The Impact of Indonesian Retail Sector Due to Internet Technology

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ABSTRACT

This study is a model of narrative analysis to see how the impact of the retail sector with the advent of information technology internet. With the advancement of technology in Indonesia, making the competition in the business world become more interesting. The Internet makes the retail business is on the threshold of white or black, in other words, retail business today is increasingly in the face of increasingly squeezed and increasingly difficult conditions. The influence of on-line shooping and internet progress in Indonesia has become one of the causes.

Keywords : Retail sector, information technology, internet technology

I. INTRODUCTION

In contrast to positive macroeconomic data, the retail sector is beginning to shrink. It was marked by the loneliness of several shopping centers, declining property sales to the financial performance of retail companies. In addition, there is a change in the pattern of public consumption, from which usually buy the product needs in large quantities, to fit the needs only. So the size of sales decreased. "New field spells are not available, so most of the informal jobs are available, or like agents or marketing that are salary based on commissions, UMP, not the expected salary"

Theory and Literature

The influence of information technology indirectly provides solutions that can help business affairs in summary and no longer need to cost so much. As for holding meetings, we currently no longer need to collect people one by one, we can take advantage of one of the features that are on the smart phone handset to conduct a flexible meeting should be somewhere and also incurred the cost is not small. The rapid development of information technology today requires modern humans to act quickly too, if we can not follow the fast movement of the development of this information technology, we can be left far behind, and the world of

work and business today also require employees who can use hardware and software tools to support all work activities.

The development of increasingly sophisticated information technology today is an integral part of all business field today. Not a single business world is unaffected by the rapid influence of information technology. Inevitably the business people must be able to keep up with the pace of this fast-paced information technology development if you do not want the business world lagging behind with other business actors.

Positive impact of technology in the business world

The benefits of Technology are highly dependent on the products and services to be offered. One product utilizes the Internet differently from other products. The type or type of business will also affect the way people use the Internet as a means of business, whether he is a supplier, a distributor or a retailer.

The following are examples of the utilization and benefits of the Internet as a business medium:

1. Creating Basis For Clients Or Customers
To get new clients or customers and create a client base can not always be obtained easily. The struggle to

acquire customers must go through various ventures including careful analysis of markets, product marketing and piloting customer base. The Internet is one of the best container alternatives to serve as a base for meeting millions of people around the world. Thus to get new customers more easily with the large group on the Internet.

2. Product and Market Analysis

The Internet can be a good place to do marketing research because producers or companies can directly deal with the customers. Market analysis will help the company to get ideas in developing new products that suit the customer's wants and needs. After the product was launched then the company can get feedback as much as the level of customer satisfaction with the new product. In addition, companies can also learn about competitors' products by tracking them on the Internet. Internet users can use the information available to analyze their products and competition. This greatly affects the emergence of vacancies to search for new ideas!

3. Advice and Expert Aid In Its Field

Not a few experts are on the Internet who publish their works to be known to them to be known in general and easily accessible. Very often we get free advice and help from these experts about the problems we face. If we compare it with getting advice from consultants, then we have to pay very expensive.

4. Recruitment of Manpower and Provision of Jobs

Today the recruitment of labor through the Internet is increasingly favored by companies. On the Internet there are many lists of job openings and even applicants are also often promote themselves through the Internet. So that between the needs of workers and job seekers can meet each other on the Internet. Curriculum vitae can not only be displayed using the web but the facilities are also on the Internet such as newsgroups or usenets.

5. Information Access and Information Dissemination

Publishing news via the internet can be spread over other media. In terms of access to information, via the internet was much faster when compared with using fax or post. We can all access information and disseminate information from and to the world and can also make the relationship interactive and direct through the computer. Interactive contacts will be interesting with the use of chat and video conferencing. Access and dissemination of information through the Internet can occur inexpensively and can be directly accessed over long distances.

6. Fast Communication and Document Delivery With Low Cost

Various facilities on the internet has been proven to speed up communication with the intended person. E-mail is one example that has been used by many people to send and receive documents. Chat or video conferencing also speed up the communication made on the internet. The Internet can also be used to transfer documents online in a short time. Often found delays or fails to destination in the delivery of documents through introductory services such as mail or other service companies.

7. New Business Opportunities

Many are constantly exploiting the Internet for new and innovative ideas. Internet users often get new ideas not only due to their research habits on the Internet but there is also a cooperative atmosphere among internet users. The Internet is also often used as a communication forum among enthusiasts in their respective fields.

Meanwhile, not only positive impact but there are also negative impacts that are given from Information Technology, among others,

1. The issue of SARA, violence and pornography are common.
2. Convenience of transactions trigger the emergence of illicit businesses such as drugs and black market products or illegal.
3. The fraudsters and criminals have sprung up primarily in the case of online transactions.
4. The emergence of a culture of plagiarism or plagiarism of the work of others.

Almost all areas have a positive and negative impact, including in the development of information technology in our lives and we should be aware of the negative impacts.

II. METHODS AND MATERIAL

Research Method

Time of research
For this research is carried out in August 2017
Type of research
The research model I did using the narrative analysis method. Narrative if described in inherently multidisciplinary is an extension of the interpretive approach in social science. Narrative studies are more appropriate in use for qualitative inquiry to capture rich data in stories. Surveys, questionnaires and quantitative analysis of behavior are not sufficient to capture the complexity of the meanings contained in the story. In this way traditional science falls within positivist ideas, dealing with random samples and statistical analysis. Instead, using the metaphor of the story, people create order and build the text in a particular context. The narrative analysis then takes the story itself as the object of study.

