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The Effectiveness of Using the Shopee Application on the Success of Online Businesses of Social Science Education Department Students at IAIN Syekh Nurjati Cirebon

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A B S T R A C T

This research is motivated by the increasingly sophisticated development of the era in the field of entrepreneurship, but along with the development of this technology, only a few of the Tadris IPS students have tried entrepreneurship through the Shopee application and succeeded until their business can grow. The Shopee application is an online marketplace platform that bridges buyers and sellers to facilitate the buying and selling transaction process. The type of research used in this study uses a qualitative approach with a descriptive method to understand phenomena holistically in the form of words and language. Data collection techniques use observation, interviews and documentation. Data analysis uses data collection, reduction, data presentation and conclusions. The results of this study include: 1) Use of the Shopee application on the online store of Tadris IPS students, The time needed to create a shop on the Shopee application until the shop can be used is around 10 minutes. 2) The level of success of the online store business of Tadris IPS students, the turnover they get from the online store on the Shopee application ranges from 5 to 8 million per month. 3) The effectiveness of using the Shopee application on the success of the online shop business of students of the Tadris IPS Department is very effective because the Shopee application provides a very complete payment system.

A R T I C L E   I N F O

1. INTRODUCTION

The rapid development of the internet provides space for how to utilize internet technology to carry out the buying and selling process to make a profit. The internet allows sellers and prospective buyers to communicate directly regarding products sold online. In this era of digital evolution, buying and selling activities are not only carried out by meeting face to face but also using digital technology that facilitates the process of trading and shopping for goods or products. One of the popular digital technologies used in buying and selling is Shopee. Shopee is an e-commerce created by Chris Feng which is able to dominate in mobile applications by maintaining its first position as a popular shopping application on the platform and visits in 2021, Shopee is an e-commerce company from Singapore under the Garena company. Shopee was first launched in Singapore in 2015 and began to enter Indonesia in 2015. Shopee has also expanded to various countries, such as: Malaysia, Thailand, Taiwan, Vietnam and the Philippines. Seeing this, many people want to use the internet as a medium in running their business, the use of the internet as a medium in running a business is very dependent on who the internet user is. Not a few people who have businesses in this online field are one way to market their products. Supported by increasingly sophisticated technology like today, online business actors no longer need to worry about where to market their products. Only with a smartphone, all these business actors can be more flexible in marketing their products. Whenever and wherever, everything can be done well. With online trading like this, it makes it easier for consumers to shop, just by using their smartphones, consumers can immediately choose the items they need. Online shopping has become the choice of many

people, especially Indonesian citizens who are very sensitive to technological developments. The increasing growth of E-commerce in Indonesia has made Shopee join in enlivening this industry. Shopee as one of the online buying and selling sites that has made many changes to attract customers to make more transactions through the site. The reason many sellers choose to use Shopee as a medium to market their products is because Shopee has many conveniences in its application, one of which is that Shopee has a live chat feature so that buyers can communicate directly with sellers. Sellers simply upload products accompanied by a description of the product. Supporting a system that makes it easy and profitable for sellers, Shopee provides many guides for sellers that can be accessed directly on the official Shopee website to answer all kinds of questions related to promos and buying and selling features. Shopee focuses more on the mobile platform so that people can more easily search, shop, and sell directly on their cellphones. Shopee also provides many conveniences, starting from uncomplicated payments and notification features about payments until completion. Shopee provides an easy and hassle-free shopping experience.

Seeing the increasingly sophisticated developments, especially in the field of entrepreneurship, it is certainly very profitable, because only with a cellphone they can do online buying and selling, but because of the low interest and motivation of students to start entrepreneurship, it has become a serious thought for various parties, both the government, the world of education, the world of industry, and society. Various efforts have been made to foster an entrepreneurial spirit, especially to change the mindset of students who have so far only been interested in being job

seekers after completing their studies. This is a challenge for universities as producers of quality students.

