

Utilization of E-Commerce in the Industrial Era 4.0 for UPI Students in Strengthening the Economic Civics

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Abstract:

This study is driven by advancements in the digital realm that have induced substantial changes in the economic system. The alterations in the economic system due to the digital realm provide several chances for individuals to cultivate their citizenship economy. The advancement of economic civics is a critical concern in leveraging technology throughout the industrial age 4.0, particularly with the rise of online markets, also referred to as e-commerce. The data indicates that Indonesia has seen significant rise in the value of internet trade. Recognizing the significant potential in e-commerce business transactions, it is imperative that all people, particularly young individuals like students, use this opportunity to enhance their economic capability. Based on this background, the researcher was interested in conducting research with regard to this problem. This research seeks to examine the enhancement of the citizenship economy in the context of Industry 4.0 for UPI students via the use of e-commerce. This research employs a qualitative methodology using a literature review technique. The data gathering approaches used included interviews, observations, document analysis, literature research, and field notes. This project aims to enhance students' skills in effectively using e-commerce to bolster citizens' economies and achieve national aspirations for prosperity.

1.Introduction:

Technological advancements, particularly the internet during the Industrial Era 4.0, have generated both obstacles and possibilities. This advancement has facilitated the growth of online buying and selling transactions, referred to as e-commerce. E-commerce

is a platform for selling items and services to customers over the internet and the World Wide Web. Recognizing the significant potential in e-commerce transactions, it is imperative for every citizen to engage in it to foster economic civics. Technological advancements, particularly the internet, are not just used for information dissemination via media; rather, they serve as a commercial chance to enhance the prosperity of residents. The natural resources of a country are no longer the primary factor for competing with other nations. Citizens must understand digital communication technologies to engage in digital economic activity, which is essential for every entrepreneur and constitutes their fundamental capital. A thorough examination of the potential generated by technological and informational advancements reveals the establishment of an online marketplace, which undoubtedly creates economic prospects accessible to all individuals. By capitalizing on the chances presented Technological advancements need an entrepreneurial attitude, particularly among the younger population, especially students. Students need particular attention, since the greatest level of education anticipates that they will shift from seeking employment to generating job prospects. The campus is anticipated to serve as the incubator for young entrepreneurs who are creative, imaginative, and capable of addressing contemporary difficulties. Universitas Pendidikan Indonesia is now implementing a program aimed at recruiting 2000 students to become entrepreneurs. This initiative aims to cultivate young entrepreneurs and enhance the economic conditions of residents.

2.THEORETICAL REVIEW:

Civic education, or citizenship learning, aims to cultivate individuals who comprehend and recognize

their rights and responsibilities. Citizenship education is fundamentally focused on cultivating democratic citizens who engage in the life of community, country, and state. Sapriya and Azis said that exemplary citizens, or democratic citizens, are those who can adjust to their surroundings, ranging from the familial context to the global sphere. Furthermore, a person must possess the capacity to enhance their economic skills for their well-being. Citizenship Education is not an isolated discipline; it is interconnected with other relevant fields of study, including economic civics and vocational civics. Danial elucidated that the economics of citizenship pertains to the evolution of economic concepts, including political economy and economic policy. Increased economic understanding among people correlates with elevated state revenue. An increase in state income correlates with an enhancement in citizens' welfare. For instance, the United States is recognized as an economically advanced nation due to its citizens' high tax compliance, while Muslim countries such as Saudi Arabia, Egypt, Jordan, and Syria promote zakat, thereby fostering awareness of communal welfare. To cultivate economically aware citizens, it is imperative for individuals to enhance their creative capabilities within the economy, particularly through the integration of economic civics into the educational system. The government's primary responsibility in executing economic practices is to foster national prosperity. Economic growth is inextricably linked to technical advancement, notwithstanding the primacy of human development in the overall process. Todaro also imparted that human growth, which is fundamental to technical advancement. Economic development fundamentally aims to empower and encourage every person who lacks access to developmental resources, enabling them to achieve independence and foster both national and community-oriented livelihoods. The fourth industrial revolution significantly influenced the world economy. Klaus Schwab asserts that the fourth industrial revolution will profoundly influence the global economy, presenting such extensive and multifaceted benefits that isolating individual effects becomes challenging. The 2017 World Economic Forum Global Risk Report (in Savitri) articulated that the fourth revolution had the capacity to enhance income levels and improve the quality of life for all

