IRJEMS International Research Journal of Economics and Management Studies
Published by Eternal Scientific Publications
ISSN: 2583 – 5238 / Volume 3 Issue 8 August 2024 / Pg. No: 496-504
Paper Id: IRJEMS-V3I8P159, Doi: 10.56472/25835238/IRJEMS-V3I8P159

Original Article

The Effect of E-Commerce on Economics Growth in Indonesia: Literature Review Approach

[1]Imam Baidlowi, [2]Waspodo Tjipto Subroto
[1]Faculty of Economics, Majapahit Islamic University, Mojokerto.
[2]Faculty of Economics and Business, State University of Surabaya.

Received Date: 02 August 2024 Revised Date: 22 August 2024 Accepted Date: 25 August 2024 Published Date: 30 August 2024

Abstract: *The rapid growth of technology for communication and information has influenced the emergence of a new economy, as seen by the phenomena of connected to the internet business or e-commerce. This study uses the systematic literature review approach to analyze the influence of e-commerce on Indonesia's economy. The analysis's findings reveal that the rise of e-commerce, as measured by the value of e-commerce transactions, the quantity of business sites, or the amount of people who use the internet, has had a beneficial impact on Indonesia's economic development. These results confirm the hypothesis that the development of the value of e-commerce transactions, formed on the interaction of business sites as an indicator of supply and Internet users as an indicator of demand, contributes to an increase in the intensity of macroeconomic activity. So, it was found that e-commerce has an important role in Indonesia's economic development.*

Keywords*: Technology, Systematic Literature Review, E-Commerce, Economic Growth.*

I. INTRODUCTION

Globalization is a process of forming an order, rules, and systems that apply to all nations in the world, which indirectly remove territorial boundaries and minimize the role of the government in issuing existing policies and regulations. The loss of these restrictions allowed citizens to trade freely, invest between countries, or exchange ideas, thoughts, ideas, science and technology so as to make technology develop rapidly (Pasaribu, 2012). One form of technological progress that is felt in real is the discovery of internet technology. Internet technology makes it easier for humans to access the information needed by humans in order to live effectively and efficiently. As a result, the phenomenon of globalization has arisen, causing openness in all fields and eliminating existing boundaries. The borderless world reaches every aspect of human life that is connected through online networks and causes users to connect with each other. Initially, the internet was only used to access information for human life, but it was then developed to communicate with others via email or social media. The increase in internet users makes business people use the internet as a tool to market their products by placing advertisements, brochures and company sites.

Business people see a lot of potential obtained from this internet media. The development of internet technology creates a world without restrictions that hinder it so as to create perfect globalization, commonly called cyberspace. This virtual world then gave rise to a new industry and market, especially for trading activities. This industry is called electronic commerce, commonly abbreviated as ecommerce (Widagdo, 2016). According to Sholihin (2016), the mechanism of offline conventional trade activities is carried out face-to-face, while e-commerce is carried out online and uses internet facilities as a medium of communication without having to meet face to face. Trading activities carried out using the internet as a medium of communication include the process of production, advertising, sales, payment, distribution, and recording. This is also done in conventional trading activities. However, the difference is the characteristics of online markets that can penetrate world boundaries regardless of distance, Cutting the distribution chain, and available for 24 hours without operational time limits, consumers can easily compare the price of an item without having to go to the store and ask about the price, cost savings for producers or distributors with no need for a building in the form of a store or warehouse. Based on the explanation above, an analysis was carried out on the role of e-commerce in Indonesia's economy. Social media is especially beneficial to SMEs because of its inexpensive cost, low degree of IT skills necessary to use it, and low barriers to participation (Derham, Cragg, & Morrish, 2011).

Furthermore, small firms can create communities of brands, advertise the goods and services they sell, and target a wide range of market niches (Gligorijevic & Leong, 2011). It is a simple and low-cost option for reaching out to prospective clients, listening to their voices, building large business relationships (Constantinides et al., 2010), maintaining credibility, growing loyalty and confidence in clients, and collecting marketing intelligence (Chua, Deans, & Parker, 2009). Nowadays, many SMEs assume that they'must' use social media (Durkin, 2013). A number of attempts were made to analyze current information, such as addressing the possibilities that online environments may provide for SMEs as a strategic global advertising tool (Hassouneh

& Brengman, 2008) and investigating how SMEs could use the various Web 2.0 instruments to improve relationships with clients, market their goods, and improve their internal processes (Constantinides, 2008).

