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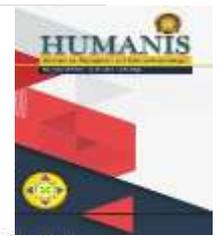
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Utilization of Information Technology, Internet and E-Commerce in Herbal MSMEs

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Abstract: This research is based on fact that during the pandemic, the need for technology, internet and e-commerce has increased significantly. The purpose of this study was to determine whether the use of information technology, internet and e-commerce at MSME Herbal Waroeng Sehat, Tangerang City has been carried out optimally. The methodology used in this research is descriptive statistical analysis. The test used in this study is the frequency distribution table test. The data analysis used was descriptive qualitative and descriptive quantitative. Data collection was obtained by distributing questionnaires in the form of *Google Form* to 30 respondents. Primary data derived from questionnaires were processed through the SPSS version 25 program. According to (Ghozali, 2018, p. 15) [1], SPSS is an abbreviation of Statistical Package for Social Sciences, which is software that functions to analyze data, perform statistical calculations for both parametric and non-parametric statistic on a windows basis. The results showed that the ability of employees to operate computers was 83.3% or 25 employees. And the use of the internet to support daily work is 86.7% or 26 employees. Utilization of E-commerce can add business branches, the answer is 66.7% or 20 people answered that the use of E-commerce can add business branches. It can be concluded that the utilization of Information Technology, Internet and E-commerce has been carried out optimally by Waroeng Sehat. The impact of this research is expected in the next 5 years Waroeng Sehat SMEs can expand their digital marketing strategies by using Internet of Things technology in order to get maximum profit.

Keywords: Information Technology, Internet, E-commerce, MSME

INTRODUCTION

This research is based on fact that The use of Information System Technology has increased significantly in all aspects of people's lives throughout the world during this pandemic. The Covid-19 pandemic also has an impact on community economic activities, especially for MSMEs. If before the pandemic, MSME actors could run their business directly, both in traditional markets and shopping centers. So during this pandemic, many MSME actors who are not internet literate are hit and even stop continuing their business. However, for MSME actors who are internet literate and have used information system technology, the pandemic will not have much impact on the sustainability of their business. Although in terms of achieving operating profit, it may experience a decline, along with the decline in people's purchasing power during this pandemic.

The purpose of this study was to determine whether the use of information technology, internet and e-commerce at MSME Herbal Waroeng Sehat, Tangerang City has been carried out optimally. It is hoped that the acceleration of the use of information technology for MSMEs with digital marketing will allow economic activities to continue and help the community to increase their household income. Digital Marketing which is currently widely used by MSME actors includes Social Media (Facebook, Instagram, Twitter, Youtube), Websites, e-commerce (Shopee, Tokopedia, OLX). The Industrial Revolution 4.0 forces MSME actors to continue to be open to all existing changes. Utilization of information technology in implementing MSMEs must be supported by the quality of human resources from MSME business actors themselves and their employees, so that MSME performance can be achieved optimally.

The methodology used in this research is descriptive statistical analysis. The test used in this study is the frequency distribution table test. The data analysis used was descriptive qualitative and descriptive quantitative. Data collection was obtained by distributing questionnaires in the form of *Google Form* to 30 respondents. Primary data derived from questionnaires were processed through the SPSS version 25 program. According to **(Ghozali, 2018, p. 15)** [2] SPSS is an abbreviation of Statistical Package for Social Sciences, which is software that functions to analyze data, perform statistical calculations for both parametric and non-parametric statistic on a windows basis. The results showed that the ability of employees to operate computers was 83.3% or 25 employees. And the use of the internet to support daily work is 86.7% or 26 employees. Utilization of E-commerce can add business branches, the answer is 66.7% or 20 people answered that the use of E-commerce can add business branches. It can be concluded that the utilization of Information Technology, Internet and E-commerce has been carried out optimally by Waroeng Sehat.

The impact of this research is expected in the next 5 years Waroeng Sehat SMEs can expand their digital marketing strategies by using Internet of Things technology in order to achieve maximum profit.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Information technology

Based on the research of **(Fatimah & Azlina, 2021)** [3], in the Journal of Accounting and Banking Research, with the title The Effect of Information Technology and Innovation at the Performance of Small and Medium-sized Enterprises (SMEs). (Study on Online-Based SMEs in Dumai City), citing Sutarman (2009: 13) Information technology is the study, design, development, implementation, support or management of computer-based information systems, especially software applications and computer hardware.

MSME

Based on research by **(Halim, 2020)** [4], in the Scientific Journal of Development Economics, with the title The Effect of Micro, Small and Medium Business Growth on Economic Growth in Mamuju Regency, Citing information from Tambunan, (2012: 22), Micro, Small and Medium Enterprises Medium MSMEs are productive business groups which can

either be run independently or individually, as well as business entities in all economic sectors.

