



## **Designing Small and Medium Enterprises Through E-Marketplace For Generation Z**

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**Abstract:** The reason for this review is to discover how to plan an independent company that fits the chances by using innovation in Age Z. Presently, innovative improvements have advanced quickly. The development of technology in the business world is very helpful in various ways for the convenience that is obtained. Age Z is needed by the occasions to have the option to exploit mechanical refinement in beginning private companies. This review utilizes a subjective strategy approach, where information assortment methods can be acquired from perceptions and writing studies. The consequences of this review demonstrate that there are different freedoms for Age Z to plan organizations through Internet business by checking out market openings and redesigning abilities in the field of digitization to help rivalry with contenders who are specialists in their fields.

**Keywords:** Entrepreneur, Marketplace, Generation Z

### **INTRODUCTION**

The uniqueness that occurs today is the inevitable competition in the business world, especially SMEs in getting customers. Improvements in the field of data innovation are currently advancing rapidly, this cannot be separated from the presence of the web. The web is useful for life exercises, one of which is in the business world. The e-commercial center is between hierarchical data frameworks where buyers and vendors in the market convey data about costs, items, and can complete exchanges through electronic correspondence channels. Through the web, it is simpler for vendors to advance and market their items over a broader territory. The age that is the main center of attention is the age that appears in the late ages, basically up to the period of 2019, specifically the Gen Z age, which is often referred to as the i-generation or web era. The web age thrives and co-creates with digitalization in a different perspective. They are specialists in working on various innovation media (proficient locals) and have the character of doing many interesting tasks that recognize them from the past.

Digitalization and the rise of the web age present difficulties on many fronts. Large communication organizations, for example, are trying to do media blending and develop

themselves with computerized stages in order to adapt to the advancement of the web and the age of Z as one of its customers. Then, at that time, the broader area also changed its media example from reading newspapers to reading online news entries through their own gadgets. It is now believed that the age of Gen Z is one of the causes of the passing of print media (Zuhra, 2017). In addition to extensive communication, different businesses have also changed their marketing procedures to draw legitimate attention to Age Z. Usual correspondence designs are generally not utilized and new methods are applied that suit the correspondence style of Age Z (Ramadhan and Simanjuntak, 2018: 243). Melalui peningkatan era digitalisasi, pembahasan kali ini akan membahas sesuai judul Little and Medium Business Plan Through E-Commercial center di Age Z, dimana usia Z berperan penting dalam menambah perencanaan perusahaan mandiri untuk kemajuan di sekitarnya. ekonomi.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Small and Medium Enterprises

Based on Law No. 20 of 2008 (Sunariani, et al. 2017), small businesses are productive economic businesses that stand alone and are characterized by having net assets of IDR 50 million to IDR 500 million. While medium-sized businesses are productive economic businesses that stand alone with the characteristics of medium-sized businesses having assets of more than Rp 500 million up to Rp 10 billion.

### Small and Medium Enterprise Development

Based on Government Regulation No. 32 of 1998 Improvement of private companies can be assisted through: evidence of potential and recognizable problems, improvement of employee capacity, expansion of planning and design capabilities, provision of accommodation for procurement of office and framework needs, raw components, auxiliary materials and bundling, further development of administrative capacity, providing time-limited support to the office, creating advertising organizations and marketing the goods of independent ventures. independent ventures. SME is short for Little and Medium Endeavors which means a limited scale individual financial movement with a business field that is mostly a private business activity. The fields that Little and Medium Endeavours work on include: supermarkets, beauty salons, cafes, specialties, and others.

### Definition of Online Market Place

What is meant by Market or web-based market is any effort made to advertise an item or administration through or utilizing the web or www organization, while place itself in English reference means place. Here can be called the Online Commerce Center is a place or place to display goods or services through or utilizing Web media.

### Gen Z

In the development of correspondences where innovation is an indistinguishable part of the life of today's world, we recognize several epochs, known in theory. Divisions are identified with certain presumptions in time or age difference, also identified with similar chronicle insights. The meaning of generation in theory is definitely identified with a collection of individuals who have similar experiences and events, verifiable in individuals

(Kupperschmidt, in Putra; 2016). Oblinger (2005) attempts to categorize age into 5 principle classifications:

1. Matures, the generation born under 1946.
2. Baby Boomers, the generation born between 1947-1964.
3. Generation Xers, the generation born between 1965-1980.
4. Gen-Y or also known as NetGen, is the generation that was born between the years of 1981-1995.
5. Post Millennials, which is the generation that has a birth year in 1995 until now.

