

# Long-term Survival of Micro, Small, and Medium Enterprises in Indonesia

O Widilestariningtyas <sup>1\*</sup>, R Luthfiansyah <sup>2</sup>

<sup>1</sup>Departemen Akuntansi, Universitas Komputer Indonesia, Indonesia.

<sup>2</sup>Fakultas Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia.

Email: \*ony.widilestariningtyas@email.unikom.ac.id

**Abstract.** The purpose of this research is to find out the influence of the use of technology as long-term survival in Indonesia in increasing MSME profitability. The method used case study method that aims to find out how the influence of the application of website applications in increasing profits. The era of Industrial Revolution 4.0 is marked by the massive use of technology in any aspect, one of the applications is the many uses of the internet in the sales and marketing and purchasing processes. The results of this study indicate that the application of website applications increase the sales which affect MSME profits, higher online purchasing power is caused by the interest of buyers in making purchases through the website because the transaction is easy and can be done anywhere. The conclusion of this research is the application of website applications to increase profits has a positive impact on entrepreneurs.

## 1. Introduction

With increasingly advanced information technology, many businessmen used the development in information technology for business purposes. Therefore, businessmen no longer have difficulties in launching their businesses and no longer need to experience difficulties in getting any information technology. In the use of information technology, people can change their conventional ways into electronic means of information exchange as a business strategy. The use of information technology is currently widely used as a business tool throughout the world and does not rule out the possibility of information technology being used at MSMEs, so that MSME businesses can advance information technology needed. The development of MSMEs in various regions of Indonesia is rapidly increasing, the existence of MSMEs is able to provide many opportunities for the unemployed to be able to work [1]. MSMEs are also the largest economic group in Indonesia and are proven to be the key to safeguarding the national economy in times of economic crisis because the markets targeted by MSMEs are internet users worldwide [2,3]. The cutting edge for business today is electronic commerce. The main platform of electronic commerce are clearly the Internet and the World Wide Web. With rapid advances in Internet, software, and hardware as well as infrastructure, electronic commerce has also become increasingly popular. Many large companies, small and medium-sized companies and individuals increasingly invest in Internet [3].

With the fund, a sophisticated and online information system can be used to facilitate the public in shopping which shorten the time consumed [4]. But keep in mind that an entrepreneur who utilizes a website or application must be wise in making decisions so that it is not detrimental, especially in online business that uses information technology. Online business should be done with determination

and have the skills and competencies in the use of information technology even though information technology has its own obstacles which in this case, the use of the information system by implementing the website [5-7]. The purpose of this research is to find out how the influence of the use of technology to increasing the profitability in long-term survival of MSME, with descriptive qualitative analysis methods supported from previous research originating from journals or papers relating to the research object.

## 2. Method

The method used case study method that aims to find out how the influence of the application of website applications in increasing profits. Therefore, it can be analyzed how much the use of information technology for online business purposes that is beneficial for businessmen.

## 3. Results and Discussion

Advances in technology have developed rapidly, especially website-based technology. In the era that is online now almost everyone has a smartphone or laptop therefore the use of this technology has been widely applied in various fields. For example, in selling and buying products to support their business processes. Of course, the presence of these applications has a major impact on consumers and businessmen. In this case, the author uses a website selling or buying online.

However, SMEs need a strong support in making decisions in attitudes, social expectations, and resources to anticipate the problems that often occur in the application of website applications [8]. But if UMKM cannot utilize information technology such as applications or websites, it will suffer a huge loss due to limitations in marketing its products [9]. The website is a website that can make people shop online and can be on credit to buy their goods. Thus, consumers do not need to come to markets or shops far from home. This of course has a good impact on SMEs in selling their work.

### 3.1 Main course

On this page, SMEs can see the income they get (see Figure 1).

