


The Role Of Information Technology On Business Development

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Article Info	ABSTRACT
Keywords: Bussines, Technology, Information Technology	This research aims to determine the role of information technology in business development. This research uses a literature review method (library research), namely research based on expert opinion and the results of previous research. The role of information technology can improve business development. Information technology allows businesses to reach a wider market, helps businesses adapt to trends and changes in the business world. The development of online business is also supported by advances in digital information technology and allows businesses to reach a wider consumer market, cut promotional and marketing costs, and reduce business operational costs. In addition to overcoming the challenges faced by businesses, including increasing competition and the latest changes and trends.
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INTRODUCTION

The rapid development of technology in the current era of globalization has provided many benefits in terms of progress in various aspects. One of the impacts of technological progress is the presence of the information society. Rapid technological changes have brought significant changes in various fields. The influence of the development of information and communication technology has had a broad impact on human life. Since the development of computers in the mid-20th century, human civilization has begun a new chapter (Kurniawati, 2022).

Technological developments in the current era of globalization have brought significant changes in various aspects of life, including business development. Information technology has provided many benefits in increasing business productivity and effectiveness. Current business developments cannot be separated from the important role of information technology. The development of information technology has become a new solution for organizations in running business. Information technology has made business activities faster, easier and more efficient. Significant impact on human life, from communication to the economy (Guo et al., 2022). In the economic field, technology has influenced economic policy.

All aspects of human activities are currently starting to change due to the use of technology which is increasingly widespread and easy to use. The use of this technology is widely popular because it is more efficient and easier to use than using non-technological tools. Various economic reports in various countries increasingly recognize the importance

of technology in increasing productivity. Various experts in the technology field have predicted that in the future technology will play an important role, especially after many industries recapitulate costs and other things related to their business using technology. Not only in the field of large scale industry, many small and medium level companies have emerged using technology (Al-Rodhan and Stoudmann, 2006).

Technological developments have brought many changes to the business world. The use of information technology in business has changed from functioning as a tool for exchanging information electronically to becoming a tool for business strategy, such as: marketing, sales and customer service. Advances in technology, computers and telecommunications support the development of internet technology. With the internet, business people no longer experience difficulties in obtaining any information, to support their business activities, in fact they now tend to obtain various types of information, so information must be filtered to obtain appropriate and relevant information (Oviliani: 2000).

Previous research explains the promotion of medical equipment provider companies enhances through online platforms such as company websites, social media, and e-commerce sites. (Harahap & Anita, 2023). Information technology activities can be used as a means of mutual communication, dissemination and search for data, providing services, and business transactions (Barkatullah, 2009). Based on the background above, the researcher attempted to research the title "The Role Of Information Technology In Business Development"..

METHODS

This research uses a literature review method (library research), namely research based on expert opinion and the results of previous research. The theoretical/concept approach is carried out by referring to several sources, such as books, scientific journals

Literature Review

Definition of Information Technology

According to McKeown in Suyanto (2005:10) information technology refers to all forms of technology used to create, store, change and use information in all its forms. Meanwhile, according to Williams in Suyanto (2005:10) information technology is a general form that describes any technology that helps produce, manipulate, store, communicate and/or convey information.

Another opinion is that according to Munir (2009:31) information technology is anything that supports recording, storing, processing, retrieving, transmitting/delivering and receiving information. Based on the opinion above, it can be concluded that information technology is technology used to process data, obtain, compile, process and store data in various ways to obtain accurate, relevant, timely and quality information..

The Role of Technology in Business Development

Information Technology in people's lives is very important. Information technology advances are currently developing simultaneously with human progress (Rosita, 2020). Information technology is widely used by several people who see the business opportunities offered by advances in this technology, such as online business (Alimudin et al., 2019).

By using the online business sector, it is easier for people to get the goods or services they need (A. K. Negara & Febrianto, 2020). The progress of the internet business sector in Indonesia continues to be rapid, which is influenced by one aspect, namely the increasing growth and continued cheapness of internet connections in Indonesia (Sukarini & Dewi, 2019). This has proven to be profitable for online business advertising compared to offline business (Rahardjo et al., 2019). The Role of Technology in Economic and Business Transformation in the Digital Era (Wildan :2023):

1. **Increase Efficiency and Productivity** One of the main roles of technology in economic and business transformation is to increase efficiency and productivity. Technology has enabled business processes to become more efficient and automated, ultimately increasing productivity and reducing costs. For example, with the advent of information and communication technology (ICT), businesses can manage and process data more efficiently, and increase the speed and accuracy of decision making.
2. **Opening New Business Opportunities** Technology has also opened up new business opportunities that were previously impossible. An example is the e-commerce business that emerged thanks to the internet. E-commerce businesses have enabled customers to purchase products from anywhere and at any time, as well as allowing entrepreneurs to reach a wider market.
3. **Encouraging Innovation** Technological developments have also encouraged innovation in business. Businesses that are able to utilize technology to produce new, more innovative products or services have a greater opportunity to compete and win the market. For example, blockchain technology has enabled the creation of new businesses such as cryptocurrencies and smart contracts.
4. **Becomes a means of communication and collaboration** Technology has also become an important means of communication and collaboration in business. Communication technologies such as email, video conferencing, and online collaboration platforms have enabled business people to communicate and collaborate effectively without being constrained by time and distance.
5. **Changing Consumption Patterns and Customer Preferences** Technological developments have also changed consumption patterns and customer preferences. Customers who are more connected to technology tend to prefer products or services that can be accessed digitally or through technology. This forces businesses to adapt to these changes and leverage technology to create better consumer experiences.

