

# E-Commerce and Interest in Entrepreneurship (Case Study: Youth in Saba Village, Padang Panyabungan)

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## Abstract

*This research, which was conducted in Saba Padang Village, Panyabungan Timur District, Mandailing Natal Regency, aims to analyze the influence of the presence of an e-commerce platform on Facebook social media on adolescent entrepreneurship interest in Saba Padang Village, East Panyabungan District. This study uses a descriptive qualitative approach, because this research is a social phenomenon that is shown by the subject to be studied. This research method was conducted by observing and interviewing 20 teenagers, the interview was conducted by asking 10 questions related to the research objectives. The results of this study were obtained, first, there was a desire from teenagers to carry out entrepreneurial activities, this was delayed due to the need for large capital. Second, The motivation of teenagers in Saba Padang Village is high, but they collide on several things such as capital and skills in marketing. Third, there is the influence of the existence of E-commerce with the interest of teenagers in carrying out entrepreneurial activities, because of the simple way of working with the existence of E-Commerce.*

## Keywords

interest in  
entrepreneurship; e-  
commerce; young  
entrepreneurs



## I. Introduction

Saba Padang Village is one of the villages located in the Panyabungan sub-district, Mandailing Natal Regency, Saba Padang Village is a village where the majority of the people work as farmers, by cultivating their own fields and gardens, the people in Saba Padang fulfill their living needs. The results from the fields and gardens that they cultivate themselves or also many who ask for the services of others to do it, will also be sent to markets or to poken-an, also used for personal consumption. This work is also done by their teenagers.

Not all of the youth in Saba Padang village continue their education to college, some have graduated from high school (SMA), some have only reached junior high school, this has contributing factors, including economic factors and small motivational factors to continue their education for the better. Teenagers in Saba Padang village think that after college they see their friends or neighbors remain unemployed, so they are more interested in completing their education up to high school or junior high school, the most important thing is that they can read and count and that they think is enough. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

Day by day technological developments are also reaching villages, including the village of Saba Padang, smartphone and internet networks can be accessed by the community in the village of Saba Padang, developments that occur in the outside world can be witnessed through social media, so that people try to keep up with existing developments. Evidence from the development of media, especially communication, is access from the internet which is increasingly adequate. In addition, supporting technology, namely the existence of smartphone devices that support maximum internet access is also very helpful in carrying out activities that can be done via smartphones. Smartphone development has also progressed quite rapidly, both from the type or brand of smartphones and also the features provided by the smartphone.

Daily activities are greatly facilitated and broadened by the significant development of today's media. Smartphone facilities that are supported by adequate internet access make it easy for media users to get information and what developments are currently happening. Because with one operation all users can receive all information easily and quickly. Activities to fulfill economic needs through business activities are also currently greatly assisted by the existence of internet signals, as well as the development of communication media which can easily become a multi-use tool, both in terms of marketing or as a place for transactions to take place, besides that the media can also be used as a shop for its users.

It turns out that from the development of social media and existing features, some teenagers in the village of Saba Padang, try to sell their plantation products to social media, even teenagers and some people have sold their garden products through live broadcasts on Facebook social media, but there are still many offer their garden products directly to the market or to collectors for their garden products to be redistributed to markets. Social media is not only used to carry out social activities or reunions among friends or friends who haven't seen each other for a long time (Marlina: 2020), but social media with the E-Commerce feature can be any marketing media whose transactions are done digitally (Suarna :2021), digital payment,

The description above makes this research necessary, considering that not all teenagers have qualified marketing skills to continue selling their garden products to the market, so that their garden produce may be damaged or not durable. This study looks at whether there is a relationship between the presence of E-commerce provided on existing social media can build the entrepreneurial spirit of the youth of Saba Padang Village, or even make the existing media as a supporter of other activities or function for other activities. Although from the initial observations and interviews of researchers with several teenagers in the village of Saba Padang, some have started to be interested and have done their sales activities through their social media E-Commerce platform.

## **II. Research Method**

This research uses qualitative research, where research is descriptive or explanatory and tends to use an analysis with an inductive approach. This qualitative research is research that does not use statistics specifically but through data collection, analysis, and then interpreted techniques (Lexy Moleog: 2007), so that a picture of the situation in a study will appear, the supporting symptoms can also be used as an indicator. sources of supporting data, so that the description in the study can be used as a good basis for drawing conclusions later.

Qualitative research is research that is descriptive or explanatory and tends to use an inductive approach to analysis. Qualitative research is research that does not use statistics but through data collection, analysis, and then interpretation. In addition to research methods that must be appropriate, and the existence of analysis, research also requires supporting data in an effort to obtain the data needed in later research. To collect the required data, the following are used:

## 2.1 Library Research (Library Research)

In strengthening the idea to analyze and evaluate the results of research in the field, a strong foundation is needed from theories derived from reading books, research results that have been carried out by previous researchers, scientific magazines, and other sources related to this research.

## 2.2 Field Research (Field Research)

This research was conducted through a review of the research object that has been determined, namely the youth in Saba Padang village, Panyabungan sub-district, Mandailing Natal district, to obtain real, precise, and accurate data.

