

**E-Commerce Potential Using The Social Internet Network  
In Faculty Of Economic Atma Jaya Makassar University**

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**ABSTRACT**

The purpose of this study is to find out and analyze the potential of e-commerce by using internet social networking for students of the Faculty of Economics, University of Atma Jaya Makassar. To achieve these objectives, a questionnaire was distributed to students of the Faculty of Economics, University of Atma Jaya Makassar. The data analysis technique used is descriptive analysis. Based on the results of the study obtained findings that From the results of descriptive statistical analysis with a total sample of 83 respondents, then obtained the mean value for potential e-commerce variables in this study amounted to 3.32, with a standard deviation of 0.60, then the lowest value of 2, 33 and the highest value is 4.50. So that it can be concluded that the majority of Atma Jaya University's Faculty of Economics students on average are perceived to be sufficient because they are in the range of scores between 2.60 - 3.39 and are categorized as quite potential in the development of e-commerce businesses using internet social networks.

**Keywords: The Potential of E-Commerce**

**1. INTRODUCTION**

**1.1. Introduction**

The development of existing technology will bring various changes. Every change is created to provide positive benefits for human life, provide many conveniences, and as a new way of doing human activities such as accessing information, expanding networks, and also to communicate. According to Armstrong and Kotler (2012), the internet is a computer network that is used by the public, which connects various kinds of users from all places in the world to other users and becomes a broad place as an information provider. So that's the emergence of media that is devoted to communicating with each other even though with a great distance. The media is called social media.

According to Morrison and Weaver (2008), social media or internet social networking is a development of forms of information creation and interaction that have significant potential in marketing or *e-commerce*. *E-commerce* is a new concept that can be described as the process of buying and selling goods or services on the *World Wide Web* on the internet in other words *e-commerce* allows the purchase and sale of products and information through the internet or other online services.

*E-commerce* provides benefits for companies and customers or consumers, besides that *E-commerce* describes an online market driven by consumer needs where consumers are organized into a community website, wherein it is a place to make it easier for companies to sell their

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products to increase sales and to the public is a discount. Therefore web-based communication is currently considered important by companies that provide services or produce consumer goods. *E-Commerce* which can be called electronic commerce is the spread, purchase, sale, and marketing of goods and services through the electronic system of the internet or other computer networks, namely by the ease of entering photographs of goods or products offered.

One of the most effective forms of community for online communication today and the focus of this research is Instagram, *Facebook*, and *Line*. Instagram is one of the social networking sites currently on the rise. Instagram pampers its users with the specialty of photo sites. On Instagram users can share photo moments with friends, enabling communication and interaction with one another throughout the world and is an ideal infrastructure for running *e-commerce*, by conducting business on the *internet*.

Besides Instagram, Facebook can become potential in running *e-commerce*. *Facebook* is one of the most popular social media because its users continue to increase, so *Facebook* ranks first. *Facebook* is an integration of technology, communication, and business between users to get *rewards* and benefits. With the growth of active *Facebook* users that is increasing every day, Facebook becomes a very potential place for advertising, sales, and e-business activities.

Whereas social networks that are no less important than other applications are Line. The line is an application that is used to carry out messaging applications (*messenger or chat*) and all of them are free without being charged a cent. *The line* is said to be a useful place to create status, photos, videos, and other information because there are several time lime features and various auto texts are prepared, various funny images commonly called (*emoticons*) and others

Everyone has different perceptions about the potential of *E-commerce* or electronic sales either through Instagram, *Facebook* or Line, this research was conducted on students of the Faculty of Economics, University of Atma Jaya Makassar, the reason for choosing research objects with consideration to facilitate research and data collection, other than that consideration is that most students do e-commerce business or make e-commerce purchases through Instagram social networks, Facebook or Line. From the observations made many student friends did e-commerce business or often did e-commerce through Instagram, Facebook, and online. This is because Instagram, Facebook, and online have the potential to get a lot of markets and buyers.

Therefore the campus environment, makes students have self-motivation to use it as a medium to become entrepreneurs. Given that many University graduates are on average unemployed and very few have worked for companies so this can be a potential to be able to bring entrepreneurs from campus.

### 1.2. Formulation of the problem

Based on the background above, the problem statement is: "What is the potential of *e-commerce* by using internet social networking for students of the Faculty of Economics, University of Atma Jaya Makassar".

