

Utilization of E-Commerce in the Industrial Era 4.0 for UPI Students in Strengthening the Economic Civics

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ABSTRACT

This research is motivated by advances in the digital world that have brought significant transformations to the economic system. Changes in the order of life in the economic aspects brought about by the digital world provide various opportunities for citizens to build their citizenship economy. Economic civics development is a very strategic issue in an effort to use technology in the industrial era 4.0 with the emergence of an online market or better known as e-commerce. The data shows that Indonesia has experienced a very high growth in the value of electronic commerce. Seeing the great opportunity in business transactions through e-commerce, of course, it must be used by every citizen to strengthen their economic capacity, especially by young citizens such as students. Based on this background, the researcher was interested in conducting research with regard to this problem. This study aims to analyze the strengthening of the citizenship economy in the industrial era 4.0 for UPI students through the use of e-commerce. This research uses a qualitative approach with a literature study method. Data collection techniques used were interviews, observation, document review, literature study and field notes. The results of this study are expected to develop students' abilities in optimally utilizing e-commerce as an effort to strengthen the economy of citizens to gain prosperity to realize national ideals.

Keywords: *Economic Civics, E-commerce, Industry 4.0.*

1. INTRODUCTION

Technological advances, especially the internet that occurred in the industrial era 4.0, not only created challenges but also opportunities. One of the opportunities from this progress is the emergence of online buying and selling transactions or online business transactions known as e-commerce. E-commerce itself is a place to sell products and services to consumers by using the internet and the world wide web.

Seeing the great opportunity in business transactions through e-commerce, of course, every citizen must use it to build a economic civics. Advances in technology, especially the internet, are no longer solely used for the use of information that can be accessed through the media, more than that it can be used as a business opportunity in creating a more prosperous life for citizens. Even the natural resources contained in one country are no longer the main priority to be able to compete with other countries. The ability to master digital communication technology by citizens is a requirement to carry out digital economic activities that must be owned by every individual business person and become their basic capital.

If we examine in more depth the opportunities created by advances in technology and information, one of which is the emergence of an online market, of course it opens up business opportunities that can be done by anyone. In taking advantage of the opportunities created

by technological advances, of course, an entrepreneurial spirit is needed, especially from the younger generation, especially students. Students are the part that needs special attention because the level of education that is considered the highest makes students expected to no longer be oriented to looking for work but to create job opportunities. Campus is expected to be able to become the birthplace of young entrepreneurs who are creative, innovative and able to meet the challenges of the times. Universitas Pendidikan Indonesia currently has a program seeking 2000 students to become entrepreneurs. This program is expected not only to create young entrepreneurs, but also to improve the economy of citizens.

2. THEORETICAL REVIEW

Citizenship learning or also known as civic is learning that is intended to create citizens who know, understand and are aware of their rights and obligations. Citizenship learning is primarily aimed at creating democratic citizens and participating in the life of society, nation and state.

Sapriya and Azis stated that good citizens or democratic citizens are citizens who are able to adapt to their environment, starting from the family environment to the global level. In addition, a citizen must also be able to have the ability to develop his ability in the economy for his welfare [1]. Basically, Citizenship Education does not stand alone, but there are other interrelated branches

of study, namely economic civics and vocational civics. Danial explained that the economics of citizenship is the development of the concept of economics that has been quite advanced, such as political economy, or economic policy [2].

The higher the awareness of citizens towards their country economically, the higher the state income. If state income increases, the tendency of people's welfare will be higher, for example, citizens of the United States are known as economically superior countries because of their high awareness of paying taxes and Muslim countries such as Arabia, Egypt, Jordan, Syria, empowering zakat more so that people are aware of the welfare of their people. . So to make citizens who are economically aware, every citizen must also develop their creative abilities in the economy, especially by introducing economic civics to the school environment, the main role of the government in carrying out economic practices is expected to create national prosperity [3].

Economic development cannot be separated from the influence of technological progress even though the most important thing in the process of economic development is human development itself. Human development which is the essence of technological progress was also conveyed by Todaro. Economic development is basically to build and motivate every citizen who lacks access to development resources so that they can rise up and be independent and able to develop a national and community-based life [4].

The fourth industrial revolution, of course, also had a major impact on the global economy. Klaus Schwab says that the fourth industrial revolution will have a monumental impact on the global economy, so vast and multi-beneficial that it is difficult to disentangle one particular effect on the next [5]. The World Economic Forum Global Risk Report in 2017 (in Savitri) which explained that the fourth revolution has the potential to increase the level of income and quality of life of all people. Although today the economic benefits of the fourth industrial revolution are becoming more concentrated among certain groups. This increasing inequality can lead to political polarization, social fragmentation, and a lack of trust in more inclusive institutions and equitable growth that enhances the well-being of all [6]. The uneven distribution of the industrial revolution for everyone means that the opportunities and benefits it creates are not evenly distributed. So we must ensure that we seize these opportunities and share them equally by helping those who have missed the improvements in quality of life and economy brought about by the first, second and third industrial revolutions.