Internet

Based on the research of **(Ayu & Permatasari, 2018)** [5], in the journal Intra-Tech, with the title Design of Information System for Field Work Practice Data Processing (PKL) at the Public Relations Division of PT Pegadaian, citing from Hidayatullah and Kawistara (2015) the Internet is a world network that connects computers globally, with the internet a computer can access data contained on other computers. on a different continent.

Internet of Things (IoT)

Based on research by **(Alwendi, 2021)** [6], in the Journal of Informatics and Software Engineering, with the title Optimizing the Internet of Things to Increase Production in the Small and Medium Business Sector during the Covid-19 Pandemic, based on (Ratsuk et al, 2016) that the system IoT smarts provide opportunities for the production of new goods, dynamic response to product requirements, and optimizing real-time manufacturing production and supply chain networks, and networked machines, sensors and surveillance systems together. (Ratsuk et al, 2016).

E-commerce

Based on research by **(Mastisia Rakanita, 2019)** [7], in the Ekbis Journal (Analysis, Prediction, and Information), with the title Utilizing E-commerce in Improving MSME Competitiveness in Karang Sari Village, Karangtengah District, Demak Regency, according to McKay and Marshall in Ramanathan et al. (2012). E-commerce is the use of computer networks (including the internet) to be able to run businesses, including buying and selling, e-mailing, exchanging goods, services and information.

METHODS

The primary data used in this research is primary data sourced from the MSMEs of Herbal Waroeng Sehat , Tangerang City by distributing questionnaires to 30 employees through the Google Form and WhatsApp applications in the period 16 October – 18 October 2021. Furthermore, the supporting data is secondary data that describes the condition of MSME Herbal, Waroeng Sehat, Tangerang City. In general, obtained from the official website of Waroeng Sehat and reviewed several research journals on Google related to the title of this research.

The main data (primary data) was collected by distributing questionnaires through the *Google Form* application to 30 employees of Waroeng Sehat, Tangerang City. The data collected will be analyzed descriptively qualitatively and descriptively quantitatively using SPSS version 25 software with a frequency distribution test that produces output in the form of frequency tables. According to (Sugiyono, 2019, p. 147) [8], descriptive statistics are statistics used to analyzing data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. This research uses the Frequency Distribution Table Test. The Frequency Distribution Table is part of the descriptive statistical analysis. According to (Hartanto & Yuliani, 2019, p. 26) [9], in Soedijono (2011:37), the frequency distribution implies a condition that describes how the distribution of the frequency of symptoms or variables denoted by that number, has been distributed, divided or scattered.

RESULT AND DISCUSSION

Characteristics of Herbal SMEs, Healthy Waroeng, Tangerang City.

In order to get a complete picture of the use of information technology, internet, and e-commerce in MSME Herbal, Waroeng Sehat, Tangerang City, this section first gives the characteristics of the MSMEs studied. These characteristics consist of = age, years of service, gender, education level, and level of position.

1. Age. From the research data, it can be seen that 53.3% or 16 employees aged 36-45 years. This means that 53.3% of the respondents studied already have quite a lot of experience and are quite mature in working at Waroeng Sehat.
2. Years of service. From the research data, it can be seen that 60% or 18 employees have a working period of 0-5 years. This means that 60% of the respondents studied are new employees but have quite a lot of experience in working at Waroeng Sehat.
3. Gender. From the research data, it can be seen that 53.3% or 16 employees studied were male and 46.7% or 14 employees studied were female who worked at Waroeng Sehat.
4. Level of education. From the research data, it can be seen that 76.7% or as many as 23 employees studied were high school graduates. 6.7% or as many as 2 employees Diploma graduates (D1/D2/D3). As much as 13.3% or as many as 4 employees graduated from Bachelor's Degree. And 3.3% or as many as 1 employee graduate of Master's degree are employees who work at Waroeng Sehat. Judging from the competence of employees and graduates Employee education is quite good. Nevertheless, Waroeng Sehat needs to increase the competence of its Bachelor's Degree graduates, especially for competence in the managerial field to develop their business and achieve maximum profit.
5. Position Level. From the research data, it can be seen that 36.7% or as many as 11 employees studied were working as staff. As many as 36.7% or as many as 11 employees are working as therapists. As many as 20% or as many as 6 employees work at other level positions. 3.3% or 1 employee works as Head of Department/Manager. And 3.3% or 1 employee working as an Engineer/Technician. From this table, it can be seen that the therapist's position is almost the same as the staff position. The therapist position is a core position at Waroeng Sehat, where one form of Waroeng Sehat's services is cupping therapy, full-blooded facial therapy, baby spa therapy, and several other types of therapy.

