



Tokopedia E-Commerce is being used to present opportunities for young business owners to succeed in the digital economy amid the pandemic

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ABSTRACT

This study explores Tokopedia E-Commerce's role in providing young entrepreneurs with opportunities to succeed in the digital economy during the pandemic. The COVID-19 pandemic has significantly changed the landscape for business, with social restrictions and lockdowns becoming major challenges for many brick-and-mortar stores. In this context, e-commerce platforms like Tokopedia have become an attractive solution for young entrepreneurs who want to master the new challenges and opportunities of the digital age. The purpose of this study is to analyze how Tokopedia E-Commerce is providing opportunities for young entrepreneurs to overcome current economic challenges. The study takes a qualitative approach, gathering data through interviews and content analysis with business her owners using the Tokopedia platform. The results of this study show that Tokopedia E-Commerce is giving young entrepreneurs broad access to sell their products online, reach a wider audience and increase sales. In addition, we provide various functions and services to support business development, such as training and technical support. In the context of the COVID-19 pandemic, using Tokopedia E-commerce has helped young business owners survive and even thrive in difficult circumstances. The platform has opened up new opportunities to sell products online and reach a wider consumer base, reducing reliance on physically limited stores due to social restrictions. The study therefore concludes that Tokopedia E-Commerce offers a significant opportunity for young entrepreneurs to succeed in the digital economy, especially in the current pandemic era. Using this platform, young entrepreneurs can overcome economic challenges and gain access to a wider market, thereby enhancing the sustainability and growth of their future business.

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1. INTRODUCTION

In recent years, the digital economy has grown by leaps and bounds, changing how businesses operate and how consumers transact[1]. The COVID-19 pandemic has accelerated this change as social distancing and lockdown measures have required businesses to adapt quickly and adopt digital solutions[2]. In this context, e-commerce platforms have emerged as a key driver of economic resilience, offering opportunities for young entrepreneurs to thrive in the digital economy[3]. One platform that has received attention is Tokopedia. Tokopedia is an Indonesian e-commerce platform that enables entrepreneurs to establish an online presence and reach a wider customer base[4]. The purpose of this research is to explore the role of Tokopedia E-Commerce in providing opportunities for young entrepreneurs to grow amid the COVID-19 pandemic and take advantage of the potential of the digital economy[5]. By examining the experiences and views of these entrepreneurs, this research aims to uncover the specific benefits and challenges they face when using the Tokopedia platform. Understanding the transformational impact of an e-commerce platform like Tokopedia will help policy makers, business leaders and passionate entrepreneurs understand the options and strategies available to overcome the current crisis and thrive in the digital space. You can get information about this through in-depth analysis from entrepreneurs who have used this platform successfully[6].

2. LITERATURE REVIEW

2.1 The rise of e-commerce platforms:

E-commerce platforms have revolutionized the way businesses operate, creating a digital marketplace where sellers and buyers can transact online.[7] These platforms offer a variety of features and tools that streamline the sales process, improve the customer experience, and expand your market reach.[8] E-commerce platforms like Tokopedia have facilitated the growth of online businesses, allowing young entrepreneurs to establish their brands, showcase their products and reach a wider customer base. This increased accessibility and connectivity has opened up new opportunities for young entrepreneurs to succeed in the digital economy.[9]

2.2 Economic Impact of the COVID-19 Pandemic:

The COVID-19 pandemic is posing unprecedented challenges for businesses around the world, disrupting supply chains, limiting physical interactions and creating economic uncertainty.[10] In response, businesses turned to e-commerce platforms to mitigate the impact of the crisis and keep their businesses running.[11] E-commerce platforms like Tokopedia have played a key role in providing young entrepreneurs with alternative channels to reach customers and generate revenue when physical mobility is restricted.[12] These platforms have not only helped companies survive, but have opened up new opportunities for growth and expansion in the digital space.[13]

2.3 Opportunities and challenges for young entrepreneurs:

E-commerce platforms offer young entrepreneurs' numerous opportunities to succeed in the digital economy.[14] These provide a level playing field, allowing entrepreneurs to compete with established brands and reach a global audience. In addition, e-commerce platforms like Tokopedia offer built-in tools and features such as secure payment gateways, logistics support, and data analytics that enable young entrepreneurs to manage their stores efficiently.[15] However, to realize the full potential of e-commerce platforms, challenges such as intense competition, digital marketing complexity, and operational scalability must be addressed. Understanding these opportunities and challenges is essential for young entrepreneurs using Tokopedia E-commerce to succeed in the digital economy.[16] In summary, the rise of e-commerce platforms like Tokopedia has opened up unprecedented opportunities for young entrepreneurs to succeed in the digital economy, especially during the COVID-19 pandemic. Leveraging the capabilities of such platforms will empower entrepreneurs to

meet the challenges of the crisis and build resilient and profitable digital businesses. The next section of this paper reviews the methodology, findings, and analysis before concluding implications and recommendations for future research and business strategy.[17]

