

E-Commerce Regulation Analysis Related to Student Entrepreneurship Interest in STMIK STIKOM Indonesia

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Abstract: The industrial revolution demanded the nation's youth as the next generation of the nation to possess competence as competitiveness. Competition in the era of the Industrial Revolution which is global in nature requires them to be more qualified and creative. In order to participate in global competition, one of which is to become an e-commerce entrepreneur. As is we all know, e-commerce is a competitive field. Proper thing to be studied is about the interests and regulations of the younger generation in carrying out activities entrepreneurship. Within the scope of academics, researchers plan to conduct an analysis regarding student interest in STMIK STIKOM Indonesia related to e-commerce regulation. Analysis what is meant is to trace some relevant regulations that have relevance to ability and age range of students. In addition, this research was conducted to find out whether students will be motivated or vice versa, with the regulation in e-commerce. One method used in the framework of the analysis is with conduct surveys related to student knowledge, interests, challenges and solutions in the survey that is. By conducting an analysis of the e-commerce regulations, it is expected get a general description of student interest in entrepreneurship. Our aims, if the regulation becomes a barrier to student's interest, then the solution in these problems must be found. And this research has provided an illustration, that students actually know several regulations related to e-commerce. Although there are a few regulations that are a bit burdensome, it does not really affect their enthusiasm.

Keywords: *e-commerce regulation, entrepreneurship, online business*

INTRODUCTION

In this disruptive era requires the community to actively participate in the framework of realizing national development. As a civil community, this active role should be carried out in various aspects of life. One of the noble ideals of the current government is to return Indonesia to its agrarian glory. In the era of industrial revolution there are ways to restore that glory. In order to synergize with this era, creative efforts are needed to achieve the goals of the nation and state. The community needs to foster an entrepreneurial spirit.

The government as a facilitator in improving the economy of the people, nation and state, has made several supporting programs through the Creative Economy Agency of Indonesia (Bekraf). These programs are implemented under the auspices of the deputies in Bekraf. These programs are excellent programs covering the fields of research, education and development; Creative economy funds; Infrastructure development; Product marketing and branding; intellectual property; and the field of cooperation. (Bekraf, n.d.)

The spirit of entrepreneurship must be encouraged to various circles and layers of society. Age, social status, not obstacles to entrepreneurship. As an example of a story about Colonel Sanders who started a KFC business at the age of no longer young. In 1964, Sanders sold the KFC franchise with a fantastic value of US \$ 2 million (Wikipedia, n.d.). Businesses that started selling only fried chicken have produced millions of dollars and well known all over the world. This story should be able to inspire many people in Indonesia. That being an entrepreneur is an opportunity for all humanity.

STMIK STIKOM Indonesia as one of the academic institutions must participate in supporting government programs. This is in line with the motto of STMIK STIKOM Indonesia, which is generating young “Techno-preneur”. STMIK STIKOM Indonesia also has several related programs regarding student entrepreneurial spirit stimulants under the auspices of the STMIK STIKOM Indonesia Business Incubation (INBIS STIKI Indonesia).

The annual competition participated by STMIK STIKOM Indonesia students related to entrepreneurial is KBMI (Indonesian Student Business Competition), which is a competition organized by the Ministry of Research, Technology and Higher Education of the Republic of Indonesia since 2017.(Kemenristekdikti, 2019) That is expected to encourage the spirit of entrepreneurship and business development among students. Students participating in KBMI at STMIK STIKOM Indonesia are under the guidance of INBIS STIKI Indonesia. Every year the number of students who submit proposals for comparison is very small with the total number of STMIK STIKOM Indonesia students. In 2018 proposals were submitted as many as 13 proposals, while the number of students was around 4000 people. The minimum number of proposals submitted is also a question for researchers to find out whether this is also related to issues of knowledge about e-commerce regulation.

As an Information Technology-based school that has the goal of creating young entrepreneurs, it is necessary to understand legislation and ethics in doing business, especially those related to e-commerce. But it must be known in advance whether students already know what are the regulations regarding e-commerce regulation.

This research is also a preventive step for students to be aware of the completeness and readiness in building a business related to business regulation. Therefore, it is important to conduct this research in order to get an overview of the interests of student entrepreneurship related to e-commerce regulation.

METHOD

The approach taken in this study is descriptive in that this research is directed to provide symptoms, facts, or events systematically and accurately. According to Setyosari, descriptive research is research that aims to explain or describe a situation, event, object, person, or everything related to variables that can be explained both by numbers and words (Setyosari, 2010). Research this is one type of research whose purpose is to present a complete picture of social settings or intended for exploration and clarification of a phenomenon or social reality, by describing a number of variables relating to the problem and the unit under study between the phenomena being tested. And this research also using the case study and field research method, which aims to intensively study the background of the current situation and the environmental interaction of a social unit(Prof. Dr. Suryana, 2012), since our object of research is the student of STMIK STIKOM Indonesia with the entrepreneurship interest.