Frequency Distribution Test Analysis related to the Utilization of Information Technology

Based on (Lubis & Junaidi, 2016) [10], in the journal Utilization of Information Technology in Micro, Small and Medium Enterprises in Jambi City that the indicators used to measure the use of information technology in research include computer ownership, computer utilization, knowledge of the internet and the use of the internet for business. Based on the previous research above, the authors make the same indicators to measure the use of information technology.

The indicators used in looking at the utilization of information technology in this study include computer ownership, computer utilization, and knowledge of computer programs.

Table 1. Does your place of work already have a computer?

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Have a Computer	30	100.0	100.0	100.0	

Source = Primary data processed in SPSS version 25 (2021)

Based on computer ownership, it can be seen in table 6 above that 100% or as many as

30 respondents stated that Waroeng Sehat already had a computer in running their business.

Table.2 Are you able to operate a computer to support your work

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Unable to operate computer	5	16.7	16.7
	Yes, I can operate a computer	25	83.3	100.0
	Total	30	100.0	100.0

Source = Primary data processed in SPSS version 25 (2021)

Table.3 Does your place of work already have a computer?

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Already Have a Computer	30	100.0	100.0

Source = Primary data processed in SPSS version 25 (2021)

Based on computer ownership, it can be seen in table 6 above that 100% or as many as 30 respondents stated that Waroeng Sehat already had a computer in running their business.

Table.4 Are you able to operate a computer to support your work

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Unable to operate computer	5	16.7	16.7
	Yes, I can operate a computer	25	83.3	100.0
	Total	30	100.0	100.0

Source = Primary data processed in SPSS version 25 (2021)

Based on the ability to operate computers, it can be seen in table 7 above that 83.3% or as many as 25 respondents of Waroeng Sehat employees are able to operate computers to support their work.

Table.5 Mention the computer program you are good at

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Not familiar with computer programs	5	16.7	16.7
	Online marketing (email, website creation, chat)	5	16.7	33.3
	Microsoft Office (Ms.Excel, Ms.Words, Ms.Power Point)	9	63.3	96.7
	Mastering all of the above computer programs	1	3.3	100.0
	Total	30	100.0	100.0

Source = Primary data processed in SPSS version 25 (2021)

Based on computer programs controlled by employees, it can be seen in table 8 above that 63.3% or 19 respondents of Waroeng Sehat employees mastered Microsoft Office (Ms. Excel, Ms. Words, Ms. Power Point), 16.67% or as many as 5 people. mastering online marketing (email, creating websites, chatting), 3.3% or 1 person mastered all computer programs to support their work. From the data above, it is known that 16.7% or as many as 5 people do not master computer programs. Based on the respondent's characteristic data, it was found that employees who do not master computer programs are in therapist positions, where these positions do not require the ability to master computer programs.

Analysis of Frequency Distribution Tests related to Internet Utilization

Based on (Lubis & Junaidi, 2016) [11], in the journal Utilization of Information Technology in Micro, Small and Medium Enterprises in Jambi City that the indicators used to measure internet utilization in research include knowledge of internet technology and the use of internet technology in supporting business. Based on the previous research above, the authors make the same indicator to measure internet utilization.

The indicators used in looking at the use of the internet in this study include the ability to use the internet, internet use, internet availability at work, ease of accessing the internet, dependence in accessing the internet.

1. How are your skills in using the internet? Based on the employee's ability to use the internet, it can be seen in table 9 above that 46.7% or as many as 14 people have "enough" abilities. As many as 36.7% or as many as 11 people have "good" abilities. 3.3% or as many as 1 person has a "Very Good" ability. And by 13.3% or as many as 4 people have "less" abilities.
2. Do you use the internet to support your daily work? Based on the use of the internet to support the daily work of employees, it can be seen in table 10 above that 86.7% or as many as 26 people stated "Yes" meaning that the use of the internet was correct to support daily work.
3. Does your place of work already have free wifi for internet access? Based on the availability of internet or free wifi at work, it can be seen in table 11 above that 100% or as many as 30 employees of Waroeng Sehat stated "Already" meaning that Waroeng Sehat had provided internet in their office.
4. Is the internet connection where you work having problems accessing the internet? Based on the ease of accessing the internet at work, it can be seen in table 12 above that 73.3% or as many as 22 employees of Waroeng Sehat stated "sometimes having problems" in accessing the internet. Constraints in accessing the internet must be immediately fixed by the management, so that employees can work optimally.
5. Mention how highly dependent you are on an internet connection to support your work? Based on the level of employee dependence on internet connections, it can be seen in table 13 above that 36.7% or as many as 11 employees of Waroeng Sehat stated "high" in dependence on internet connections. 33.3% or as many as 10 Waroeng Sehat employees stated "very high" in dependence on internet connections to support work.