Entrepreneurship education provided by social studies lecturers in class not only teaches about the theoretical basis of the concept of entrepreneurship but also how to shape the attitudes, behaviors, and mindsets of an entrepreneur. This is an investment to prepare social studies students to start new businesses through the integration of experience, skills and knowledge to develop and expand a business. Entrepreneurship education can also increase students' interest in choosing entrepreneurship as a career choice in addition to career choices as private employees, civil servants, or BUMN employees which can significantly direct attitudes, behaviors and interests towards entrepreneurship, but along with the development of technology and the understanding given by lecturers during learning, only a few of the social studies students have tried entrepreneurship through the shopee application and succeeded until their business could grow, but on the other hand, There are so many students who only use technology to play games, watch TikTok, Instagram, etc. Students should be more courageous in trying to practice after receiving material related to entrepreneurship and entrepreneurial applications, so that the knowledge gained during lectures is not only limited to theories that are understood but can be practiced in real life.

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2. METHODS

This study uses a qualitative research method. According to Moleong (2018: 6)

qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, actions and others holistically and by means of description in the form of words and language in a special natural context by utilizing various natural methods. So, it can be concluded that a qualitative approach is a research approach that is carried out in order to understand what is experienced by the research subject in the field. Namely about the success of the IPS student online shop business on the Shopee application, in order to obtain data naturally and naturally or as it is in the field by describing information from information in the form of words and natural language.

2.1 Research Methods

Based on this research, the researcher used a qualitative research method. Where this research intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, actions and others holistically and by means of description in the form of words and language in a special natural context by utilizing various natural methods. So, it can be concluded that the qualitative approach is a research approach that is carried out in order to understand what the research subjects experience in the field. Namely about the success of the online shop business of social studies students on the shopee application, in order to obtain data naturally and naturally or as it is in the field by describing information from information in the form of natural words and language.

2.2 Respondents

Key informants for student shop owners on the shopee application include: (1)

Puspa Patmawati Kopipah (PP) (2) Nurlaela (NA) (3) Nadia (NI), while key informants for students who buy goods at online shops owned by students of the Social Studies Education Department: (1) Yoni Mulyani (YI) (2) Kubah (KH) (3) Irin Tamaya (IT) (4) Mila Z (MZ) (5) Farhan Haniful M (FM). So the key informants that the researcher interviewed were 3 shop owners and 5 buyers, so there were 8 people who were informants in this study.

2.3 Place and Time of Research

The research was conducted on online stores in the Shopee application, including: Bearlabel.id, Nurlaelashop22 and Qiart.store owned by students of the Social Sciences Education Department of IAIN Syekh Nurjati Cirebon class of 2019. The researcher chose the online shop owned by Social Sciences students as the place of research because he wanted to know the effectiveness of using the Shopee application on online stores owned by Social Sciences students class of 2019.

The implementation of this research was carried out for 3 months, namely early January to the end of March 2023. This research went through several stages, namely the preparation stage, implementation of research and preparation of research reports.

2.4. Data Type

This research uses a qualitative research method. According to Moleong (2018: 6) qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, actions and others holistically and by means of description in the form of words and language in a special context that is natural by utilizing various natural methods. So, it can be concluded that the

qualitative approach is a research approach that is carried out in order to understand what the research subjects experience in the field. Namely about the success of the social studies student online shop business on the shopee application, in order to obtain data naturally and naturally or as it is in the field by describing information from information in the form of natural words and language data.

Bogdan and Taylor, define qualitative methods as research procedures that produce descriptive data in the form of written or spoken words from people and actors who are observed (Lexy J, Moleong, 2013: 04). Qualitative descriptive formats are generally carried out in research in the form of case studies. Qualitative descriptive formats or in cases do not have characteristics like water (spreading on the surface). But focusing on a particular unit of various phenomena from such characteristics allows this study to be very in-depth and thus that the depth is a consideration in this research model. Therefore, this research is in-depth and "pierces" the research target. Of course, to achieve this intention, researchers need a relatively long time.

