

Implementation of Telecommunications and Networks Through Business Communication

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Article Info	ABSTRACT
Keywords: Technology, Information and Communication, Business. JEL Classifications: Q55, L96, M21.	The purpose of this study is to find out the role of information and communication technology in business development. By using qualitative descriptive approach, the development of information and communication technology requires people to make changes in all kinds of lives whose goal is to get the best results. The development of information and communication technology, also has an impact on the form of trade that makes it easier to use. One of them is through e-commerce. Nevertheless, e-commerce has a very significant role, especially during the outbreak of Covid-19.
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INTRODUCTION

Globalization has blurred boundaries between countries, making the world more open and transparent. Globalization is driven, among other things, by advances in science and technology, particularly information technology, which is developing rapidly, necessitating fundamental changes in various areas of life, including politics, social issues, culture, and economics. The development of the internet as a source of information in 2021 has experienced extraordinary rapid growth. Advances in information and communication technology have resulted in a revolution in the media world, where technology plays a vital role in the dissemination of information. Therefore, the technology created has evolved in line with human needs to make life easier than before (Juwana, 2002).

Information technology activities can be utilized as a means of mutual communication, data dissemination and search, providing services, and business transactions (Barkatullah, 2009). The emergence of various communication applications that are able to touch the direct interaction of internet users has become a shift in the pattern of searching for information from conventional to the internet, causing the development of communication tool technology (gadgets) to increasingly support access to the internet world, thus becoming a potential market for many parties including business actors in running their businesses.

In the business world, information and communication technology is utilized for electronic commerce, also known as e-commerce. In e-commerce, trading parties communicate solely through a public network, which, in recent developments, has become the internet. Therefore, what role does information and communication technology play in business development? This is the focus of this research. Information comes from the English word to inform, which means to tell. In general, information can be defined as data that has

been processed into a form that is meaningful and useful to humans. Information is useful data that can be processed into information, so that it can be used as a basis for making the right decisions (Wahid, 2007). Meanwhile, the term communication in English comes from the Latin word *communicare*, which means to participate or to inform. Communication terminologically refers to the process of conveying a statement by one person to another. Communication is defined as the notification of something (a message) from one party to another using a medium (Aziz, 2012). Furthermore, communication is a process of conveying and receiving messages or information from one person/machine to another party (person/machine) with the hope of having a positive influence or causing a certain desired effect using various communication media (Effendy, 2002; Chaniago, 2013).

The definition of information and communication technology according to the Information Technology Association of America in Sutarman (2009) is the learning, design, development, implementation, support or management of computer-based information systems, especially in computer software and hardware applications. In short, information and communication technology is the same as using computers and computer software to convert, store, protect, transfer and receive information safely. Thus, information and communication technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely relevant, accurate and timely information, which is used for personal and business purposes and is strategic information for decision making (Rahardjo, 2002). This technology uses a set of computers to process data, a network system to connect one computer to another computer according to needs, as well as telecommunications technology used so that data can be distributed and accessed globally.

Fierce competition in the business world certainly requires a company that can handle these issues in various challenging situations. All businesses also require up-to-date, fast, and reliable information to resolve these issues through information and communication technology. The increasingly rapid pace of business demands faster communication (voice, data, and information) to retain customers, suppliers, and even stay ahead of the competition. Therefore, one medium for business communication is the internet.

In general, there are many benefits that can be obtained if someone has access to the internet, including: 1) information for personal life, such as health, recreation, hobbies, personal development, spirituality, and social; 2) information for professional/work life, such as science, technology, trade, stocks, business news, professional associations, business associations, various communication forums (Djawil, 1991).

One of the most compelling aspects of the internet is that membership transcends national boundaries, race, economic class, ideology, or other factors that typically hinder the exchange of ideas. The internet is a truly democratic global community with a code of ethics respected by all its members. The benefits of the internet are primarily derived from collaboration between individuals or groups, regardless of distance or time. Many companies today conduct business online, using websites to advertise products, receive orders, solicit customer feedback, and recruit employees. They also use the internet to communicate with select groups.