### 1.3. Research purposes

In a study, the objectives to be achieved are following the background and formulation of the problem described above, so this study aims: "To know and analyze the potential of *e-commerce* by using internet social networking for students of the Faculty of Economics, Atma Jaya Makassar University".

### 1.4. Benefits of research

In this study, the authors hope that this research can provide several benefits including:

#### Theoretical Benefits.

- a. This research can be used as a reference in conducting marketing activities on internet social media.

- b. This research can be used as a reference point for practitioners in making a market approach to consumers.
- c. This research can be used to streamline their marketing activities on internet social media.

### **Practical Benefits**

- a. The results of this study are practically expected to contribute ideas to solving problems related to the potential problems of e-commerce by using internet social networking, then the results of this study are expected to be a reference for students who take the same research title as the title of this study.
- b. As one of the requirements to complete the study and obtain a bachelor's degree at the Faculty of Economics, University of Atma Jaya Makassar.

## **2. THEORETICAL BASIS**

### **2.1. Internet marketing**

Internet marketing by marketers does not always have to be fixed on web design but must pay attention to the initial goals set as an important part of marketing. Marketers must also realize that good web design does not have to be worked on by itself but can be done by those who are professional, although to make web design marketers can also learn from the guidelines of existing sites.

According to the American marketing association cited by Kotler and Kevin Lane Keller (2012: 6) that: Internet marketing is an organization and a set of processes for creating, communicating, and submitting value to customers and managing customer relationships in ways that benefit the organization and the shareholders.

Hermawan (2012: 206) says: Internet marketing (*internet marketing*), also called *marketing-i*, *web marketing*, *e-marketing*, or *e-commerce* is the marketing of products or services through the internet. Marketing through the internet requires mastering the creative aspects and technical aspects of the internet together, including design, development, advertising, and sales.

### **2.2. Internet Marketing Model**

Marketing that uses the internet as a channel for delivering marketing content is what is then referred to as internet marketing. Internet marketing is not a marketing effort that sells internet service providers (connections/connections). But a marketer through the internet is not enough to only know conventional marketing tips, he also has to understand and explore the characteristics of the internet as a medium that will help him in marketing. Marketing through the internet is simple in meaning but complex in its implementation.

According to Hermawan (2012: 211), internet-based marketing is associated with several business models including a. *E-Commerce*, and b. Local internet marketing, and c. People Per Person Approach.

*E-Commerce* is a business model where products are sold directly to consumers or other businesses. Here are some types, namely:

- a. Website-based company

An organization (company) that does web design with the main goal of marketing products to produce added value by getting sales from its website. Amazon.com, tokobagus.com, and blibli.com are examples of business people whose orientation is to market products by web designing.

- b. Affiliate Marketing

Affiliate marketing is the process by which a product or service is developed in a single entity (e-commerce business, people per person, or combination) that is sold by other active sellers with profit sharing. The product entity can provide some marketing material (sales letters,

affiliate links, tracking facilities). But most of the affiliate marketing relationships come from *e-commerce* that offers affiliate programs, such as bagus.com, blibli.com, bekas.com, and so on.

### 2.3. E-Commerce

The development of *e-commerce* enables information networks that benefit both consumers and companies. When one company prepares an *e-commerce* marketing strategy what must be considered is the readiness to package goods and services to distribute them to consumers, because of the physical transaction and challenges going forward.

Although in general *e-commerce* applications in business are more promising, applications such as those mentioned above are not suitable models for all types of trade. Companies must think of a good *e-commerce* initiative with the consideration that not all *e-commerce* is the same. Internet mythology states that:

1. All big and small businesses to the same mind concerning the internet
2. Anything that can all be sold online

*E-commerce is electronic commerce*, is a collection of technologies, applications, and businesses that connect companies or individuals as consumers to conduct electronic transactions, exchange goods, and exchange information through the internet or television, www, or other computer networks.

