

# e-Commerce and Marketing Literacy in Raudatul Hasanah Students' Business Medan

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**Keywords:** E-commerce, marketing, business.

**Abstract:** This paper is a concept of e-commerce and marketing management training in facing the revolution industry era for Raudatul Hasanah students in Medan. Through this program, it is expected that they had the knowledge and prepared the hardest competition. The method used is experiential learning method and the concept of literature study about them. The delivery in the form of Focus Group Discussion (FGD) with the power point presentation. After it is conducted, there are many questions by the participants and they hoped both the practitioners and the academic assistance to realize this activity.

## 1 INTRODUCTION

In the development of Medan City, there are five most prominent actors such as government, private (business), society, professional, and intellectual. In economic activities, the government is also no less important private sector and Society. From the contribution of each sector, the private sector contributes 80% of the total investment available. Thus, the government sector only contributes 20%. Therefore, one of the important policies pursued by Medan government is to provide the widest opportunity for private sector and society to engage not only in profit-oriented activities but also city development activities as a whole. (Medan, 2013)

The development of the private sector can be seen how the community empowerment is developed, especially from business. The foundation of formation can be started from students who can develop skills from an early age. Businesses that can be developed are e-commerce-based business.

(Shahriari, 2015) informed that E-commerce has so many advantages in our life because it makes convenient in daily life of the people. Several explanations have been proposed for e-commerce that most of them are based on past experiences in the use of e-commerce. As with e-commerce, e-business also has a number of different definitions and is used in a number of different contexts.

The development of e-commerce makes it easy for businessmen with the concept of e-commerce. It

certainly can see the number of growing businesses using the internet network. It can help from prospective buyers to choose the best product quickly.

(Gangeshwer, 2013) said that while considering the aforesaid limitations; advertisers and end-users can effectively use this modern platform to make life easier and faster. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India.

This growing internet business needs to be done a research on the concept of internet-based marketing. The concept of marketing management adopted in the subjects, needs to be considered to realize the participation of students who are just starting a business in preparing the conditions of the era called the era of industry revolution 4.0.

(Minculete and Negrilă, 2014) told that the evolution in the knowledge-based society, the marketing reveals another dimension, the one of relational marketing, which represents the special relationship established between the company and its consumers, with win-win advantages over a long period. In these circumstances, the managerial approach of marketing has new connotations for a more efficient managerial approach of the new national and international business environment.

The combination of e-commerce and marketing management becomes an issue that needs to be developed in business development especially to

students. The emphasis of the curriculum presented from the business side should be able to follow this internet-based era. Beginners should be able to adopt the internet as a solution in improving entrepreneurship and Medan City must prepare everything to develop the business.

Based on the phenomenon, data and facts, the main problems of the research could be discussed are how to solve problems of e-commerce and marketing management with the case study: the high school students in Raudatul Hasanah Medan.

(Nanehkaran, 2013) said that recent developments in the fields of Internet and Information Technology have led to renewed interest extraordinary in electronic commerce in societies. Electronic commerce is supporting of customers, supplying of services and commodities, portion of business information, manages business transactions and maintaining of bond between suppliers, customers and vendors by devices of telecommunication networks.

(Chen and Holsapple, 2013) said that going forward, an answer to this question is necessary and valuable to facilitate systematic advances in e-business adoption research. Several review studies of the e-business field have appeared since 2000, but they tend to examine the e-business field as a whole, or only certain slices of the e-business-adoption space.

(Chua, 2005) informed that IS and e-Commerce researchers have focused on a narrow set of stakeholders in the burgeoning e-Commerce field. Specifically, work has primarily addressed customers and the internal organization.

(Khurana and Mehra, 2015) said that products and services are now just a click away. Vendors around the world have started setting up shops over the web. Entire market places for trade and commerce have jump up online. E-commerce has come out as a successful innovative business tool via internet.

(Royle and Fox, 2011) informed that informal accountability for others is a public demonstration that one is willing to answer for the attitudes and behaviours of individuals in an organization regardless of formal position within the firm, rank, or mandate by the organization.

(Syarifah and Putra, 2017) informed that good communication in presenting something, must have a concept based on customer based. Customer based (customer approach) must certainly look at the psychology willingness by consumers such as packaging, how to speak, product presentation techniques, to how to convince customers to buy as needed and keep using the product because it has a

good quality and close proximity between sellers and customers.

(Kanagal, 2010) told that Competitive Marketing Strategy (CMS) has relationship marketing (RM) as one of the key functionalities in enhancing business performance. RM is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with customers to create value for customers and profit for organization by a series of relational exchanges that have both a history and a future.

## 2 METHOD AND MATERIAL

The method that will be used is experiential learning method and the concept of literature study for the college students in Raudatul Hasanah Medan as many as 100 students who have business. The delivery in the form of Focus Group Discussion (FGD) with the power point presentation. In the training presented the material: a concept of e-commerce and marketing management in facing the progress of revolution industry 4.0. Data source in this research is from the international journal, book, website transferred to the participants.

## 3 RESULT AND DISCUSSION

### 3.1 Result Implementation of Concept e-Commerce

The experiential learning method for the implementation Of Concept e-commerce training in facing revolution industry 4.0 in Raudatul Hanasah School Students made by transferring the journal review from some experts. The delivery in the form of FGD can be described in the result study.