Qualitative research is research on research that is descriptive and tends to use analysis. The process and meaning (subject perspective) are more emphasized in qualitative research. The theoretical basis is used as a guide so that the focus of the research is in accordance with ith facts in the field. In addition, the theoretical basis is also useful for providing a general overview of the research background and as a discussion material for the research results. There is a fundamental difference between the role of the theoretical basis and quantitative research qualitative research, research starts from theory to data, and ends with acceptance or rejection of the theory used; while in qualitative research researchers start from data, utilize existing theories as explanatory material, and end with a theory.

Kirk and Miller (in Moleong, 2005) define that qualitative research is a particular tradition in social science that fundamentally depends on observations of humans both in their area and in their terminology. Meanwhile, according to Sugiyono (2011: 72) The descriptive method is a method that attempts to describe or narrate the solution to existing problems based on data, the basic meaning of the description itself is the description itself, so in this descriptive method it is a description containing words and language, to explain the phenomena that occur with words and language not in the form of numbers. The descriptive method in this study aims to assist in presenting the data in the form of explanations or phenomena.

Kriyantono stated that qualitative research aims to explain phenomena as deeply as possible through the collection of as deep data as possible. Qualitative research emphasizes the depth of data obtained by researchers. The deeper and more detailed the data obtained, the better the quality of this qualitative research. Unlike quantitative, objects in quantitative research are generally limited in number. In this study, researchers participate in the events/conditions being studied. For this reason, the results of this study require in-depth analysis from researchers.

In addition, the results of this study are subjective so they cannot be generalized. In general, qualitative research is conducted using interview and observation methods. Through this method, researchers will analyze data obtained from the field in detail.

Researchers cannot research the observed social conditions, because all realities that occur are natural entities. The results of qualitative research can also give rise to new theories or concepts if the results of the research contradict previous theories and concepts used as studies in the research.

This study uses a qualitative method because researchers consider the problems being studied to be quite complex and dynamic so that the data obtained from the informants are collected using a natural method, namely direct interviews with the informants so that natural answers are obtained. In addition, researchers intend to understand the social situation in depth, find patterns, and appropriate theories.

3. RESULTS AND DISCUSSION

3.1 Use of the Shopee Application in the Online Store of Students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon

Bachdar, S. (2018) Shopee is a Marketplace used by online sellers in Indonesia. In 2015, Shopee first existed in Indonesia and became the most popular online sales site among the public. Meanwhile, according to Rahmizal & Yuvendri, Shopee is one of the most widely used e-commerce to buy goods/services online in Indonesia. Based on survey data on internet content (commercial) used to buy goods/services online in Indonesia in 2018, the Indonesian Internet Providers Association (2018) showed that Shopee is most widely used in buying goods/services online (Rahmizal & Yuvendri, 2020).

The Shopee application is a new breakthrough for entrepreneurs who are engaged in online businesses, this Shopee application can facilitate sellers to market their merchandise more easily, as well as provide consumers with a secure payment process and integrated logistics arrangements, while the time needed to create an online store on the Shopee application does not take that long, it only takes a few minutes, the most important thing is that we have prepared the data that must be completed, but if there are obstacles, it can take 2 to 3 days until the store can be used because it is to identify data from the Shopee center.

Based on the results of research related to the use of the Shopee application on the online store of students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon, researchers studied several aspects including studying the time needed to create an online store on the Shopee application, then how long it takes to run a business using the Shopee application and tips and tricks for selling products using the Shopee application. It is known that there are 3 IPS students who have online stores on the Shopee application.

Observation results related to the use of the Shopee application ona student online store of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon, the first is the Nurlaelashop22 online store. This online store already has a number of followers reaching 10.7 thousand.

Next, the second store is the qiart.store store. Qiart.store is an online store for IPS students on the shopee application, this store is owned by a student named Nadia. qiart.store now has 970 followers and has been able to generate a turnover of 5 to 7 million in one month, even when it is busy with buyers, it can generate a turnover of 10 million in one month.