III. RESULTS AND DISCUSSION

If the first sale is still done in the traditional way, such as the existence of kiosks or grocery stores, now most begin to expand its business wings online.
This is where the term e-commerce or electronic commerce is a business or business involving companies or individuals to conduct business transactions through the Internet. E-commerce enables the smooth exchange of goods and services without the barriers of distance and time.
e-commerce in retail sales is very helpful. Retailers can expand their market coverage, not limited to people passing in front of the store or word-of-mouth promotion. E-commerce allows businesses to directly interact with consumers, facilitate the payment process and speed up data exchange, because in e-commerce also includes some technologies such as chat, email, electronic funds transfer (via paypal, credit card and the like), exchange of data- data needed and so on.

So what are the benefits of e-commerce for retail business owners and their customers?

1. Benefits of e-commerce For Business Owners

Here is the impact of e-commerce on retail sales that will be felt by business owners:
- ✓ Global sales - e-commerce allows sales globally, so sales can include a wider market. Another case if you rely on a physical store which of course its market share will be very limited.
- ✓ Through e-commerce, the whole world will see your offer and make transactions directly.
- ✓ Cost reduction company - Through e-commerce, the company's operating costs can be reduced such as lease of premises or buildings, supply stores and employees. This will increase the company's net profit. This part of corporate profits that will be partly distributed to customers in the form of discounts.
- ✓ Easier to get new customers - Compared to retail businesses physically, online retailing will be easier to get new customers. Today many people are searching through search engines, and it is not difficult for customers to follow the search engine suggested links and land on an e-commerce site.
- ✓ Make it easy to provide detailed information - In the ordinary retail business, there are limitations in equipping employees to respond to customers who want detailed information about the product or service. But through an e-commerce site, you can create detailed information and add some more information that can make it easier for customers to understand.
- ✓ Open all the time - E-commerce sites can be accessed all the time, 24 hours a day and 7 days a week (24/7). So as a business owner, this is an advantage because it can increase customer flow and order quantity. One of the things you do not find in a regular retail business.

2. Benefits of e-Commerce For Customers
After understanding the benefits of e-commerce for business owners, here are the benefits of e-commerce for customers:

- ✓ - Save time and travel costs - Not infrequently customers have to travel long distances to reach the retail stores they like. By utilizing e-commerce, they can save time and travel costs as they can visit the same store virtually, through a few clicks.
- ✓ - Price is cheaper - This is one of the things that customers like to get a cheaper price. Business owners can provide discounts or cheaper rates because the company's operating costs are much more efficient.
- ✓ - Unlimited shopping time - Customers get the convenience of having unlimited time on e-commerce sites, 24 hours a day and 7 days a week. This makes it easy for them to check goods, communicate or purchase transactions. In contrast to physical retail stores that have limited time in opening hours and services.
- ✓ - Purchase across regions - Through e-commerce, customers can make purchases not only domestically, but also from abroad without having to travel to the country itself. This is also one of the things that really pleases the customers.

Sample for this case

1. online shop business that utilizes technological advances in the economic field so as to facilitate business without hampered distance and time. Transactions in the online market must have rules that must be adhered to the wearer in cyberspace. All users / users who run the business and use IT facilities, with full responsibility for what it does in the world of IT. Thus we can enjoy the sophistication of the IT world safely.

2. Industrial and Manufacturing Sector
In industry, computers have been used to control high-precision production machines, such as CNC (Computer Numerical Contor) numerical control or computation, CAM (Computer Aided Manufacture), CAD (Computer Aided Design), ie to design the shape (design) a product that will be issued to an industry or factory, eg a multipurpose machine in the metal industry so we can find various products of the metal industry that varies and we imagine it is difficult if done manually. Many machines in the garment industry are equipped with computer controls, such as coloring, bordering, and so on.

In addition, today's modern industries also utilize robots that automatically perform certain tasks in a computer-controlled industry that is impossible to do by humans. For example, computer-controlled robotic hands are used to install micro components and chips on computer motherboards.

3. Business and Banking

In the field of business both trade in goods and computer services will be very important for transaction activities both routine, periodic, and incidental and provide information quickly and precisely.

Management Information System (MIS), is an information system that has been widely applied to companies engaged in the trade of goods and services both in large companies, medium, and even small companies. SIM is applied at all levels or levels of management that are top management, middle management, and lower management.

In a trading company such as a department store, a cash register has been equipped with computer controls so that the machine can be controlled by the manager only from the workroom quickly and appropriately, for scanning barcode merchandise code, calculating profit loss, inventory etc. At service companies such as computer banking are used to calculate interest automatically, on-line transactions, ATMs, and so on.

Computers are also widely used for the accounting process, perform financial analysis, balance sheet, profit and loss, and so forth. There are even some software that are specifically reserved for accounting operations. In the field of computer hospitality used to determine the number and types of rooms that have been filled and still empty. Even today it is the community for the sale of small shops, Small and Medium Enterprises (SMEs), pharmacies and various other small businesses.

IV. CONCLUSION

A British economist, John Maynard Keynes in 1930, popularized the existence of technological

unemployment which means being unemployed by technology. Previously also happened in the 1800s when the traditional weavers were knocked out by technology. From this study can be drawn the conclusion that, the public cannot be passive in the face of high finance and high technology. Although the computerized world can beat us all while playing chess, but human skills are still needed to solve problems in a human way.

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