individuals. Today, the economic advantages of the fourth industrial revolution are increasingly concentrated among certain groups. The rising inequality may result in political polarization, societal disintegration, and diminished faith in inclusive institutions and fair progress that benefits everyone. The uneven allocation of the industrial revolution's advantages signifies that the possibilities and rewards it generates are not uniformly shared. We must guarantee the equitable distribution of opportunity by assisting people who have been excluded from the advancements in quality of life and economic growth resulting from the first, second, and third industrial revolutions. In the contemporary age of Industry 4.0, the prevalence of electronic commerce, a platform for conducting transactions digitally, has surged significantly. E-commerce is a phrase often seen in contemporary discussions on the internet. Laudon and Laudon define electronic commerce as "the process of purchasing and selling goods electronically by consumers and between companies through computerized business transactions" [7]. This definition highlights three primary aspects of electronic commerce: firstly, it involves a process of electronic purchasing and selling. Secondly, there are customers or enterprises. Ultimately, the network employs online computers to facilitate economic transactions. The International Data Corporation estimates that 300 million individuals would use the internet in 2000, engaging in transactions valued at around US\$150 billion. Evidence in that regard is emerging, since now one in four internet users has engaged in an online transaction. Moreover, an increasing number of enterprises are using the internet to conduct their operations, shown by the Amazon bookstore network (<http://www.amazon.com>). An individual who achieves success in e-commerce has around 4.5 million customers throughout 160 nations.

METHOD:

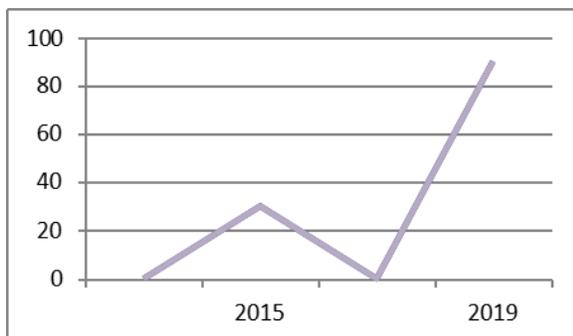
A crucial element in facilitating research is the presence of a research methodology. The selected research strategy will dictate the researcher's thought process and the execution of the study. This research employs a qualitative methodology using a literature review technique. The used data gathering procedures included document examination, literature analysis, interviews, observation, and field notes. This

qualitative technique often investigates issues of a natural or social nature using specific research methodological approaches. Creswell articulated that qualitative research is most appropriate for investigating a research issue when the variables are unknown and exploration is necessary. A qualitative research study was required to examine this phenomena from the viewpoint of distant education students. The literature may provide little information on the studied phenomena. You must acquire more knowledge from participants via investigation [9]. This study employs a qualitative technique, deemed appropriate as the researcher aims to elucidate the issue of enhancing the citizenship economy in the industrial age 4.0 via e-commerce use among UPI students.

4.RESULT AND DISCUSSION:

In 2019, data from the Ministry of Communications and Informatics indicated that Indonesia's e-commerce value growth reached 78 percent, the highest globally. The value of e-commerce in Indonesia had an increase of 78 percent, the greatest globally. This figure is corroborated by a 2019 research from E-Conomy SEA, which indicated that the average growth of the digital economy has ranged from twenty to thirty percent since 2015. This data indicates that nations in the Southeast Asia Region may endure in the midst of the globe. international rivalry, whereby Indonesia and Vietnam possess the highest digital economy valuations among nations.

Graff 1: E-Commerce value growth in Inddonesia



The rapid expansion of the digital economy influences the availability of equitable economic possibilities for all citizens. Consequently, it is anticipated that every person has an understanding of their country's

economic situation, which may ultimately enhance individual income and, in turn, augment governmental revenue. McKinsey's 2018 report titled 'How Online Commerce is Driving Indonesia's Economic Development' indicated that Indonesia's overall online commerce sector is projected to attain between US\$55 billion and US\$65 billion in 2022. The details include the social commerce industry, valued between US\$15 billion and US\$25 billion. Electronic retailing amounts to US\$40 billion [13]. Given the substantial volume of digital transactions in the contemporary Industry 4.0 landscape, students at the Indonesian University of Education should use these opportunities as emerging entrepreneurs, who typically possess technological proficiency. UPI students, aged 18-28 and identified as Generation Z, has technological proficiency that may be used in corporate operations. The study's findings indicate that UPI students exhibit a significant engagement with e-commerce, which positively influences the economic wellbeing of individuals who creatively market products and services online.

5.CONCLUSION:

The advancements in digital technology during the Fourth Industrial Revolution have undeniably brought substantial changes to human existence. A notable development is the evolution of buying and selling transactions due to the advent of diverse e-commerce platforms. The advent of e-commerce is undoubtedly very lucrative for business individuals or entrepreneurs. Universitas Pendidikan Indonesia is to cultivate 2000 student entrepreneurs that can use the potential presented by e-commerce as a transactional platform, therefore positively influencing the economic fortitude of the community. This enhancement of the citizen's economy is ultimately Expected to provide wealth for all citizens in a just and equitable way. In the Industry 4.0 age, students have transitioned from mere consumers in digital economic activities to becoming creative and inventive entrepreneurs, integrating the information acquired in university with technical advancements and community demands. If accomplished via sharing, one might assert that the citizenship economy thrives, enabling people to adapt and endure amongst the rapid currents of globalization.

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