

Business Management Literation And Legality E-Commerce In The Pandemic

Nurjanti Takarini¹, Anajeng Esri Edhi Mahanani², Eko Wahyudi³

¹Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia, E-mail: yayannurjanti.em@upnjatim.ac.id

²Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia, E-mail: anajengmahanani.ih@upnjatim.ac.id

³Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia

Abstract

This article discusses the community service activities that have been carried out in the PKK RT / RW 005/005 Manukan Kulon group, Surabaya. This community service activity is held with the consideration that the author as an academic feels the need to participate in parsing the economic problems in society caused by the Covid-19 pandemic. The impact of the Covid-19 pandemic, which created many unemployment clusters due to layoffs from closed businesses, as well as macroeconomic impacts that affect the economic conditions of the Indonesian State, require the contribution of solutions from all parties, including academics who have the dharma of community service. Business management literacy and legality are *e-commerce* implemented as a means of providing understanding to the community and building PKK groups that are legally aware and smart in managing their business by utilizing information technology media.

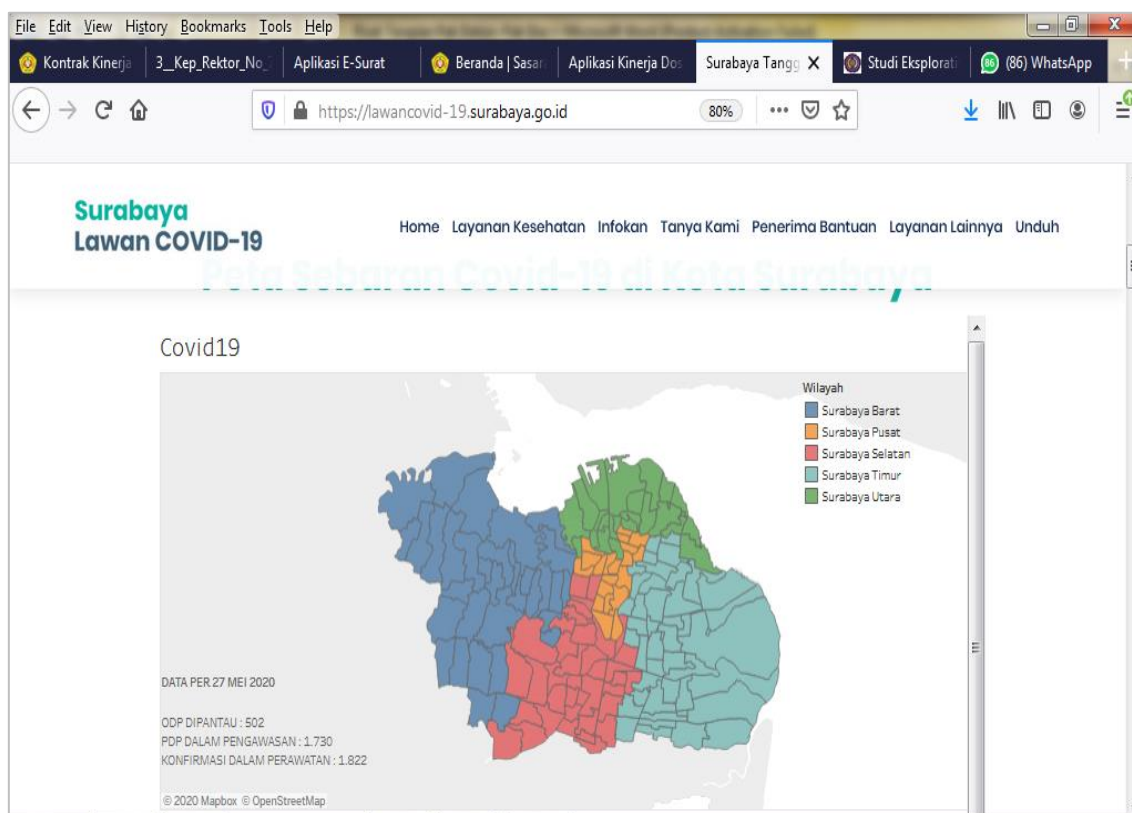
Keywords: Community Service; Pandemic Covid 19; Business Management; Legality; E Commerce.