Other examples involve offering information about the use of Web 2.0 artifacts in SME systems (Blinn, Lindermann, Fäcks, & Nüttgens, 2009), investigating how SMEs benefit from social media use (Derham et al., 2011); and investigating business-to-business (B2B) SMEs and measuring the effectiveness of Social Networking Sites (SNS) as a means of advertising (Michaelidou, Siamagka, & Christodoulides, 2011). Furthermore, it also includes analyzing SMEs' social media advertising strategies (Nakara, Benmoussa, & Jaouen, 2012); investigating how SMEs use Web 2.0 to collaborate with other SMEs (Barnes, Clear, Dyerson, Harindranath, Harris, & Rae, 2012); investigating how SMEs may derive business advantages to via social media 4 (Stockdale, Ahmed, & Scheepers, 2012); and investigating the potential of using social network tools for implementing CRM for SMEs. Finally, it investigates the acceptance, consumption, and advantages of social media and SMEs, as well as the potential barriers to SMEs' greater adoption of social media (Meske and Stieglitz, 2013).

II. LITERATURE REVIEW

A) E-Commerce

Today, many businesses that use or rely on digital networks are referred to as electronic businesses or electronic trade. Electronic business (e-business) is a business process that makes use of digital technology and the internet for its primary activities. E-business encompasses both a company's internal management activities and its coordination efforts with vendors and other business acquaintances. E-commerce (electronic commerce) is a subset of e-business (electronic business) that involves the purchase and sale of goods and services over the Internet. E-commerce encompasses operations that facilitate operations, such as marketing, advertising, customer assistance, safety, shipment, and payments. Donthu (2020) argues that e-commerce will change all marketing activities and cut operational costs for trade activities. E-commerce began in 1995, and one of the original internet portals was called Netscape.com. It received its first advertisements from large corporations, demonstrating that the internet could be utilized as a new medium for advertising and sales. Suddenly, this is what causes its sales to climb two to thrice from before. E-commerce continued to rise until the 2008-2009 recession, during which economic growth was extremely weak. In reality, e-commerce is the only retail industry that remains relatively steady. E-commerce continued to grow in 2012, with a 5% increase in online shoppers and a 7% increase in transactions made online (Bhatti et al., 2020).

There are three main categories of e-commerce, and the nature of the participants is examined (Hadiwardoyo, 2020). First is business-to-consumer (B2C) E-Commerce. Business people and consumers carry out Business-to-consumer. This ecommerce transaction is similar to regular buying and selling, as it involves the sale of goods and services to specific consumers. Customers receive offers for goods and make payments via the internet.

An example is BarnesandNoble.com, which sells books, software, and music to individual consumers. In Indonesia, there are Bhinneka.com, Berrybenka.com, and Tiket.com. Second, Business to Business (B2B) E-Commerce.

According to Gunartin (2017), this e-commerce business involves selling goods and services to businesses. The transaction has been carried through by two parties who share business objectives. These two parties understand one another and are aware of how the firm operates. Overall, e-commerce involves the use of EDI (Electronic Data Interchange) and email to purchase goods and services. Examples of B2B ecommerce websites are Bizzy and Ralali. Bizzy offers solutions for organizations that are trying to acquire items and services for their operations. Ralali sells upkeep, repairs, and operational (MRO) items to other businesses. The third category is Consumer to Consumer (C2C) E-Commerce. Consumers sell directly to consumers under the C2C ecommerce business model. In most cases, these transactions are conducted online via third-party platforms or the marketplace.

Some e-commerce business models that exist in the world include the following (Alfonsius, 2020): (1) Portal, which is a gateway to enter the web along with certain content and other services, such as Yahoo Google. Facebook. (2) E-tailers or online retail stores are available in various sizes, from very large Amazon stores to small local stores that have websites. (3) Content providers, providing and distributing informational content, such as digital video, music, photos, text, and artwork on the web, including the iTunes Store and Disney.com. (4) Transaction intermediaries are sites that process transactions for consumers, usually managed by one person using telephone or post. The largest businesses using this model are financial services and travel services. (5) Market creator, an e-commerce business that builds a digital environment where buyers and sellers Can meet, display products, search for products, and set prices. Examples are eBay and Amazon sites. (6) Service providers, namely ecommerce businesses, to sell online services, such as Google Apps, Google Sites, and Gmail. A community provider is a site that creates a digital community where you can make buying and selling transactions and share interesting things, photos, videos, and communication. Examples are Facebook, Twitter, Tumblr, and Google+ (Nuryanti, 2013). Electronic commerce (e-commerce) is a process of exchanging products, services and information carried out through the internet. E-commerce is also one of e-business, namely e-business covers more broadly, not only commercial but also includes business partners, customer service and work. The www network is not only a network needed in e-commerce; e-commerce technology will also require databases, electronic or regular mail called email, and several other non-computer technologies that will be used as a tool for distribution and also as a means of payment in this ecommerce system (Sudaryono, 2020).