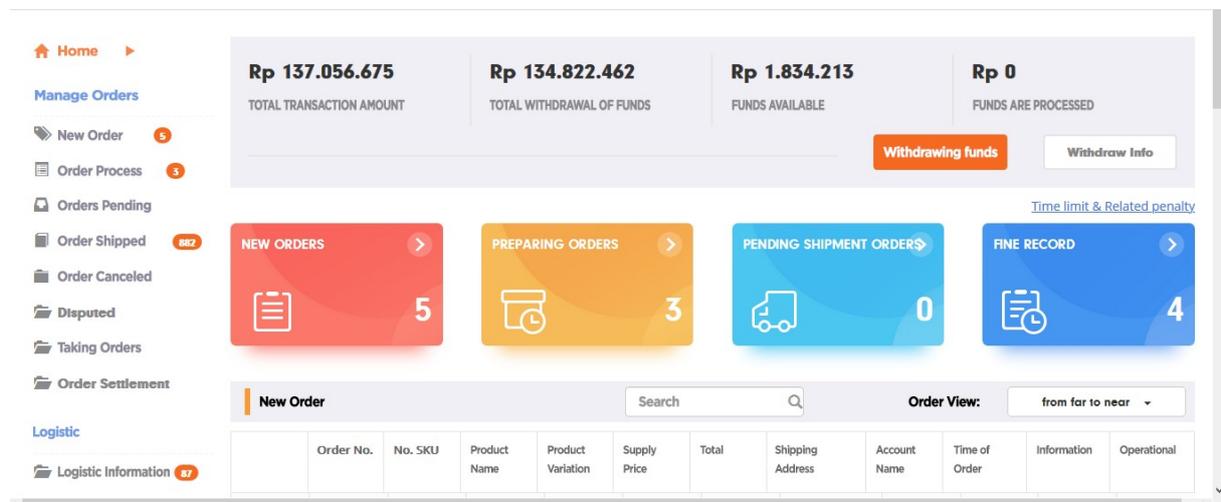


Figure 1. Main Menu

### 3.2 New Order Menu

On this page, businessmen see whether there are new orders or not. If there is a new order, the person can click accept and the order will be processed (see Figure 2).

Main Image	Order No.	No. SKU	Product Name	Product Variation	Supply Price	Shipping (RP)	Total	Shipping Address	Account Name	Time of Order	Phone	Operational
	88409798	6779585	sweater hoodie converse navy finestore	navy	Rp 130.000	Rp 0	1	Jawa Barat Kota Depok Cipayung Pondokjaya Jl.KH.ridi 2 No.5 RT 001 RW 002 kecamatan cipayung, kelurahan pondok java .depok	hafid	Nov 3, 2019 4:59:35 AM	083813595	Reject Ac

Figure 2. New Order Menu

### 3.3 Logistic Menu

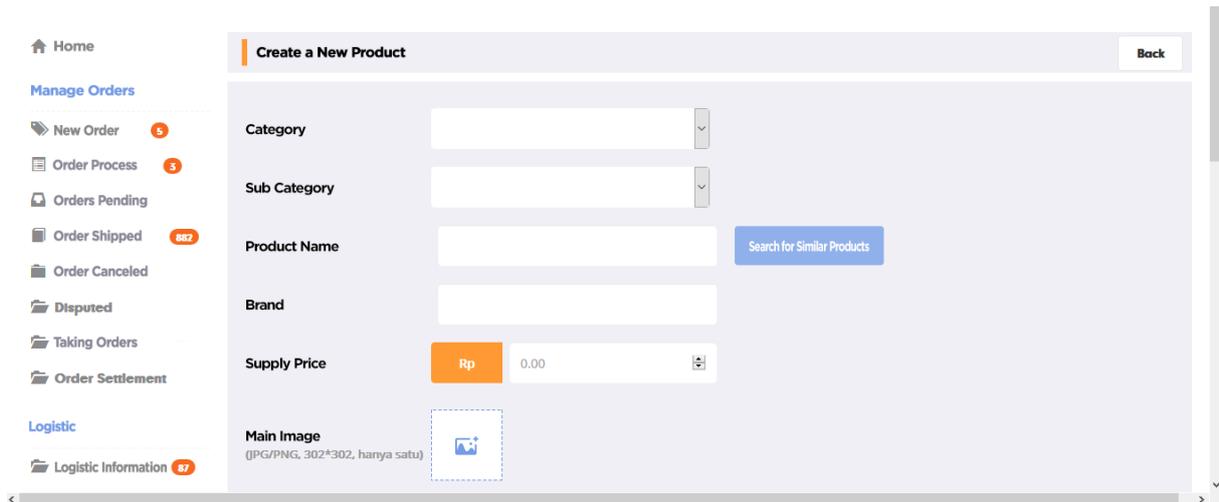
Logistic page aims to see whether data items are still available or not available (see Figure 3).

