

One Agent Optimization Based on E-Marketing for Young Enterprises in North Bali

(Case Study: Students of the Ganesha Education University)

Nyoman Dini Andiani^{1,*} Ni Made Ary Widiastini² Putu Indah Rahmawati³

^{1,2,3} *Hotel Operation Department, Universitas Pendidikan Ganesha, Singaraja Indonesia*

* *Corresponding author. Email: dini.andiani@undiksha.ac.id*

ABSTRACT

This study aims to (1) examine the technical work of One Agent applied by students at the Ganesha University of Education and (2) examine the effectiveness of the concept. One Agent -based e-marketing in optimizing young entrepreneurs at Ganesha University of Education. To achieve these objectives, this study uses descriptive methods with a qualitative exploratory approach based on case studies, including (a) Determining the location of the research, namely at the Ganesha University of Education. (b) Determination of the time of the study starting from July to December 2019. (c) The technique of determining informants using purposive sampling technique was developed using the snowball sampling technique. (d) The data collection technique in this study uses qualitative data collection techniques, namely observation, Focus Group Discussion (FGD), interviews, and document studies. The results showed that One Agent concept with e-marketing- based was very effective because the technical work that was applied was easy and centralized so that it was easy to monitor the business every month, made it easier for students to manage finances, and maximize marketing and reach a wider market share.

Keywords: *E-marketing, One Agent, Young Entrepreneurs*

1. INTRODUCTION

Entrepreneurship is one of the tools for the independence of a nation, this is also the essence of what was conveyed by the President of Indonesia Joko Widodo (Kominfo.go.id). Related to this, Indonesia as an archipelagic country with a population of approximately 250 million, at least if you want to be a successful country from an entrepreneurial point of view, 2% of the total population of Indonesia can be independent entrepreneurs, in other words 5 million Indonesians must be self-employed. One of the efforts that the government has made is to collaborate with various parties. Among them is cooperation with educational institutions such as universities in Indonesia. Based on the results of observations, several universities have included entrepreneurship as one of the compulsory courses at their universities. University is expected to be the beginning of the emergence of young entrepreneurial entrepreneurs.

A student is someone who is in the process of gaining knowledge or studying and is undergoing education at one form of higher education which consists of academies, polytechnics, colleges, institutes

and universities. In the Big Indonesian Dictionary, students are defined as people who study in tertiary institutions [1]. A student is anyone who has been officially registered to attend college with an age limit of 18-30 years. Students are a group in society who get status because they have ties to universities. Students have gained knowledge about entrepreneurship in college, and by taking advantage of technological advances students have started to run their businesses with an Android phone and internet network [2].

In this globalization era, students are required to be active and productive students, especially in using Information and technology (IT). In this case, students are required to understand and be fluent in using IT because in this era, almost all of the information we get is internet-based. The development of information technology has created many new breakthroughs in all fields. Each of these new breakthroughs has been widely used and makes it easier for users. The development of the world of technology makes information easier to obtain. This is what helps students who master technology to be able to take advantage of this technology in marketing their products.

Through the use of appropriate technology in life, the internet has changed many things, not only in Indonesia but the whole world has experienced changes due to the internet. This change was felt in fulfilling the need for information and a broad network system to facilitate access to information quickly and more flexibly. The use of the internet in the business world has changed its function, which was originally only a tool for electronic information exchange, now it has become a tool for business strategy applications, such as marketing and customer service [3]. We can see this from the data on internet usage summarized in the Secretary General of APJII which states that 64.8 percent of Indonesians use the internet. So it can be said that online shops have promising opportunities because of the ease and tendency of public access to the internet [4].

Through this phenomenon, the opportunity for students to do business through digital media is very profitable. One of the state universities in Bali is the Ganesha Education University through a unit that is tasked with developing student interest called UPT. PKKM (Technical Implementation Unit for Career Development and Student Entrepreneurship) is proof that the university pays special attention to developing student interest in entrepreneurship. For this reason, Ganesha University of Education students take this opportunity to start a business by utilizing existing technology such as using an system e-marketing. E-marketing as one of the components in e-commerce with special interest by marketers, namely the strategy for the process of making, distributing, promoting, and pricing goods and services to the internet market share or through other digital tools [5] has also become a student media entrepreneurship in marketing their products.

Undiksha students who are entrepreneurial, when able to use technology as a marketing medium, but not yet able to understand market conditions and products of interest have become obstacles they experience. The results of preliminary observations on 10 students studying as young entrepreneurs show their inability to think about whether their business will continue or vice versa, in other words they are not yet able to think so that long-term business can be achieved.