According to Partto et al. (2020), E-commerce is a buying and selling transaction carried out electronically via the internet. E-commerce is also defined as a business process carried out using the internet or electronic technology that can connect companies, communities, and consumers through electronic transactions, such as the sale of goods, services, and/or electronic information. The evolution of e-commerce is inextricably linked to technical developments and shifts in how individuals act to address basic human needs. According to (Anggraini, 2017), there are 5 ecommerce classifications, namely: 1. Classified advertisements: A model for business in the shape of classified advertising presented in the media that is only appropriate for business owners who wish to generate intermittent sales. Marketpalce C2C (costomer to costomer) 2. Shopping mall: This business model applies only to business people with well-known brands, only Toko online B2C (business to customer) 3. This business model is very simple, with only sellers promoting their merchandise through websites and selling them themselves online.4. Social media online store This business model utilizes the role of social media to promote their products. These businesses are utilizing the role of social media as a medium to promote their products.

However, e-commerce is a process of buying and selling products that are carried out electronically. The development of e-commerce itself has grown rapidly in recent years and has begun to replace traditional or offline markets. This E-Commerce has several forms, including B to B or Business to Business and B to C Business to Consumers. In B to C usually, the position of consumers here is very strong so that consumers can influence the sustainability of the company (Indika and Jovita, 2017). Therefore, consumers must be more careful when making transactions via the internet.

B) Economic Growth

The Indonesian economy covers all economic activities and conditions in Indonesia. The economic system adopted by the State of Indonesia is the Pancasila economic system, which is an economic system imbued with the ideology of Pancasila, which is a joint effort based on kinship and national cooperation. This economic system is also called economic democracy. The philosophical basis of the Indonesian economic system is Pancasila, and its constitution is the 1945 Constitution articles 23, 27, 33, and 34 (Hanoatubun, 2020). Today, economic progress is one of the goals of development; a prosperous community will be the result of that development (Sidjabat, 2021). Economic development is one of the cultural processes caused by the economy itself, which is also a unity of the actual state of culture that can produce economic sense (Hanim, 2014). Indonesia itself is the most powerful developing country in Southeast Asia and the third largest in Asia. Indonesia is also ranked 16th as a country with economic strength, and Indonesia is also included in the G-20 (Wulandari, 2019).

Economic development is by far the definition of economic development. This is still different because each country has different processes and circumstances, so no definition covers all elements of economic development. This happens because economic development is dynamic, and the objectives of its policies are always varied and connotative. He also emphasized that in IEDC or the International Economic Development Council from 2006 to date, there is no single definition that can accommodate all definitions of economic development, but this can be chosen based on a description of the objectives and processes that exist in economic development. The main goal of economic development is to create jobs, prosper the community and improve the quality of life (Viona Et al., 2021). Economic growth is the ability of the national economy to experience static values for a long time and to be able to increase and maintain the GNP growth rate, which reaches 5 to 7 percent per year. However, apparently, after the experience of 1950 to 1960, This definition underwent a change because it turns out that GNP growth alone cannot solve fundamental development problems; this happens because it turns out that even though GNP per year is achieved, people's living standards have not improved (Yu et al., 2016). Therefore, there is a need for a supporting role in Indonesia's economic growth. One of the media that is believed to have a positive influence on economic development in Indonesia is the existence of E-Commerce.

III. RESEARCH METHODS

This research is conducted using the literature review research method, which offers output to existing data as well as the development of discovery so that it may be used as an example for future research studies in assembling or making an explicit examination of the content of the topic to be investigated. The author gathers data or literature through journals or articles, in addition to book references, to serve as a solid foundation for the topic or debate.

