people are still confused and don't even know what action they should take to save their business? Thinking before acting is one of the best ways to become a winner. Many businesses that can be started online are related to physical distancing obligations. During the current pandemic, there are several business ideas that can be run online, namely:

1) Internet Work System

Computer work systems in everyday life in the community can be a simple field to know and understand the internet working system. A company that is engaged in selling clothes, food, drinks or anything that we estimate has a selling value in Medan we can sell online. These objects or goods can be sold online on the internet by using one of the free advertisements, for [example, www.adgratis.com](#) , [www.bukalapak.com](#) , [www.marketplace.com](#) , and many other sites.

At first, we opened the site of the advertising provider, [www.adgratis.com](#) and posted an advertisement about the sale of the object or goods on the site. After the advertisement is published, automatically the advertisement can be accessed and viewed by anyone, anytime and anywhere as long as the internet network is available. Because the content of the advertisement has been online, the advertisement for selling raw coffee beans can already be seen by internet users. If someone is interested in the offer and then buys, the transaction can be done online.

2) Website

The World Wide Web is widely known as the web (*website*). The web is a system of accessing information on the internet (Kadir, 2014). The web is composed of pages that use web technology and are interrelated with each other, while another definition states that a website is a series or number of web pages on the internet that have interrelated topics to present information (Ginjar, 2014). The web and the internet are two different things. The Internet is more hardware and the web is software. The protocols used by the internet and the web are different, the internet uses TCP/IP as a protocol while the web uses HTTP (*Hyper Text Transfer Protocol*) (Suharto, 2012). *Online websites* must have a domain. A web address is to use the " *Domain Name System* " which is a method used to organize all computer names on the internet. Examples of domains are .com (commercial or business), .gov (government), .mil (military), .net (different institutions), and .ac (educational institutions). For the top domain .id (Indonesian State), .ca (Canada State), .us (America State) and so on which means state web ownership (Lukman, 2015).

3) Blog

Blog is an abbreviation of *weblog* . A blog is a type of website that is developed and maintained by individuals using *online software* or *hosted platforms* that are very user-friendly, with space for writing. Blogs feature instant online publications and invite the public to read and provide feedback as comments. Blog is often interpreted as an acronym *weblog* , borrowing a definition from wikipedia, Blog is defined as a form of web application that resembles writings (which are published as posts) on a public web page. This site can usually be accessed by all internet users according to the topic and purpose of the blog user. In a more formal definition, a blog is a *website* that contains content in reverse chronological order and consists of posts. The

previous post will be displayed first, then the old post. A blog is a kind of *online* diary . The blog owner usually writes various notes into his blog, like a diary. the results of the writing can be viewed online via the internet. In addition, blog visitors can also provide comments on the blog owner's writings. In addition to writing, you can also add images, videos, and even upload files. So that visitors can *download the file* that we enter.

4) Business Online Shop

Online business is a business that is marketed through the internet in various ways so that it can make money, in online business there are many advantages compared to *offline business* . According to Arief Darmawan, online business consists of 2 words, namely business and online. Business is a business or activity carried out by groups or individuals, to earn a profit by producing products and services to meet the needs of consumers. While the word online according to the web.id dictionary is an activity that is connected through a computer network that can be accessed through other computer networks.

Basically there are 2 types of Online Business:

a. Business Product Creation

Are all kinds of online businesses in the form of self-owned products, be it products in the form of services (selling services) or real products. Such as shoes, bags, headscarves and so on.

b. Affiliate Product Business

Affiliate means joining or being a part of people selling products or services. So you don't have to have your own product, the term is to become a broker. If you are successful in selling other people's products, you will get a percentage of the commission from the sales.

5) GoFood Online Business

Go-Food is a food delivery service from a place we can say it's a cafe, restaurant, kitchen and others listed on the application. In *GoFood services* , *drivers* will buy food ordered by consumers and deliver it to the consumer's location according to the information in the application. This is a big field for those of us who have expertise in cooking, making drinks, food, cakes, or we say culinary. With this *go food* , we can rely on them as a delivery service, so we are not busy with it and can focus on our goal, namely making food, drinks.

