
THE ROLE OF SOCIAL MEDIA AND MOBILE DEVICE ON E-COMMERCE IN MICRO SMALL MEDIUM ENTERPRISE IN MANADO**PERAN DARI MEDIA SOSIAL DAN PERANGKAT SELULER PADA E-DAGANG DALAM USAHA MIKRO KECIL MENENGAH DI MANADO**

By

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Abstract: The Electronic commerce or E-commerce is one form of development in the field of technology, it looks promising, e-commerce makes economic actors especially micro small and medium enterprises to compete and start utilize the technology, many micro small and medium enterprises that implement e-commerce systems in running their business, but from the number of transactions e-commerce in Indonesia still shows the number of transactions that are classified as low. apart from e-commerce, social media and mobile devices is also a form of world development, it used to communicate and many others, MSMEs involving social media and mobile devices in running a business, From the data there are two objectives to be achieved is what is the role of social media and mobile devices on e-commerce in MSMEs, and to ensure that the intended objectives can be achieved, qualitative methods used as a research method, as well as conducting in-depth interviews. From the interview found that the results of social media into the media in promoting and also interact with buyers and mobile devices into a tool to carry out payment transactions. And recommendations obtained after this research is MSME should maximize the use of social media and mobile devices.

Keywords: e-commerce, micro small medium enterprise, social media, mobile device

Abstrak: Perdagangan elektronik atau E-Dagang adalah salah satu bentuk perkembangan di bidang teknologi yang terlihat menjanjikan, e-commerce membuat pelaku ekonomi terutama usaha kecil dan menengah mikro untuk bersaing dan mulai memanfaatkan teknologi, banyak usaha kecil dan menengah mikro yang menerapkan sistem e-commerce dalam menjalankan bisnisnya, tetapi dari jumlah transaksi e-dagang di Indonesia masih menunjukkan jumlah transaksi yang tergolong rendah. selain dari e-dagang, media sosial dan perangkat seluler juga merupakan bentuk perkembangan dunia, ini digunakan untuk berkomunikasi dan banyak lainnya, UMKM melibatkan media sosial dan perangkat bergerak dalam menjalankan bisnis, Dari data ada dua tujuan yang ingin dicapai yaitu apa peran media sosial dan perangkat mobile pada e-commerce di UMKM, dan untuk memastikan bahwa tujuan yang dimaksudkan dapat dicapai, metode kualitatif digunakan sebagai metode penelitian, serta melakukan wawancara mendalam. Dari hasil wawancara ditemukan bahwa hasil media sosial menjadi media dalam mempromosikan dan juga berinteraksi dengan pembeli dan perangkat seluler menjadi alat untuk melakukan transaksi pembayaran. Dan rekomendasi yang didapat setelah dilakukan penelitian ini adalah UMKM harus memaksimalkan penggunaan media sosial dan perangkat mobile.

Kata kunci: perdagangan elektronik, usaha mikro kecil menengah, media sosial, perangkat seluler

INTRODUCTION

Now social media, mobile usage, and e-commerce is everywhere, in Indonesia E-Commerce still in developing process, there are E-Commerce Platform that looks promising, a lot of investment come from outside of the country to support this E-Commerce, In Indonesia in 2017 there are about 24 million people do shopping via e-commerce, with the revenue amounts to USD 6 billion in 2017, but this number of transactions is consider as relatively low when try to compare with the total population, E-Commerce still in development, a lot of business still improve the utilization of this E-Commerce and the potential of it can be a trigger for economic actors to be more competitive, this competition not only happen to a business in a large scale but also to micro small and medium enterprises or MSME, from the total number which is 99 % of enterprise in Indonesia is MSME, from the total number can be seen that micro small and medium enterprises play an important role in the economic growth of a country, both in reducing the number of unemployed, in Indonesia recorded small and medium micro enterprises able to absorb labour as much as 107 million, but from the total of MSMEs only 3.7 million MSMEs have conducted e-commerce. In North Sulawesi itself the city of Manado has the largest total of MSME enterprises, micro enterprises dominate with total units of 11.5 thousand, while small businesses as much as 5.7 thousand and 1.3 thousand medium enterprises, MSME in the area of Manado, still considered not familiar with the online trading system online especially e-commerce, there are only 100 MSME who join the local E-Commerce platform, and also they do not understand how to create product descriptions for sales their packaging is also still simple and not interesting.