This study also uses techniques in an effort to retrieve the required data, as for the techniques used in this research, there are two namely observation and interviews.

### 1) Observation (Observation),

The technique used is by observing, gestures, signs given by the subject to be studied, in this case all the efforts and activities carried out by teenagers in Saba Padang Village.

### 2) Interview (Interview),

Interview is a question-and-answer activity to the informant or research subject related to the object of research. Interviews were conducted to 20 teenagers in Saba Padang Village, Panyabungan District, by asking 10 questions that were directed to fulfill the data in this study.

This research is a study with social phenomena shown by the object of research regarding their interest in carrying out entrepreneurial activities, this activity is carried out or directed to carry out entrepreneurial activities using an existing platform, namely e-commerce, where convenience and sophistication are already presented in the e-commerce feature. The method of observing the change in attitude shown by the teenager, as well as interviews as an effort to strengthen the data found.

## III. Results and Discussion

This research is aimed at seeing the extent to which teenagers in Saba Padang village, Panyabungan sub-district, Mandailing Natal Regency are willing and ready, in using the sophistication of existing communication technology, through the platforms provided such as Facebook media, namely e-commerce, making their weakness so far, maybe signal problems. or young people are less open to the changes that exist in conducting entrepreneurial activities.

## 2.1 E-Commerce Platform

Advances in technology are very supportive and facilitate all existing daily health, all activities both in daily activities or looking for job references, as well as references in work can be found in today's technological sophistication. The features presented are also more complete and more perfect, one of which is E-Commerce (Electronic Commerce).which is a transaction medium where the transaction process carried out such

as buying and selling can use electronic devices and media such as computer devices, smartphones, telephones that are supported by sufficient internet access.

E-Commerce is a way for consumers to be able to buy the desired goods online (Hermawan, Kartajaya. 2002), the E-commerce platform is a forum that can not only present and assist the buying and selling process of a product, regardless of the type of product that will be offered online, but E-commerce is more complex, covering all processes from ordering, developing, marketing, selling, shipping, performing services, as well as payment transactions for customers and sellers, with the support of a network of business partners involved in E-Commerce activities, this activity indeed it can be done globally, because of the complex system in every transaction carried out. The e-commerce work system is very dependent on the support of internet resources and many other information technologies to support every transaction (E. Mujiyana: 2013, 143–152), this complexity can be done and applied easily by anyone.

Based on the explanation above, it can be concluded that e-commerce is an activity that can help sellers in an effort to promote their products online, with the existence of e-commerce providing many conveniences for both parties, namely for sellers in introducing their products and for prospective consumers to choose and buy the goods they want in accordance with their purchasing ability and take advantage of all the existing facilities in the e-commerce feature.

E-commerce not only a tool to make it easy for sellers and buyers to meet and make transactions, but e-commerce also provides a new way to do the business they want, so that anyone who wants to take advantage of existing media, they have become an entrepreneur who takes advantage of technological sophistication, with a very easy way of working and the scope is done globally. Besides that, it can also open up opportunities to become an anti-complicated entrepreneur, no need to bother opening and closing their shops, and running out of time in carrying out all activities, just in hand everything can be done easily, safely and quickly. Not only buying and selling but also as users of technological sophistication, as well as building creativity and self-innovation.

The methods and activities of buying and selling in e-commerce cover various things, but the activities in e-commerce can be divided into 2, these two things are distinguished by the characteristics that exist on the e-commerce platform. The first is business to business (business to business) and the second is business to consumers (Business to customer). (S. Maryama: 2013, 73-79)

a. Business to Business, this character also has characteristics in recognizing it, while the characteristics are:

- The data that is exchanged or reported is carried out repeatedly and periodically, in a mutually agreed format.
- When someone needs data, or there is a desire to provide information, then data transmission does not need to wait for others to also send data.
- peer to peer, is a model used in sharing efforts.

These characteristics are usually carried out or occur from large distributors to smaller distributors, or in simpler language, from large distributors to resellers.

b. Business to Consumer, the characteristics possessed to be able to distinguish it from the character of Business to Business are:

- services or services provided are tailored to the wishes of the customer.
- the approach taken is an approach to the client

The existence of an explanation of e-commerce, both in terms of understanding and characteristics it has, makes candidates who want to do or become entrepreneurs, especially teenagers in Saba Padang Panyabungan Village, Mandailing Natal Regency this

## 2.2 Entrepreneurial Interest

Interest is a desire that exists in a person to do activities that someone wants or is interested in. In this case, a person's interest or desire in doing entrepreneurship in research is widely referred to as motivation, or a strong intention in carrying out entrepreneurial activities (DY Reni Wijaya: 2015, 103-108), interest is also the feeling of someone who shows interest in an activity or activity. activities without coercion from outside or others, the interest arises from one's internal motivation (M. Ginting and E. Yuliawan: 2012, 61-69). Interest can also be defined as an activity or a person's tendency to pay attention to or look for a particular object (SM Uldi Pristiana, Amiartuti Kusumaningtyas: 2005, 81-95). Entrepreneurship is also an activity of organizing, bear all the risks that exist, in an effort to build the desired business (SS Kadarsih, Susilianingsih: 2013, 95-106). The above shows that the initial capital that must be owned by someone before carrying out entrepreneurial activities is the intention, or strong will and self-motivation.