6) Online Learning

The development of computer systems through networks is increasing. The Internet is a public network. Its existence is very necessary both as a medium of information and communication that is carried out freely. One of the uses of the internet is the distance learning system through electronic learning or better known as E-Learning. In general, there are two basic perceptions about *E-Learning* , namely:

- a. *Electronic based e-learning* is learning that utilizes information and communication technology, especially in the form of electronics. That is, not only the internet, but all electronic devices such as films, videos, cassettes, OHP, Slides, LCDs, projectors, and others.
- b. *Internet Based* , is learning that uses internet facilities that are *online* as the main instrument. That is, have the perception that *e-learning* must use the internet that is *online* , namely computer facilities connected to the internet. This means that learners in accessing learning materials are not limited by distance, space and time, can be anywhere and anytime (*any where and any time*).

Both perceptions are supported by different opinions of different experts. Some experts who support the opinion of e-learning as *electronic based* include Elliott Masie, Cisco and Comellia (2000) explaining, *e- learning* is learning where learning materials are delivered through electronic media such as the internet, intranet, satellite, TV, CD-ROM, and others. , so you don't have to have the internet because the internet is a part of e-learning. This opinion is supported by Martin Jenkins and Janet Hanson, Generic Center (2003) that e-learning is a learning process that is facilitated and supported through the use of information and communication technology. Experts who support the understanding of *e-learning* as a medium that uses the internet including *e-learning* is "the use of internet technology to deliver a series of solutions that can increase knowledge and skills". (Rosenberg (2001) *E-learning* or internet enable learning uses teaching methods and technology as a means of learning (Dr. Jo Hamilton-Jones).

Many people who are teachers, lecturers, facilitators, motivators and so on make this e-learning one of the places to make money for the necessities of life, for example he opens a local online or online in a training all participants have to pay some monthly, weekly or even starting of per meeting. So with the existence of free platforms such as google meet, classromm, this academic education can be a place that we make for non-formal education without renting a building or place, we can only use internet services, platforms, and can be more creative using social media as a tool .

With the descriptions above, we can quote various things of information or knowledge to us that with the presence of the internet, we can be more active and agile in finding money, income, services and so on. It's just that sometimes we do not want to learn and study the development of these technologies. With this, the community service team, namely the case study is the Youth of Kampung Dalam Suka Maju Deli Serdang. We socialize and provide a little training on how to use the internet or online more creatively and make it an *online business tool* to increase the economy or income, either personally or as a group.



Figure 1. Online Business Socialization

Based on the picture above, it can be seen that the village youth in the deli often have an entrepreneurial spirit and are very enthusiastic to learn more about how to use platforms on the internet to be used as a business and business field. Because so far they only think that the internet is a technology, so if we write something on Google, it will know and provide information to us. Whereas with the internet, it will be even more useful for us and even help our economy, if we can be wiser and creative.

CONCLUSION

Based on the analysis and results of interviews and the satisfaction of village youth in advancing about "Online Business in a Pandemic Period" which has been described and analyzed and described, the PkM team draws conclusions based on the descriptions that have been analyzed and previously discussed, the conclusions the PkM team draws are as follows:

1. The existence of interests and talents as well as the willingness of teenagers to like to advance towards the online business , with a strong, unidirectional and significant correlation .
2. understanding from the participants about the explanation and explanation of the PkM team on how to use the internet as an online medium that could be used as a business field to increase income .
3. There are obstacles for village youth in advancing towards the online business, such as lack of training or guidance, laptop/computer/smartphone facilities and internet services.

There are obstacles for village youth to advance towards the online business, such as costs or capital, marketing methods, target market, then products to be traded online.

Thank-you note

Thank you to all my team

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