Now mobile devices became one of human needs, the number of mobile devices in Indonesia exceeds the total population it means that there are user who has 2 or more mobile device, the user also variety not only the youth who use mobile device but also the elder. Mobile device, and based on the usefulness of mobile devices have relationships with E-commerce, there are 94% of smartphone users take advantage of their device to access e-commerce sites and other commercial activities. In Indonesia online purchases made through mobile devices are experienced growth of up to 164% from 2014 to 2015. The behaviour of online shopping via mobile is still dominated by browsing and price comparison. 65% of respondents mentioned that they were just do browsing activities only when visiting e-commerce services and 51% choose to compare prices.

The development of mobile devices is also related to the development of social media, social media, attracted not only by the young generation but those who are old age too, in Indonesia there are 106 million active users of social media it almost half of the population, the high number of social media users, can be utilized for economic purposes, such as being part of e-commerce activities, current usage social media as a place to buy and sell is not a new thing, many business actors use social media as a place of business, and the social media that is best known as a place to buy things through online is Facebook, BBM and Instagram. But from the previous research in Manado about E-commerce it shows that Many MSME didn't utilize E-Commerce system because of the lack of information about it, while the other side people used technology like mobile device and also access social media almost every day. So, based on background above the title of this research is "The Role of Social Media and Mobile Device on E-Commerce in Micro Small Medium Enterprise in Manado"

Research Objectives

The objectives of this research are:

"To analyze the role of social and mobile device on E-Commerce in MSME in Manado"

THEORETICAL REVIEW

Business

Business is one of the basic knowledge of economics, business is an activity that known and take place almost everywhere in the life of society, according to Ferrell (2016:5), business is individuals or organizations who try to earn a profit by providing products that satisfy people's needs. The outcome of its efforts are products that both tangible and intangible characteristics that provide satisfaction and benefits. Another business definition according to Collins (2012:16), business is any activity that provides goods or services to consumers for the purpose of making a profit.

E-Commerce

E-commerce is evolving as the development of technology, according to Turban (2015:7) defined e-commerce as the using of the Internet and intranets to purchase, sell, transport, or trade data, goods, or services. In addition Laudon and Traver (2014:10) defined e-commerce as the use of the internet, the web, and apps to transact business. More formally, digitally enabled commercial transactions between and among organizations and individuals

E-Commerce Types

E-commerce can be categorized into several types based on the way the transactions are done and also the party who is involved (Turban, 2015:10-11), types of E-Commerce transactions described into 7 major such as;

- a. Business-to-Business (B2B)
- b. Business-to-Consumer (B2C)
- c. Business-to-Business-to-Consumer (B2B2C)
- d. Consumer-to-Business (C2B)
- e. Intra-business E-Commerce
- f. Business-to-Employees (B2E)
- g. Consumer-to-Consumer (C2C)

Micro Small Medium Enterprise (MSME)

According to Undang-Undang No.8 year 2008 in Bank Indonesia (2017), about micro, small, and medium enterprise, criteria of MSME divided to three, there are:

- a. Micro Enterprises is as follows;
Has the most net worth IDR 50.000.000 (fifty million rupiah) is not including land and building of business premises; or has the most annual sales results IDR 300.000.000,00 (three hundred million rupiah).
- b. Small Business Criteria are as follows;
Has a net worth of more than 50.000.000 (fifty million rupiah) up to the most IDR 500.000.000 (five hundred million rupiah) is not including land and building of business premises or have more than annual sales results IDR 300.000.000 (three hundred million rupiah) to with a maximum of IDR 2.500.000.000 (two billion five hundred million).
- c. Medium Business Criteria are as follows;
Has a net worth of more than IDR500.000.000 (five hundred million rupiah) up to the most IDR10.000.000.000 (several billion rupiah) is not including land and building of business premises; or has annual sales more than IDR 2.500.000.000,00 (two billion five hundred million rupiah) up to a maximum of IDR 50.000.000.000 (fifty billion rupiah).

Social Media

Social media is a type of media used to socialize in the present, just by needing an internet connection then social media users can easily interact with each other, here are some definitions of social media, According to, another definition of social media according to Hendri (2007), social media is social networking sites such as web-based services are possible Individuals to build public or semi-public profiles within the system Restricted, list of other users with whom they connect, and view and explore the list of connections they made by others with a system.

Mobile

Mobile means something that can move, or have the flexibility, and not attached to something, but now mobile is becoming the dominant means for accessing communications, according to BPS, Mobile Cellular is an electronic telecommunication device that has the same basic capabilities as a fixed wired phone, but can be carried anywhere and does not need to be connected to a wired telecommunication network. In addition to functioning as a phone, modern mobile phones usually support additional services such as Short Messages Services (SMS), Multimedia Messages Service (MMS), e-mail and Internet access, business and game applications, and photography. Currently, Indonesia has two mobile phone network systems namely GSM (Global System for Mobile Telecommunications) and CDMA.