IV. RESULT AND DISCUSSION

A) Results

According to the investigations, social media has been found to be a useful tool for reaching out to potential customers, listening to their voices, creating extensive business networks (Constantinides et al., 2010), managing reputation, establishing customer trust and loyalty, and collecting marketing intelligence (Nakara et al., 2012). Furthermore, social media provides major benefits to businesses by facilitating continuous communication and long-term relationships with end consumers (Zekan et al., 2011). According to Handayan and Lisdianingrum (2011), Facebook seems to be the most popular marketing platform among SMEs today. Furthermore, it was discovered that Twitter is an important tool, particularly for organizations seeking to listen to and influence public opinion (Bulearca & Bulearca, 2010). Indeed, social pressures from competitors, professionals, and customers have a significant impact on marketing and social network adoption (Pentina et al., 2012). On the other hand, SMEs are not fully utilizing these tools (Nakara et al., 2012). SMEs could use Web 2.0 tools to better client relationships, market their products, and improve internal operations (Constantinides, 2008). The low cost and potential of social media across customers make it particularly appealing to SMEs (Constantineides, 2010). The most significant barrier to using social networking sites is the absence of what is deemed relevant for specific sectors (Michaelidou et al., 2011). This study's content is about the application of systematic literature review methods for research.

No	Researcher	Topic	Methods	Result
1	Salsabila & Ardiansyah (2021)	The role of E-Commerce during the pandemic on buying interest	Qualitative, Descriptive with literature study	The role of e-commerce in economic development during the COVID-19 pandemic on people's buying interest is currently large enough so that the country's economy can be saved from the threat of recession.
2	Ayu dan Lahmi (2020)	The role of e-commerce on the Indonesian economy during the Covid-19 pandemic.	Qualitative, Descriptive	E-commerce is a solution to overcome the impact of COVID-19 for both entrepreneurs, consumers, and the government.
3	Azizah Et al., (2019)	E-Commerce in Defense Economics Perspective	Qualitative, Descriptive	Descriptive literature study Management of potential e-commerce threats must be carried out in order to anticipate and minimize every potential threat that is present so that the defense economy can be achieved.
4	Dianari (2018)	The Influence of E-Commerce on Indonesia's Economic Growth	Quantitative, Auto-Regressive Distributed Lag (ARDL),	The test estimation results confirm the hypothesis that the development of ecommerce has a positive effect on economic growth, with several notes, namely (a) continuous innovation from producers, (b) consumer trust and loyalty to ecommerce business, (c) internet access infrastructure, (d) logistics infrastructure, (e) banking conduciveness, (f) regulation, (g) economic, social and political stability, and (h) openness and adaptability of the community to change.
5	Aula (2019)	The Influence of E-Commerce on Indonesia's Gross Domestic Product	Quantitative	E-commerce transactions have a positive effect on economic growth in Indonesia. However, it also has a negative impact due to the large number of goods imported into the country. Gross domestic product is only the production value of formal economic activity, and e-commerce can drive economic growth if not from its own production.
6	Indarthi Et al. (2021)	Role of E-Commerce in Various Circles in Indonesia in Various Circles Economic Sector Due to the	Qualitative research	Empirical - The role of e-commerce in Indonesia's economy is to make efforts to mobilize Indonesia, which has the largest economy in Southeast Asia.