#### 2.3.1. Benefits of E-Commerce

Some of the benefits of *e-commerce* include the following:

1. Internet graphics capabilities can show the product as it is (natural) and can make colored brochures and distribute them without shipping costs.
2. It is safer to open an online store than to open a regular store.
3. Running in cyberspace The internet does not recognize holidays and holidays, all transactions can be done anytime and anywhere.
4. Without area and time boundaries, thus providing a broad and unlimited time-limited marketing range.
5. New revenue streams may be difficult or cannot be obtained through conventional means.
6. Increase *market exposure* (market share), where the use of e-commerce makes it possible to increase market share which previously had only domestic market share, with the existence of e-commerce, the market share reaches overseas.
7. Reducing operating costs (*operating cost*). The use of Internet technology allows us to conduct trading activities 24 hours a day, 7 days a week, but not affected by the costs incurred for the cost of overtime employees or employees because everything is done by computers that do not require operators to carry out the trading process, just enough with the use of certain software, all activities in trade transactions can be carried out.
8. Big savings are made possible by e-mail. These savings occur because of the reduced use of paper in all transaction processes, where everything in e-commerce uses digital data so that it does not require paper as a medium which ultimately provides large savings on expenditure in the transaction process.

### 2.4. Definition of Social Media

Social media is an online media, with users able to easily participate, share and create content including blogs, social networks, wikis, forums, and the virtual world. Blogs, social networks, and Wikis are the most common forms of social media used by people throughout the world. According to Antony Mayfield of Crossing, social media is about being ordinary people. Ordinary humans share ideas, work together and collaborate to create, think, debate, find people who can

be good friends, find partners and build a community. In essence, using social media makes us ourselves. Besides the speed of information that can be accessed in seconds, being yourself on social media is the reason why social media is growing rapidly. No exception is the desire for self-actualization and the need to create personal branding.

New web technologies make it easy for everyone to make and most importantly disseminate their content. Blog posts, tweets, or videos on YouTube can be reproduced and seen by millions of people for free. Advertisers do not have to pay a lot of money to publishers or distributors to put up advertisements. Now advertisers can create content that is interesting and seen by many people (Zarella, 2010: 2).

Andreas Kaplan and Michael Haenlein (2010) define social media as "a group of internet-based applications that build based on ideology and Web 2.0 technology, and which enable the creation and exchange of *user-generated content*".

#### **2.5. Understanding of Internet Social Networking**

An Internet *social network* is a form of a social structure consisting of nodes that are interrelated and bound by one or more types of specific relationships. The nodes that are meant here can be individuals or organizations. The term social networking was first introduced by Professor J.A Barnes in 1954. Social networking is a social structure system consisting of individual or organizational elements. This social network will make those who have the same sociality, starting from those who have known every day to a family can be interconnected.

Today's social networks have mastered the lives of Internet users. The services presented by each social networking site are different. This is the characteristic and superiority of each social networking site. But generally, the services available on social networks are chat, email, sharing messages, sharing videos or photos, discussion forums, blogs, and others. The use of social networking sites or social networking has become a trend or lifestyle for some people. The proof is the social networking site *Facebook* is ranked as the first most accessed website in Indonesia.

#### **2.6. E-Commerce Potential**

This *e-commerce* business is very important to be studied by students because e-commerce is expected to be able to make students self-motivated to use it as a medium to become entrepreneurs. Given that many University graduates are on average unemployed and very few have worked for companies. In addition, the government has disbursed IDR 8 million per student to stimulate entrepreneurship-based activities. So, e-commerce is a part of self-motivation to be able to bring entrepreneurs from campus. The basis for *e-commerce* implementation for entrepreneurs is as follows:

- a) Have a product to sell.
- b) Have morality and self-motivation: honest, positive, patient, comprehensive, rational, energetic, vision and mission.
- c) Must have internet infrastructure, computers, and websites (free / paid).
- d) Administration and accounting management have a payment method through a bank, PayPal, western union, etc., a system of purchase orders, invoicing, receipt, and good accounting.
- e) Having a Customer Support strategy. Useful for transaction processes and after-sales services.
- f) Quality Control, Packing, and Expedition Management. For product quality control, packaging, and shipping to buyers.
- g) Having an Internet Marketing (IM) strategy. Useful for marketing, public relations, and branding.
- h) Having a spiritual and social spirit.

