

Market Place Solution To Trade Problems In Pandemic Times

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ABSTRAK

Sulitnya di masa pandemi, memaksa seluruh manusia untuk meningkatkan kemampuan bertahan hidup, tidak terkecuali pada sektor usaha. Tidak sedikit usaha kecil dan menengah yang gulung tikar akibat wabah Covid 19. Hal ini perlu disikapi bijak dan cerdas, salah satunya dengan memanfaatkan penjualan Online pada pasar digital atau yang dikenal dengan Market place. Fakta menunjukkan, sejak terjadi pandemi tren penjualan Online lebih digemari, pasalnya diberlakukan peraturan pembatasan aktivitas. Tentu, ini satu peluang yang dapat dimanfaatkan guna mengatasi permasalahan menurunnya penjualan langsung. Kegiatan ini dimaksudkan untuk memberikan pelatihan keterampilan kepada para peserta kegiatan pengabdian kepada masyarakat, yakni para pelajar tingkat atas, untuk dapat menggunakan pasar digital sebagai basis penjualan produk di era globalisasi. Kegiatan ini dilakukan dengan menggunakan metode penjelasan materi, praktek, dan diskusi. Secara eksplisit, kegiatan ini meningkatkan pengetahuan peserta dan menyadarkan akan peluang berjualan secara digital, dengan memanfaatkan marketplace.

Kata Kunci : Jualan, Marketplace, Digital

ABSTRACT

The difficulty in the pandemic period, forcing all humans to improve the ability to survive, is no exception in the business sector. Not a few small and medium businesses have gone out of business due to the Covid 19 outbreak. This needs to be addressed wisely and intelligently, one of which is by utilizing online sales on the digital market or known as the Market place. Facts show, since the pandemic, online sales trends are more popular, because activity restrictions are enforced. Of course, this is an opportunity that can be used to overcome the problem of declining direct sales. This activity is intended to provide skills training to participants in community service activities, namely upper-level students, to be able to use the digital market as a basis for selling products in the era of globalization. This activity is carried out using the method of material explanation, practice, and discussion. Explicitly, this activity increases participants' knowledge and makes them aware of the opportunities to sell digitally, by utilizing the marketplace.

Keywords : Selling, Marketplace, Digital

INTRODUCTION

Entrepreneurship plays an important role in economic activities in developing countries, entrepreneurship can be an engine that drives the economy and also creates jobs (Budiyanto, Tutuko, Winansih, Setiawan, & Iqbal, 2020). According to McClelland (1987) a reasonable proportion of the number of entrepreneurs in a country is at least 2% of the total population. Entrepreneurs in Indonesia have only reached 1.56 percent of the total 237,641,326 Indonesian population or around 3,707,204 people (BPS, 2012). The problem is, the current condition of employment in Indonesia cannot be said to be in an improving condition so it is necessary to increase human resources through education. One way to improve the quality of human resources is by implementing the Life Skill Education education model or life skills education (Harras, et al., 2020; Wahyu & Salam, 2020).

Entrepreneurship is the ability to create something new and different through creative thinking and innovative action to create opportunities (Wahyudi, Mukrodi, Harras, & Sugiarti, 2020; Fadly & Utama, (2020). towards the entrepreneurial profession, including aggressive, competitive, selfish, dishonest, unstable sources of income, lack of respect. The physiological basis of parents does not want their children to enter the business field, causing Indonesian people to be unmotivated in the business world. This opinion has changed, young people are starting to be interested in business professions that are quite promising a bright future (Arifqi & Junaedi, 2021). This is driven by conditions of tight competition in the world of work so that they are required to be able to create new job opportunities (Sauqi, 2021).

However, Covid-19 has caused an economic shock, which has affected the individual economy , households, micro, small, medium and large companies, even affecting the country's economy with a scale of local, national, and even global(coverageAliviyanti, et, al., 2021). One of the contractions and slowdown in the economy is the decrease in the volume of various business transactions (Prihatiningtias, et al., 2021). There are several types of businesses that are relatively surviving and able to grow in the conditions of the COVID-19 pandemic, such as Micro, Small and Medium Enterprises (MSMEs) which shift production to health products such as masks and hand sanitizers, this is considered in line with efforts to gain competitive advantage

through product innovation and orientation. dynamics of market needs and wants (Wibowo, et al., 2020).