Websitewhich is provided as a place for consumers to choose the desired goods, then in this transaction, other technologies are needed to support the online business, namely telephone communication technology (as a communication medium), banks (a payment medium for consumers with producers), shipping agents, such as Pos Indonesia. The results of Chaniago & Sayuti's (2019) research prove that the use of social media is very useful in the business world. These things are technologies that play a role and influence the development of online businesses. The conveniences and facilities provided due to the role and influence of information and communication technology make online businesses more popular because they are more efficient, economical and faster, which is felt by both producers and consumers.

In line with human development, the methods and means used for trade are constantly changing. The newest form of commerce that is increasingly easier to use is e-commerce. In this case, e-commerce comes from two syllables: "e" stands for electronic and "commerce." Linguistically, "electronic" means electronics, electronic devices, or anything related to the world of electronics and technology. Meanwhile, "commerce" means trade or commerce. In general, e-commerce can be defined as any form of trade or commerce of goods and services using electronic media.

According to the Association for Electronic Commerce in Indrajit (2002) e-commerce is simply defined as an electronic business mechanism. Meanwhile, according to Hartman (2000) in more detail, e-commerce is defined as a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services either between two institutions or between institutions and consumers directly. Onno W. Purbo and Aang Arif Wahyudi in Sukirno (2004), define e-commerce as a dynamic set of technologies, applications, and business processes that connect companies, consumers, certain communities through electronic transactions and trade in goods, services, and information carried out electronically. E-commerce can be interpreted as an online business that uses electronic media where all marketing, ordering, shipping, and buying and selling transactions are carried out in cyberspace, namely via the internet.

E-commerce is a transaction or activity of trading or buying and selling using electronic media (the internet network) for goods and services with an electronic payment system as well. E-commerce describes a very broad scope because it relates to technology, transaction processes, and trade practices without direct face-to-face contact between sellers and buyers. In e-commerce, parties conducting trade/business activities only communicate through a public network which in recent developments uses the internet media. Therefore, e-commerce is business activities that connect companies, consumers, and a community through electronic transactions and the trade of goods, services and information conducted electronically (Riswandi, 2006).

E-commerce Used for business transactions between one company and another, between a company and its customers, or between a company and institutions engaged in public services. E-commerce systems can be classified into three types of applications, namely:

Electronic Markets(EMs) are a tool that uses information and communication technology to make or present offers within a market segment, allowing buyers to compare various prices. In other words, EMs are inter-organizational information systems that provide facilities for sellers and buyers to exchange information about prices and products offered. The benefits of EMs for customers are more tangible and time-efficient. For sellers, they can distribute information about their products and services more quickly, thereby attracting more customers.

Electronic Data Interchange(EDI) is a means of streamlining the exchange of large amounts of regular, recurring transaction data between commercial organizations. Formally, EDI is defined by the International Data Exchange Association (IDEA) as the transfer of structured data in an agreed-upon standard format from one computer system to another using electronic media.

EDI is widely used, typically by large retail groups when conducting business transactions with suppliers. EDI has standardized trade transaction coding, allowing commercial organizations to communicate directly from one computer system to another, without the need for hard copies or invoices, thus avoiding delays, accidental errors in file handling, and human intervention. The advantages of using EDI include short order times, reduced costs, reduced errors, fast and accurate response and invoice delivery, and the ability to make payments electronically.

*Internet Commerce*E-commerce is the use of the internet, based on information and communication technology, for commercial activities. These commercial activities include advertising and selling products and services. Transactions that can be conducted online include ordering/purchasing goods, which will be sent by post or other means after the money is transferred to the seller's account (Asnawi, 2004).

In simple terms, the e-commerce process involves consumers visiting a merchant's website to view and select desired products. They then agree to purchase from the merchant and provide online purchase instructions to the merchant. Afterward, the payment principles are similar to those in the physical world, except that all offered methods utilize advanced technology. Payment methods include ATM (Automatic Teller Machine) transfers, direct payments, and third-party payments (credit cards/checks).

Generally, e-commerce transactions can be viewed through the "find it" scheme, which is a method for searching for goods. Besides "find it," other terms commonly used are "search" or "browse." "Explore it" refers to the description or specifications of the desired item, including product reviews. "Select it" refers to the "cart" in an e-commerce transaction. "Buy it" refers to the payment process. "Ship it" refers to the process that occurs after the payment transaction is approved by the administrator and the administrator sends the item to the address designated by the buyer.