Based on the phenomenon that occurs in young entrepreneurial students at the University of Education Ganesha, Buleleng Regency, Bali, requires a new breakthrough in running its business. This article is here to examine a business strategy called the One Agent concept as a form of optimization for young entrepreneurs among students of the based Ganesha Education University E-marketing-. Through the concept of One Agent, students who have an interest in entrepreneurship will do business under one umbrella or agent and the members will become distributors or

resellers. Through this paper, we will study in detail the technical work of One Agent and the effectiveness of the concept of One Agent based on e-marketing in optimizing young entrepreneurs at Ganesha University of Education.

2. LITERATURE REVIEW

2.1. Young Entrepreneurs

The meaning of entrepreneurship comes from the word entrepreneur, which means a person who buys goods at a fixed price even though that person does not know the price of the goods to be sold. Entrepreneurship is often also called entrepreneurship, which means the characteristics of courage, virtue, exemplary risk taking that comes from one's own abilities. However, entrepreneurship and self-employment actually have different meanings. Entrepreneurs do not have a business development vision, while entrepreneurs are able to continue to develop and try other businesses. However, the term entrepreneur is more often used and better known than entrepreneurship. In fact, both have the same meaning and are the equivalent of the word entrepreneur.

Entrepreneur means literally, entrepreneurship means courage and effort means effort or in other words entrepreneurship is the ability or courage possessed by someone to see and assess business opportunities, gather the resources needed to take appropriate actions and take advantage in order to achieve success. It can be concluded that entrepreneurship or entrepreneurship means a warrior who is brave, noble, brave, and worthy of being an example in the business field [6].

According to [7] entrepreneurs must dare to bear the risks. Borrowing the idea. It can be understood that an entrepreneur must have the nature of a change creator. Entrepreneurs always see differences as opportunities. Entrepreneurs are always experimenting with renewal. Entrepreneur is an expert about himself. Entrepreneurs see knowledge and experience as only tools to spur creativity. Entrepreneurs dare to force themselves to be servants for others.

2.2. E-Marketing

E-marketing is one of the internet technology applications in business, especially in marketing, which is popularly carried out online. Through internet media, these promotional activities allow companies to reach consumers more broadly and intensively. This can help to market relatively unpopular products. E-marketing contains various changes from traditional marketing so it is interesting to study [8].

2.3. One Agent

In marketing and business, the definition of agent is a distributor who on behalf of a certain company sells goods and services produced by that company in a certain area. The agent will not find goods and services that are not produced by the company concerned. Agents sell goods and services at prices set by the manufacturer. Agent is a distributor who on behalf of a certain company sells goods and services produced by that company. Generally, agents act as intermediaries between consumers and the parent company.

Agent can also be defined as an agency that carries out trade through the provision of goods or services or special functions related to the sale or distribution of goods. However, they do not have the right to own the traded goods. According to the Big Indonesian Dictionary, the meaning of an agent is a person or intermediary company that seeks to sell to another company on behalf of the entrepreneur, so that agents are often referred to as representatives or accomplices [9]. In the principle of One Agent, it uses one container that serves as a guide in starting a business that is being run.

3. METHOD

To achieve this objective, this study uses a descriptive method with a qualitative approach, including (1) Determining the location of the research, namely at the Ganesha University of Education. (2) Determination of the time of the study starting from July to December 2019. (3) The technique of determining informants using purposive sampling technique means that not all members of the population have the same opportunity to be selected as samples [10]. The procedure uses sample purposive a was developed using technique snowball sampling is a technique to determine the informant is deliberately more aware and more experienced on the issue under study [11].

Data collection techniques in this study used qualitative data collection techniques, namely observation, Focus Group Discussion (FGD), Indirect interviews in the form of questionnaires and direct interviews with Undiksha students (Ayu Wardani (18 years) and Komang Ayu Trisnayani (18 years)) as well as document studies (textbooks with the title "Marketing Principles" by Basu Swastha and "Strategic Marketing" by Fandy Tjiptono and Gregorius Chandra. The book will later be used as a comparison in assembling Puputan Jagaraga's presentation correctly. The data obtained from various informants through the observation method, Focus Group Discussion (FGD), interviews, and document study were processed using data triangulation and triangulation methods. to enhance the quality of data validity.