Various innovations can be applied to various forms of business interaction (Panglipurjati, 2021). E-Commerce (Electronic Commerce) is one of the rapidly growing technologies for buying and selling goods and services through electronic networks such as the internet (Ashlihah, et al., 2021). E-commerce is a way of shopping online that is often used in our lives (Atmaja & Verawati, 2021). Many people benefit from the ease of doing business through the internet. Therefore, we took the initiative to carry out community service activities as a form of responsibility of an academic after completing the task of studying on campus to transfer, transform, and apply knowledge from within the campus to the community.

METHODS

The target of this PKM is the students of SMK Harapan Raya because considering that every year there will always be new graduates, the competition is getting tougher in the world of work. So, it is necessary to have knowledge about how to use E-Commerce in entrepreneurship to enter the world of work and gain an entrepreneurial ability.

The activity took place at Harapan Raya Vocational School, West Jakarta. This activity was attended by 30 students and also attended by several teachers. In this Community Service program activity, it begins with an approach to the teacher. The initial survey conducted by the team, as for the method of implementing Community Service as follows:

1. Election Stage. Location of Service The stage of choosing a location for community service must consider many things, one of which is the needs of the community which is the object of service.
2. Proposal Stage. After the proposing team has made initial observations and has identified problems with the object of community service, the theme or title can be determined. Furthermore, based on this theme, a proposal for community service was prepared
3. Data collection. Data collection is collecting data at the service location by conducting consultations, observations, interviews, and documentation by

determining the data collection strategy that is deemed appropriate to determine the theme or focus and deepen the data in the next data collection process.

4. Stage of Community Service Implementation. The implementation stage of community service is the stage of implementing Counseling on entrepreneurship to foster a sense of entrepreneurship for vocational students so that they can be creative in this digitalization era. the PKM team conducts counseling according to related themes, shares opinions, and identifies the desired material needs and offers sustainable community service programs in the future.

DISCUSSION

The COVID-19 pandemic that has been going on since the beginning of 2020, of course, has had an impact on people's lifestyles. Coupled with the regional quarantine policy that had been implemented in a number of regions, this also affected people's income at all levels. Coupled with the layoffs experienced by some employees, of course this can affect the number of unemployed in Indonesia which in turn will have an impact on the decline in the level of economic growth.

Against this background of anxiety, we are compelled to hold student service activities for the community, in the form of counseling vocational students to use e-commerce as a tool for entrepreneurship during the covid 19 pandemic.

This community service activity is to provide counseling to students about the benefits of e-commerce , to increase knowledge related to entrepreneurship, the functions performed by an entrepreneur, the goals of entrepreneurship, as well as increase understanding of e-commerce, and understanding of the types of entrepreneurship. type of online business so that SMK Harapan Raya students are able to compete in the world of work (Wijayanti, et al., 2021).

The first material given is entrepreneurship. The speaker explained the importance of entrepreneurship. Most of the participants did not understand about entrepreneurship, even most of the training participants thought that entrepreneurship was the same as entrepreneurs. This first material was filled with strengthening the importance of entrepreneurship for all of us. In this session there was an interesting discussion between the audience and the presenters about entrepreneurship. Some audiences have

different perceptions about entrepreneurship. Based on the discussion of the concept of this entity, an understanding of the concept of entrepreneurship was finally obtained.

After the first material is continued with the second material on e-commerce. In this session, the presenter provides material about what e-commerce is, the functions of e-commerce, the advantages and disadvantages of e-commerce itself, in this session an overview and experience are also given. from the committee who have experience in entrepreneurship. From this second material, participants can find out that e-commerce facilitates communication between producers and consumers. Expanding the reach of potential customers with a broad market. Simplify the process of selling and buying, Facilitating the marketing and promotion of goods or services (Wijaya, et al., 2021)

After the second material is continued with the third material, which is about the types of online businesses and tips on entrepreneurship for beginners, by presenting this third material. participants can find out the types of online businesses in depth, participants are also provided with tips for starting entrepreneurship, in this session we the committee provide material that can strengthen the mentality and shape the leadership spirit of the participants.

CONCLUSION

From the evaluation results and the findings that we obtained during the implementation of this community service activity, we can conclude that the community service program as a manifestation of the implementation of the tri dharma of higher education has been able to provide benefits in the form of additional insight and can increase students' interest in learning. entrepreneurship, which is the target of this service activity, in order to develop business through e-commerce.

Based on this activity, it is necessary to carry out monitoring activities on the participant's business to see the development of their business, conduct training in accordance with the business fields of the community service participants, the implementation period so that it can be extended considering the difficulty of transferring skills in a relatively narrow time optimal results more.

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