

**BUILDING SOUL ENTREPRENEURS FOR WOMEN THROUGH E-COMMERCE TRAINING**

*Aris Wahyu Kuncoro, SE, MM*

*Koen Hendrawan, SE, MM*

*Elizabeth, SE, MM*

*Lecture at management Universitas Budi Luhur, DKI Jakarta, Indonesia*

---

**Abstract**

*At present, internet technology penetration is increasingly massive. E-Commerce or electronic commerce increasingly gets a place in the hearts of the people. Transaction security is not an obstacle because e-commerce companies and marketplaces have been able to provide a secure platform. The training will provide basic knowledge about E-commerce, social media optimization, and marketplace sites. It is expected that this training can foster the entrepreneurial spirit among housewives, by utilizing e-commerce as a supporting media for activities to expand the existing marketing area so far.*

*Keywords: training, e-commerce, entrepreneur*

**I. INTRODUCTION**

UNDP has supported Indonesia's development since establishing an office in 1970. UNDP has helped alleviate poverty and reduce vulnerability. Indonesia's economy is now the 16th largest in the world. Human development in Indonesia also increased significantly with the Human Development Index (HDI) from 0.474 in 1980 to 0.684 in 2014, this makes Indonesia one of the top ten countries in the world in the advancement of human development and places it in the category of middle human development. Indonesia has successfully carried out the Millennium Development Goals (MDGs) program, making considerable profits in reducing poverty, health and education. Between 2000 and 2015, the proportion of Indonesia's population below the national poverty line fell from 19 percent to under 11 percent [3].

In September 2015, the UNDP Executive Board approved a new Program for Indonesia for the period of 2016 to 2020. Under this new National Program and in line with the Government's priorities, UNDP supports Indonesia in addressing the remaining problems and developing the challenges faced in achieving the Sustainable Development Goals (SDGs) . UNDP and various partner companies are working together to maximize synergies between SDGs and national development strategies, especially Nawacita and the Medium Term Development Plan (RPJM)[2].

As a consequence of the adoption of the new program, all agencies under the United Nations, member states and the global community must support the goals to be achieved, including Indonesia. The implementation of the SGDs is based on a spirit of partnership involving all entities including the academic community. As a manifestation of real contributions, the academic

community, especially lecturers and students, can enter the SDGs agenda as study material as well as in Community Service (PKM) activities. The goals and targets in the SDGs are also in accordance with the philosophy of Budi Luhur University which seeks to produce intelligent and virtuous people.

Activities that must be carried out by universities are explained in the Tridharma Perguruan Tinggi, which consists of education, research and community service. Community service is related to universities that have important roles and functions in the development of the nation and state. Budi Luhur University is required to participate and think about and help improve the level of life and welfare of the community. This is in accordance with the vision and mission of Budi Luhur University to become the flagship university in 2020.

The focus of this group's PKM is 5 goals, Achieve gender equality and empower all women and girls with 8 targets, namely Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women. This goal is described in detail by providing understanding and skills in using information technology through e-commerce media. In addition, other targets of this activity are to foster entrepreneurial spirit among women, especially housewives, so that they can take advantage of free time by filling in easy and flexible entrepreneurial activities.

The use of technology is expected to provide great benefits to the competitive business world. One type of technology implementation in terms of increasing business competition and selling product products is to use electronic commerce (e-commerce) to market various kinds of products or services, both in physical and digital forms. In the use of these technologies, various parties related to companies such as investors, consumers, the government will play a role (Ajmal, 2012: 92).

## **II. GENERAL DESCRIPTION OF THE TARGET COMMUNITY**

### **Target Community Profile**

People, especially residents in RT 001 RW 006, Kelurahan Petukangan Selatan, Kecamatan Pesanggrahan, South Jakarta, often conduct routine activities such as PKK, Posyandu, Arisan and Pengajian. Various activities are often held at the Public Facilities RT 001 RW 006 The activities are aimed at reviving social activities among residents, in order to establish harmonization relationships and contribute to improving the quality of the environment and settlements supported by citizen awareness and participation.

Most people here, especially fathers are workers. While for many mothers who become housewives. Even though there are those who work as employees. There are also women here who are entrepreneurs. Through various types of businesses such as clothing, snacks, restaurants, and so on. Although there are some people whose economic conditions are not good, harmony in neighboring lives is very well maintained. Its citizens care so much about security, comfort and tranquility that they look after their behavior patterns.

