

Business Media in Entrepreneurship

A N Aulya¹, Y Sutisnawati^{2*}

¹Departemen Sistem Informasi, Universitas Komputer Indonesia, Indonesia

²Departemen Manajemen, Universitas Komputer Indonesia, Indonesia

Email : * yayah@unikom.ac.id

Abstract. The development of technology using the internet is increasingly inevitable. The influence of the internet makes all activities in various fields of life all online, including the existence of a web-based that can be accessed by all users with an internet-connected network that requires a browser to run it. With the internet, everything you want to find can be obtained easily, including entrepreneurs who in developing their business can use web-based as a business media. The purpose of this research is to find out the influence of web-based as an information media and also promotion for entrepreneurs, which have a role in business development to maximize the potential of the business being carried out and can also reach a broad target market. The method used in the research is a literature study. Seeing the development of technology that is increasing and also the internet which has a big influence, entrepreneurs use the internet with the help of web-based business activities by providing information and promotions on the web. With the web-based, entrepreneurs are easier to promote and provide information to customers. It is easily applied to all entrepreneurs or businesses.

1. Introduction

An entrepreneur is an innovative and creative person who can set up, build, develop, advance, and make a superior company. Business is an activity carried out by a person or group of people or companies in the form of services or stuff to make a profit. Business creates many opportunities based on the creativity and innovation that is displayed to produce the services or products that consumers need [1]. The business has a model framework that is a tool that helps companies develop business by providing an overview of a component [2]. Businesses have a complete dynamically coordinated process to meet the objectives of the business strategy [3]. Web-based is a web application that needs a web server and browser to run it. The use of web-based has a fundamental advantage, one of which is easy to access the web because it is enough to open a browser then go to the address of the web-server and automatically get an interface which of course in its uses the network must be connected to the internet. Besides, the advantage of web-based is easy in terms of maintenance because the web only requires upgrades on the server which automatically maintenance costs become lower. If we want to start as an entrepreneur which use the advantages of the web-based, we can use the web as a media or means of doing business. Web-based can be used in terms of providing information on businesses that are run or also promote businesses that are available on a website as well as possible, and can also be used for the buying and selling process [4]. Web-based can help resolve business problems and manage business processes start from simple to complex procedures more effectively [5].

Nowadays, the use of the internet is needed by society, especially for business people or entrepreneurs. It is because, with the internet, an entrepreneur is easily informed or promote a business that is being done broad, and can also increase the percentage of profits from that business. Dissemination of information in real-time by utilizing the internet network will produce a fast response from customers as a target market so that the main objective of this entrepreneurial activity is

achieved [6]. When involved in entrepreneurship strategies, companies will focus on looking for opportunities outside the environment because business strategies are considered to have a large effect on running a business [7]. However, some business models on the internet are usually easily copied and defeated [2]. With the internet, it also affects the stock prices [8]. In business, it will be easier if you use a web-based. Web-based has the advantage of producing an efficient and easier to control system [4]. Business logic with the web is a function needed to provide dynamic interaction and services to the public [9].

The purpose of this study is to find out how much the influence of web-based for an entrepreneur, both small and large businesses. The research method is carried out comparing events from the past and present.

2. Method

This research method used a descriptive method, in which this method describes an event that is happening in the present and the past. The questions are about the condition of a business that had been only doing promotions oral but with the internet, we can do promotion by making a website that makes the promotion broadly known and users can find and access it easily.

3. Results and Discussion

A bookstore is a place that sells various types of books available in several places. Barnes & Noble is a bookstore that is experiencing rapid development [10]. It used to be just an ordinary shop on the edge of the road which is weak in competition, but now it is growing rapidly and has its website to strengthen competition in terms of promotion and facilitate customers in providing information. The difficulties encountered before are considering doubts to spend a lot of internet costs, and the shortage of workers who understand web-based [5]. However, at this time, Barnes & Noble has completed its consideration so well that it has now exceeded its target market. Even though Barnes & Noble already has a web-based, its offline store is still running well and its business is growing [11] (see Figure 1).

