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Utilizing e-commerce platforms as a tool for online business practicum

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ABSTRACT

In the rapidly advancing digital era, the role of e-commerce platforms in the business world cannot be ignored. In education, particularly at the vocational school (SMK) and higher education levels, instruction on e-commerce and online marketing is increasingly crucial. This is closely related to the need to equip students with skills and knowledge relevant to the ever-changing business landscape. This research aims to identify the utilization of e-commerce as a tool for online business practicum at SMK Pasundan 1 Bandung. The methodology employed is descriptive, using a quantitative approach. The study reveals an innovative concept that leverages e-commerce platforms for practical business learning at SMK Pasundan 1 Bandung. This approach signifies a vocational school business education breakthrough, emphasizing practical application in online business operations. Fortunately, after incorporating e-commerce as a learning tool, students are motivated to learn, and the study materials become more comprehensible at SMK Pasundan 1 Bandung. This utilization is expected to prepare students for the increasingly digital demands of the workforce.

ABSTRAK

Dalam era digital yang semakin berkembang dengan pesat, peran platform e-commerce dalam dunia bisnis tidak dapat diabaikan. Di ranah pendidikan, khususnya di tingkat perguruan tinggi, SMK, dan institusi pendidikan lainnya, pengajaran tentang e-commerce dan pemasaran online menjadi semakin penting. Ini terkait erat dengan kebutuhan untuk mempersiapkan peserta didik dengan keterampilan dan pengetahuan yang sesuai dengan dunia bisnis yang terus berubah. Penelitian ini dilakukan untuk mengidentifikasi pemanfaatan e-commerce sebagai sarana praktikum bisnis online di SMK Pasundan 1 Bandung. Metode yang digunakan yaitu deskriptif dengan menggunakan pendekatan kuantitatif. Pada penelitian ini, kami mengungkapkan sebuah konsep inovatif yang memanfaatkan platform e-commerce sebagai sarana praktikum dalam pembelajaran bisnis online di SMK Pasundan 1 Bandung. Pendekatan ini merupakan suatu terobosan dalam pendidikan bisnis di tingkat sekolah menengah kejuruan, yang berfokus pada penerapan praktis dalam menjalankan bisnis online. Beruntungnya setelah media e-commerce digunakan sebagai salah satu media pembelajaran, peserta didik menjadi termotivasi untuk belajar dan bahan pembelajaran lebih mudah dipahami oleh peserta didik di SMK Pasundan 1 Bandung. Pemanfaatan ini diharapkan dapat mempersiapkan peserta didik pada tuntutan dunia kerja yang semakin digital.

Kata Kunci: Bisnis online; e-commerce; media pembelajaran

INTRODUCTION

In today's rapidly evolving digital age, the role of e-commerce platforms in the business world cannot be overlooked. Online businesses and electronic commerce have become an integral part of marketing and sales strategies for companies worldwide. Technological advances and changes in consumer behavior have transformed how products and services are marketed and sold. E-commerce platforms are closely tied to the internet, the World Wide Web, and applications on devices used for business transactions (Raharja *et al.*, 2019; Li & Zhang, 2021).

In the field of education, particularly at the university level, vocational schools, and other educational institutions, teaching about e-commerce and online marketing has become increasingly important. This is closely related to preparing students with the skills and knowledge required for the ever-changing business world. The ease of accessing e-commerce makes students one of the segments of society targeted as consumers through e-commerce (Sundjaja *et al.*, 2020; Wahjusaputri & Nastiti, 2022). Rapid technological advancements also require educators to keep pace with the times. E-commerce itself can be used as a learning medium by educators. However, not all teachers or educators understand e-commerce and how to use e-commerce platforms as learning media. At SMK Pasundan 1 Bandung, teachers already use e-commerce platforms as learning media.

Many previous studies have discussed the use of e-commerce platforms in relation to online businesses, which are increasingly common today. E-commerce is now essential in business due to increasingly complex challenges, intensifying competition, and the need to adapt to global developments that demand continuous innovation. Additionally, e-commerce can serve as an educational tool in vocational schools, facilitating educators in delivering their curriculum, particularly those related to business or entrepreneurship (Chen *et al.*, 2021). E-commerce has emerged as a new medium in education, driven by technological advancements today. Students currently studying and delving into education related to business are required to understand technology to adapt to business trends that have entered the online or internet industry, known as Industry 4.0.