Indicators of a person's interest in entrepreneurship can actually be seen and observed, and studied. Besides being able to analyze the indicators that should exist in someone who will do entrepreneurship, it turns out that desires and interests can be honed through training and intense motivation, while the indicators of entrepreneurship are (CTU Jhoni Sugiarto, Wismanto: 2015. 51-60)

- a. Have experience in sales activities and have been part of these activities
- b. Have experience in purchasing activities and have done it
- c. have experience in producing goods to be marketed and have been part of these activities
- d. There is an interest in entrepreneurship programs
- e. Have a sense of interest in all series of the process of an entrepreneur
- f. There is a desire and effort to try to earn and have your own income
- g. Likes a job full of challenges that can be experienced at any time

The ideal picture of a person who will become an entrepreneur is a person who is always ready in any emergency situation, will still be able to stand and survive with his own abilities by using the spirit to help himself and the business he pioneered to get out of the difficulties he faces (E. Aprilianty: 2012), people who have characteristics such as being creative, innovative and proactive; and dare to take risks; have a clear vision and mission; have a high need for achievement; diligent and have a high sense of responsibility; self-confident; and enthusiastic and full of enthusiasm, are characteristics that should be owned by entrepreneurs according to several experts (N. Walipah: 2016, 138-144)

Based on the criteria and understandings that have been described and put forward by experts, if we draw this on to teenagers in Saba Pada Village, Panyabungan District, Mandailing Natal Regency, they have the potential to carry out entrepreneurial activities, not only capital is needed but more than that is a motivation, or a strong intention, so that it can face all forms of challenges that will be faced, this also shows that the indicators of interest in entrepreneurship which include interest, feelings of pleasure, motivation and a strong desire or hope become a strong driving force to become an entrepreneur. . Furthermore, successful entrepreneurs, one of the keys is to have a superior personality which is often the difference for everyone.

## 2.3 Saba Padang village youth Payabungan

Teenagers in the village of Saba Padang generally always help their parents to take care of the rice fields and gardens that their families have. Then the results from the fields in the form of rice and gardens in the form of vegetables and fruits, as well as kitchen

spices. They will sell to the market, pokenan and also to the collectors who are around where they live. They continue to do this activity because it is a hereditary habit and tradition in their family.

However, with technological developments that are increasingly showing the ease of making all activities simple, the habit of selling manually by the people of Saba Padang Village began to gradually change. The people of Saba Padang Village, who always sell directly or manually, have now been carried out by providing assistance from the Ecommerce platform, although direct buying and selling activities are still being carried out.

Teenagers who have started to know and use internet-based media, are slowly selling through e-commerce, they mostly use e-commerce features to sell their garden products, but sales are still in the stage of mileage that is not too far away. The youth of the village of Saba Padang made the most distant sale to Padang Sidempuan, arguing that there would be damage to plantation products. Because if they use a relatively long delivery time, they are worried about spoilage or damage to their plantation products.

Teenagers are very enthusiastic about the activities they do, become entrepreneurs using simple media but have a complex way of working, don't need extra energy, work enough to post or do live on Facebook, the order will come, then payment if it's far. This will be done by using the services of a third party in the process of shipping the ordered goods. This activity is very motivating for the youth of Saba Padang village, Panyabungan sub-district, Mandailing Natal Regency in particular to become entrepreneurs, the presence of an e-commerce platform makes the youth in the village change their way of thinking and their views on entrepreneurship, does not require a lot of capital but can still become entrepreneurs. .

In research conducted in the village of Saba Padang, there are several results that can be noted regarding entrepreneurship and e-commerce, namely: first, there is a desire from teenagers to carry out entrepreneurial activities, this is delayed due to the need for large capital. Second, the motivation of teenagers in Saba Padang Village is high, but they collide on several things such as capital and skills in marketing. Third, there is the influence of the existence of E-commerce with the interest of teenagers in carrying out entrepreneurial activities, because of the simple way of working with the existence of E-Commerce.

#### IV. Conclusion

Based on research that has been conducted on the influence of e-commerce on the interest in entrepreneurship of teenagers in Saba Padang village, Panyabungan sub-district, Mandailing Natal Regency, it shows that there is an interest in becoming an entrepreneur, but thinking about capital and other skills in marketing their products make teenagers in Saba Padang village slightly discouraged them. However, with the presence of the e-commerce platform, teenagers in the village of Saba Padang become motivated and willing to make all efforts to become entrepreneurs.

Every teenager in Saba Padang village, Panyabungan sub-district, Mandailing Natal district, already knows and uses smartphones, and they are also familiar with social media, currently their social media, especially the e-commerce feature, is often used by teenagers in Saba Padang village to carry out buying and selling activities, so that their desire to become an entrepreneur can be achieved. Besides that, other efforts in forming an entrepreneurial spirit can all be engaged in for the development of entrepreneurial activities at this time. Such as packaging which will make their product durable, not damaged or change in quality.

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