		Impact of the Covid-19 Pandemic		
7	Orinaldi (2020)	The Role of E-commerce in Increasing Business Resilience in the Pandemic Era	Qualitative and literature review br	For producers or sellers, E-commerce is a good stall in order to maintain their business activities. As for consumers, E-commerce is a place to maintain purchasing power. This maintained transaction activity can encourage economic growth to get out of the brink of recession.
8	Sugiarti Et al. (2020)	The Role of E-Commerce to Increase the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) Sambal in East Java.	Qualitative	Based on the results of market research conducted by the PPPUD team, it was concluded that the most potential ecommerce platforms to be used are Tokopedia, Bukalapak, Shopee, Lazada and Blibli. MSMEs are accompanied by marketing through these five platforms so that they are able to independently use the five platforms to transact
9	Rahmawati (2019)	The Role of E-commerce in Supporting Food Security in Jakarta During the Covid-19 Pandemic	Descriptive	E-commerce plays a role in facilitating people's access to reach their health protocols (in this case, maintaining physical distance) and plays a role in making food distribution efficient so that it can be used to reduce food price stability.
10	Sudaryono (2020)	E-Commerce Boosts Indonesia's Economy During the Covid-19 Pandemic as an Entrepreneur Modern and Its Impact on Offline Business	Qualitative.	E-commerce, as a means of online buying and selling transactions that companies or individuals have widely used, has turned out to have an impact on offline business people, which has resulted in their companies experiencing a considerable decrease in turnover. This can result in bankruptcy when such companies do not issue their marketing strategies and change their means of promotion, using social media as a support to increase turnover.
11	Setyorini (2019)	Effect of Transactions Online (E-Commerce).	Qualitative.	Based on the calculation results where the significant value of The Effect of E-commerce of Economics Towards Increasing MSME Profits (Case Study of Ciampea Iron Processing MSMEs, Bogor, West Java) Commerce 0.000 < from α 0.05 and known tcalculate value 4.54 > from t table 2.446, then ecommerce has a positive and significant effect on the income of iron management MSMEs in Ciampea, West Java. From the results of these statistics, it is very important to know if every MSME uses e-commerce or online transactions in each business.
12	Purnama Et al. (2021).	E-commerce Analysis in Helping MSME Sales in the Middle of a Pandemic.	Descriptive Qualitative.	E-commerce plays a very important role in helping MSMEs during the pandemic. In contrast, the role given by e-commerce includes increasing MSME income, increasing MSME sales, and being a marketing strategy and promotional media for MSMEs.
13	Tiandra (2019).	Influence Analysis E-Commerce Towards	Quantitative Descriptive	Not all MSMEs have the capability to use and utilize e-commerce directly.

		creased MSME performance (Case Study on MSMEs in district Sumbawa		User knowledge and expertise can go wrong. One cause is differences in the ability to operate Ecommerce. So that this does not really affect the performance of MSME
14	Mumtaha dan Khori (2019)	Analysis of the Impact of the Development of the Industrial Revolution 4.0 and Society 5.0 on the Behavior of Economic Society (E-Commerce).	Quantitative	44.8% of survey results show that transactions with e-commerce are more desirable because the market share is wider, it provides more convenience, it is without time limits, and price comparisons between products can be more accurate.
15	Sara dan Fitriyani (2020)	The role of entrepreneurship and E-commerce To the Development of Micro, Small and Medium Enterprises (MSMEs) in an Islamic Perspective.	Qualitative Descriptive	Based on its utilization in using e-commerce platforms, the majority of informants have used it well. However, there is a minority who still do not use it due to being more focused on offline systems or less consistent with online systems.
16	Siagian (2021)	E-Commerce Marketing Strategy	Descriptive Literature review	The Effect of E-commerce of Economics for Indonesian MSMEs To Improve Indonesia's Economy The marketing effect of MSME respondents positively affects the use of e-commerce, or there is a significant influence of the marketing effect on the performance of MSMEs. Companies are increasing their investment in e-commerce technology to improve marketing aspects in conjunction with e-commerce technology.
17	Viona Et al. (2021)	Shopee's Narrative in Developing a Creative Economy Based on E-Commerce Technology in the Modern Era	Qualitative Descriptive	The development of the creative economy carried out by Shopee E-Commerce was found in several journals and texts that have been analyzed, and Shopee itself has a fairly good marketing strategy when compared to other e-commerce companies. This is because Shopee has more attractive packaging or content from its Brand Ambassador, public figures, and features to attractive offers. Through the creative e-commerce industry, Shopee is considered to be able to compete to enliven the market at the international level and will make a major contribution to economic progress.
18	Nurcahya Dan Dewi (2019)	Analysis of the Influence of Fintech and E-Commerce Development on the Community Economy.	Qualitative Descriptive	Financial technology is an innovation that is considered to increase the market share of MSMEs as a step in overcoming problems related to capital financing, preparing financial statements, payments, marketing, financial transactions, and other financial literacy. There are three important roles of MSMEs, namely: 1. Means of alleviating people from the abyss of poverty 2. This means to level the economic level of small people 3.