The approach used was observational because in the process of collecting data in this study there was no intervention or treatment in the population. The research design is a framework or plan for conducting a study that will be used as a guide in collecting and analyzing data. In addition, it is a plan of a research structure that directs the process and results of research to be valid, objective, efficient and effective. This design covers the things that researchers will do starting from making hypotheses and their implications operationally to the final data analysis determination. So that it can then be concluded for contributions to several interested parties.

Questionnaire, the author needs to use a questionnaire in data collection to find out how interested students are to become an entrepreneur if associated with existing e-commerce

regulations. So that data will be obtained in the form of primary data which is the result of a questionnaire filled out by students. In addition, the authors also continue to use secondary data in the form of literature studies. So that this writing can be presented properly.

RESULTS AND DISCUSSION

A similar study was carried out by Doris Yadewani (Dorris Yadewani; Reni Wijaya, 2017), with the title *The Effect of E-Commerce on Entrepreneurial Interest (Case Study: AMIK Jayanusa Padang)*. In this study the author has the aim to analyze the influence of e-commerce on the interest of student entrepreneurship. The method used in this study is quantitative descriptive, where the population in this study were AMIK Jayanusa students who were enrolled in the odd semester in the 2015/2016 academic year as many as 164 people. From the results of this study it can be concluded that simultaneously there is an influence between e-commerce on the interest in entrepreneurship so AMIK Jayanusa students feel challenged to be able to complete all tasks related to e-commerce and better master entrepreneurship courses so that later they can apply the knowledge that has been obtained during lectures. What distinguishes this research from previous research is the place to take samples and the development of the scope of research that is the analysis of the regulation in e-commerce towards the interest of student entrepreneurship at STMIK STIKOM Indonesia.

Other research related to e-commerce has also been carried out by Willy Yusnandar (Penelitian & Yusnandar, 2017) with the title *Determinant Analysis of Interest in Online Business among Students*. In this study it was found that partially, the education variables and the availability of internet services had a positive and significant effect on the interest of students doing business online. The difference between this research and the previous research is that the variable is determined. In previous studies focused on online business variables, but in this study the focus was on regulation of online business towards the interest of student entrepreneurship.

Entrepreneurial

According to Schumpeter, an entrepreneur as the person who destroys the existing economic orders by introducing new raw materials (Buchari Alma, 2011) The person doing the activity through a new business organization or can also be done in an existing business organization, therefore an entrepreneur can see the opportunities that exist then create a business to take advantage of these opportunities.

Whereas according to Hisrich-Peters "entrepreneurship is the process of creating something different with value by devoting necessary time and effort, assuming accompanying financial, personal satisfaction and independence" (Buchari Alma, 2011) where entrepreneurship is the process of creating something different from take advantage of time and activities that are accompanied by capital and contain risks and receive remuneration and satisfaction after personal freedom.

Factors that influence entrepreneurial interest are the educational environment, one's personality and family environment. (Alma, 2010) An interest in one's entrepreneurship can be seen from two main indicators, namely:

- How strong is someone's effort to dare to try entrepreneurial activities
- How much effort planned by someone to carry out entrepreneurial activities (such as activities in managing time and finance for entrepreneurial purposes)

From the explanation above, it can be seen that student interest in entrepreneurship is not entirely a talent that has been possessed since birth, but can be raised with a strong effort and ideas and planning carried out in realizing that desire.

E-Commerce

Online business (E-Commerce) is currently in great demand by almost all people in Indonesia. According to (Kalakota, R. and Whinston, 1997) E-Commerce is the process by which purchases, sales and exchanges of goods, services and information through computer networks including the internet. Viewed from a different perspective, according to (Turban E., King D., Lee J., 2002) (Turban E., King D., Lee J., 2002) E-Commerce can be seen as 4 different perspectives:

- Communication perspective, e-commerce is the provision, goods, services and information or payment through computer networks or other electronic devices.
- Business process perspective, e-commerce is the application of technology with the aim of automating business transactions and steps in carrying out work (workflow)
- Service perspective, e-commerce is a tool that can meet the needs of companies, consumers and management with the aim of minimizing service costs, improving the quality of service to consumers and increasing the speed of service
- Online perspective, e-commerce allows the process of buying and selling products and information through the internet and other online services.