In this study, we reveal an innovative concept that utilizes an e-commerce platform as a practical tool for learning online business at SMK Pasundan 1 Bandung. This approach represents a breakthrough in vocational school business education, focusing on practical application in running online businesses. By leveraging an established e-commerce platform, we aim to stimulate students' interest and skills in online business while preparing them for the increasingly digital demands of the workforce. This research involves implementing online business practical training using an e-commerce platform tailored to the curriculum of SMK Pasundan 1 Bandung. We also analyze the students' learning outcomes, measure the success rate of integrating this practical training into their learning, and monitor the positive impacts that may arise, such as improved understanding of e-commerce, online business management skills, and awareness of legal and ethical aspects in electronic commerce. The use of e-commerce platforms is a relatively new phenomenon in the business world, and integrating this technology into vocational education represents a new approach to teaching business skills. This statement is also important because it recognizes the importance of practical experience in learning business skills, and e-commerce platforms provide students

with relevant, hands-on learning experiences that are directly applicable to the modern business world. Overall, the use of e-commerce platforms as a tool for online business practice at SMK Pasundan 1 Bandung represents a new and innovative approach to teaching business skills that has the potential to prepare students for success in the modern business world.

This study aims to identify the effectiveness of using e-commerce platforms as a tool for online business practice at SMK Pasundan 1 Bandung. It also aims to identify the obstacles faced in implementing e-commerce platforms, analyze their impact on learning, and explore teachers' views on using e-commerce platforms in learning. The results of this research will provide important insights into innovative approaches to online business education at the vocational school level and provide valuable recommendations for other schools that wish to adopt a similar approach.

LITERATURE REVIEW

Learning Media

The term "media" originates from the Latin word "medium," which refers to the tools or means used to transmit messages from the sender to the receiver. Communication tools or means, derived from the Latin word 'medium' meaning "intermediary," serve as the channels through which messages are conveyed from the sender to the receiver. The media play a crucial role in society in disseminating information, educating people, and entertaining them. In the context of learning, educational media are communication tools used to convey messages in the learning process (Rosyiddin *et al*., 2023). Media play an important role in education because they can significantly influence the outcomes of the learning process. The presence of media in learning uniquely impacts learners, providing meaningful dynamics in their learning experiences (Hadiapurwa *et al*., 2023). Media use is essential because learning coordination would not be effective without these tools. The advantage of media lies in its flexibility, which allows it to be used at various levels of education and in various learning activities. Not only that, educational media can also motivate learners to actively manage their learning process and develop a long-term perspective on their education (Wahyuni *et al*., 2020).

Learning media are tools or channels that contain learning messages to assist the learning process. These media are used to communicate information for learning purposes (Widodo, 2018). According to Haryadi *et al*. (2019), the function of learning media is to serve as learning aids, which can be conventional or more modern methods. Educational media play a crucial role in helping students understand new concepts, develop skills, and achieve the competencies required.

In the digital age, educators must be able to operate various educational media, including conventional and more modern ones. Some studies have even shown the positive benefits of using media in classroom instruction as the primary approach to teaching. (Hasan & Hossain, 2020). The positive impacts of using media in communication and learning encompass several aspects, such as making the delivery of learning more consistent and easier to understand, enhancing the appeal of the teaching-learning process, enriching interactions within the classroom, reducing the time required for learning, improving the

quality of students' learning outcomes, providing flexibility in learning that can be suited to individual needs, fostering positive interest among students in the subject matter being studied, and enabling educators to play a more dynamic and positive role.

The Role of Media in Learning

Learning is a system that involves various important components, such as targets, learning materials, learning activities, individuals involved (students and teachers), learning resources, and the environment (Wahyuningsari *et al*., 2022). These components interact in a structured manner according to their respective roles. A disruption in one of these elements can negatively impact the performance of other elements, resulting in learning outcomes that do not align with initial expectations (Nawawi, 2020).