The third store, the third store is Bear.labelid. The bear.labelid online store is an online store for IPS students on the shopee application. This shop was founded at the end of 2020 by a student

named Puspa Patmawati, Toko bear.labelid is a shop that sells various kinds of souvenirs and already has 701 followers and is able to generate a turnover of 1.5 million in one month, with this income the resource person is able to meet his daily needs.

The results of interviews related to the use of the Shopee application with three resource persons who are students who own online shops on the Shopee application, namely: Nurlaelashop22 online shop, Qiart.store and Bear.labelid get information about businesses using the Shopee application from various sources including news on social media, television advertisements, family and close friends who have already been involved in their businesses using the Shopee application, armed with the information they got they decided to start a business using the Shopee application.

3.2 Success of Online Store Business for Students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon

Business success according to Suryana in (Nugroho, n.d.) is the success of a business in achieving its goals. According to Hendry Faizal Noor in (Nugroho, n.d.) stated that business success is essentially the success of a business in achieving its goals. Business success is the main thing for a company where all activities in it are aimed at achieving success. In a general sense, success indicates a condition that is better or superior than before.

Mashuri, Eriyana, Ezril (2019) The determining factors for the success of small industry businesses are characterized by innovation, risk-taking behavior, dedication, hard work and commitment to service and quality. Someone who has high entrepreneurship and is combined with adequate

managerial skills will make him successful in his business.

Based on the results of interviews on the success of online store businesses for students majoring in social studies at IAIN Syekh Nurjati Cirebon at the Nurlaelashop22, Qiart.store and Bear.labelid online stores, the factors that support the process of business progress carried out through the Shopee application are that they must be able to understand the algorithm applied by the Shopee application and can instill a sense of trust in consumers.

The progress and success of a business is a source of pride for an entrepreneur who is still a student, where lately there have been fewer jobs while job seekers are increasing day by day. Carrying out the role of a student who is involved in the world of entrepreneurship must have high perseverance and courage because they must be able to divide their time between doing college assignments and order targets, but there will be satisfying results because they can finance their lives and are able to help the family economy a little and when they graduate they will no longer be confused about applying for jobs but have been able to create jobs for others who need them.

The success of the online shop business of social studies students on the shopee application has made their online shop able to earn a turnover of around 1 to 8 million in one month and can even reach 10 million if there are lots of orders, with a turnover of that size for the student class it will be something to be proud of for them.

The success of the online shop business of students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon in the online shop is also supported by the results of interviews conducted with several buyers

and customers who said that the quality of the goods purchased at the online shop of social studies students was relatively good.

According to Hendry Faizal Noor in Nugroho, n.d. (2008) revealed that business success is essentially the success of a business in achieving its goals. Business success is the main thing for a company where all activities in it are aimed at achieving success. In general terms, success indicates a condition that is better or superior than before. The results of interviews with sources, namely students who own online stores on the Shopee application, the first of which is the Nurlelashoop store, which is able to earn a turnover of 5 to 8 million through the goods sold, namely children's to adults' mukenah and the most popular goods is a children's mukena with more than 10.7 thousand store followers. Second, there is an online store qiart.store that is able to earn a turnover of 5 to 7 million, even when there are many buyers per month it can reach 10 million rupiah through the goods sold, namely various types of picture frames, but if you count the number of followers, this store is not more than Nurlaela shop, namely with 970 followers. Third, there is an online store Bearlabel.Id that is able to earn a turnover of 1,500 rupiah in one month through the goods sold, namely various types of souvenirs when compared to the two stores above, this Bearlabel.Id store has the fewest number of followers, namely 701 followers.

According to Chukwujioko. (2013) stated that business success will be successful by having skills in planning and budgeting for marketing strategies that provide various attractive products, acting quickly to detect environmental changes, assessing sales problems as a way to maintain relationships with customers, focusing on product quality so that it can achieve market share and attract and retain competent employees.

In the theory above, it is explained that business success can be seen from the skills possessed by entrepreneurs including skills in planning, budgeting, acting quickly to detect environmental changes, assessing sales problems as a way to maintain relationships with customers, focusing on product quality, this is in line with the opinion of a source who has bought goods at a student's online store who said the reason for buying goods at this student's online store was because he got advice from his friends who had bought goods at the online store.