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## 2.7. Conceptual Design

Electronic commerce with internet media, better known as *e-commerce*, is defined as the transaction of buying and selling goods and services physically using electronic communication equipment, such as telephones, personal computers, *online kiosks*, *Automatic Teller Machines (ATMs)*, *smart cards*, or *smartphone*, through telecommunication channels such as traditional public telephone networks, computer networks, mobile computer networks, and the like. In short, e-commerce is a way to conduct business transactions using computers and telecommunications networks. Initially, electronic commerce, better known as *e-commerce*, was carried out in business transactions between large companies, banks, and other institutions. However, in its development, the focus of electronic commerce with internet media has shifted to approaching individual consumers, one of whom is the frequent use and conduct of *e-commerce* businesses, students of the Faculty of Economics, University of Atma Jaya Makassar. This is because social media through Instagram, Facebook, and online has the potential to get a lot of market and buyers. Especially with the increasing online sales that make it easy for everyone to shop via the internet without having to leave home. Simply by clicking on the item you like, then pay online or transfer, and the item will be sent immediately to the house. This shows that online marketing using Instagram, Facebook, and online has considerable potential and gives good results for the business.

## 3. RESEARCH METHODS

### 3.1. Types of research

The research carried out is a type of research using quantitative methods, where quantitative research is research whose specifications are systematic, planned, and structured from the beginning to the design of the research, to know the potential of *e-commerce* by using internet social networks through Instagram, Facebook, and *line* with Students of the Faculty of Economics, University of Atma Jaya Makassar.

### 3.2. Population and Samples

The population in this study were all 482 students of the Faculty of Economics, Atma Jaya Makassar University (data from the Academic Bureau). Whereas to determine the number of samples, the *cluster sampling* method is used, where according to Sugiyono (2011: 65) is the determination of samples based on several parts, namely:

Management Department	:	195 students
Accounting Departement	:	<u>287 students</u>
Total	:	482 students

So that the total population in this study is 482 respondents. Then to determine the number of samples, the Slovin formula is used as follows:

$$n = \frac{N}{1 + N(e)^2}$$

where :

n = Amount of respondents

N = Population

e = Percentage of error

$$n = \frac{482}{1 + 482(0,10)^2} = 82,81 \text{ or } 83 \text{ respondents}$$

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While the sampling technique uses the *purposive sampling* technique, the selection of unit sampling is done by considering students who have the potential to do *e-commerce* business.

### 3.3. Descriptive analysis

Descriptive analysis is an analysis that describes the characteristics or characteristics of data in the study, the descriptive analysis tool used is the percentage and average, using the criteria of description analysis according to Sambas and Abdurrahman (2011: 146), namely as follows:

**Table 1**  
**Analysis Criteria Description**

<b>Score range</b>	<b>Interpretation</b>
1,00 – 1,79	Not potential at all
1,80 – 2,59	Not potential
2,60 – 3,39	Neutral
3,40 – 4,19	Potential
4,20 – 5,00	Very potential

Source: arrange for the study

## 4. RESULT AND DISCUSSION

### 4.1. Overview of Respondents

This *e-commerce* business is very important to be studied by students because *e-commerce* is expected to be able to make students have self-motivation or the potential to use it as a medium to become entrepreneurs. Given that many university graduates are on average unemployed and very few have worked for companies, therefore with the presence of internet social networks, it can become a potential for students to conduct e-commerce to become entrepreneurs.

In connection with the description above, the purpose of this study is to find out and analyze how the potential of *e-commerce* by using internet social networking among students of the Faculty of Economics, University of Atma Jaya Makassar, therefore the population in this study is students of the Faculty of Economics, Department of Management and Accounting Atma Jaya Makassar University which numbered 482 people (Data from the Academic Bureau). Because the number of respondents is quite large, the Slovin formula is done so that the number of samples is 83 people, with the criteria of students who have the potential to do *e-commerce* business.

To find out the general description of respondents, the characteristics of respondents were used to find out the profile of respondents based on gender, age, class, and type of social media used in e-commerce businesses. For more details, a description of the general description of respondents can be described as follows:

#### 1. Identity of Respondents by Gender

Gender is one of the most important things in this study because the sex of the respondent influences the use of internet social networks for *e-commerce* potential in Atma Jaya Makassar University Faculty of Economics students.

According to gender of the 83 respondents who were sampled in this study, the proportion of women is higher when compared to the male gender. This can be specified that the percentage of female respondents is 60 people, while male respondents are 23 people. Thus, it can be said that the average student of the Faculty of Economics, University of Atma Jaya Makassar who often uses internet social networks and has the potential for *e-commerce* is a woman.