Previous Research

The first journal from Eyad Makki and Lin-Ching Chang, 2015, "Understanding the Effects of Social Media and Mobile Usage on E-Commerce: An Exploratory Study in Saudi Arabia", focused on social media and mobile usage impact to e-commerce in Saudi Arabia, online survey used to collect data and collected total number of 1021 replies, it used a website that containing data of E-store with total 163. Based on the analysis of the survey data, social media, especially Instagram, affects the online purchase decision while Facebook has more influence on males. Email and SMS has the least effect on consumers' decision to purchase online. Also, consumers prefer to use mobile and tablets to visit websites, especially females. As for website results, 54% of E-stores have 4 or more social media accounts. The most used social media account is Twitter followed by Instagram then Facebook.

Next journal from Dr. Patrick Kanyi Wamuyu, and Prof. Manoj Maharaj, 2011, "Factors Influencing Successful Use of Mobile Technologies to Facilitate E-Commerce in Small Enterprises: The Case of Kenya", focused on the mobile technology and the impact to Small enterprise in kenya, data collected by questionnaire, and multiple regression analysis was used, the rural areas should leapfrog to mobile technologies which offer relatively faster and less expensive ways of building telecommunication infrastructure over the more expensive and time-consuming tasks of building fiber cable based connectivity or the fixed (wired) telephone networks. Mobile technologies could also be used in urban areas to complement the fixed broadband networks. There is a need to setup community Internet centres in the rural areas to pave way for general uptake of Internet based technologies which would integrate well with the presence of rural smart MSEs and which would encourage digital channel interactions as opposed to face-to-face or personal interactions.

The last journal from Kee-Young Kwahk and Xi Ge, 2012, "The Effect of Social Media on E-Commerce", focused on e-commerce and social media in China data collected through online surveys conducted on taobao.com or paipai.com site consumers using questionnaire and analyzed by using LISREL. The results show that the interaction of social media interaction and social media commitment have a positive influence the influence of social normative and information social influence the latter in turn influences the intention of visit and purchase intention in E-commerce overall, this research provides theoretical and practical insight of the usefulness of social media in E-commerce environment.

RESEARCH METHOD

Type of Research

This research used a qualitative methodology to explore the Role of Social Media and Mobile Device on E-Commerce in MSME in Manado.

Place and Time of Research

This research conducted in Manado City, North Sulawesi. The time of the research and preparation of a final report is conducted from September 2017 – April 2018.

Population and Sample

Spradley (1980) in Sugiyono (2009:215) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. In this research, the population is the Micro Small Medium Enterprise in Manado. In this study the population is numerous, therefore the sample is used, Sugiyono (2009:216) said that the samples in qualitative research are not named respondents, but as resource persons, or participants, informants in the study.

Sampling Techniques

In this research used purposive sampling used as one of the sampling techniques. According to Saunders (2009:237) Purposive sampling is selecting cases based on judgment that will be the best to answer the research question(s) and to meet the objectives of the research, this form of sample is often used when working with very small samples. In this research also used Snowball sampling to help in identifying members of the population in this research, (Saunders, 2009:240).

Data Collection Method

The data used in this research are primary data. According to Hair (2006: 407), Primary data are the result of conducting some type the data needed for this research were gathered through interview and observation in the social situation.

Data Validity

In qualitative research, validation is the extent to which qualitative findings accurately represent the phenomena being examined. To ensure validity of qualitative research, it is helpful to use triangulation. There are four possible type of triangulation in qualitative research, in this research data triangulation were employed.

Data Analysis Method

The steps in qualitative data analysis are Data Collection, Data Reduction, Data Display, Drawing and Verifying conclusion.

RESULT AND DISCUSSION**Result**

This research used qualitative method and interview as the tool to gain the information. The population of this research is the micro small medium enterprise in Manado City. In first step, questions were arranged and prepared before the interview.