### **Condition of Objects of Community Service Activities**

Citizens, both mothers and fathers in RT 001 RW 006, Kelurahan Petukangan Selatan, Kecamatan Pesanggrahan, South Jakarta, residents who actively engage in activities often conduct routine activities such as PKK, Posyandu, Arisan and Pengajian. Various activities are often held at the Public Facilities RT 001 RW 006 The activities are aimed at reviving social activities among residents, in order to establish harmonization relationships and contribute to improving the quality of the environment and settlements supported by citizen awareness and participation.

### **Profile of Activities**

This activity will be carried out at Public Facilities in RT 001 RW 006, Kelurahan Petukangan Selatan, Kecamatan Pesanggrahan, South Jakarta, often conducting routine activities such as PKK, Posyandu, Arisan and Pengajian. Various activities are often held at the Public Facilities RT 001 RW 006 The activities are aimed at reviving social activities among residents, in order to establish harmonization relationships and contribute to improving the quality of the environment and settlements supported by citizen awareness and participation. Besides that, it can also realize the Rukun Warga. Develop socio-cultural and economic conditions to form reliable and religious human resources.

### **III. ACTIVITY METHOD**

The community service activity method in the form of e-commerce training in the Efforts to Achieve SDG's (Sustainable Development Goals) In the Mothers RT 01/006 South Petukangan Pesanggrahanini includes:

- a. Convey the introduction theory and practice of using e-commerce that supports online business.
- b. Practice learning method with each participant using a smartphone. The training is designed to run interactively. Participants are welcome to ask questions directly or ask for assistance from the instructor.

### **IV. RESULTS AND DISCUSSION**

From the results of the activities that have been carried out, we can discuss the following points:

1. The training will be held in the Petukangan Utara 2 nd floor mosque hall, South Jakarta
2. During the training the participants paid close attention to what the instructor explained and directed. The participants were given module material provided by the instructor team. Modules given by instructors can be used as a guide for participants when presenting material that has been directed by the instructor. The module given to participants is 1: 1 and the module can be reused after the completion of this training
3. At the time Pelatihanam began by introducing what was encouraged by online sales. After introducing what is meant by online sales to participants and the participants follow with instructions from the instructor to register a list of accounts.

4. During the training, the response of the participants was very enthusiastic in conducting this training. Some of them there are many who ask the instructor if experiencing difficulties when practicing. There are also participants who have previously registered for an account but have not been used to the maximum just make a list of accounts that have never been used with a maximum of an average forgotten password for them to log in. So the instructor also directed them who had previously made a list of accounts to reset their password. While the participants who did not know at all or had never run this program at all tend to be passive. The response they gave was very little.

5. At the end of the training, the instructor evaluates by asking the trainees directly by looking for answers from participants about the satisfaction of the training material provided by the instructor. From the questions we gave, we got a positive response from the participants because the training provided to them was very interesting and useful for them in the future. They were very happy to have received new knowledge and knowledge they had never received before and they got this training without having to issue material sacrifices.

**Figure 1: Author meeting**



Source: author file photo and document



**Figure 2 : Author meeting**



Source: author file photo and document

**Figure 3 : Author meeting**



Source: author file photo and document

**Figure 4 : Author meeting**



Source: author file photo and document

**Figure 5 : Author meeting**



Source: author file photo and document



Figure 6 : Author meeting



Source: author file photo and document

## V. CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

1. This kind of training activity has a good impact in efforts to increase the penetration of information and communication technology advances to the community, this can be seen from the positive response given by them throughout the training activities.
2. Training activities to build an online store can be one solution for the economic independence of the community because these housewives can be more optimal in an effort to increase and add additional income to their families and help their husbands.
3. The training time is too short for participants, they feel they need more intensive guidance in order to absorb and understand the material in detailing it.

### Recommendation

1. There needs to be a separation of participants between participants who have knowledge of information and communication technology with participants who are totally unfamiliar with information and communication technology.
2. It is necessary to limit the training participants so that there are not too many maximum of

20 people or participants so that the needs and achievement of material absorption for each participant can be monitored by better compensation.

#### **REFERENCE**

- [1] Fatima, A and Yasin, N.M. (2012). "Model for Electronic Commerce Adoption for Small and Medium Sized Enterprises". International Journal of Innovation, Management and Technology, Vol 3, No. 2, PP: 90-94.
- [2] <https://sustainabledevelopment.un.org/sdg16> Acces, 2018, 21 November
- [3] <http://www.id.undp.org/content/indonesia/en/home/countryinfo.html>