The Association for Educational Communication and Technology (AECT) describes learning as a highly complex process involving elements such as individuals, methods, ideas, tools, and integrated organizational structures. This approach analyzes various aspects related to learning and then designs, implements, evaluates, and manages problem-solving strategies to achieve the established learning targets.

From this perspective, it is clear that the media plays a significant role in learning. Therefore, media function not only as a teaching tool but are also an integral part of the learning process (Sudarmo *et al*., 2021). The importance of media in this context is clearly illustrated when we consider its relationship with the elements of the learning system, which are important tools in overcoming learning challenges. Even if we dig deeper, the media is not only a tool for conveying information that is entirely dependent on teacher intervention, but also has the capacity to replace some of the teacher's role in presenting learning material.

Online Business

Currently, the advancement of information technology is progressing very rapidly, including in Indonesia. This technology is fundamentally aimed at providing convenience to humans in various aspects of life. The use of information technology is widespread in government agencies, private companies, and various other institutions. This shift also significantly impacts society, especially in business (Syahputra *et al.,* 2023). Entrepreneurs are now taking advantage of advances in information technology to develop their businesses, which often take the form of online businesses.

Online business refers to business conducted via the internet, including product sales, customer service, marketing, and other activities carried out online. In the realm of online business, we have the ability to sell a wide variety of products through online platforms such as e-commerce, including physical goods, services, and digital products. The main advantage of online business is the vast market potential, without the need for a physical store as in conventional or offline businesses (Tresnawati & Prasetyo, 2022). To start an online business, one only needs to have an online store, participate in marketplace platforms, and interact through social media. According to research conducted in Switzerland, social commerce is a marketing concept that has not yet developed well regarding e-commerce features and user-generated content about products and services on social media platforms (Wu, 2023).

Another advantage is that online businesses can be run from various locations, including from the comfort of one's home, and the capital required tends to be more affordable since there are no costs for renting a physical space to sell products. Online businesses involve various stakeholders, including consumers, producers, service providers, and intermediaries, all connected through a computer network, namely the internet (Infante & Mardikaningsih, 2022).

The general definition of online business refers to all forms of electronic transactions involving the sale of goods and services. Online business enables faster and more intensive relationships between businesses and stakeholders at lower costs. Various business activities that can be carried out online include marketing, promotion, transactions, and payments, as well as other activities that require innovation and development through the internet (Farell et al., 2019). For young and novice entrepreneurs starting an online business, especially in the field of marketing, considerations are needed regarding access to technology (gadgets/smartphones/laptops) (Rakib, 2015), pemanfaatan media sosial yang umum digunakan, serta keahlian dan pengalaman di bidang teknologi informasi.

In the business realm, e-commerce refers to the process of buying and selling that occurs online through electronic platforms. E-commerce websites facilitate transactions positively and potentially increase sales volume (Tzavlopoulos et al., 2019). The benefits felt by online businesses have encouraged further research related to online business transactions involving the community. In addition, this study also explores the effectiveness of E-Commerce platforms in educational functions, particularly as a learning tool for vocational high school (SMK) students.

E-Commerce

E-commerce can be described as buying, selling, transferring, or exchanging goods, services, or data through a computer network using the internet. By integrating social networks through the internet, effective conventional business practices can bring success. This is possible because social networks can reach a wider range of consumers, build better relationships with consumers, and increase brand awareness. Ultimately, this can result in a larger market share, increased brand understanding, and higher revenues. Customer perceptions, motivations, learning processes, attitudes, and beliefs often influence the purchase decision. Perceptions relate to how customers select, organize, and interpret information to gain knowledge, while motivations reflect their desire to fulfill personal needs (Pradana, 2016).

E-commerce is short for Electronic Commerce, a transaction system through electronic media. According to Aaronson (2019), e-commerce is a platform for exchanging information and transactions between sellers and buyers in the virtual world. This involves online business activities that utilize the internet and internet-connected devices. According to the definition (Jonathan, 2013), e-service quality refers to a platform's ability to facilitate shopping, purchasing, and distribution activities efficiently. E-commerce has grown rapidly worldwide, transforming traditional business models. This refers to the process of trading, selling, and delivering goods and services via the internet and electronic technology.