Table 1 Data of Informants

NO	Informant	Sex	Address	Name of MSMEs	Type of product
1	Informant 1	Female	Winangun	Aishop	Glasses
2	Informant 2	Male	Paal 2	Reikabilly	Men's Grooming
3	Informant 3	Female	Banjer	Sveetshp	Accessories
4	Informant 4	Female	Karombasan	Tascantik	Bag and treatment product
5	Informant 5	Female	Sario	Joycollection	Shoes, Bag, Cosmetic
6	Informant 6	Female	Bethesda	IPT Galery	Fashion, and Random Stuff
7	Informant 7	Male	Wanea	Brandid	Clothes, Bag, Sticker
8	Informant 8	Female	Tuminting	-	Internet quota, bag,
9	Informant 9	Male	wonasa	Xiaomi Manado	Camera and Hand phone
10	Informant 10	Female	Bahu	Odanam Fever	Fashion and Accessories

Source: Data Processed, 2018

Table 2 Coding Categorizing

NO	Informant	Social Media	Mobile Device	Types	E-Commerce	
					Social Media	Mobile
1	Informant 1	Facebook, Instagram, Line, Messenger	Smartphone, and Laptop	B2B, B2C	Promotion, Communication	Payment
2	Informant 2	Facebook, Instagram, Line, Whatsapp	Smartphone	B2B, B2C	Promotion, Communication	Payment, Communication
3	Informant 3	Facebook and Instagram	Smartphone and laptop	B2B, B2C	Promotion, Communication	Payment
4	Informant 4	Facebook, Instagram, Line, Messenger	Smartphone	B2B, B2C	Promotion, Communication	Communication
5	Informant 5	Facebook, Instagram, Whatsapp	Smartphone	B2B, B2C	Promotion, Communication	Payment, Communication
6	Informant 6	Facebook, Instagram, Whatsapp, Messenger	Smartphone and Mobile Phone	B2B, B2C	Promotion, Communication	Payment, Communication
7	Informant 7	Facebook and Instagram	Smartphone and Mobile Phone	B2B, B2C	Promotion, Communication	Payment, Communication
8	Informant 8	Facebook, Instagram, Whatsapp	Smartphone and Mobile phone	B2B, B2C	Promotion, Communication	Communication
9	Informant 9	Facebook, Instagram, whatsapp,	Smartphone	B2B, B2C	Promotion, Communication	Payment, Communication
10	Informant 10	Facebook, Instagram, Line, Blackberry Messenger	Smartphone	B2B, B2C	Promotion, Communication	Payment, Communication

Source: Researcher Analysis, 2018

Discussion

Based on the results of interviews with 10 respondent, in which the tenth respondents are micro small and medium-sized enterprises located in Manado area, shows that micro small and medium enterprises in Manado many have implemented e-commerce both with buyers and also with suppliers, in this case B2B and B2C e-commerce is the dominant type of e-commerce, and the form of e-commerce is the most transactions

through internet banking, while for the number of dominant social media used by MSME in Manado is Facebook and also Instagram, which is social media with the most users in Indonesia, and smartphones are devices in the most widely used as mobile devices, the use is easy and can be said to be sophisticated become the reason why smartphone is used the role of mobile devices such as smartphones,. based on the results of interviews, informants generally convey the same thing about how social media and mobile usage as well positive role in the e-commerce process that occurs in an MSME, and also informant also convey the same thing about social media and mobile usage that have very little effect in an MSME E-commerce process, but each informant has their own opinions based on their experience.

Social Media

From interview with respondent 1, social media Facebook as the most used social media for promotion, because informant used to use it and familiar with the tools that provide by Facebook and messenger to exchange information with buyers. From interview with respondent 3 found that the role of social media as well as media to communicate with fellow business, because the supplier outside the country than she used social media that not so popular in Indonesia and also social media used to communicate with other related parties, the informant need intermediary to do transaction.

From interviews with respondents 10, it was found that the role of social media is very important in expanding the business primarily in sales size, the business grow by time and have to arrange by categorize product by it category, the business split into 4 of each account of social media, 1 account for mix fashion product, 1 account for bags and shoes, 1 for ready stock product, which is can be send to customer immediately, and 1 account for primary fashion which is the price is more expensive than the other product and also the informant still use social media that not so popular at this time which is blackberry messenger, the respondent used it because there are a lot of friend list on blackberry messenger and most of the friends is well known that means can be a trusted customer.

According to Turban (2015:9) in an e-commerce required marketing and advertising, and according to one of the media that can be used is social media and based on the results of research. Makki (2015) said that social media role as an effective media in delivering e-marketing promotion, and several other previous studies show that social media is an effective medium for marketing, especially in promotion, Srinivasans (2016), Makki (2015) also found that social media has a role in building relationships with customers through communication that occurs between buyers and sellers within MSME.