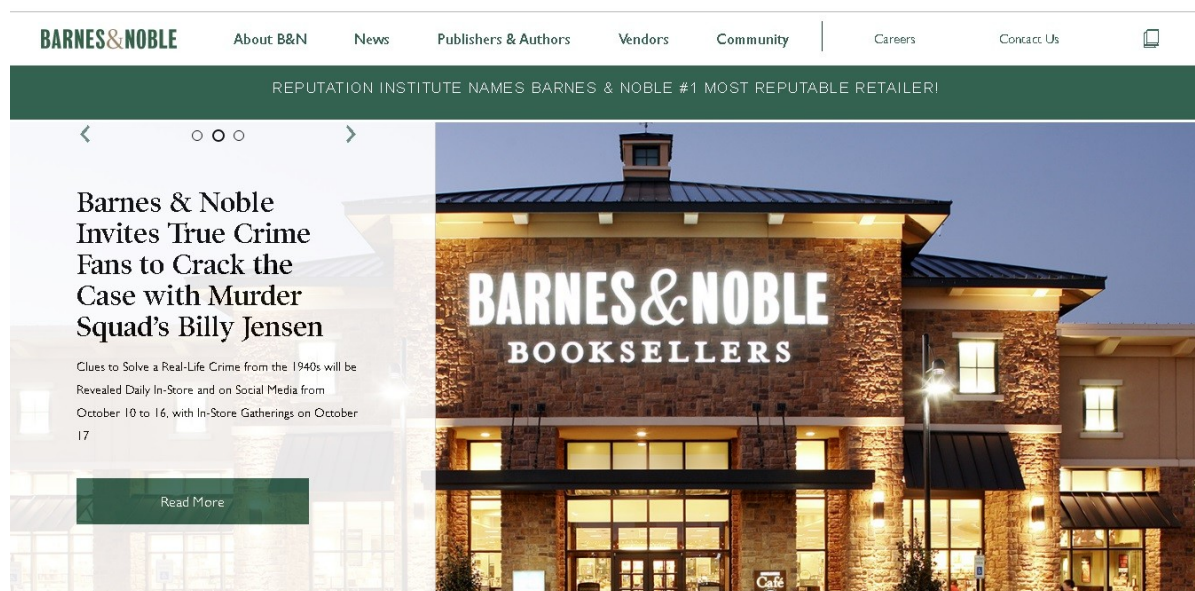


Figure 1. Barnes & Noble Store

Figure 1 is an offline shop from Barnes & Noble. Barnes & Noble's business is growing well as evidenced by the increasing number of department stores opened. In this bookstore, there is a member card to make it easier for the customer (see Figure 2).

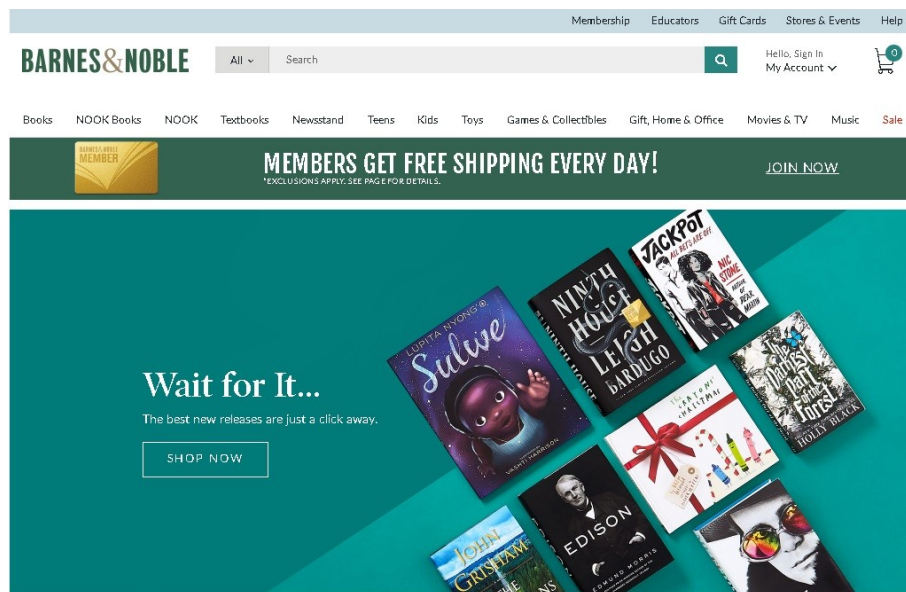


Figure 2. Homepage of Barnes & Noble Web

Figure 2 is the home page of the Barnes & Noble website. On the website, there are many menu choices. We can also buy products available on the web (see Figure 3).

