

Creating Jobs With Social Networking (E-Commerce)

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Abstract. As a result of the Covid 19 pandemic, many small and large companies experienced a significant decline in sales, resulting in many employees being laid off (Termination of Employment), besides that street vendors and startups also experienced the same thing, namely decreased sales. Therefore, the number of unemployed is increasing due to the impact of the covid 19 pandemic, with the covid 19 pandemic which has resulted in many unemployed increasing the use of the Internet and with the sophistication of technology that has been very developed, it can be used to earn income. So that the future challenges faced are how to use the sophistication of the internet with the existence of social networking into employment opportunities for those in need. The methodology that the author uses uses a library study approach and literature review in accordance with the discussion and is studied more deeply so that it can make a positive contribution. The results of the discussion that the authors get are as follows: First, the use of the internet through social networking and/or the use of E-commerce can create effective and efficient employment opportunities so that it can reach many workers who can be done at home and even anywhere. Second, with the existence of social networking and/or the use of E-commerce, it is possible to reach buyers from various parts of the city and even carry out export and import sales activities. Third, the existence of social networking and/or the use of E-commerce reduces the energy expended and can take advantage of time to be able to do other work so as not to spend time buying the desired items and other needs by walking and going to shopping places.

Keywords: employment, social networking, e-commerce.

INTRODUCTION

The COVID-19 pandemic resulted in a significant economic downturn experienced by all countries including Indonesia, large-scale layoffs or layoffs by companies resulted in an increase in the number of unemployed and reduced job vacancies. According to the Central Statistics Agency or BPS 2021, there are 19.10 million people (9.30 percent of the working age population) affected by Covid-19. Consists of unemployment due to Covid-19 (1.62 million people), Non-Work Force (BAK) due to Covid-19 (0.65 million people), temporarily not working due to Covid-19 (1.11 million people), and residents workers who experienced a reduction in working hours due to Covid-19 (15.72 million people).

Reduction of working hours and termination of employment or layoffs results in a lot of free time which if not used properly will be wasted without getting anything. One alternative to overcome this problem is to use the internet. Today the internet is a new technology that is developing very quickly and can be reached from anywhere and anytime by all people. So that the use of the internet can be used to get a job or develop a business so that it is not only profitable but also opens job vacancies for those in need.

In the business world, e-commerce is the distribution, sale, purchase, and marketing of goods or services that rely on electronic systems, such as the internet, TV, or network technology. other. In addition, what is also becoming a trend, an example of e-commerce is the use of social media, for example, various marketplaces available in the community, such as Bukalapak, Bibli, Tokopedia, Shopiie and several other marketplaces, even personal social media such as Facebook, Instagram and TikTok can be used. used to sell by ourselves what we want to sell.

From the explanation above, the author is interested in discussing more about the use of social media to create jobs so as to reduce the number of unemployed due to the impact of covid 19 and internet users so that they can be used more effectively and efficiently with one of the e-commerce alternatives.

LITERATURE RIVIEW

First, the potential benefits and problems in e-commerce in the journal researched by Didi Achari at the Gajah Mada University in the Indonesian Journal of Economics and Business 2000, Vol. 15, No. 3, 388 - 395 concluded that the fast-growing Internet can present new ways and opportunities in business. There are many aspects that must be considered with the presence of the internet, namely with the latest e-commerce model which previously may not have existed in conventional business practices, although there are more and more e-commerce users, this does not mean that e-commerce transactions are completely secure. In order to create a sense of security and reduce risk, one of the most important things is the aspect of trust between the seller and the buyer who may have never met physically. This trust can grow if it can be supported by the presence of several basic requirements such as the existence of a certification authority,

with such a large potential for e-commerce problems, all competent parties must observe it early on and make clear rules of the game so that the risk does not become a reality.

Second, the E-Commerce Business Analysis of Alauddin Makassar State Islamic University Students researched by Ambo aco and Andi Hutami ending Department of Informatics Engineering FSAINSTEK UINAM in the e-journal of UIN Alauddin Makassar which concluded based on the results of data analysis and discussion it can be concluded that online transactions are actually quite efficient in terms of time and effort, but there are some that have not yet strong regulations in the country, resulting in distrust so they don't want to take the risk to buy them, because there is no legal protection against fraud (misuse of financial information).

In addition, there are still many cases of online transaction crime published by the public so that it is quite powerful and there is still a lack of publishing about the benefits (benefits) of online transactions, so that some people still consider this business to be good/fair enough and some even think it is not good, not only that. Of course, there are still many e-commerce sites that can be trusted by the public, but there are still some people who commit fraud. However, most people already believe in online transactions, this is actually an opportunity for the e-commerce industry to develop. However, there are still classic problems that need to be fixed, such as security issues, fraud prevention and the process of returning goods if there is a discrepancy.

Third, online transactions (e-commerce): opportunities and challenges in the Islamic economic perspective by Dedi Riswandi, Nahdlatul Ulama University, West Nusa Tenggara in the journal *Econetica Journal* Vol.1 No.1 May 2019 p-ISSN: 2685-1016 which concludes based on the results research and discussion contained in the discussion, the authors can draw the following conclusions:

1. The e-Commerce transaction system is basically not much different from existing transactions in general, only in this transaction the ordering system is carried out through the Internet media and fills out a purchase form in the Internet media, after that payment is made by appointing a financial entity that has been registered in a Countries for payment processing, while delivery of goods or products using post or courier services. 2. Judging from the Islamic Economic Principles, the parties who carry out transactions have met the criteria that are used as requirements for people who have aqad, namely: Tamyiz, willingness, being the perfect owner, and transaction agreement between the two parties. In terms of payment instruments and goods traded, it is clearly explained that payment instruments can be in the form of cash and can also be digitized money, as well as goods that can be in the form of goods and products that have been digitized in the form of software.

