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Research paper



Digital Business Collaboration and Efficiency in Accounting Information System of Banyuwangi-Mall.Com

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Abstract

This study aims to produce information system designs related to e-commerce and add s-commerce functions and efficiency in providing integrated information or financial reports, in order to improve the efficiency of digital business in an accounting perspective. The method used is qualitative exploratory by using a case study approach to solve research problems. The data used in this study are primary and secondary data through interviews, observation, and documentation. The design of this collaboration system will provide convenience for users and also produce reports that are qualitative and can be used as a consideration in decision making. This research shows that between e-commerce and s-commerce can be collaborated and become a better system. Other studies emphasize only on one of them, between e-commerce and s-commerce, but in this study the two were collaborated to produce a new design. The results of this study can be used as study material for decision making to development e-commerce systems in banyuwangi-mall.com.

Keywords: *Digital business, Social business, system collaboration, banyuwangi-mall.com*

1. Introduction

Based on the survey results of the Indonesian Internet Service Providers Association (APJII) in 2016 internet users in Indonesia reached 132.7 million people or 51.8% of the total population. Java Island occupies the top position with a total of 86,339,350 users. The second order is Sumatra with the number of internet users as many as 20,752,185 people, and the third Sulawesi. Indonesian internet users have increased by 44.6 million since 2014, which is still 88.1 million. According to data published on May 22, 2017, the growth of internet users in Indonesia is ranked first, by 51%. The figure is the highest in the world, where the average growth of internet users in the world is only 10% [1]. This amazing growth is certainly good news for digital business and e-commerce in Indonesia. Digital business or also commonly referred to as electronic business (e-business) is the use of digital technology and the internet in executing most of a company's business processes, and electronic commerce (e-commerce) is part of e-business that focuses on a series of selling activities buy [2]. The results of the study [3] prove that marketing through e-commerce can improve the level of distribution of companies and the efficiency of communication in B2B (busines-to-business) export activities.

The results of interviews with users and also the admin of the e-commerce site banyuwangi-mall.com said that with e-commerce the buying and selling activities were very effective and efficient because they did not need to meet directly. The banyuwangimall.com site is an e-commerce platform managed by the Banyuwangi Regency government under the auspices of the Co-operatives and Micro Enterprises Office to sell goods and services produced by the MSME's community in Banyuwangi. But now there is a new term with online business through social media namely Social Commerce. Social commerce is the evolution of e-commerce that combines social activities by incorporating social media technology in e-commerce sites [4]. According to Baghdadi [5] S-Commerce is defined as a new way or way of trading through collaboration, participation and interaction between all parties in the value chain. Social commerce is a phenomenon derived from social media practices and Web 2.0 technology, making it a popular tool for sharing information with consumers [6]. So s-commerce is needed as a driving force for e-commerce in the sense of providing system support.

S-commerce is considered more in line with the characteristics and culture of the Indonesian people. S-commerce first appeared in 2005 with the launch of Yahoo! Shoposphere. Until 2015, s-commerce revenue was $ 30 billion [7]. In addition to the practice of buying and selling online, usually sellers also make the process of buying and selling as in general, which distinguishes only the sellers do not meet directly as in traditional markets, but by direct communication either through private networks, chat, or telephone. e-commerce sites in general, banyuwangimall.com also use the system as the main actor. Buyers who make transactions with Banyuwangimall.com must go through a series of login processes or log into the system. Prospective buyers must log in first, then proceed to the order and payment process. Payment on Banyuwangi Mall has 2 different methods, first by e-commerce in general, by entering a credit card or debit card. Both payments are made via ATM, or manually transferred.

Based on the results of the interviews before the research conducted with banyuwangi-mall.com admin revealed that the advantages of e-commerce managed by the government did not take advantage or profit from the practice of buying and selling, so the price displayed on the banyuwangimall.com site was the original price of the producer or SME's. And the weakness is that the banyuwangimall.com system can not connect directly between the seller and the buyer, if the buyer or customer wants to order in large quantities then they should contact the banyuwangi-

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mall.com admin to request seller information. On the other hand there are social media such as Instagram, Facebook, Twitter, path, and line that can also be used by users to do business online.

Using social media to do business or do s-commerce, is a good choice for some people. Because through social media in addition to being able to conduct promotions directly, between buyers and sellers can also make the process of price bargaining. A simple example is Instagram, according to, many features are offered in Instagram, such as direct message, search & explore, short videos, digital filters for photos or videos to be uploaded, tagging, comment & linking that supports Instagram users to access his account at least 1 time in 1 hour. Instagram access intensity that often causes sellers to easily do marketing or advertisements related to products / services to be sold, and the features provided also facilitate communication between sellers and buyers, this reduces operational costs[8].

E-commerce is considered not able to meet and adapt to the business environment in Indonesia, so that consumer behavior will tend to move on s-commerce. In accordance with the results of the study[9], the causes that drive are the low efficiency in transactions, the long process when consumers will access e-commerce sites and the interesting causes of the transfer of consumer behavior include social presence, social support social benefits, and show off, attracting consumers to move to s-commerce. This is also supported by research results[10] which states that social support directly affects the quality of relationships (Relationship quality) between sellers and buyers.