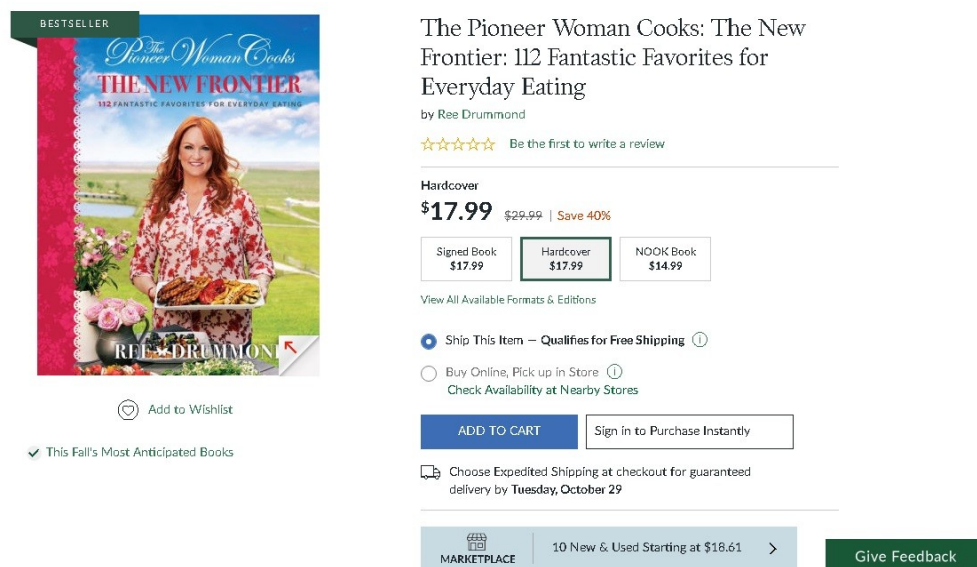


Figure 3. Order Book

In Figure 3, displays an order page that lists prices, book descriptions, and how to pay online. To use this website well, we have to create an account (see Figure 4).

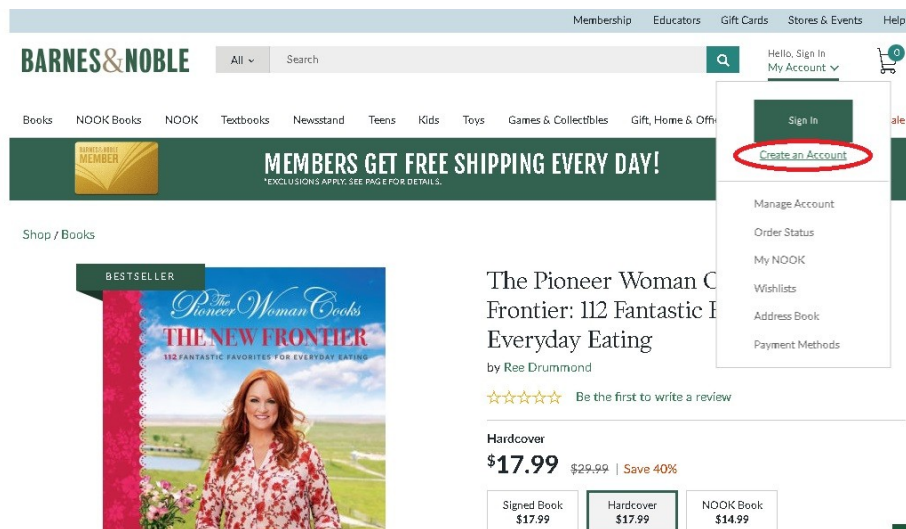


Figure 4. Create Account

Before making a purchase, we are required to create an account first. The form to create an account is in the red circle. After that, we have to fill a form to complete the process of making an account (see Figure 5).