From the FGD in the E-commerce session: talking about the investigation (Shahriari, 2015), Gangeshwer (2013) talked about the advantages in life because it makes convenient in daily life on past experiences. Especially, making in life easier and faster by using Internet economy will then become more meaningful in India. As the progress of e-commerce in many countries, it can be the inspiration for the youngster to improve the ability in doing the business through technology. It can make supply by innovation positioning in the website.

As the research (Nanehkaran, 2013), (Chen and Holsapple, 2013) as well as (Chua, 2005) said about

the progress of internet and Information Technology (IT) have led to renewed interest extraordinary in electronic commerce in societies. Several review studies of the e-business field have appeared since 2000, but they tend to examine the e-business field as a whole, or only certain slices of the e-business-adoption space. As the need of the incoming one, the students must make the breakthrough in the world of business with IT. It can be studied continuously and make the direct testimony to get the real situation. Information System (IS) and e-Commerce researchers have focused on a narrow set of stakeholders in the burgeoning e-commerce field. Specifically, work has primarily addressed customers and the internal organization. It means that all of the progress must be implemented into good cooperation through them.

### 3.2 Result Implementation of Concept Marketing Management

For the marketing management topic, there are some investigations from the experts such as (Gangeshwer, 2013) as well as (Khurana and Mehra, 2015) talked about advertisers and end-users can effectively use this modern platform to make life easier and faster and Internet economy will then become more meaningful in India. E-commerce has come out as a successful innovative business tool via internet. It means that marketing can be connected into its network. It can make the fastest time from the producers to the consumers to get the qualified product. The talented people can make the best way of marketing and it can the buying power becomes easiest to get high revenue.

For the investigation (Syarifah and Putra, 2017) and (Kanagal, 2010) said that small firms to reach global markets and to achieve economies of scale. Competitive Marketing Strategy (CMS) has relationship marketing (RM) as one of the key functionalities in enhancing business performance. RM is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with customers to create value for customers and profit for organization. Good communication in presenting something, must have a concept based on customer based. Customer based (customer approach) must certainly look at the psychology willingness by consumers such as packaging, how to speak, product presentation techniques.

### 3.3 Discussion

From FGD in Raudatul Hasanah Students Medan, there are several things that are described. This is related to the solution toward revolution industry and the need of e-commerce in marketing. Some hopes that are needed to be followed:

1. Making the food online business for students in the school. There are so many schools that don't have the online system. There are some internets made for arranging it, however, difficulties in making the marketing management pattern. The presenters remind in joining the free access website to generate the e-commerce. Its fastest movement in many countries, it can be the inspiration for them to improve the ability in doing the business through technology. They must give the positioning sequences of their business to get the market concentration. It is similar to the research of (Shahriari, 2015), (Gangeshwer, 2013).
2. Academic assistance focus with the motivation to manage in using the model of e-commerce and marketing management. The presenters focus in. E-commerce has come out as a successful innovative business tool via internet. They have to reach global markets and to achieve economies of scale. CMS has RM as one of the key functionalities in enhancing business performance. Absolutely, the expert evaluation must be made through the school policy and they can be ready to make the innovation and good marketing integration. It is the same opinion as the experts (Gangeshwer, 2013), (Khurana and Mehra, 2015), (Syarifah and Putra, 2017), (Kanagal, 2010).

There are several achievements from this FGD such as:

1. Increasing the mindset that through FGD. It can improve the responsive conducted by extension methods. After finishing, there are 100 participants who can make the breakthrough about the e-commerce business to increase the marketing management.
2. Exercise FGD business activity in presenting the product in the design of e-commerce and give the fact about the reality in marketing management. In this FGD creates 100 participants who are able to propose for e-commerce that most of them are based on past experiences in the use of e-commerce like the investigation (Shahriari, 2015).

The end of the activity, the participants make a commitment to an achievement of the results of activities tied up with Memorandum Of Understanding (MOU) between the practitioners and academic assistance. They are the solutions that can be done to achieve a higher business outcome through e-commerce and marketing management.

## 4 CONCLUSIONS

From this FGD, there are several conclusions:

1. 100 students in Raudatul Hasanah School Medan invited in the FGD with the concept of e-commerce and marketing management.
2. From the Implementation of concept of the concept of e-commerce such as:
  - As the progress of e-commerce in many countries, it can be the inspiration for the youngster to improve the ability in doing the business through website.
  - As the need of the incoming one, the students must make the breakthrough in the world of business with IT. It can be studied continuously and make the direct testimony to get the real situation
3. From the Implementation of concept of the concept of marketing management such as:
  - Marketing can be connected into its network. It can make the fastest time from the producers to the consumers to get the qualified product.
  - The talented people can make the best way of marketing and it can the buying power becomes easiest to get high revenue.
4. The chance of creating the best way in market mechanism can be felt in all over the session and it can touch the part of the world request. The revolution industry is the era that have t change the marketing management pattern to serve more through internet
5. From this training activity, there are some hopes from the participants such as:
  - Making the food online business for students in the school. There are so many schools that don't have the online system so that there must be available some internets made for arranging it
  - Need the assistance with the motivation to manage in using the model of e-commerce and marketing management through academic background.

6. There are several goals from this FGD such as:

- The improved mindset so that It can makethe responsive through some methods.
- Exercising business activity in the design of e-commerce and giving the fact about marketing management strategy.
- There is some commitment in the activities in Memorandum Of Understanding (MOU) between the practitioners and academic assistance.

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