One of the things that has become very popular in the current era of industry 4.0 is the existence of a place to conduct transactions electronically called e-commerce. E-commerce is a term that is often used or heard today related to the internet. Laudon and Laudon define

electronic commerce as: "The process of buying and selling goods electronically by consumers and from company to company through computerized business transactions" [7]. From this definition, there are three main points in electronic commerce, namely first, there is a process of both selling and buying electronically. Second, there are consumers or companies. Finally, the network uses computers on-line to conduct business transactions. According to The International Data Corporation, it is estimated that 300 million people will use the internet in 2000, involving transactions worth approximately US\$150 billion. Indications in that direction are actually starting to appear because currently one in four internet users has made an online purchase. Furthermore, more and more companies are turning to the internet to carry out their activities such as: the Amazon bookstore network (<http://www.amazon.com>). He who is successful with his e-commerce has around 4.5 million consumers in 160 countries [8].

3. METHOD

An important part in supporting a research, of course, is the existence of a research approach. Determining the research approach chosen by the researcher will determine how to think and how the research will be carried out. This research uses a qualitative approach with a literature study method. Data collection techniques used were document review, literature study, interviews, observation, and field notes.

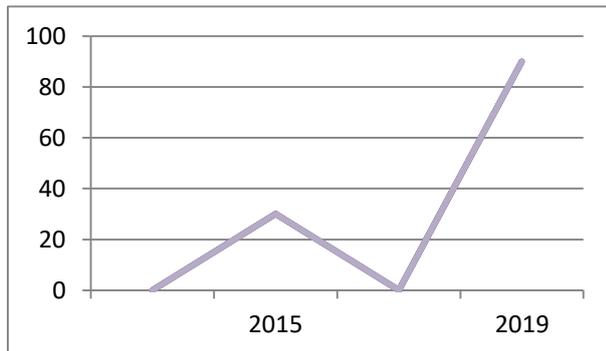
This qualitative approach usually examines problems of a natural nature or social problems that occur using certain research methodological traditions. As conveyed by Creswell who stated that qualitative research is best suited to address a research problem in which you do not know the variables and need to explore. A qualitative research study needed to explore this phenomenon from the perspective of distance education student. The literature might yield little information about the phenomenon of study. And you need to learn more from participant through exploration [9]. The use of a qualitative approach in this study is considered suitable because in this study, the researcher emphasizes to find out the description of the problem of how to strengthen the citizenship economy in the industrial era 4.0 through the use of e-commerce for UPI students. .

4. RESULT AND DISCUSSION

Data from the Ministry of Communications and Informatics in 2019 recorded that the growth in the value of e-commerce in Indonesia reached 78 percent and was the highest in the world. The growth in the value of e-commerce in Indonesia reached 78 percent, the highest in the world [10]. This data is supported by a report from E-Conomy SEA in 2019 which revealed that the average digital economy growth has been in the range of twenty to thirty percent since 2015. This data also reveals that countries in the Southeast Asia Region are able to survive in the middle of the world. global competition, where

Indonesia and Vietnam are the two countries with the largest digital economy value.

Grafi 1: E-Commerce value growth in Indonesia



The high growth rate of the digital economy has an impact on the opportunities created for every citizen to have equal economic access to the created business opportunities. Thus, it is hoped that every citizen has awareness of his country from the economic aspect which can encourage the income of every citizen to finally increase state income.

McKinsey 2018 research entitled 'How online commerce is driving Indonesia's economic development' noted that the total online commerce market in Indonesia is predicted to reach US\$55 billion to US\$65 billion in 2022. The details consist of the social commerce sector ranging from US\$15 billion to US\$25 billion and the social commerce sector. e-tailing US\$40 billion [13]. With such a large total number of digital transactions in the current Industry 4.0 era, of course, students of the Indonesian University of Education must take advantage of them as young entrepreneurs who generally have the skills to use technology. UPI students whose average age range is 18-28 years or also known as Generation Z are considered to have skills in using technology so that they can be used in running their business. The results of the study show that the use of e-commerce by UPI students is very high, this has an impact on increasing economic welfare for those who creatively sell goods and services in e-commerce.

5. CONCLUSION

Advances in digital technology that occurred in the industrial era 4.0 cannot be denied bringing very significant changes in the order of human life. One thing that has changed is the transformation in buying and selling transactions with the emergence of various types of e-commerce. The emergence of e-commerce is certainly very profitable for business people or entrepreneurs. Universitas Pendidikan Indonesia with a program to create 2000 entrepreneurs from students can take advantage of the opportunities created by the existence of this e-commerce as a transaction medium, thus this is expected to have a good impact on strengthening the economy of citizens. This strengthening of the citizen's economy is ultimately

expected to create prosperity for every citizen in a fair and equitable manner. Students no longer only act as consumers in digital economic activities in the Industry 4.0 era, but more than that, they become creative and innovative entrepreneurs by collaborating the knowledge they gain in learning at universities with technological advances and community needs. If all of this is done by sharing, then it can be said that the citizenship economy is prosperous so that citizens can adapt and survive in the midst of the swift currents of globalization.

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