 This screenshot shows the 'Create an Account' form overlaid on the website. The form has a title 'Create an Account' and a close button (X). It instructs users to fill in the fields below to create a Barnes & Noble.com account. It offers two quick sign-in options: 'Sign in with Facebook' and 'Sign in with Google'. Below these, there is a section for manual account creation with fields for 'First Name', 'Last Name', 'Email', 'Confirm Email', 'Password', and 'Confirm Password'. There is also a 'Check Availability at Nearby Stores' link at the bottom of the form.

Figure 5. Fill Data Account

Figure 5 displayed the create account form. You can create an account with a Facebook account, Google account, or fill out the form provided. After that, we can continue to purchase the item we have selected (see Figure 6).

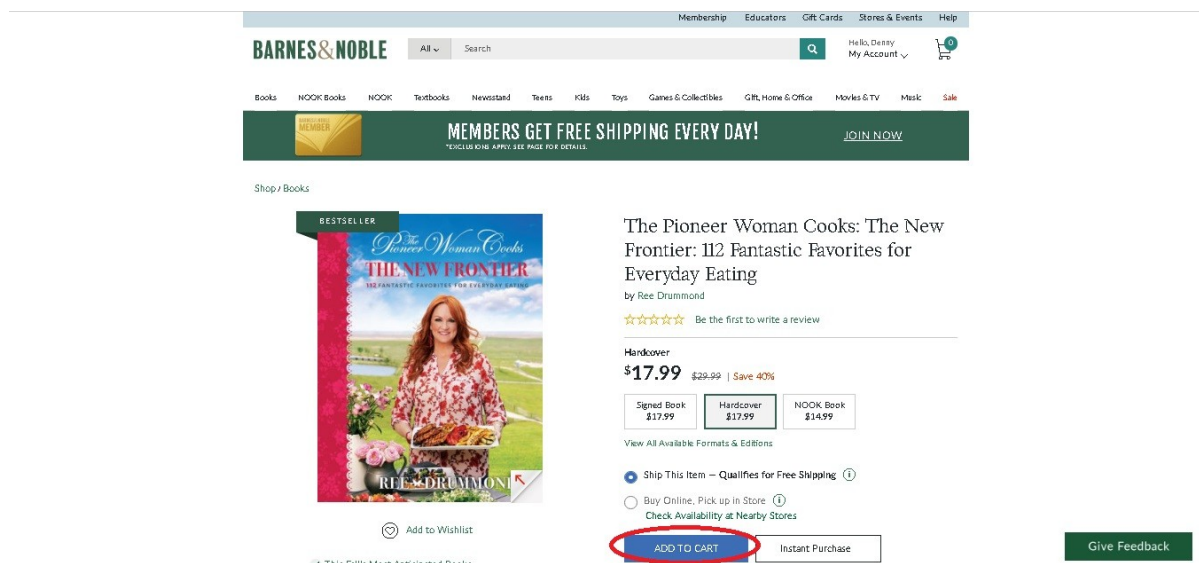


Figure 6. Add to Purchase

In Figure 6, we can see how to add purchase to the cart to save first and make it easier to collect items to be purchased for later inclusion in the purchase basket. If it has been added, the purchased book will automatically save in the cart to be collected (see Figure 7).

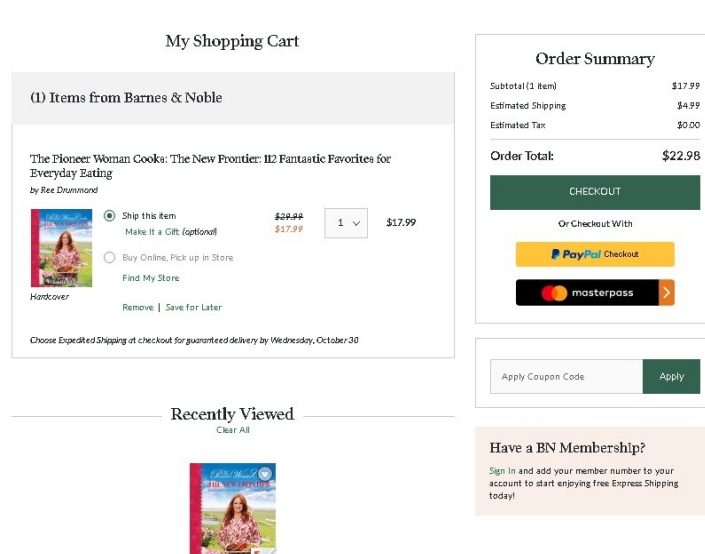


Figure 7. List Purchase

In Figure 7, we can see the list purchase that we have added. We can double check our order and the price, whether it is correct or not. We can also choose payment methods, such as using PayPal or Mastercard. Even on this page we can pay with a member card if we have one (see Figure 8).