				Provide foreign exchange income for the country
19	Nurjaman (2022)	E-Commerce Empowerment Among MSME Actors in Indonesia.	Qualitative Descriptive Several problems	Several problems were found, such as Internet Connectivity, Stock clarification, bank administration, and distribution of goods to buyers. Setting up an e-commerce MSME is not easy, considering the characteristics of MSMEs that are different from those of other businesses. Therefore, several things need to be considered when developing e-commerce MSMEs. The important point in making SME e-commerce depends on having or providing proper regulation, good skills, infrastructure, financial support, and government support.
20	Rehatalanit (2020)	The Role of E-Commerce in Business Development	Qualitative Descriptive	There are many advantages and opportunities of ecommerce in the business world, which is certainly very competitive, especially in Indonesia. And as a business person, of course, companies or online shops must be more observant to see opportunities and aware of each other's shortcomings.

B) Discussion

Economic development is by far the definition of economic development This is still different because each country has different processes and circumstances, so no definition covers all elements of economic development; this happens because economic development is dynamic, and the objectives of its policies are always varied and connotative. He also emphasized that in IEDC or the International Economic Development Council, from 2006 to date, there has been no single definition that can accommodate all definitions of economic development, but this can be chosen based on a description of the objectives and processes that exist in economic development. The main goal of economic development is to create jobs, prosper the community and improve the quality of life (Viona Et al., 2021). Economic growth is the ability of the national economy to experience static values for a long time and to be able to increase and maintain the GNP growth rate, which reaches 5 to 7 percent per year. However, apparently, after the experience of 1950 to 1960, This definition changed because it turns out that GNP growth alone cannot solve fundamental development problems; this happens because it turns out that even though GNP per year is achieved, people's living standards have not improved (Yu et al., 2016).

The Indonesian economy covers all economic activities and conditions in Indonesia. The economic system adopted by the State of Indonesia is the Pancasila economic system, which is an economic system imbued with the ideology of Pancasila, which is a joint effort based on kinship and national cooperation. This economic system is also called economic democracy. The philosophical basis of the Indonesian economic system is Pancasila, and its constitution is the 1945 Constitution articles 23, 27, 33, and 34 (Hanoatubun, 2020). Today, economic progress is one of the goals of development; a prosperous community will be the result of that development (Sidjabat, 2021). Economic development is one of the cultural processes caused by the economy itself, which is also a unity of the actual state of culture that can produce economic sense (Hanim, 2014). Indonesia itself is the most powerful developing country in Southeast Asia and the third largest in Asia. Indonesia is also ranked 16th as a country with economic strength, and Indonesia is also included in the G-20 (Wulandari, 2019). Based on the research that has been done, it can be concluded that there is an increase in activity in online businesses whose transactions are carried out virtually. Business actors who fail to react to these changes in development face setbacks till they go out of business. E-commerce represents one of the best ways to promote business autonomy, especially during an economic downturn. E-commerce is the embodiment of the online market, considering the number of people who do not have time to go shopping directly. For producers or sellers, e-commerce is a good way to maintain their business activities. As for consumers, Ecommerce is a place to maintain purchasing power. This maintained transaction activity can encourage economic growth in Indonesia.

V. CONCLUSION

Based on the research that has been done, it can be concluded that there is an increase in activity in online businesses whose transactions are carried out virtually. Business actors who tend not to adapt to these shifts in development experience setbacks until they end up out of business. E-commerce represents one of the most effective ways to promote company independence, especially during an economic downturn. E-commerce is the embodiment of the online market, considering the number of people who do not have time to go shopping directly. E-commerce is an excellent way for producers and sellers to keep their businesses running. Consumers can keep their spending power through ecommerce. This maintained transaction activity can encourage economic growth in Indonesia.

VI. REFERENCES

[1] Bagianto, Wandy, and Zulkarnaen, "Faktor Faktor Yang Mempengaruhi Pembangunan Ekonomi," *Jurnal Ilmiah. Mea*, vol. 4, no. 1, pp. 316–332, 2020, [Online]. Available: www.journal.stiemb.ac.id/index.php/mea/article/view/263.

[2] Alfonsius, Garry. (2020). E-Commerce During Coronavirus. *Universal Journa*l, ISSN 2721-7132. Pp 1-10.

[3] Anggaranie, G. (2017). P Development of E-commerce and the classification. *World of Business.* 5(3):40-45

[4] Wulandari and M. Ariyanti, "Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen Pada Sejiwa Coffee," *Jurnal Mitra Manajemen*., vol. 3, no. 1, pp. 57–71, 2019, doi: 10.52160/.v3i1.179.