I. Introduction

The Covid-19 pandemic is a scourge for all countries in the world. Indonesia is one of the countries affected. Based on data, dated May 27, 2020, the Covid-19 case in Indonesia has reached 23,851 cases, with 16,321 cases treated, 1,473 people died, and 6057 recovered.¹ The case is spread throughout all regions in Indonesia.

Surabaya is the second largest city in Indonesia, as well as the second largest city affected by Covid-19. The following is the data on the covid-19 case in Surabaya dated 27 May 2020:

¹ <https://nasional.kompas.com>

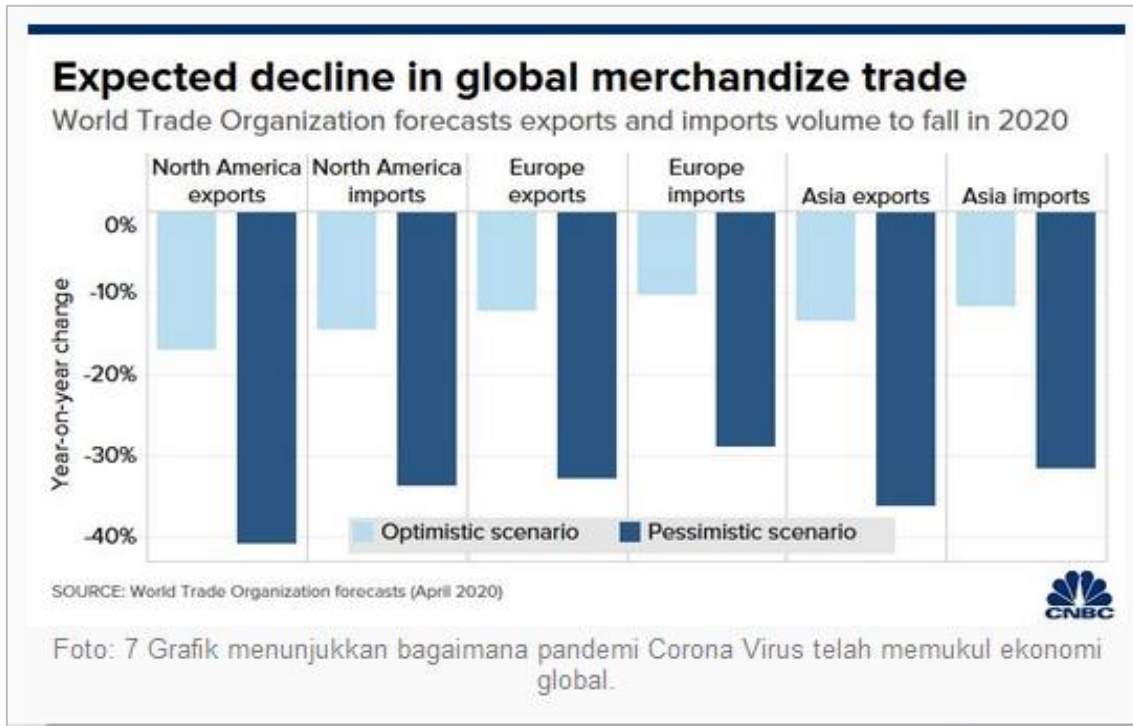


Source: <https://lawancovid-19.surabaya.go.id/>²

The impact of covid-19 is in fact not enough to have an impact on the health sector, the economic sector is also no less affected . The existence of Large-Scale Social Restrictions, policies *psychological distancing*, in fact causes the economic condition of the community to chaos. The scope of society that is then most affected is the people with the middle to lower economy.