According to the Turban & King, based on the nature of the transaction, e-commerce can be divided into 11, namely: (Turban E., King D., Lee J., 2002)

- Business To Business (B2B) which is an e-commerce transaction involving a company or organization that can act as a buyer or seller
- Business To Consumer (B2C), namely transactions that occur on a small scale so that not only organizations are involved but also individuals in each transaction, or e-tailing.
- Business To Business To Consumer (B2B2C), namely transactions that occur where the company provides products to another company. Other companies that will distribute the product to consumers
- Consumer To Business (C2B) that is the individual party sells products owned through the internet or electronic media that exist to organizations or companies as consumers
- Consumer To Consumer (C2C) namely consumers sell their products to other consumers.
- Mobile Commerce (M-Commerce) is one type of e-commerce where buying and selling transactions and business activities occur through wireless networks.
- Intra business E-commerce believes the process of exchanging goods, services, or information between units and individuals contained in a company or organization.
- Business To Employees (B2E), namely companies providing services, information and products to individual employees.
- Collaborative Commerce namely individuals or groups communicate or collaborate online and can be said to be involved in collaborative commerce.
- Non-Business E-Commerce is done by organizations that are not profit oriented such as religious organizations, social organizations etc.

Indonesian Regulation Related to E-Commerce

In relation to transactions or e-commerce, Law Number 11 of 2008 (Indonesia, 2016) concerning Information and Electronic Transactions (ITE law) is a legal umbrella that covers electronic transaction or trading activities in cyberspace. That is, even though the ITE Law has not yet fully regulated and determined all actions or activities. If observed, there are several articles in the ITE Law concerning e-commerce transactions:(Renouw, 2017)

- Article 1 paragraph (2), concerning electronic transactions
- Article 2, concerning electronic transaction jurisdiction
- Article 5, regarding electronic information and documents as legal evidence
- Article 9, concerning information on goods and services
- 5. Article 10, concerning reliability certification institutions
- Article 17, concerning transactions, information and electronic documents
- Article 18, concerning electronic contracts
- Article 19, concerning electronic systems
- Article 20, concerning time and electronic transactions
- Article 21, concerning senders and recipients of electronic transactions
- Article 22, concerning providers of electronic agents
- Article 30, concerning acts that are prohibited
- Article 46, concerning criminal provisions

Student Interest of Entrepreneurship in STMIK STIKOM Indonesia

E-commerce related regulations are a reference for researchers in compiling several questions on questionnaires to find out the interests of students in terms of entrepreneurs. Some regulations related questions include the obligation to have an identity card in an electronic transaction, keep paying for taxes, that's why every citizen must have a *Nomor Pokok Wajib Pajak* (NPWP), intellectual property that must be respected, protection of personal data, and protection of consumers protected by the state.

As a result 62.6% of students know that they must have an identity card. 14.3% answered sometimes and another 23.1% said they did not know. Where in the law is required, that every legal citizen must have a KTP for administrative records.(Republik Indonesia, 2013) This is done to facilitate data collection on the Indonesian population, related to the business world, if legal rights and obligations arise as a result of the said business activities, the relevant parties will easily be traced.

Then in the NPWP section, 67% of students answered that even though they did transactions electronically, they still had to pay taxes. It is unfortunate that there are still some students who do not know the obligation to pay taxes which is equal to 18.7%, and those who answer doubt as much as 14, 3%. NPWP is an administering taxation that is used as the identity of the taxpayer whose provisions are governed by the Regulation of the Director General of Tax in 2018. (PAJAK, 2018)

Protection data is being echoed in developed countries. This has become very important as a result of the many parties who feel disadvantaged over the misuse of personal data. Even though in Indonesia the attention related to the protection of personal data has been done (Putu, Meinarni, & Thalib, 2019), but it is worth studying about how the dissemination reaches the public sphere. As one of the questions in this survey, 84.6% of students knew that every electronic transaction must be protected by a digital organizer. And those who answered no as much as 7.7%. Student answers to responsibility and good faith in the online business are 74.4% of students know about responsibility.

From the results of the survey, which is related to e-commerce regulation, students have a good understanding of the rules that must be applied in carrying out electronic transactions. And the enthusiasm of some of them is directly proportional to their knowledge. As many as 77.7% of students answered that the existence of various regulations did not dampen their intention to become an entrepreneur.

CONCLUSION

Based on the description above, the researcher feels it is very important to conduct this research by analyzing e-commerce regulations related to the interest of student entrepreneurship at STMIK STIKOM Indonesia. Seeing STMIK STIKOM Indonesia which is a college that expects graduates to be accepted and ready to face the world of entrepreneurship. With the development of regulations that exist in the world of e-commerce, researchers hope students have the courage to try and keep trying to improve their entrepreneurial skills even though regulatory changes always occur, so students have readiness in facing any updates existing regulations. And the result is STMIK STIKOM Indonesia students have known and remained enthusiastic in trying to become an entrepreneur.

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