[5] Indika and C. Jovita, "Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen," *Jurnal Bisnis Terapan*., vol. 1, no. 01, pp. 25–32, 2017, doi: 10.24123/jbt.v1i01.296

[6] Donthu, Noveen dan Anders GU. 2020. Effects of COVID-19 on business and research, *Journal of Business Research*,; 117: 284–289

[7] Gunartin. 2017. Penguatan UMKM sebagai Pilar Untuk Membangun Bangsa. *EDUKA Jurnal Pendidikan, Hukum dan Bisnis.* Volume 1 Nomor 5

[8] Hadiwardoyo, Wibowo. (2020). Kerugian Ekonomi Nasional Akibat Pandemi Covid19. *Journal of Business & Entrepreneurship,* 2(2), 83-92

[9] Hanoatubun, Silpa. (2020). Dampak Covid-19 Terhadap Perekonomian Indonesia. *Journal of Education, Psychology and Counseling*, 2(1), 146-153. https://finance.detik.com/berita-ekonomi-bisnis/d-5193430- /ekonomi-ribabak-belur-dihantam-corona tanggal 30 September 2020.

[10] Derham, R., Cragg, P. & Morrish, S. (2011). Creating value: An SME and social media. Brisbane, Australia: *Pacific-Asia Conference on Information Systems* (PACIS2011), 7- 11 July 2011.

[11] Gligorijevic, B. & Leong, B. (2011). Trust, Reputation and the Small Firm: Building Online Brand Reputation for SMEs. *Proceedings of the Fifth International Conference on Weblogs and Social Media (ICWSM),* Barcelona, Catalonia, Spain, July 17-21, 2011

[12] Durkin, M. (2013). Tweet me cruel: Perspectives on battling digital marketing myopia1. *The Marketing Review*, 13(1), 51-63.

[13] Hassouneh, D. & Brengman, M. (2008, November). Virtual Worlds as a strategic international Marketing tool for Small and Medium sized Enterprises (SMEs).1st EuroMed Conference Book Proceedings, EuroMed Academy of Business, 28

[14] Blinn, N., Lindermann, N., Fäcks, K. & Nüttgens, M. (2009). Web 2.0 in SME networks - a design science approach considering multi-perspective requirements. *Value Creation in E-Business Management (*pp. 271-283). Berlin Heidelberg: Springer.

[15] Michaelidou, N., Siamagka, N.T. & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153-1159

[16] Barnes, D., Clear, F., Dyerson, R., Harindranath, G., Harris, L. & Rae, A. (2012). Web 2.0 and micro-businesses: an exploratory investigation. *Journal of Small Business and Enterprise Development,* 19(4), 687-711.

[17] Stockdale, R., Ahmed, A. & Scheepers, H. (2012). Identifying Business Value from the Use of Social Media: An SME Perspective. *Proceedings of 'IS Innovation in Pacific Asia', the 16th Pacific Asia Conference on Information Systems* (PACIS 2012), Ho Chi Minh City, Vietnam, 11-15 July 2012.

[18] Cappuccio, S., Kulkarni, S., Sohail, M., Haider, M. & Wang, X. (2012). Social CRM for SMEs: Current Tools and Strategy. *Contemporary Research on E-business Technology and Strateg*y (pp. 422-435). Berlin Heidelberg: Springer.

[19] Meske, C. & Stieglitz, S. (2013). Adoption and Use of Social Media in Small and Medium Sized Enterprises.Practice*-Driven Research on Enterprise Transformation,* 61-75. Berlin Heidelberg: Springer. Michaelidou, N., Siamagka, N.T. & C

[20] L. Hanim, "Perlindungan Hukum Bagi Para Pihak Dalam E-Commerce Sebagai Akibat Dari Globalisasi Ekonomi.," *Jurnal Pembaharuan Hukum*., vol. 1, no. 2, pp. 191–199, 2014, doi: 10.26532/jph.v1i2.1476.

[21] Nuryanti. 2013. Peran E-commerce Untuk Meningkatkan Daya Saing Usaha Kecil danMenengah (UKM). *Jurnal Ekon*omi. Volume 21 Nomor 4

[22] Pasaribu, Rowland Bismark Fernando. 2012. "*Bahan Ajar Ekonomi Pembangunan*".Fakultas Ekonomi Universitas Gunadarma.

[23] S. Sidjabat, "Strategi Pelaku Usaha dalam Menghadapi Krisis Ekonomi di Masa Pandemi Covid19," J. Chem. Inf. Model., vol. 53, no. 9, pp. 1689–1699, 2021.

