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Utilization of Technology in Online Businesses College Students

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Abstract. This study aims to providing an easy way for beginners in the business world to innovate in creating unique and interesting goods creation that can foster attractiveness for consumers and also create competitiveness in the business world. To support this research, a descriptive method was used by the interviewer. The results of the study found that the use of technology in online business is very helpful for students at Indonesian Computer University who run their online business. They use existing technology with a simple example of mobile phones using their social media as promotional media, and websites. The use of technology in the field of business can make it easier for students to run an online business and be more able to utilize technology in the business world.

1. Introduction

Technological advances support the development of the internet, especially in business, in this context we don't just feel the direct effects of technology in business, but also see the environmental impact on current business development [1]. Technology utilization strategies are included in the process of determining the basic vision, mission, and long-term goals in every person or organization, one of the important parts in the use of technology in online business, namely product marketing, marketing is an initial process to consumers with services or products [2].

Business strategy has a positive influence on the strategy and profitability of success in business [3]. The use of business strategies provides basic knowledge about business people and stimulates interest college students to become successful entrepreneurs, online businesses can help increase income for college students and learn the skills needed for young business people [4]. This is an online marketing with the possibility of an almost unlimited agreement, focusing on the increasing importance of online marketing, especially college students [5].

The purpose of this research is to utilize strategy in business technology is to offer an overview of how technology can develop in the online business world and improve the development of strategies in marketing [6]. This scientific journal was made using a descriptive method by conducting direct interviews, by collecting facts supported from reliable literature. The interview is the process of interviewing the interviewee in a face-to-face manner the interviewer asks about what will be discussed to the interviewee. Therefore, the making of this scientific journal aims to find out the use of technology in online business that is felt by college students.



2. Method

The making of this scientific journal used a descriptive method by collecting data based on facts from each trusted reference in this research. Other than that, the method used in this study is by doing the interview conducted on September 28, 2018 to students majoring in Information Systems-2 (IS-2) at the Indonesian Computer University. Therefore, this scientific journal is intended to discover the use of technology in online business felt by college students, as well as knowing how many businesses they have run.

3. Results and Discussion

Based on the results of research that has been done, it can be concluded that related to this research is to increase the utilization of technology for online business college students is to improve the quality of technology use in the world of businessmen and provide recommendations for continuing to develop its use. One of the factors that influence the online business is that of a smartphone that contributes greatly to the development of online business. That comfort is the main factor of consumers to buy goods online through a smartphone, in addition to buying consumer goods can also use a smartphone to compare the price they will buy and conduct research before buying into the store. Various applications that are currently available to facilitate shopping online, and facilitate the process of internet-based payments have also been accessed easily through smartphones that support the development of online businesses in Indonesia, especially college students.

In building an online business we need a strategy to support the business, including the ones found in the Table 1 [7].

Table1. Strategy in bussiness

1. Plan Strategy	The first step in building an online business is that we have to make a list of plans for sale strategies, such as making a sale list of what their future looks like.
2. Maximize Existing Social Media	Marketing strategies in online business are very easy, namely by marketing our products through existing social media, for example Instagram. Besides being easy to use Instagram is also an application that is quite a big opportunity to do business online. But consumers will be more confident when we already have some followers and endorses from artists / celebrities to support the online shop business to be more advanced.
3. Maximize Database	Databases are the best way to increase sales, for example, is a list of buyer names, addresses, and buyer cellphone numbers. The database can also be used for promotion data.
4. Strategy Execution	The key to running the right online business is to focus on the goals to be achieved, and must be consistent to pursue the target. Examples such as increasing followers to increase potential buyers.

5. Multiply Product Choices

The way to increase our online business sales is by increasing product choices, for example the type of product, color, type, and other product equipment.

6. Have a Sales Team

When we build an online business we have to have a team, don't let us build our own business, the sales team has the duty to serve the buyer, process the transaction, ensure the target in the sales whether the target is reached or not.

7. Responsive Service

One of the important things to do online business is having a service that is responsive to prospective buyers, when the service is slow, it is likely that prospective buyers will switch to buying another online shop, otherwise if our service is fast, prospective buyers will be comfortable shopping at our online shop

8. Build Resellers

A successful online shop has a reseller team, building a reseller will increase the income of our business, with the reseller of our products will be more widely known to people and prospective buyers will be more to shop. Resellers are people who resell the products we sell. The reseller is endeavored to be given the right training, so that the reseller will sell the product correctly

Moving forward in the business world does not mean being the most successful company, here are the advantages or disadvantages of technology in business in Table 2.