3.3 Effectiveness of Using the Shopee Application on the Success of Online Store Businesses of Students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon

Based on the effectiveness of using the Shopee application on the success of online store businesses of students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon, it includes several aspects including: What payment systems are applied, where are the shop customers from, what are the shop customers from, what promos increase sales results and the influence of the Shopee application on the development of the business being run.

According to M. Muller's theory, effectiveness generally shows how far a predetermined goal has been achieved. Effectiveness is a measure that states how far the target (Quantity, Quality and time) has been achieved, the higher the effectiveness (M Muller 2018). Meanwhile, according to Hidayat in (Anggrayani & Yusliati 2018: 13-14), it is stated that effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved. Where the

greater the percentage of the target achieved, the higher the effectiveness. In other words, effectiveness shows how far the achievement of results is in accordance with the goals that have been set. Kurniawan in (Safitri, 2020) explains that effectiveness is the ability to carry out tasks, functions (program activity operations or missions) rather than organizational elements or the like without pressure or tension between the implementers. This understanding means that effectiveness is the stage of achieving success in achieving the goals that have been set. Effectiveness is always related to the relationship between the results that are effective and the results that are actually achieved. In contrast to Susanto's opinion, which provides a definition of effectiveness as the power of messages to influence. So it can be interpreted that effectiveness as a measurement will achieve the goals that have been planned in advance in a mature manner.

The results of the interview on the effectiveness of using the Shopee application on the success of the online shop business of students of the Tadris IPS Department of IAIN Syekh Nurjati Cirebon at the Nurlaelashop22, Qiart.store and Bear.labelid online stores have implemented a very complete payment system, namely using several applications that have collaborated with the Shopee application, such as and have implemented COD payments, with a complete payment system will greatly facilitate the transaction process that will be carried out.

From this payment system, it is very possible that buyers will no longer have difficulty choosing a payment model with what the customer wants. For the customers themselves, they said that the customers of the IPS student online shop on the Shopee application were all

Indonesian people, especially in the Cirebon, Indramayu, Kuningan and Majalengka areas and had even been to Malaysia, while the customers who were customers were from all walks of life, from children to parents, to maintain their shop, the shop owner provided several promos offered including Shoppe lebay, 12.12, Shop vouchers, games and owner's birthdays.

The Shopee app used by students as an application for entrepreneurship has a great influence on the decline and progress of their business, as evidenced by the efforts of each store that has survived for 4 years and from the increasing sales of the store, it can meet the needs of the store owner who is a student.

4. CONCLUSION

Based on the explanation of each chapter in the thesis Effectiveness of Using the Shopee Application on the Success of Online Businesses of Social Sciences Education Department Students IAIN Syekh Nurjati Cirebon (Study on Social Sciences student online stores) it can be concluded that:

1. The use of the Shopee application on the online store of Social Sciences Education Department students IAIN Syekh Nurjati Cirebon comes from information from their friends, the closest people around them and advertisements on TV, then the time needed to create an application until it can be used only takes a few minutes but there are also those who need 2 to 3 days until the store can be used because it is to identify data from the Shopee center.

2. Success Rate of Online Store Business of Students of Tadris IPS Department of IAIN Syekh Nurjati Cirebon, the turnover they get from their online store on the shopee application ranges from 5 to 8

million per month. This turnover is used to finance their studies and living expenses while they are students. 3. Effectiveness of Using the Shopee Application on the Success of Online Store Business of Students of Tadris IPS Department of IAIN Syekh Nurjati Cirebon, is very effective because the shopee application provides a very complete payment system including COD, ShopeePay, SpayLater, Bank Transfer, Alfamart, Indomart, Akulaku and many more. The student's online store on the shopee application is also equipped with attractive promos such as Shoppe lebay, 12.12, shop vouchers, games and owner's birthdays.

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