4. RESULTS AND DISCUSSION

Marketing (marketing) is both a science and an art that is experiencing rapid and dramatic development. The role and importance of marketing is increasingly recognized and recognized by business people. In other words, marketing is no longer just a department or managerial function in an organization but a philosophy and way of doing business that is oriented towards satisfying the needs and desires of customers effectively, efficiently and ethically in such a way that it is superior to competitors and contributes to improving the welfare of society and environment in general. In another sense, marketing means exchange or interaction which consists of economic activities that use goods, services, ideas, and people to create exchange relations [12].

The character of business is rapidly changing due to easy access to information, changing lifestyles and consumer expectations, and the speed with which quality improvements and business processes are refined. The current phenomenon is that the most optimal marketing activity is by using E-marketing [8], [13]. Based on the results of observations and in-depth interviews with entrepreneurial students, they mentioned some of the obstacles faced when their business started running, including the difficulty of understanding the desires of consumers because consumers are getting smarter in selecting types of products. In addition, the growing number of competitors with the same product.

Broadly speaking, there are five factors that trigger changes in market development, including; (1) Customers are shown by consumers who are increasingly intelligent in understanding product details and functions; (2) Companies are related to the difficulty of creating core competencies and long-term competitive advantages; (3) Competition from market developments that have shifted focus from brand competition to competition share of wallets consumer; (4) Collaborators related to mutually beneficial long-term relationships; (5) Change includes changes in the economic, demographic, social, cultural, political, legal, technological and natural resources environment that have a transformational impact on practical business [14]

Starting from the explanation of the factors above, a young entrepreneur should be aware of the importance of careful planning by considering the above factors before starting a business. The phenomenon that occurs today is that there are so many students who carry out entrepreneurial activities while studying. This phenomenon is supported by several research results which show that students while studying have started doing entrepreneurial activities [15]. By studying in a university environment, it is a great opportunity for

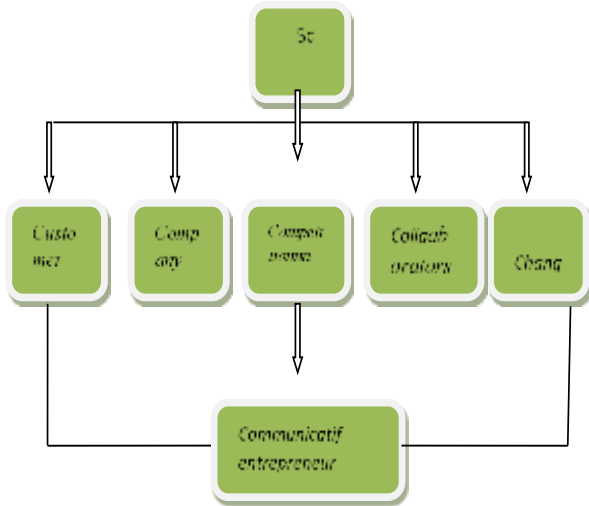


Figure 1. Triggers a market change (researchers, 2020)

young entrepreneurs to find a market, in other words, these entrepreneurs have had the opportunity to start creating products according to market needs. In addition, the level of entrepreneurial maturity is closely related to the background of students who are employees, in other words, these students have worked but continued their studies as well as created business opportunities [16].

Student is a term for someone who is currently studying or undergoing education at a college. Besides taking formal education, it seems that current students, like students at the Ganesha University of Education, have cultivated an entrepreneurial spirit by managing online businesses in their spare time. This empirical condition that occurs is in line with the results of research which show that students have an entrepreneurial spirit, although the results show that entrepreneurial desires are not influenced by student attitudes but are more influenced by previous experiences [17].

Developing an entrepreneurial culture in education as a form of theory implementation and promising bright hopes for the creation of independent human resources in thinking and acting, able to apply science and technology that they understand for the welfare of society [18].

Through mastery of theory, students are expected to be better prepared in running a business by knowing what triggers a market change as in Figure 1. Figure 1 shows that being an entrepreneur does not only have to think about what is being produced, but knowledge about changes in market changes needs to be considered. This results in the entrepreneur must have good communication skills to be able to communicate and understand what an issue is for consumers, his company, his competitors, and other vendors who are invited to collaborate in addition to understanding