Advances in e-commerce have encouraged businesses to improve efficiency, convenience, and speed in conventional business (Maulana *et al*., 2021). This is possible because e-commerce offers various advantages, such as a broader market reach, lower costs, and faster services. The initial concept, known as Electronic Data Interchange (EDI), allowed companies to operate without relying on physical documents and manual procedures. The advancement of e-commerce continues to evolve along with technological developments and regulatory changes. Its peak growth occurred in the early 1990s after the ban on commercial internet in the United States was lifted. In 1995, IBM played an active role in promoting e-commerce solutions, attracting the attention of researchers. Amazon's success in 1999 triggered a global increase in the e-commerce sector. However, similar to other technological developments, the early stages of e-commerce development faced obstacles due to immature business models and unprofessional implementation (Melegati *et al*., 2019).

Previous research discussed how to implement e-commerce media in 10th grade at SMK Negeri 2 Yogyakarta with the name Website Kreska, an e-commerce-based website developed using the RUP (Rational Unified Process) method. In terms of product promotion, the successful implementation of various features that meet the needs of e-commerce users has proven to benefit the general public.

Practicum

Practicum comes from the word "practice," which refers to applying concepts learned in theory to real-life situations. Practicum is an important part of the learning process that aims to provide students with the opportunity to test and apply the knowledge they have gained from theory, as well as to implement these concepts in practical situations. The practicum method is a way of delivering lesson material that allows students to conduct experiments and experience for themselves the concepts they have learned. This view is also strengthened by Suryaningsih (2017), who describes practicum-based learning as a method that provides opportunities for students to test and discover their knowledge through experimentation.

Practical methods are an effective approach to measuring student abilities, especially in honing measurable process skills when involved in experiments. When students participate in laboratory activities, they can directly experience, discover, and verify the concepts they have learned. The primary objective of the laboratory method is for students to develop their ability to actively seek and find answers or solutions to various problems they encounter by actively participating in experiments. Additionally, through experiments or practical activities, students can concretely find evidence supporting the theories they are studying. Zainuddin states that the implementation of practical activities has several positive impacts, including: 1) through practical activities, students' skills become more refined, 2) students have the opportunity to apply and integrate their understanding and skills in practical situations, 3) practical work allows students to demonstrate scientifically, and 4) appreciate scientific inquiry skills (Nisa, 2017).

METHODS

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In this study, the method used was a quantitative approach in the form of pre-experimental research. The population that was the focus of the study was all students enrolled in the 11th-grade marketing department at SMK Pasundan 1. The research sample on this occasion was all members of the population under investigation, with sampling using the Total Sampling technique, which means that the sample size was equal to the population size of 30 people.

Data collection in this study combined two methods: questionnaires and interviews. Questionnaires were used to collect data from respondents at SMK Pasundan 1, with questions focusing on the use of e-commerce media in practical work. In addition to questionnaires, the research instrument involved interviews as a non-test method. These interviews were conducted with informants, both teachers and students, and the interview questions were designed to explore information about the effectiveness of using e-commerce platforms as a means of online business practicums at SMK Pasundan 1 Bandung.

RESULTS AND DISCUSSION

The results and discussion of the data generated are divided into two groups based on student and teacher data in seeking effectiveness in utilizing e-commerce media. For further information, the questionnaire results are presented in **Table 1**.

Tabel 1. Hasil Kuesioner

No	Question Criteria	STS	TS	N	S	SS
1	How much do you agree that the use of e-commerce media in vocational schools can broaden students' knowledge of the business world?	4.5%	0%	4.5%	27.3%	63.6%
2	Do you believe that using e-commerce media has increased students' interest in learning about online business?	4.5%	0%	9.1%	63.6%	22.7%
3	To what extent has e-commerce media helped students understand the basic concepts of online business?	4.5%	0%	9.1%	59.1%	27.3%
4	How do you think the use of e-commerce media supports the development of students' entrepreneurial skills?	0%	0%	4.5%	68.2%	27.3%
5	I feel that e-commerce is an effective way to understand digital business and marketing concepts.	0%	0%	9.1%	31.8%	59.1%
6	I often use e-commerce platforms to understand real-world business practices.	0%	0%	18.2%	54.5%	27.3%
7	E-commerce-based learning materials help me develop digital business skills.	0%	0%	4.5%	45.%	50%
8	I believe that e-commerce is a useful tool for understanding marketing strategies.	0%	0%	4.5%	50%	45.%
9	E-commerce makes it easier for me to access learning resources.	4.5%	0%	9.1%	45.5%	40.9%
10	I feel more motivated to learn when the learning materials are related to e-commerce.	0%	0%	27.3%	63.6%	9.1%