Table 2. Advantages and disadvantages of technology in business

Advantages or Advantages of Information Systems based on the website	Shortage or Loss of Information Systems based on the website
1. Automation and Productivity Businesses that can compete with big businesses and can respond to changes more quickly. Information technology can improve company efficiency and reduce errors .	1. Non-conformity of technology used One of the technological barriers in business is the discrepancy between technology that is run with the business being run, most of them organizations or companies do not use the internet as their business because according to him the internet and e-commerce are not in accordance with the type of business being run.
2. Communication and Collaboration Communication is very important in the business world the main benefit in the business world is the wealth of resources available to communicate quickly and effectively to consumers, as well as	2. lack of managerial technology literacy In an organization or company the manager has an important influence on a business relationship. If the manager cannot see the influence of technology in business, the business trip will not be according to plan

Advantages or Advantages of Information Systems based on the website	Shortage or Loss of Information Systems based on the website
facilitate the transaction process of buyers and consumers	
3. Reliable storage	3. The technology used is less fulfilling Standard
The use of technology also acts as an easy and reliable data storage that can protect the data in the company	The use of technology in businesses that do not meet standards can bring obstacles to businesses. Organizations or companies that plan to implement technology in business need the right technology selection process so that it truly supports and improves business performance
4. Information Protection	4. Budget allocation
Unsecured data can damage the company's position, the need for data storage systems such as Cloud Storage can maintain information security for business people in an organization or company	The use of technology in implementing in businesses requires a lot of funds, depending on the organization or company will issue low or high costs according to their needs. If appropriate, the funds spent are not in vain, if the company does not match the objectives, it will suffer losses
5. Financial Savings	5. Slow Internet Connection
The biggest benefit in business, is financial utilization, increasing productivity allows companies to reach more company goals, can reduce expenses	A slow internet connection causes slow data transmission and makes the organization or company will not use the internet to run its business. Surveys prove that organizations or companies that do not use technology in their business will have an impact on their lack of confidence in running a business, and will not follow developments

Looking at the table of advantages and disadvantages of technology in business, it is necessary to develop something that is needed among the community. Today, many business people have turned to e-commerce or e-business. In the internet era, e-business is not only revolutionizing economic growth but has also helped businesses to grow exponentially, especially among students who can utilize technology by doing business easily and affordable. The intermediary for running a business is very easy, we can use social media that is no longer common among students to run businesses and promote

their products. The terms Business to Business (B2B) and Business to Consumer (B2C) are general terms in e-business, where in B2B businesses buy and sell between them and in B2C where consumers buy products and services from businesses. [9] that there are many uses of technology in the business world in helping people to develop their businesses into entrepreneurs.

The definition of Entrepreneurship or Entrepreneurship is a creative and innovative person who is able to establish, build, develop, and advance into a superior company, people who are able to have the ability to see and assess business opportunities, collect the resources needed and take advantage [10] an entrepreneur has the characteristics and properties shown in Table 3.

Table 3. Characteristics and Nature of Entrepreneurship

Characteristics of an entrepreneur	The characteristics of an entrepreneur
1. Having a big dream	Being an entrepreneur must have a very big dream, from that dream is to have a plan for the future.
2. Can overcome fear	They are very clever in overcoming fearlessness, and will foster enormous courage, an entrepreneur not only dares to dare but has responsibility for everything he will achieve
3. Likes challenges	An entrepreneur must be able to run from a comfort zone, he prefers to use his creativity as a challenge, because challenges are opportunities for them
4. Have strong beliefs	An entrepreneur does not have the belief that failure exists, failure will be a delayed success, therefore an entrepreneur will continue to try to have a solution
5. Discipline time for meeting targets	Discipline is the most important thing for entrepreneurs so they have a timetable in each of their activities, because time is very valuable, if we just pass the time eating opportunities it will just go away
6. Having the ability to lead	By having a leader's soul, it will motivate yourself in decision making
7. Honest and diligent	Prioritizing honesty in working and diligently in completing work.
8. never give up	An entrepreneur must have a vision and mission, never give up and never give up with what they do, if it is not appropriate then they will think and think again what to do

4. Conclusion

The conclusions that can be drawn from research are that the use of technology for business people can have a big impact among the community, especially young people, namely college students who

can easily utilize technology in their business ways, they can sell online easily via mobile phones or websites. Especially to market their products, they simply use the social media they have, nowadays there are many consumers who want to shop or search for their needs through online, and can increase income for students and to have knowledge as a successful entrepreneur.

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