E-commerce transactions benefit consumers by fulfilling their needs for goods and services. Furthermore, they offer the opportunity to choose from a wide variety of types and qualities of goods and services according to their preferences in a relatively efficient manner.

METHODS

The object of this research concerns information technology and the development of e-commerce in Indonesia, sourced from the Central Statistics Agency (BPS). Data were obtained from e-commerce business actors in Indonesia in 2022 and 2024. This research uses a literature review with a descriptive-qualitative approach, namely a research method that describes and summarizes various conditions, situations, and phenomena of social reality that exist in the society that is the object of research (Bungin, 2011). The use of this approach aims to analyze in depth the role of information and communication technology in business development.

RESULTS AND DISCUSSION

The development of information and communication technology is now evolving alongside human development. ICT is widely utilized by many people who see business opportunities in these technological developments, such as online businesses. The application of communication technology significantly supports the work of corporations in various countries. In the business world, for example, the application of information technology is essential. This, of course, allows for faster and more accurate work. The development of corporate communication technology is carried out in stages before a holistic or comprehensive system is completed, depending on the strength of available resources.

In its implementation, strategic information technology plans are always aligned with corporate plans, ensuring that each application of information technology delivers value to the company. Effective implementation of communication technology reduces costs and increases flexibility. Information technology can be applied to all types of businesses and has become a basic necessity for businesses ranging from small to large.

In the business world, information and communication technology is utilized for electronic commerce, also known as e-commerce. In Indonesia, e-commerce is no longer a strange thing. It has become commonplace and has developed quite well. By utilizing e-commerce businesses, people will more easily obtain the desired goods or services they are looking for. The development of e-commerce businesses in Indonesia is growing rapidly, influenced by one factor, namely the increasing number and affordability of internet connections in Indonesia. This is certainly beneficial for the progress of online businesses compared to offline businesses. The Director of Informatics Empowerment, Directorate General of Informatics Applications, Ministry of Communication and Informatics, Septriana Tangkary (2019) stated that the growth of electronic commerce (e-commerce) value in Indonesia reached 78%, the highest in the world. She revealed that Indonesia is among the 10 countries with the largest e-commerce growth with 78% growth and is ranked first. Meanwhile, Mexico is ranked second, with a growth value of 59%. Meanwhile, we can see nationally the percentage of e-commerce businesses that conduct sales transactions by province in Indonesia.

The rapid growth of e-commerce, as an indicator of the development of business information and communication technology in Indonesia, will also impact the ease of

conducting transactions, both economically and socially. Therefore, information and communication technology plays a crucial role in the business world.

In the banking world, developments in information and communication technology have influenced banking policies and strategies, further driving innovation and competition in the service sector, particularly in bank payment services. Innovation in technology-based banking services continues to evolve in line with customer needs. Electronic banking transactions, including those made online and through mobile phones, represent a significant development in banking service providers, providing new business opportunities for banks, leading to a shift in banking business strategy from a traditional human-based approach to a more efficient and practical information technology-based approach. In service companies such as banks, computers are used for online transactions, internet banking, ATMs, and more. Chaniago's (2020) research on traditional retailers in Cimahi, Indonesia, demonstrated that the accuracy of calculations using technology such as calculators is a key factor in consumer preference. Therefore, information and communication technology tends to offer significant opportunities for companies, increasing the added value of products or services, reducing operational costs, improving administrative efficiency, and enhancing managerial effectiveness.

In the business sector, both trading goods and services, the role of information and communication technology will be very important for transaction activities and providing a lot of information quickly and accurately.

CONCLUSION

Information and communication technology can facilitate the dissemination of information and expand online businesses to various regions around the world, such as e-commerce used by companies selling books, music, videos, games, and electronics. Online businesses are popular because of their flexibility. A person doesn't have to be in a store waiting for customers; with a computer and connectivity, they can sell their products nationwide. Buyers also don't have to go out to buy their necessities, because by simply buying online, their purchases can be delivered directly to their homes. The abundance of experts in the field of information technology has also helped the growth of online businesses. With the abundance of experts in the field of information technology, online businesses have undergone many system improvements. Online businesses that were previously very vulnerable to credit card fraud, which caused consumer disinterest, with system improvements, consumer identity confidentiality is more assured. Consumers can again trust online businesses to buy their needs. Increasingly easy and affordable internet connections due to advances in information technology have led to the prosperity of online businesses.

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