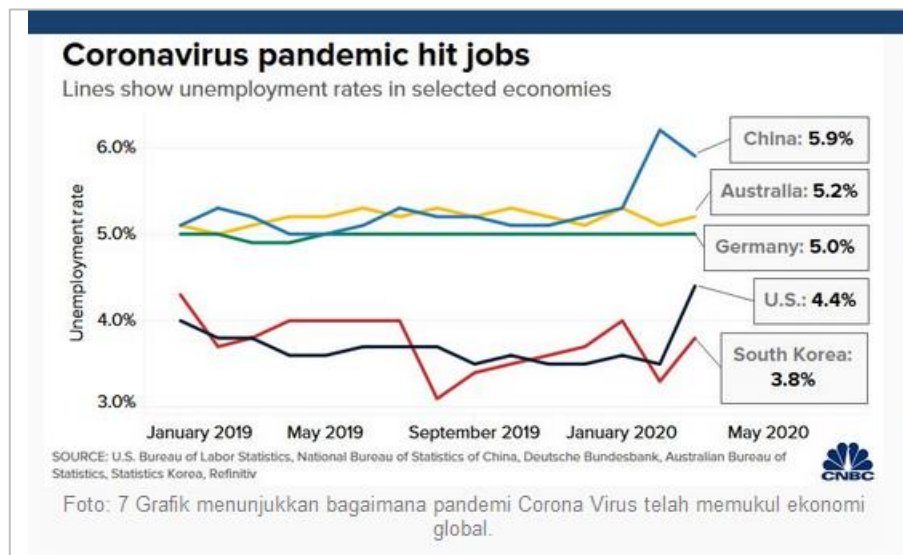
Surabaya, which is one of the industrial trading cities, is economically affected. The effect of the rapidly declining trading business conditions was influenced by the conditions of trading business in Indonesia and even the world. The world economy is currently on the worst curve. The WTO expects trade economic growth to lead to a downward curve. The cause of this decline correlates with the increase in covid-19 cases, which until now have not been significantly managed. The following is the data reported by the WTO on developments in world trade:

² <https://lawancovid-19.surabaya.go.id/>



Source: WTO April 2020³

Apart from trade, world economic conditions have worsened by seeing the large number of unemployed countries in the major economies. Unemployment data in several countries with high economic levels are reported as follows:



Source: CNBC Indonesia⁴

³ WTO's Data

⁴ CNBC Indonesia 2020's Data

What about Indonesia? Minister of the National Development Planning Agency (Bappenas) Suharso Monoarfa said the number of unemployed due to the impact of the corona outbreak had reached 2 to 3.7 million people. That way, Bappenas predicts the number of unemployed people in 2020 will increase by 4.22 million people.

An increase in unemployment also occurred in the city of Surabaya. Several businesses in Surabaya have closed down due to the impact of the Covid-19 pandemic. It is necessary then to think about efforts to get out of the big hole of the economic downturn. The community must be independent to build the family economy. This should be the focus of the economic development of the family. Increasing home-based trading is an effort that can be initiated by each family, to build an independent economy, without depending on a country which is currently also at a low economic point. Through the economic independence of the family, the hope is that it will build the country's economy slowly but surely.

It is necessary then that the middle and lower economic strata become the focus of development efforts for economic empowerment. Assistance from all aspects to encourage work to improve the economic capacity of families in the midst of the Covid-19 pandemic is urgently needed.

The Family Welfare Empowerment Organization (PKK) in this case plays an important role. As a family organization, the PKK in this case should be able to increase creativity for the sake of economic development for families and individual villages or sub-districts. The PKK movement aims to empower families to improve welfare towards the realization of a family that has faith and devotion to God Almighty, has noble and noble character, is healthy and prosperous, advanced and independent, gender equality and justice and awareness of the law and the environment. The role of the PKK in overcoming the impact of covid-19, especially in the economic sector, leads to efforts to support the economic development program of the smallest regional entities in the State of Indonesia, namely villages / wards. It is hoped that each family will have their own economic independence through good economic education, even though they are in the dark circle of the Covid-19 pandemic.

II. Method

This community service activity is in the form of business sharpening education, the legality of *e-commerce* as well as training on the use of information technology media to support business practices *e-commerce*. After the implementation of this education and training, the extension team will continue to monitor and open a further consultation room for the PKK RT 005 RW 005 Manukan Kulon group, to measure the development of education and training outcomes in supporting economic activity while creating economic independence during a pandemic.