No	Question Criteria	STS	TS	N	S	SS
11	E-commerce has helped me understand how technology affects digital business and marketing.	4.5%	0%	4.5%	59.1%	31.8%
12	I feel more prepared for a career in digital business after using e-commerce as a learning medium.	0%	0%	18.2%	68.2%	13.6%
13	I believe that e-commerce has helped me develop creativity in digital business and marketing.	0%	0%	18.2%	59.1%	22.7%
14	I feel that learning through e-commerce has helped me overcome challenges in digital business.	0%	0%	9.1%	77.3%	13.6%
15	E-commerce makes it easier for me to collaborate with classmates on learning projects.	0%	0%	22.7%	59.1%	18.2%
16	I feel that e-commerce helps me hone my communication skills in digital business.	4.5%	0%	18.2%	68.2%	9.1%
17	I feel comfortable using technology in digital business learning.	0%	0%	13.6%	72.7%	13.6%
18	E-commerce allows me to learn from digital business practitioners.	0%	0%	9.1%	54.5%	36.4%
19	I feel that utilizing e-commerce as a learning medium is important for my career preparation in digital business and marketing.	0%	0%	9.1%	36.4%	54.5%

Source: 2023 Research

The questionnaire results in **Table 1** above provide an overview of students' understanding of utilizing e-commerce in the learning process. Students have sufficient experience accessing e-commerce, so they already understand the activities carried out in e-commerce during the learning process. Based on the results of the questionnaire data processed from students at SMK Pasundan 1 Bandung, they feel that the use of e-commerce platforms in practical learning about online business material significantly impacts students' learning outcomes, interest, and motivation, as well as making students understand the online business material taught more quickly due to hands-on practice. From the data obtained, 63.6% of students agreed that using e-commerce platforms in learning increased their interest. Educators' efforts to include e-commerce platforms as a learning medium have positively impacted students and educators. This is especially true in online business courses, where learning requires much practice so that students can truly understand the material. Regarding student motivation, based on the data obtained, 63.6% agreed that they felt motivated when learning through e-commerce platforms. This demonstrates a truly positive impact related to using e-commerce in learning.

Using e-commerce media as a learning tool can increase students' motivation in their learning process. This high level of motivation may be due to various factors, such as the availability of interesting learning materials, flexibility in terms of time and place of learning, and the variety of learning resources that can be accessed through e-commerce media. Therefore, it is important to continue developing and utilizing e-commerce media effectively in education to improve the quality of learning and provide a more meaningful learning experience for students.

Strategies and Teaching Methods Used to Integrate E-Commerce into Online Business Learning at SMK Pasundan 1 Bandung

The teaching method used is Project-Based Learning, where students create business projects or engage in hands-on practice by applying the process of creating an online store, managing an online store, and promoting it through social media platforms such as Instagram, Facebook, and TikTok. Through real-world practice in online business, students can apply the entrepreneurial theories learned in school (Leal-Rodriguez & Albort-Morant, 2019).

Role and Benefits of E-Commerce in Online Business Learning at SMK Pasundan 1 Bandung

E-commerce at SMK Pasundan 1 Bandung is one of the learning media in the digital business subject. The digital business concentration must be able to market online using applications commonly used, such as marketplaces. Students can at least market products through marketplaces as a learning medium. The benefits of e-commerce as an initial learning tool include helping students understand how to create an e-commerce account, market products, etc., though it is only used as an initial learning tool. E-commerce media is used in several sessions during each lesson. E-commerce is crucial in expanding the market, particularly for students, improving operational efficiency, enhancing customer experience, reducing marketing costs, and enabling better business analysis (Putra & Irfan, 2019).