Frequency Distribution Test Analysis related to the Utilization of the Internet of Things (IoT)

The indicators used to see the use of the Internet of Things (IoT) in this study include that the workplace is already connected to the Internet of Things (IoT). Is your place of work connected to the Internet of Things (IoT)? Based on the workplace that is connected to the Internet of Things (IoT), it can be seen in table 14 above that 83.3% or as many as 25 Waroeng Sehat employees stated that their workplace had not used the Internet of Things (IoT).

Frequency Distribution Test Analysis related to E-commerce Utilization

Based on research by (Mastisia Rakanita, 2019) [12], in the journal Utilization of E-commerce in Improving the Competitiveness of MSMEs in KarangSari Village, Karangtengah Subdistrict, Demak Regency, that based on research and case studies in Australia (Burgess, et al, 2013) there are several factors that encourage business actors to take advantage of the

use of e-commerce, (1) the use of computers and information technology by business actors, (2) the implementation of e-commerce today and plans in the future, (3) obstacles in the use of e-commerce, (4) expertise of information technology staff. Based on the previous research above, the authors make almost the same indicators to measure the use of E-commerce.

The indicators used to see the use of E-commerce in this study include the use of E-commerce to improve the performance of buying and selling transactions, Types of Use of E-commerce Media, Utilization of E-commerce to generate profits, Utilization of E-commerce to reach a wider market, the use of E-commerce can add business branches, and the use of E-commerce can increase the workforce.

1. Do you use E-commerce to improve performance in managing buying and selling transactions with consumers? Based on the use of E-commerce to improve the performance of buying and selling transactions, it can be seen in table 15 above that 63.3% or as many as 19 employees of Waroeng Sehat stated "Yes". This means that the correct use of E-commerce can improve the performance of buying and selling transactions.
2. Mention the E-commerce used in marketing business products where you work. Based on the type of use of e-commerce media, it can be seen in table 16 above that 50% or as many as 15 employees of Waroeng Sehat stated that they used the company's official website. 33.3% or 10 employees stated that they used Tokopedia. As many as 13.3% or as many as 4 people stated using Shopee. As many as 3.3% or as many as 1 person stated that they used all the e-commerce mentioned above in marketing business products. This means that Waroeng Sehat has made optimal use of the various types of E-commerce that exist to market their products.
3. Do you think the use of E-commerce can increase company profits? Based on the use of E-commerce to generate profits, it can be seen in table 17 above that 73% or as many as 22 employees of Waroeng Sehat stated "Yes". It means that the use of E-commerce can increase company profits.
4. Do you think the use of E-commerce can reach a wider market. Based on the use of E-commerce to reach a wider market, it can be seen in table 18 above that 70% or as many as 21 employees of Waroeng Sehat stated "Yes", It means that the use of E-commerce can reach a wider market.
5. Do you think that using E-commerce can add business branches? Based on the use of E-commerce to add business branches, it can be seen in table 19 above that 66.7% or as many as 20 employees of Waroeng Sehat stated "Yes". It means that the use of E-commerce can add business branches. This can also be proven based on information on the official website of **(Sehat, 2009)** [13] namely <https://waroengsehat.com/about-kami/> that at the beginning of its establishment in 2009 Waroeng Sehat only had 1 kiosk. But now in 2021 Waroeng Sehat has added a branch of business, namely by having 4 therapy houses which are managed by themselves and 1 outlet managed by partners.
6. Do you think that the use of e-commerce can add to the workforce every year because of the increasing number of sales? Based on the use of E-commerce to increase the workforce, it can be seen in table 20 above that 63.3% or as many as 19 employees of Waroeng Sehat stated "Yes". It means that the use of E-commerce can increase the workforce. This can also be proven based on information on the official website of **(Sehat, 2009)** [14], namely <https://waroengsehat.com/about-kami/> that at the beginning of its establishment in 2009 Waroeng Sehat only had 1 employee. And based on the author's interview with the owner of Waroeng Sehat in 2021, Waroeng Sehat already has 50 employees.

CONCLUSIONS

The results showed that the ability of employees to operate computers was 83.3% or 25 employees. And the use of the internet to support daily work is 86.7% or 26 employees. Utilization of E-commerce can add business branches, the answer is 66.7% or 20 people answered that the use of E-commerce can add business branches. It can be concluded that

230 | HUMANIS (Humanities, Management and Science Proceedings) Vol.02, No.1, Desember 2021

the utilization of Information Technology, Internet and E-commerce has been carried out optimally by Waroeng Sehat. The impact of this research is expected in the next 5 years Waroeng Sehat SMEs can expand their digital marketing strategies by using Internet of Things technology in order to achieve maximum profit.

Based on the results of the questionnaire for the Internet of Things Utilization variable, it is known that the weakest indicator is 83.3% or as many as 25 employees of Waroeng Sehat stated that they have not used the Internet of Things (IoT). The author suggests to the owner to add new technologies in the field of Internet of Things (IoT) in order to run businesses more effectively and efficiently and generate maximum profit.

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