III. Main Heading of the Analysis or Results

Of the 124 RTs, those selected as partners for the activity were RT 005 RW 005, which is geographically located from RT 005 RW 005 close to the Traditional Market about 600 meters from the location of RT 005 RW 005. The community of RT 005 RW 005 is around 73 KK is divided into 6 Dasawisma, the work of the community is RT 005 RW 005, mostly private employees, only a few are ASN. Data livelihood conditions RT 005 RW 005 can be seen in the following table:

NO	Profession	Number (KK)	Proportion (%)
1	ASN	7	9.59
2	Purna	15	20.55
3	Swasta	37	50.68
4	Entrepreneur	14	19.18
Total		73	100

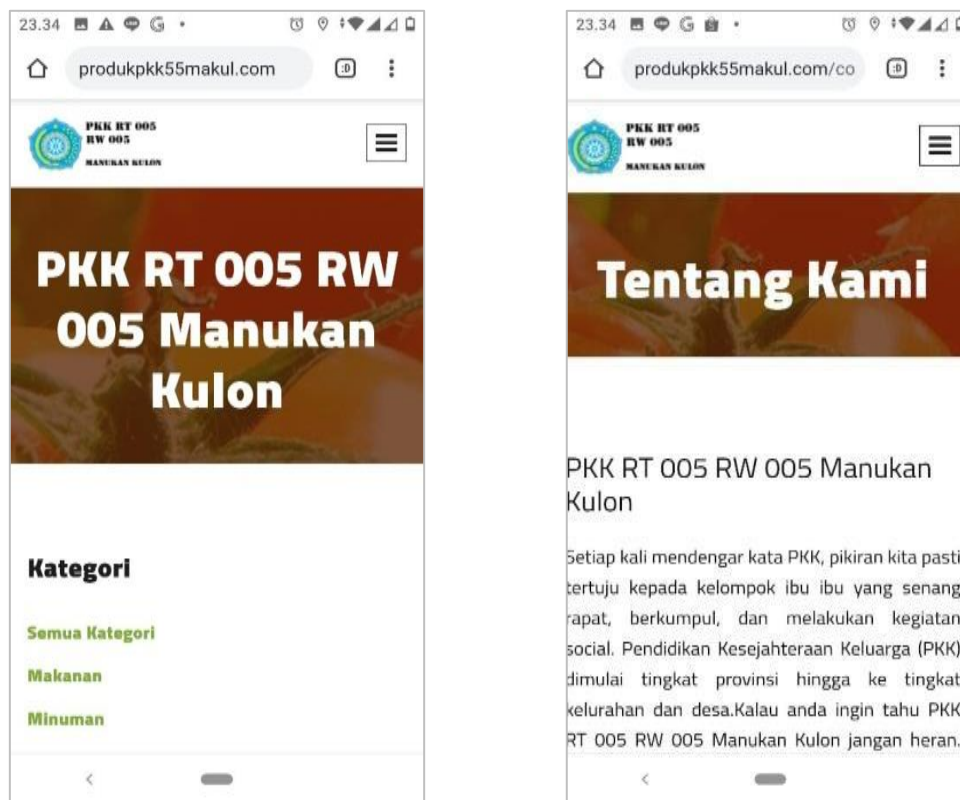
Source: processed data

Based on table, It can be seen that the economic condition of the community in RT 005 RW 005, Manukan Kulon Village is mostly supported by the work of private employees, which later due to the Covid-19 pandemic affected by termination of employment. Based on this data and the fact of the economic conditions of the people affected by Covid-19 in the field, the extension team was then moved to provide literacy to the community to create economic independence through a legal and well-managed online business.