In terms of the contract, it can be done by utilizing the existing facilities on the Internet itself through the Website, E-Mail, File Transfer Protocol, Real Time Communication CHAT where this allows the

transacting parties to send data to each other in written form. So it can be said that the contract in this new model of transaction is the contract in the form of electric writing. The contract in writing is legal in Islam. While the Internet media itself is the Akad Assembly in this transaction.

The literature review that has been described by the author has several similarities in terms of variables, namely focusing on the e-commerce variable and the author's goal to be able to develop what has been described by previous researchers.

METHOD

The methodology that the author uses is using a library study approach and literature review in accordance with the discussion and studied more deeply so that it can make a positive contribution such as journals, books, internet, and other sources. As for the data analysis technique, the writer uses descriptive analysis method by describing the data that has been collected as it is without making conclusions that apply to the public or generalizations. Sugiyono (2014:21)

RESULT AND DISCUSSION

1. Understanding e-Commerce

Starting from the covid 19 pandemic which resulted in many job breaker (PHK) by the company, the author offers an alternative to be used to find jobs that suit each individual's fashion and can be easily reached by all people wherever and whenever, one of which is listening to the use of the internet, social networking commonly referred to as e-commerce. According to Haris Faulidi A (2004:14) e-Commerce comes from two syllables, namely e stands for electronic and commerce, while in electronic language means electronic science, electronic devices or all things related to the world of electronics and technology while commerce means trade or commerce.

E-commerce is business activities involving consumers, manufacturers, service providers and intermediary traders using the internet network, but in general e-commerce refers to all forms of commercial transactions involving organizations and individuals based on the processing and transmission of digitized data. including text, sound and images, as for another opinion, namely according to the UK government to explain the boundaries of e-commerce for industry, e-commerce is the exchange of information through electronic networks, at every stage in the supply chain, whether within organizations, between business and consumers, or between the public and the private sector, whether paid or not. In this definition, e-commerce is not limited to buying and selling products, but also includes pre-sales and post-sales activities in the supply chain. Ender Nirmala et al (2017:2)

Purwaningtias, deasi et al (2020:03) Electronic commerce or e-Commerce is part of e-Business, where the scope of e-Business is wider, not just commerce but also includes collaboration with business partners, customer service, human resources, job vacancies and others. In addition to www network

technology, e-business also requires database technology, electronic mail and other forms of non-computer technology such as delivery systems and payment instruments for e-commerce. In the process, every business certainly cannot run alone without interaction with external parties from the organization itself, such as suppliers, customers, investors, creditors, the government and the media. This interaction will be facilitated through the e-Commerce application in question. Therefore, when designing and building the e-Commerce application, it must be planned properly, so that the existing features can later facilitate these interactions. that way networking is very easy.

2. Types of e-Commerce

According to Endar Nirmala et al (2017:3) there are 6 types of e-commerce that can be used to be used during spare time or to get a job, according to Endar Nirmala et al (2017: 3), namely: 1. Business-to-consumer (B2C): the seller is an organization, and the buyer is an individual 2. Business-to-business (B2B): both the seller and the buyer are business organizations 3. Consumer-to-consumer (C2C): an individual sells products or services to other people. 4. Business-to-employee (B2E): an organization uses e-commerce within the organization to provide information and services to its employees 5. -Government: the use of internet and e-commerce technology to provide information services about public services to employees community (referred to as [G2C EC]), or business partners and suppliers (called government-to-business (G2B EC) 6. Mobile Commerce (M-commerce): e-commerce is carried out using wireless facilities. shop over the internet.

3. The Positive and Negative Side of E-Commerce

According to Purwaningtias, deasi et al (2020:3-4) there are positive and negative sides of e-commerce.

The positive side of implementing e-Commerce are as follows:

1. New Revenue Stream which may be more promising and cannot be found in traditional transaction systems.
2. Can increase market share (market exposure).
3. Reduce operating costs (operating costs).
4. Widen the reach (global reach).
5. Increase customer loyalty.
6. Shorten production and marketing time.
7. Improving the value chain.

While the negative side of the implementation of e-Commerce and is as follows:

1. Theft of valuable confidential information. This action can reveal all the organization's confidential information to unauthorized parties and can result in great losses for the victim.

2. Loss of business opportunities due to service interruptions. This error is a non-technical error such as a power outage or a malfunctioning network.
3. Loss of trust from consumers. This is due to various factors such as deliberate efforts by other parties to try to bring down the reputation of the company.
4. Use of access to resources by unauthorized parties. For example, a hacker broke into a banking system, then transferred a number of other people's accounts to his own account.
5. Unexpected loss. Caused by intentional interference, dishonesty, improper business practices, and human factor errors or electronic system errors.

CONCLUSION

First, the use of the internet through social networking and/or the use of E-commerce can create effective and efficient employment opportunities so that it can reach many workers who can be done at home and even anywhere. Second, with social networking and/or the use of E-commerce, it is possible to reach buyers from various parts of the city and even carry out export and import sales activities. Third, the existence of social networking and/or the use of E-commerce reduces the energy expended and can take advantage of time to be able to do other work so as not to spend time buying the desired items and other needs by walking and going to shopping places.

IMPLICATION/LIMITATION AND SUGGESTIONS

The implications that will be obtained after this research is completed and can be read may be useful for the general public, especially job seekers by utilizing e-commerce which is already very easy to reach by all people, from the middle to lower classes to the upper middle class.

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