BARNES & NOBLE

Updates to your Shipping and Billing Information are required to complete this order.

You're just one click away from completing your order (great pick, by the way).

Shipping Address

Please update your Shipping Information.

Add >

Billing Information

Please update your Billing Information.

Add >

Items to Be Shipped From Barnes & Noble

Choose Shipping Speed*

☒ Standard Shipping : 3-5 business days
☐ Express Shipping : 2-3 business days

\$4.99
 \$5.99

Order Summary

Subtotal (1 item)	\$17.99
Shipping	\$4.99
Estimated Tax	\$0.00
Order Total:	\$22.98

SUBMIT ORDER

Figure 8. Payment

Before continue to payment, on this page we must first complete the required data. The data that is filled in must be clear and complete.

4. Conclusion

In conclusion, with web-based technology, it's easier for entrepreneurs to promote and provide information to their customers. In addition, the use of web-based technology is easy and can be applied to all entrepreneurs or businesses. Because, users can access very easily, and entrepreneurs can reach a much broader market, because it can penetrate the distance and location from sales to buyers.

Acknowledgement

We would like to thank Prof. Dr. Ir. H. Eddy Soeryanto Soegoto, MT. who has given knowledge about entrepreneurship as well as the team who helped in making this research.

References

- [1] Soegoto, E. S. 2018. Radio frequency identification (RFID) smart card on parking system as e-business prospect. *Journal of Engineering Science and Technology (JESTEC)*, **13**(6), pp. 1690-1699.
- [2] Dijkman, R. M., Sprenkels, B., Peeters, T., & Janssen, A. 2015. Business models for the Internet of Things. *International Journal of Information Management*, **35**(6), pp. 672-678.
- [3] Trkman, P. 2010. The critical success factors of business process management. *International journal of information management*, **30**(2), pp. 125-134.
- [4] Sutresna, J. 2017. Perancangan Sistem Formulir Pelayanan Kedukaan Online Menggunakan Metode Web Base Pada PT.Abadi Cahaya Universal (Rumah Duka Abadi) *Jakarta*. 2(2), pp. 1-17.
- [5] Gasparetti, F., Micarelli, A., & Sciarrone, F. 2009. A web-based training system for business letter writing. *Knowledge-Based Systems*, **22**(4), pp. 287-291.
- [6] Safii, M. 2017. Implementasi Web Commerce Sebagai Media Pelatihan Kewirausahaan Mahasiswa. *J-SAKTI (Jurnal Sains Komputer dan Informatika)*, **1**(1), pp.95-106.
- [7] Blackburn, R. A., Hart, M., & Wainwright, T. 2013. Small business performance: business, strategy

- and owner-manager characteristics. *Journal of small business and enterprise development*, **20**(1), pp.8-27.
- [8] Soegoto, E. S., Fauzi, S. I., & Valentina, T. 2019. Relationship between enterprise architectures planning and information system. In *Journal of Physics: Conference Series*, **1402**(6), p. 066078.
- [9] Lee, J., Kang, S., & Hur, S. J. 2012. Web-based development framework for customizing java-based business logic of SaaS application. In 2012 14th International Conference on Advanced Communication Technology (ICACT) pp. 1310-1313. IEEE.
- [10] Soegoto, E. S., & Wijaya, R. 2018. Building a PlayStation Rental (PS) Information System Web-based. In *IOP Conference Series: Materials Science and Engineering*, **407**(1), p. 012017.
- [11] Kurniawan, B., & Pranoto, H. 2018. Destination Information System for Bandung City Using Location-Based Services (LBS) on Android. In *IOP Conference Series: Materials Science and Engineering*, **306**(1), p. 012016.