The activities carried out by the extension team began with mapping problems in the field by conducting FGDs with the community, the implementation of the FGD on August 15, 2020 aims to determine the economic condition of the community in RT 005 RW 005. From the results of the FGD based on information from Mrs. Eni as the Head of the PKK Movement RT 005 RW 005 has no activities such as counseling and training, besides that, information is obtained that the community, especially extension members, still has minimal information regarding marketing management literacy and the legality of online business. The FGD activity is (*Focus Group Discussion*) seen in the image below:



Based on the information from the FGD results, the extension team provides online marketing management literacy through the use of information technology. Marketing carried out by the community in the previous RT 005 RW 005 Manukan Kulon environment was more directed towards the system using traditional marketing, and some have used marketing technology but limited to using the media *Whatsapp*, if only the market share was the closest people. For that, the extension team then provide online marketing media that is more attractive and has a wide market share, namely through a website initiated by a team of extension agents and given to the PKK RT 005 RW 005 Manukan Kulon group. Website address is <http://produkpkk55makul.com/>. The following is a description of the website provided by the extension team in order to support community marketing management:



After being given sufficient literacy in relation to online marketing management to the preparation of the special website, the extension team also provided economic literacy of the online business so that it was hoped that a law-conscious community would develop.

Business legality related to licensing to registration of intellectual property rights for a product is one of the keys to legal marketing and it is easy to reach a wide market share. The legality of a product and the marketing license that is pocketed by each producer, in this case the entrepreneur, even though the home entrepreneur becomes a "provision" for each producer to be able to market their products more openly without worrying about legal problems in product marketing.

The socialization in the sub-field of discussion on HaKi and Product Legality discusses from PIRT to BPOM, for food type business products. The socialization of product legality is intended so that the product being marketed is a product that has passed clinical trials and is fit for distribution in both health and legal terms.

Understanding HaKi registration is also considered important to be given, especially regarding trade secrets for food recipe products, or industrial designs for product packaging. Socialization related to HaKi is necessary, considering that products with

registered HaKi have more high selling power and minimal theft of creative ideas in product manufacturing. This socialization is also important, in order to support the wealth of IPR in Indonesia, which comes from home products in order to support the economic independence of the community to the community in the smallest regional entities.

The next socialization discusses the legal digital economy, which encourages the community, especially the socialization participants, namely members of the PKK RT 005 RW 005 Manukan Kulon to market products by taking advantage of the sophistication of information technology developments. Digital marketing is then also encouraged to be carried out legally, with strict conditions, ensuring that the products marketed are fit for circulation, fit for consumption, and have the legality of product distribution. In addition, in this socialization sub-sector, the team also encouraged the public to have knowledge related to the ITE Law so that ITE violations did not occur in marketing their products. The Consumer Protection Law must also be understood, so that as producers and distributors in marketing and selling their products, they still guarantee the rights of consumers as their obligations under the law *a quo*.

IV. Conclusion

This education and training emphasizes the idea of economic independence through online business in the pandemic era, continues to work, remains active in the economic sector, even though it still has to comply with health protocols and apply psychological distancing. In addition, there is legal awareness education, which is more about literacy of online business legality so that there are no violations and crimes caused by ignorance of the underlying legal policies.

References

Book/Article:

Celuch, K., Goodwin, S., & Taylor, S. A. 2007. *Understanding Small Scale Industrial User Internet Purchase and Information Management Intentions*. Industrial Marketing Management.

Elston, Carol, 2007, *Using ICT in the Primary School*, Sage Publications, London.

Kotler, Philip dan Armstrong, Gary. 2012. *Principles of Marketing*. New Jersey: Prentice Hall.

UNESCO. 2003. *World Declaration on Education for All and Framework for Action to Meet Basic Learning Needs. International Consultative Forum on Education for All*. Paris: UNESCO.

Website:

Redaksi, "Kasus Covid 19 sejumlah Provinsi disebut tidak aman lagi", dalam <https://nasional.kompas.com/read/2020/05/28/05514331/update-23851-kasus-covid-19-sejumlah-provinsi-disebut-tak-lagi-alami>.

Redaksi, "Bappenas sebut Pengangguran Akibat Corona mencapai 37 Juta orang" dalam <https://bisnis.tempo.co/read/1341336/bappenas-sebut-pengangguran-akibat-corona-mencapai-37-juta-orang/full&view=ok>