Main Benefits of Using E-Commerce Learning Media at SMK Pasundan 1 Bandung

According to the Online Business teacher at SMK Pasundan 1, using e-commerce media provides students with the direct benefit of being able to practice and interact directly. It is hoped that students will eventually be able to apply their understanding by opening their online stores. There are many benefits to be gained from learning media through e-commerce, as students can learn theory and practice directly. Typically, e-commerce makes it easy for students to start their businesses without having to open a physical store, which has led to an increase in the number of students involved in sales activities using this method (Novyarni *et al*., 2022).

E-Commerce Platforms Used as Educational Tools at SMK Pasundan 1 Bandung

Online business education at SMK Pasundan 1 utilizes e-commerce platforms, particularly Shopee, to support teaching and learning activities. Shopee is primarily used to practice direct sales. All buying and selling activities, including product transactions and customer ratings, are conducted within the Shopee app. For marketing purposes, learning is conducted using social media. The Blogspot platform is also utilized in learning, particularly for product reviews and directing customers to purchase through the Shopee app or other marketplaces. In addition to Shopee, online business learning also leverages the Evermos marketplace, where students can register to become resellers. Once registered as resellers, the products obtained can be resold through the Shopee app. Hands-on practice is conducted during class to ensure students understand the material or learning media. Students are instructed to

create accounts on Shopee and learn how to market products on social media or Blogspot. This highlights the differences in using e-commerce, particularly Shopee, with social media and Blogspot in online business education at SMK Pasundan 1 Bandung.

Effect of Using E-Commerce Learning Media on Student Motivation and Engagement at SMK Pasundan 1 Bandung

Learning about online business at SMK Pasundan 1 using e-commerce learning media has significantly impacted students. Educators feel that utilizing e-commerce, which requires hands-on practice in every meeting, has increased student motivation and engagement. Students also appear more enthusiastic when practicing online business materials using e-commerce, as they find hands-on practice more enjoyable than merely listening to lectures from teachers. However, since learning often involves group activities, some students become less active, relying solely on their peers.

Main Challenges Faced by Teachers When Applying E-Commerce Learning Media at SMK Pasundan 1 Bandung

E-commerce has become a highly competitive industry, with many large and small players competing for market share (Saputra, 2020). The main challenge educators at SMK Pasundan 1 Bandung face when applying e-commerce learning media in online business education is that educators must constantly stay updated and learn about e-commerce. This must be done consistently so that educators can truly practice and understand what they teach students during instruction. Even for the Shopee app, educators must try selling products so that they have truly mastered e-commerce during the learning process. Meanwhile, the challenge students face is that some find it difficult to understand the online business material because, during practical sessions, only certain individuals are assigned as e-commerce account administrators. Some students also cannot learn independently at home due to limitations with devices or data plans.

CONCLUSION

Using e-commerce platforms in online business learning at SMK Pasundan 1 Bandung has positively impacted educators and students. E-commerce platforms are used to understand the basics of online business. This has increased student motivation and provided practical experience for the students. Shopee is the main platform used in learning because it is easy for students to understand. In practice, educators must continuously update their knowledge of e-commerce. Challenges include students who struggle with self-directed learning due to limitations in devices and data plans. The use of e-commerce in education shows great potential, but requires special attention to address the challenges that arise in the teaching and learning process..

Future research could further examine the impact of e-commerce media use on student learning outcomes, the effectiveness of various e-commerce platforms, student motivation and engagement, and the role of teachers in e-commerce use. Additionally, it is important to investigate how technological access challenges and internet limitations can be overcome,

as well as the cost-benefit analysis of using e-commerce media as a learning tool. Exploring the use of e-commerce in other disciplines and the influence of students' social and economic environmental factors are also areas of interest for research. Finally, it is important to consider how globalization and online business trends influence online business learning in secondary schools. Further research in this field will provide deeper insights into the potential and challenges of utilizing e-commerce as a learning tool.

AUTHOR'S NOTE

Authors declare that there are no conflicts of interest related to this publication and confirm that the data and content of the article are free from plagiarism.

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