[24] Sholihin, Miftahus dan Siti Mujilahwati. 2016. "Dampak Pemanfaatan ECommerce terhadap Peningkatan Penjualan di UMKM (Studi Kasus Ninda Bros Lamongan)", Jurnal TeknikA Vol. 8 No. 1, ISSN No. 2085- 0859, Dosen Program Studi Teknik Informatika, Fakultas Teknik, Universitas Islam Lamongan.

[25] Constantinides, E. (2010). Connecting Small and Medium Enterprises to the NewConsumer: The Web 2.0 as *Marketing Tool, Global Perspectives on Small and Medium Enterprises*, IGI Global, Hershey, Pennsylvania.

[26] Nakara, W.A., Benmoussa, F.Z. & Jaouen, A. (2012). Entrepreneurship and social media marketing: evidence from French small business. *International Journal of Entrepreneurship and Small Business*, 16(4), 386-405.

[27] Handayani, P.W. & Lisdianingrum, W. (2011, December). Impact analysis on free online marketing using social network Facebook: Case study SMEs in Indonesia. Advanced Computer Science and Information System (ICACSIS), 2011 *International Conference on IEEE*, 171-176.

[28] Bulearca, M. & Bulearca, S. (2010). Twitter: a viable marketing tool for SMEs. Global Business and Management Research*: An International Journal*, 2(4), 296-309.

[29] Zekan, S.B., Cvrtak, K.R. & Šerić, N. (2011). Using Social Networks in a Small Business Entrepreneurship. *Economic Development of Entrepreneurship in Transition Economies*, 414.

[30] Pentina, I., Koh, A.C. & Le, T.T. (2012). Adoption of social networks marketing by SMEs: exploring the role of social influences and experience in technology acceptance. *International Journal of Internet Marketing and Advertising,* 7(1), 65-82.

[31] Constantinides, E. (2008). The Web 2.0 as Marketing Tool: Opportunities for SMEs. 16th *Annual High Technology Small Firms Conferenc*e, HTSF 2008, 21-23 May 2008, Enschede, The Netherlands.

[32] Constantinides, E., Carmen Alarcón del Amo, M. & Romero, C.L. (2010). Profiles of social networking site users in the Netherlands.18th Annual High Technology

[33] Small Firms Conference, HTSF, 25-28 May 2010, Enschede, The Netherlands.Sudaryono, E. Rahwanto, and R. Komala, "E-commerce dorong perekonomian Indonesia, selama pandemi covid 19 sebagai entrepreneur," *Jurnal. Manajemen. dan bisnis* prodi kewirausahaan, vol. 2, no. 3, pp. 200–213, 2020.

[34] Sudaryono; Rahwanto, Efana; & Komala, Ratna. (2020). E-Commerce Dorong Perekonomian Indonesia, Selama Pandemi Covid 19 Sebagai Entrepreneur Modern Dan Pengaruhnya Terhadap Bisnis Offline. *Jurnal Manajemen Dan Bisnis (Jumanis*) Prodi Kewirausahaan, 02(01), 200-213.

[35] Taufik & Ayuningtyas, E.A. (2020). Dampak pandemi covid-19 terhadap bisnis dan eksistensi platform online. *Jurnal Pengembangan Wiraswasta*, 22(01), 21-32.

[36] V. Viona, K. Yohanes, L. S. Mega, W. Kurniawati, R. Farady Marta, and D. M. Isnaini, "Narasi Shopee Dalam Mengembangkan Ekonomi Kreatif Berbasis Teknologi E-Commerce Di Era Modern," AGUNA *Jurnal Ilmu Komunikasi*, vol. I, no. 2, pp. 46–65, 2021, [Online]. Availablehttp://ejournal.amikompurwokerto.ac.id/index.php/AGUNA

[37] Widagdo, Prasetyo Budi. 2016. "*Analisis Perkembangan¬ E-commerce Dalam Mendorong Pertumbuhan Ekonomi Wilayah di Indonesia*", Universitas Gajah Mada.

[38] Y. Yu, X. Wang, R. Y. Zhong, and G. Q. Huang, "E-commerce Logistics in Supply Chain Management: Practice Perspective," *Procedia CIRP*, vol. 52, pp. 179–185, 2016, doi: 10.1016/j.procir.2016.08.002