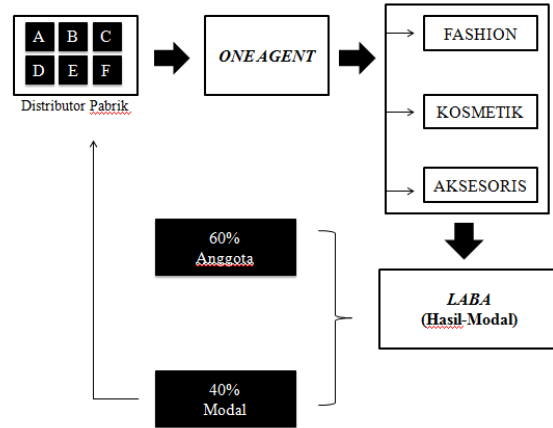


Figure 2. The One Agent concept framework (researchers, 2020)

changes in the environment must be a concern as well. A culture that is instilled as an entrepreneurial culture, especially students, needs to be given priority, although conditions in the field are based on the results of research by entrepreneurial students from the Ganesha University of Education, which tend to be concentrated on the products offered. It is known that the products offered are still the same, so this can result in a narrower scope of consumers. If allowed to continue, the business will only last temporarily or it is called a short-term business.

Therefore, it is necessary to optimize young entrepreneurs with the application of the One Agent concept based on e-marketing among Ganesha Education University students in order to create long-term complex businesses. The One Agent concept is a simple but complex business system when developed with e-marketing. E-marketing enables relational exchanges in a digital, global networked, and interactive environment. Thus, young entrepreneurs among Ganesha University of Education students can work together under one umbrella in order to work more optimally with a marketing system that is able to reach a wider market share without being limited by space and time.

The technical work One Agent implemented by students at Ganesha University of Education begins with the formation of the community board One Agent as the person in charge and business monitoring. Managers and members will run the business in general, only distributing goods from various manufacturers that have been registered and become official suppliers of One Agent.

Official suppliers will provide a special price which is certainly cheaper so that the profit earned by the members One Agent will be higher than individual

businesses. In selling goods, members will be targeted to the number of items sold.

Regarding the profit earned, 60% will be divided equally among members and 40% will be invested into business capital. Thus, the profits earned by members will be greater than individual businesses with the same market share due to the limited number of consumers.

This study involved 50 respondents as a sample, all of whom were students of the Ganesha University of Education who run businesses in the trade sector. After describing the application of the One Agent concept to respondents, the results were obtained in detail as follows: 83.3% of respondents agreed to apply the One Agent concept and the remaining 16.7% of respondents said they did not agree with the application of the concept One Agent.

These data show that the concept is One Agent based e-marketing- very effective in applying because the technical work that is applied is easy and centralized so that it is easy to monitor the business every month, makes it easier for students to manage finances, and maximizes marketing and reaches a wider market share.

If this business community runs smoothly, it will provide a good business image in the community, especially among students at the Ganesha University of Education. Students who see this opportunity will be interested in joining so that they can increase the desire for student participation as well as foster an entrepreneurial spirit.

5. CONCLUSION

The One Agent concept is a simple but complex business system when developed with e-marketing. Thus, young entrepreneurs among Ganesha University of Education students can work together under one umbrella in order to work more optimally with a marketing system that is able to reach a wider market share without being limited by space and time. The technical work One Agent implemented by students at Ganesha University of Education begins with the formation of the community board One Agent as the person in charge and business monitoring. Managers and members will run the business in general, only distributing goods from various manufacturers that have been registered and become official suppliers of One Agent. Official suppliers will provide a special price which is certainly cheaper so that the profit earned by the members One Agent will be higher than individual businesses. In selling goods, members will be targeted to the number of items sold. Regarding the profit earned, 60% will be divided equally among members and 40% will be invested into business capital. Thus, the profits earned by members will be greater than individual businesses with the same market share due to the limited number of consumers.

Profit sharing in the concept, One Agent namely 60% will be invested into business capital and 40% will be divided equally among members. The concept of One Agent based on e-marketing is very effective because it makes it easier for students to manage finances, the technical work that is applied is easy and centralized so that it is easy to monitor the business every month and maximize marketing and reach a wider market share.

Broadly speaking, there are five factors that trigger changes in market development, including; (1) Customers are shown by consumers who are increasingly intelligent in understanding product details and functions, (2) Companies are related to the difficulty of creating core competencies and long-term competitive advantages, (3) Competition from market developments that have shifted focus from brand competition to competition share of wallets consumer, (4) Collaborators related to mutually beneficial long-term relationships, and (5) Change includes changes in the economic, demographic, social, cultural, political, legal, technological, and natural resources environment that have a transformational impact on practical business.

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