Research (Sheikh et al., 2017) [11], related to the acceptance of a framework or idea of s-commerce in Saudi Arabia is positive, resulting expectations, motivation for hedonic, habits, orientation on price saving, social support, positive value on consumer behavior.

Previous research related to the efficiency of e-commerce use in B2B practices is carried out by (Gregory, Ngo and Karavdic, 2017) and the efficiency of e-commerce use in business to cutomers is carried out by (Leung et al., 2017) [12], both of which prove that e-commerce can improve efficiency in business activities. On the other hand, research conducted (Li and Ku, 2017) and (Rahayu, Fitriah Ayuning Budi and Indra Sensue, 2017) shows that e-commerce has begun to be abandoned, and switched to s-commerce. Research often focuses on s-commerce ideas, s-commerce acceptance, e-commerce consumer behavior transfer to s-commerce, s-commerce business models, s-commerce website design, and activities to adopt s-commerce strategies[13]. So far the e-commerce and s-commerce efficiency issues are only around the practice of buying and selling, not to the efficiency in accounting information generated by the two types of digital business. Banyuwangimall.com's position as an e-commerce managed by the government has not provided enough space to conduct transactions in the context of social commerce, so far it is still in electronic commerce which has been increasingly used less because of switching to s-commerce.

2. Method

Research methodology is a way to find answers to a problem. The research method for the field of information systems is still relatively new, so it needs attention in determining the area of information systems. Starting from the design and implementation (technical perspectives) and structure and impact of the information system (social perspectives)[14].

Researchers used this type of qualitative data for this study. Qualitative data is expressed in words, sentences, and presented in a drawing. In this study using qualitative data in the form of explanations and written statements such as general description of banyuwangi-mall.com, organizational structures in the Department of Cooperatives and MSMEs as well as Rumah Kreatif, results of observations and interviews with resource persons. Data sources used in research are primary and secondary sources. This research is a type of exploratory research that will be carried out in the Banyuwangi Regency. Exploratory approach means that researchers make direct observations on the object under study[15], in this case the object of research is the banyuwangi-mall.com e-commerce site.

3. Results and Discussions

Based on observations during the research and in-depth interviews, the following are the advantages and disadvantages of the Banyuwangi-Mall.com system. Advantages:

a. Increased awareness of MSMEs to market their products to various regions in Indonesia by utilizing online buying and selling websites www.banyuwangi-mall.com
b. Increased awareness of MSMEs towards branding and packaging to support consumers' interest through the use of Creative Houses as a place to improve product quality
c. Increased awareness of MSMEs on the importance of using Information Technology as a media for product promotion
d. The existence of the Creative House as a place to manage the Banyuwangi Mall website and consultation place related to product quality improvement.
e. The increasing recognition of Banyuwangi products outside the region
f. This program has been known by other districts throughout Indonesia because the one who launched it directly was the Minister of BUMN.
g. The number of visits of comparative studies from other district offices.
h. The human resources involved in this system starting from the banyuwangimall.com admin are able to run well, and have a linear educational background namely Information Technology

Weaknesses:

a. The applicable system cannot involve direct transactions between the seller and the buyer.
b. The existence of banyuwangimall.com admin is very helpful in technical matters, but in terms of transactions it should not be, because it would be better if customers can directly communicate with the seller, so the banyuwangimall.com admin will be more effective in developing the system, content and monitoring transactions.
c. Not yet able to provide a maximum report both qualitatively and quantitatively.
d. Customer testimonials or opinions about products or services purchased cannot be used as a powerful weapon for promotion.

Banyuwangimall.com's e-commerce platform is more directed to promotional sites, with one-stop transaction services.

The following DFD context is a combination with social media as part of social commerce, namely in the form of responses that can be directly provided through the Banyuwangi-Mall.com marketplace system. This DFD design context involves five entities that previously contained four members. Is an entity used for data transmission

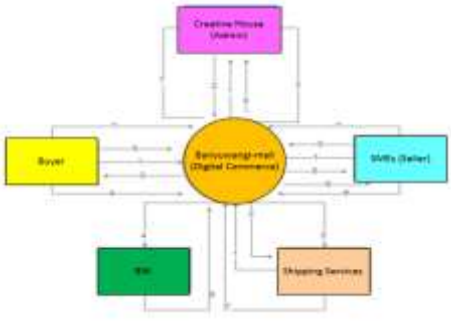


Fig.1: Data Flow Diagrams (DFD) Context

Information:

1. The first activity is online registration that can be done by Visitors, SMEs, and Shipping Services. Furthermore, the data entered when registering will be verified and stored in a data base managed by the admin in the Creative House or RK.
2. The results of verification carried out by the admin in RK are completed, so that visitors can log in as customers, MSME players can log in as Seller, and the expedition service can log in as sender.
3. Customers then log in with an account that has been registered to re-enter the Banyuwangi-Mall.com system. Customers can choose goods or services to be purchased. And UMKM players as Sellers can see orders if they have logged into the account at banyuwangi-mall.com. Then the choice will be recorded immediately and forwarded to the MSME or Seller account through a message contained in the seller's e-mail. In addition to the seller account, order specifications are also included in the order database in the Admin account. Every activity that is logged as a customer and buyer, is recorded in the visitor database on RK.
4. The fourth activity is that customers can directly make special payment methods to Bank BNI accounts. Payment that has been confirmed is automatically entered into the system at BNI bank which is incorporated in Banyuwangi-mall.com.
5. After receiving payment, BNI Bank updates payment data in a system that can also be directly seen by MSMEs and administrators. The seller must receive a notification of payment status, and immediately send the goods if the payment status has been paid off.
6. For delivery of goods, can be done through a system where the Seller enters the origin and destination data, which is then forwarded to the shipping service.
7. After sending the Seller to confirm the system, the shipping service updates the status of the goods already on the way, and confirms if the goods have arrived in the hands of the buyer. Likewise with buyers who confirm, as well as responses if the goods have arrived. Output from responses will enter and be managed by admin in RK to be used as material in social commerce promotion and sales.

Activities of Data Flow Diagrams (DFD) in the digital commerce collaboration system at banyuwangi-mall.com consist of registration activities, where starting from Seller, Buyer, to shipping service must register online. Followed by other activities carried out by the buyer choosing goods or services, then ordering, payment, shipments made by the seller with the help of shipping services, and finally the response, which can increase trust for customers and become an input for sellers or sellers. These activities are described in the form of flow chart data as follows:

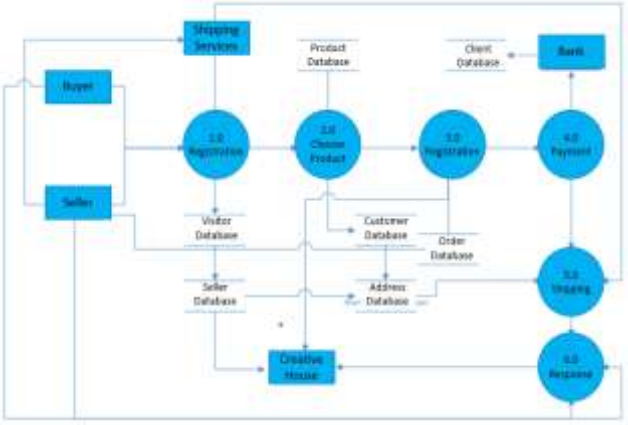


Fig. 2: Data Flow Diagrams (DFD) level 0

Registration by buyers, sellers and shipping services will result in different accounts. The seller will automatically log in as a seller, and for the buyer will also automatically log in as a buyer, as well as the shipping service account. The input of self data entered is still the same in general for the three entities, but the next input will be different, for the seller must do or complete the product or service specification input, accompanied by the photo, which will then be entered into a product or service data base. Different from sellers and buyers, for shipping services, input is made related to shipping costs that are charged based on each region, which then becomes the data base of the origin and destination of the shipment. Every entity that visits the website and registers then enters the visitor data base. The visitor data base means all entities both sellers, buyers and shipping services that open the website.

The development of the system requires a clear input in order to produce output that is appropriate to the needs and easy to understand. Input in this subsystem describes what data must be entered in order to produce the expected output. The design of this collaboration system expects all reports to be integrated in creative homes. An integrated report on the creative home as the admin of banyuwangi-mall.com gives easy access for policy makers. On the other hand this output is also useful for other parties and has an interest in decision making. The following is an overview of input and output subsystems in e-commerce and s-commerce collaboration designs at Banyuwangi-mall.com.

4. Conclusion

Based on the results of the analysis and discussion, the following conclusions can be drawn:

a. Marketplace banyuwangi-mall.com is good enough but has not been able to provide useful reports for stakeholders and policy makers.
b. The development of web 2.0 technology with the emergence of social media, made a new trading trend which was later called social commerce.
c. Marketplace banyuwnagi-mall.com as an e-commerce managed by the Banyuwangi Regency government is not profit oriented and is dedicated to MSME players with national and international market targets.
d. Aside from being a transaction media, bnayuwangi-mall.com is also a place for promotion, supported by the existence of social media on behalf of Banyuwangi-mall both on Instagram and on Facebook, but the social media has not been maximally utilized.
e. The resulting report provides an overview of the system that has been running is still incomplete, and has not been able to produce data and information efficiently.
f. To cover the weaknesses of the system and utilize web 2.0 technology through social media, the system collaboration between e-commerce and s-commerce is designed for Banyuwangi-mall.com
g. Based on the explanation of the head of the agency, the implementation of the system will not burden both the service and the government, because this system is BNI's CSR, and indeed there needs to be development so that it does not lag behind.

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