Based above theory about social media is a tool that is used in promoting and also as a medium to build relationships through communication between buyer and seller. this theory shows an impact similar to the results of this study, where in all respondents showed that social media in use as a medium to do promotion, and various social media used either Facebook or Instagram, and also social media into a medium to communicate with buyers, but the results show there are respondents who convey the social media used for promotion is also used for communication, but there are also using social media different to communicate.

Mobile Device

From interviews with 1 respondent found the role of mobile device is divided into 3 as a medium only for communication, as a medium only to make payments and media communications and payments.

Mobile devices as a medium of payment, from 1 informant there are 2 informants who use mobile devices just to make payment, from informant 1 found that mobile device as a tool for payment through internet banking and also SMS banking, informants 1 said that informants do not feel comfortable when private numbers become public consumption, therefore communication only takes place in social media, and from informant 3 it was found that mobile devices to make payments to mediation services through internet banking, informants 3 cannot directly make payments to suppliers due to the prevailing provisions, so they need services to do that.

Mobile devices only as a medium of communication, from the cut of informants there are only 2 who use the role of mobile phones as a tool to communicate, at this time the use of mobile devices to perform the task as usual has been greatly reduced in because of social media development, from an interview with informant 4 found that mobile devices only as a medium of communication because to make payments can only be done directly or other payment services, for example through Indomaret and so on, informant 4 also does not have internet banking facility to transfer funds because it's a mobile device just to communicate, while the informant 8 is also encountered the same problem that does not have the facility to transfer funds through mobile devices, to make payments informants using ATM machine services.

Mobile device as a medium of communication and also payment, to informant 2 among mobile devices in communication, customer want to take the goods in the store customers always contact the informant in general through ordinary conversation and not on social media, and from interviews with informant 10 found that mobile devices are in use for communication media at certain cases, when customer ask through social media and the informant does not respond then the customer will call through ordinary calls, or when customer want to take the product that already purchase then it will be reported through text message or SMS, to other informants such as informants 6.7 and 8, they use 2 mobile devices, smartphone and original phone for communicate, and from informant 1 also found that the mobile device in the transaction either make payment or confirm payment information that can be used for ATM can now be accessed via smartphone. Laudon and Traver (2014:305) tells about payment methods in an e-commerce, and convey about the role of mobile devices that is as a tool to make payments or funds transfer in an e-commerce in MSME, this theory shows the same results with the results of this study where 7 of 10 respondents said that mobile devices are used to make payments namely through internet banking. Mobile device with its main function that is as communication media, according to Whalley (2007) mobile device have role in a UMKM one of them is communication, although not too popular but from result of interview found that mobile device still used if in certain circumstance.

There are still a lot of payments that conduct traditionally occur despite communication and also online promotion, Laudon and Traver (2014:296-297) said that one of the methods of payment of e-commerce is by cash, cash is the most common form of payment in terms of number of transactions. Wicaksanas (2016) also shows that cash on delivery is still a lot happening in the case of online purchases in Indonesia. The above theories have in common with what is found from the interviews conducted, many MSME are applying the traditional payment system, be it with customer or supplier.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the result of the research from the previous chapter, the conclusions acquired in the research will be as follows:

MSME in Manado has many implementing e-commerce system to develop its business, and social media play an important role in developing MSME, many MSME use social media as a medium to conduct promotions, and every MSME uses more of its social media in promoting its sales or merchandise, the role of social media as well as a tool to communicate both with the buyer and also with fellow business or supplier. Mobile device is a device that many uses. on MSME in Manado, especially on e-commerce, mobile devices acting as a medium to communicate, and also serves as a medium to make payments, especially mobile devices a smartphone that can access the internet

Recommendation

Based on the research, here are some recommendations for MSMEs, Government, and universities:

For MSMEs expected to maximize the use of social media and mobile devices in business, social media about features of social media itself in order to better understand its use, and also learn more about the benefits of social media for the business, and MSME is recommended to further optimize usage mobile devices in e-commerce, MSME is also expected to be a supporter in raising public awareness to transact online or get involved in an e-commerce both with the community as consumers and fellow MSME.

For the government, to socialize about how e-commerce and its benefits, and some socialization, as well as facilities which is adequate for e-commerce can be optimally utilized by society not only in urban areas but also in rural areas, as well as providing assistance or guidance to MSME in Manado, so that MSME can grow again.

For universities, to provide knowledge of how social media roles and also the use of mobile devices to e-commerce, and also provides knowledge about the state of the economy in the region itself, especially about small and medium enterprises, for subsequent researchers, it is suggested to conduct research with larger population scales, as well as larger samples, on the social role of the media and the use of mobile on e-commerce in MSME, be it Manado and other city in Indonesia.

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