Doing business by applying information technology creates wider market opportunities. Doing business via the internet will make it easier to promote products, find consumers and customers. There are factors that influence business development, namely: increasing business complexity which is influenced by international economic influences, global business competition, IT development and growth, utilization of time, social considerations and information technology capacity which is influenced by: capacity to serve information needs, capacity for interaction in computer networks, data access speed capacity. In the business sector, both trade in goods and computer services, the role of

information technology will be very important for routine, periodic and incidental transaction activities and providing a lot of information quickly and accurately. According to (Setyaningsih: 2020) The influence and role of IT on the development of online business include:

1. Information technology can facilitate the dissemination of information and can develop online business to various regions in the world. such as ecommerce which is used by companies selling books, music, videos, games and electronic goods
2. The large number of experts in the IT field also helps grow online businesses on the internet. With so many experts in the IT field, online businesses have experienced many system improvements. Online businesses were previously very vulnerable to credit card tapping which caused consumer disinterest in this business. However, with system improvements, the confidentiality of consumer identities is more guaranteed. Consumers can once again have confidence in purchasing their needs from online business companies.
3. Online business is popular because of its flexibility. A person does not have to be in his shop to wait for customers, but with a computer and connectivity he can sell his products throughout the country. Buyers don't have to worry about going out to buy what they need, because by just buying online, the purchased items can be delivered directly to their home.
4. Internet connections that are increasingly easy and affordable due to advances in IT have also led to prosperity in online business

RESULTS AND DISCUSSION

This research was conducted to determine the role of information technology in business development. From the research results, it is proven that the use of information technology has a very important role in business development. Businesses that use information technology can increase business efficiency, improve product or service quality, expand market reach, and speed up business processes. Information technology can also help businesses to increase productivity and business goals. In the current Industry 4.0 era, the economic sector is changing towards smart business and digital business development. With the development of information and digital technology, business competition and development which initially focused on the use of natural resources, will shift to the acquisition of information and technology. This shows the importance of innovation in business.

The Industrial Revolution 4.0 era opens up opportunities for young millennial entrepreneurs in the business sector to become experts in developing the latest knowledge and technology. Therefore, increasing skills and updating information technology skills needs to be developed for business development. The rapid development of Information Technology has had a significant impact on the way business is run, from the production process to marketing (Avriyanti, 2021). This encourages companies to utilize Information Technology to increase productivity, efficiency and competitiveness (Avriyanti, 2021).

The driving force behind world economic growth has changed from manufacturing volume to improving consumer value. As a result, the key success

factor for many firms is maximizing consumer value” (Cronin, 1995). One of the benefits obtained from information technology is maintaining consumer loyalty, anticipating future consumer needs, and consumer satisfaction in terms of service. The above shows the reason why so many companies invest heavily in information technology and complex systems that are interconnected by computer networks, considering that companies are looking for consumers via the internet. Because consumer needs are growing very quickly, companies hope to be able to communicate with their consumers via the internet. So the internet becomes a strategy and provides opportunities for large and small companies to offer quickly at low costs, responding to high quality products and services in accordance with consumer needs.

The advantages that can be obtained from doing business through information technology are savings in customer service costs, increasing income and marketing. Meanwhile, the advantages of business strategies in winning competition that can be obtained are that global communication in business becomes truly live, faster, cheaper and easier; interactive communication as a means of showing the company's attention to its consumers; provide information and services according to the needs of each consumer; makes it possible to open new markets, products or services; can integrate external activities and business processes within the company online.

The research results of Chaniago & Sayuti (2019) prove that the use of social media is very useful in the business world. These things are technologies that play a role and influence in the development of online business. The conveniences and facilities provided due to the role and influence of information and communication technology make online business more preferred because it is more efficient, economical and faster which is felt by both producers and consumers. The role of information technology in business development including:

1. Information technology can facilitate the dissemination of information and be able to develop online business to various regions in the world, such as e-commerce.
2. Online business is popular because of its flexibility. A person does not have to be in his shop to wait for customers, but with a computer and connectivity he can sell his products throughout the country. Buyers don't have to worry about going out to buy what they need, because by just buying online, the purchased items can be delivered directly to their home.
3. The large number of experts in the field of information technology also helps grow online businesses on the internet. With so many experts in the field of information technology, online businesses have experienced many system improvements. Online businesses were previously very vulnerable to credit card tapping causes consumer disinterest in this business, but with system improvements, the confidentiality of consumer identities is more guaranteed. Consumers can once again have confidence in purchasing their needs from online business companies.

4. Internet connections are increasingly easy and affordable due to advances in information technology, causing prosperity in online business

CONCLUSION

Information technology plays a very important role in business development. The use of Information Technology in business can increase efficiency and productivity, as well as provide benefits in terms of cost savings and improving the quality of products and services. The role of Information Technology also provides positive results in terms of business innovation and creativity. With increasingly advanced technology, businesses can develop new products and services that are more effective and efficient, thereby increasing their competitiveness in the market. The role of information technology can increase business competitiveness, enable businesses to reach wider markets, and help businesses adapt to changes and new trends in the business world. Online business development supported by advances in digital information technology and allows businesses to reach a wider consumer market, cut promotional and marketing costs, and reduce business operational costs. This research shows that efforts must be made to improve Information technology in business to increase competitiveness and online business growth. Businesses must utilize digital information technology to reach a wider market and reduce costs. In addition to overcoming the challenges faced by businesses, including increasing competition and the latest changes and trends. Increasing consumer satisfaction, utilizing social media and e-commerce sites and making payment transactions easier can also maximize business development.

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