## METHODS

This research method uses a qualitative method in its study. This is based on consideration of the depth of research results related to meaning rather than generalization, so that researchers maximize in terms of observations and interviews, both with regard to the relevance of the content of the questions to the study, as well as related to the accuracy of the respondents. At this stage the author also conducted research on the effectiveness of the use of internet technology in the search for knowledge and skills for residents supported by reference books and the results of previous similar research that has been done by others. The aim is to get a theoretical basis for the problem to be studied. This theory is intended as a foothold for understanding the issues under study correctly and in accordance with a scientific framework.

## RESULT AND DISCUSSION

The ability of young people today is very good in processing information and data that will be utilized in the conventional world in opening a business field. The basic steps in opening business opportunities start from designing things that should be considered so that small business management is not getting discouraged. Business design must see all perspectives that support and weigh what makes the business collapse. A suitable analysis used in digital combination with designing small and medium-sized businesses is to analyze SWOT opportunities.

The SWOT examination is used to look at the qualities, shortcomings, gaps and dangers that the organization will see. By looking at the qualities and cultivating these qualities, it is certain that the organization will be more developed than existing competitors. In the same way, the shortcomings they have must be corrected so that the organization can continue to exist. The opportunities that exist today must be made the best use of by the organization with the aim that the volume of business can increase. Moreover, the dangers that will be faced by the organization must be guarded against by fostering a good promotion system.

SWOT according to Sutojo and Kleinstaub (2002:8) is deciding on business objectives that make sense, fit the conditions of the organization and are therefore expected to be achieved more effectively. SWOT is a condensation of the words Quality (quality of the organization) Deficiency (weakness of the organization), Opening (business openings) and Danger (obstacles to achieving goals). Assuming the swot examination procedure is applied to determine the advertising objectives of the board technique, it can be well expressed that before deciding the promotion objectives to be achieved, the organization should investigate: the qualities and shortcomings, the existing business processing

opportunities, and the various kinds of obstacles that will occur.

Organizational execution can be dictated by a mix of inward and outward elements. Both of these elements must be considered in the examination of the SWOT analysis. SWOT analysis represents the Interior Quality and Deficiency climate like the Outside Opportunity and Art climate found in the business world. The SWOT investigation analyzes between the outward elements. Openings and Hazards and the inward factors of Quality and Deficiency. For the time being, Kotler (2008:88) recommends that the SWOT examination is an assessment of general qualities, shortcomings, openings and dangers called a SWOT investigation.

Medium-sized business design by Generation Z is quite a challenge because it not only competes with accountants, management experts or business children, but must also be able to compete with holders of IT expertise. Business design is not just a matter of calculating profits, but strategies and identifying people's willingness to market needs. Here, of course, Generation Z must be able to provide creative and innovative design innovations to start a business from scratch. However, although it sounds a bit difficult, many examples have been realized in previous generations. Every era must have competition between individuals, groups and professions of expertise.

Research that takes observational research from one of the small business warkop that was pioneered since 2019 called Gelas Batu is a small business that was originally a café measuring 15 square meters. Mamake Cafe is a small business that was originally a 15 m x 21 m café introducing a simple warkop concept for coffee lovers. The Mamake Cafe warkop business was first opened in Pondok Kacang Prima, Pondok Aren, South Tangerang. The design that starts with the selection of the place, live music entertainment, the number of workers who adjust, the food menu, strategic location, affordable prices and hanging out with the concept of familyable makes a business look flexible with the choice of people looking for entertainment while relieving hunger and thirst. The example of small business design is a motivating force for generation Z to combine design via e-commerce with small businesses to revive the spirit of the regional economy of South Tangerang City.

E-commerce is considered more flexible in buying and selling and is recognized as much more practical than making manual transactions. Generation Z fosters ideas and inspiration to unite the sophistication of modernization by creating buying and selling services with the WhatsApp Business application, Tiktok Shop, or just sharing posts via Instagram or Facebook stories. This is very helpful for Generation Z in starting a small business design to be developed when they already have consistency in building a business.

## CONCLUSIONS

Small businesses in the generation Z group are a brilliant opportunity to build strategies in business design. The design created in such a way will affect the output of a business in running its business. From the basic design, the business assessment shoots the product to be recognized by the public, from that promotion and production run together well too. Generation Z must need to prepare skills in the digital second plunge to understand the E-Commerce shopping system, because there must be many rules of the game that are certainly very different from just shopping directly. For this reason, the design of small

businesses by Generation Z will have a continuing impact to be used as an evaluation for the Alpha generation to come.

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