2. Identity of Respondents by Age

The description of the respondent's identity by age describes the level of experience and maturity of a respondent's mindset. Because the higher the age of the respondent will affect the conduct of e-commerce business.

According to age which shows that the age of the largest respondents in this study is aged over 20 years which amounted to 46 people, then respondents aged between 18-19 years were 36 people. Thus, it can be said that the average age of the students of the Faculty of Economics, University of Atma Jaya Makassar in using internet social networks, and the potential in *e-commerce* businesses is over 20 years old.

3. Identity of Respondents by Force

The identity of respondents by force can be categorized into two parts, namely the 2012 and the 2013 batch. Description of respondents by force, it is dominated by the 2013 class of 45 people, and the 2012 class of 38 people. Thus, it can be said that the average student of the Faculty of Economics, Atma Jaya Makassar University that uses internet social networking to conduct *e-commerce* business is dominated by the 2013 class.

4. Identity of Respondents by Type of social media

To do an e-commerce business, many types of social media can be used, which in this study can be grouped into three parts, namely: Instagram, *Facebook*, and *Line*. The respondents' identity data were obtained according to the social media users so it was dominated by the type of social media namely 38 people, followed by the type of social media Instagram as many as 32 people, and the last was the type of social media line with 13 respondents. Thus it can be said that the average student of the Faculty of Economics, University of Atma Jaya Makassar who conducts *e-commerce* business is by using *Facebook*.

**4.2. Descriptive statistics**

Based on the results of the analysis of the potential of *e-commerce* by using an internal social network among students of the Faculty of Economics, Atma Jaya Makassar University, 83 respondents were used in this study, descriptive statistics were used to find out the description or perception of the average student at the Atma Jaya Makassar Faculty of Economics in using *e-commerce* potential that can be presented through the following table:

**Table 2**  
**Descriptive Statistics**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Score	83	2,33	4,50	3.32	0,69
Valid N ( <i>listwise</i> )	83				

Source : Data analysis for the study

From the results of the descriptive analysis it appears that with a sample of 83 respondents, the mean value for the *e-commerce* potential variable in this study is 3.32, with a standard deviation of 0.60, then the lowest value of 2.33, and the highest value of 4.50. From the data above, the potential of e-commerce in students of the Atma Jaya University Faculty of Economics on average is considered sufficient because it is in the range of scores between 2.60 - 3.39 and is considered quite potential in running an *e-commerce* business using social networks. Internet.

**5. CONCLUSION**



## 5.1. Conclusion

Based on the results of the analysis and research conducted by the students of the Faculty of Economics, University of Atma Jaya Makassar, the following conclusions can be given:

1. From the results of research that has been done through the results of questionnaires using the Likert scale which is intended to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena related to the potential of *e-commerce* by using the internet social networking at Atma University Economics Faculty Students Jaya Makassar with very agreed weighting criteria given weight 5, Agree given weight 4, enough to agree to be given weight 3, Disagree given weight 2 and Strongly Disagree given weight 1, then obtained an average index value of 3.32 and categorized as quite potential. Where the indicators that make the biggest contribution are online businesses or *e-commerce* can add income for me to add pocket money with a *mean* (3.53), through social networking can be a potential in conducting e-commerce business with a *mean* (3.51), then Social networking both through Instagram, Facebook and online can add friends to facilitate *e-commerce* business with a *mean* (3.49), as well as that with online or *e-commerce* business with lightning speed can be known by the public. So that it can be concluded that the existence of an online business or e-commerce can increase income, and increase friends so it has the potential because it is quickly known by the community.
2. From the results of descriptive statistical analysis with a total sample of 83 respondents, the mean value for the *e-commerce* potential variable in this study was 3.32, with a standard deviation of 0.60, then the lowest value of 2.33 and the highest value at 4.50. So it can be concluded that the majority of Atma Jaya University's Faculty of Economics students on average are perceived to be sufficient because they are in the range of scores between 2.60 - 3.39 and are categorized as quite potential in running an *e-commerce* business using internet social networks.

## 5.2. Suggestion

The suggestions that can be given by the author regarding the results of this study are: It is expected that students can use social *networking* as a means of media to improve their potential, namely as a tool in the process of seeking knowledge, establishing relationships with companies, and making tools for entrepreneurship. In addition, it is also recommended that there be an increase in security in e-commerce so that respondents and consumers become more secure in conducting transactions without feeling anxious or anxious.

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