Order no	Uid	Item detail	Shipping Address	Status Description	Logistics company	Tracking Id	create time
88333075	20644564	jaket hoodie loreng pria finestore (loreng army)	Daerah Khusus Ibukota Jakarta Jakarta Timur indomaret kalisari f059- jalan kalisari no.1 rt.04 kel.kalisari kec.pasar rebo	paket sudah sam pai di tujuan BD O_GATEWAY	J&T Express	J00032605704	Nov 3, 2019 2:01:01 PM

Figure 3. Logistic Menu

### 3.4 Create New Product Menu

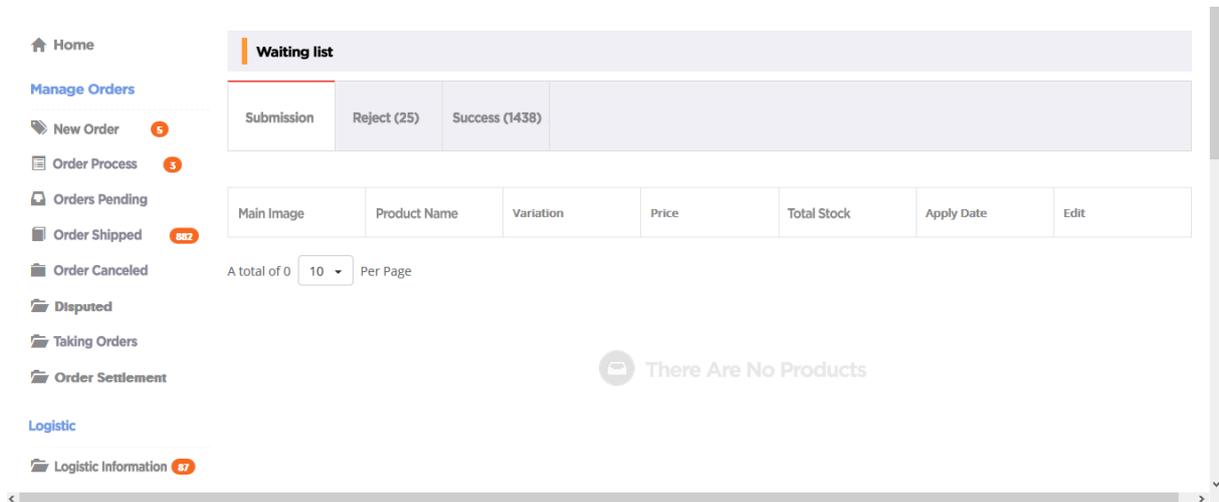
On this website, businessmen can create new products to be marketed to consumers (Figure 4).



**Figure 4.** Create a New Product Menu

### 3.5 Waiting List

In this menu, items that have been made will be validated by the system whether the items already exist or not, if not then it will enter into the form successfully while if the item already exists it will be rejected (see Figure 5).



**Figure 5.** Waiting list

### 3.6 Order Sent Menu

On this page, if the order is sent, businessmen can see whether the goods have been sent or not (see Figure 6).

Main Image	Order No.	Product Name	Variation Product	Account Name	Supply Price	Price (RP)	Total	Shipping Address	Time of Order	Order Status	Operational
	88375871	Gir's Jacket turbo pink finestore	allsize fit l	Aulia safitri	Rp 105.000	Rp 0	1	jl. raya inkopad kalisuren kp bulak rt 001/006 gg kusen kayu ud bangun	Nov 3, 2019 6:15:16 PM	Shipped	

Figure 6. Menu Orders Sent

Utilization of the application or website has many benefits, although it must continue to be improved, but some MSMEs have progressed and benefited with the application or website so that they can take advantage of their business resources and profits [10].

#### 4. Conclusion

From the results of this study, it can be concluded that the application of website applications to increase MSME profits is currently advanced and capable to increase MSME profits so that MSMEs are able to benefit from the use of applications and website sales and purchases online. Businesses are greatly benefited by the existence of information technology so as to market their products only with their laptops and smartphones and that the SMEs can continue to develop to increase their income without having to spend a lot of money. With this information, technology business or MSMEs are expected to expand their business and marketing reach as well as make it easier for customers to make transactions through online purchase sales technology. But in the use of information technology companies and customers must be careful of fraud and the use of consumer data. Now that information technology is developing every year, businessmen should develop their products so that customers are attracted to their products so their MSME profits do not go down.

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