3. METHOD

With a case study approach, this study employs a qualitative research methodology.[18] Through the examination of information gathered from many sources, this research can analyze the instances precisely and contextually by employing a case study methodology.[19] The study's participants are young entrepreneurs who use e-commerce platforms. Four young entrepreneurs from Malang City who used the Tokopedia e-commerce platform made up the study's sample. Purposive sampling was the method utilized to choose the study's sample. This method uses certain criteria for sample selection.[20] Regarding the researcher's criteria for selecting informants, specifically:

Table 1 Research resource persons

No	Nama Narasumber	Nama Bisnis	Bidang Bisnis
1	Mrs X Link Tokped: https://Alphabetincubator.Id/	Alphabet Outlet	Food And Fashion
2	Mrs X Link Tokped: https://Tokopedia.Link/X0y097ggxvb	Dfancie House	Kitchen
3	Mrs X Link Tokped: https://Tokopedia.Link/Hgy81sfgxvb	Cussons Official Store	Cotton Bud
4	Mrs X Link Tokped: https://Tokopedia.Link/Javm5wsgxvb	Babypapayaid	Toothpast

Source: An academic (2021)

Data gathered from the outcomes of interviews and conversations were analyzed, given a theoretical solution, and given conclusions based on the research findings. so that it can detail the advantages experienced by young entrepreneurs using Tokopedia e-commerce in every situation where businesses are now operating

4. RESULTS AND DISCUSSION

In Indonesia, Tokopedia commerce is a business that is in great demand by the public.[21] By using an- commerce platform, merchandisers and buyers can connect with each other automatically and easily.[22] The Tokopedia platform has a wide request reach and a variety of interesting features.[23] With good service quality, it's hoped that it will give a sense of satisfaction to the customer so that it can give trust and customer satisfaction.[24] so that e-commerce Tokopedia is the right choice for businesspeople or businessmen. In addition, Tokopedia e-commerce has an easy

enrollment system, so that SMEs who haven't enforced business digitization can register their business on Tokopedia e-commerce fluently and virtually.[25]

The results of interviews with several snitchers set up that thee-commerce platform used by Alphabet Outlet to develop its business is thee-commerce media Tokopedia. Alphabet

No.	Nama Produk	Total Produk Terjual
1	Salted Egg Milea	28
2	Coffe Alphabet Incubator	4
3	Jacket Alphabet Incubator	11
4	Pastel Pandopo Catering	8
5	Tas Salted Egg Milea	15

Outlet itself is an offline and online grounded business.[26]

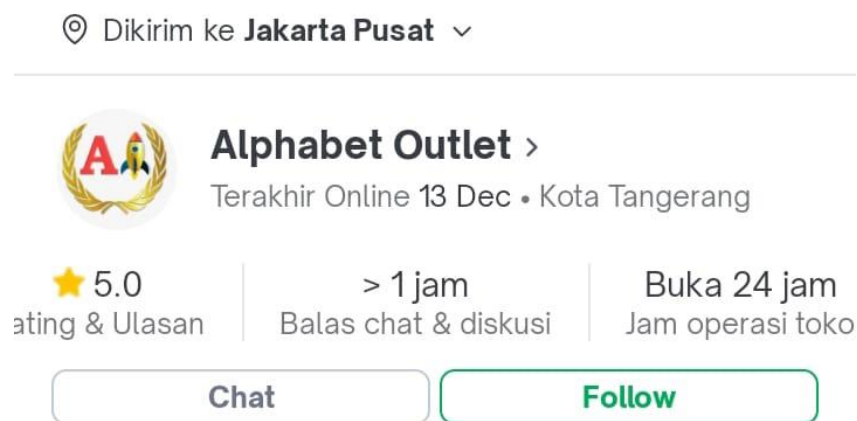


Figure 2. Profile Account Tokopedia Alphabet Outlet Source Tokopedia (2022)

In addition, it can also be seen from figure 4 that deals of electronic products from Alphabet Outlet on the Tokopedia platform have reached a wide request.[27] This is supported by several factors, one of which is product evaluation from other guest. in this way it can prove that the quality of services handed can increase client satisfaction

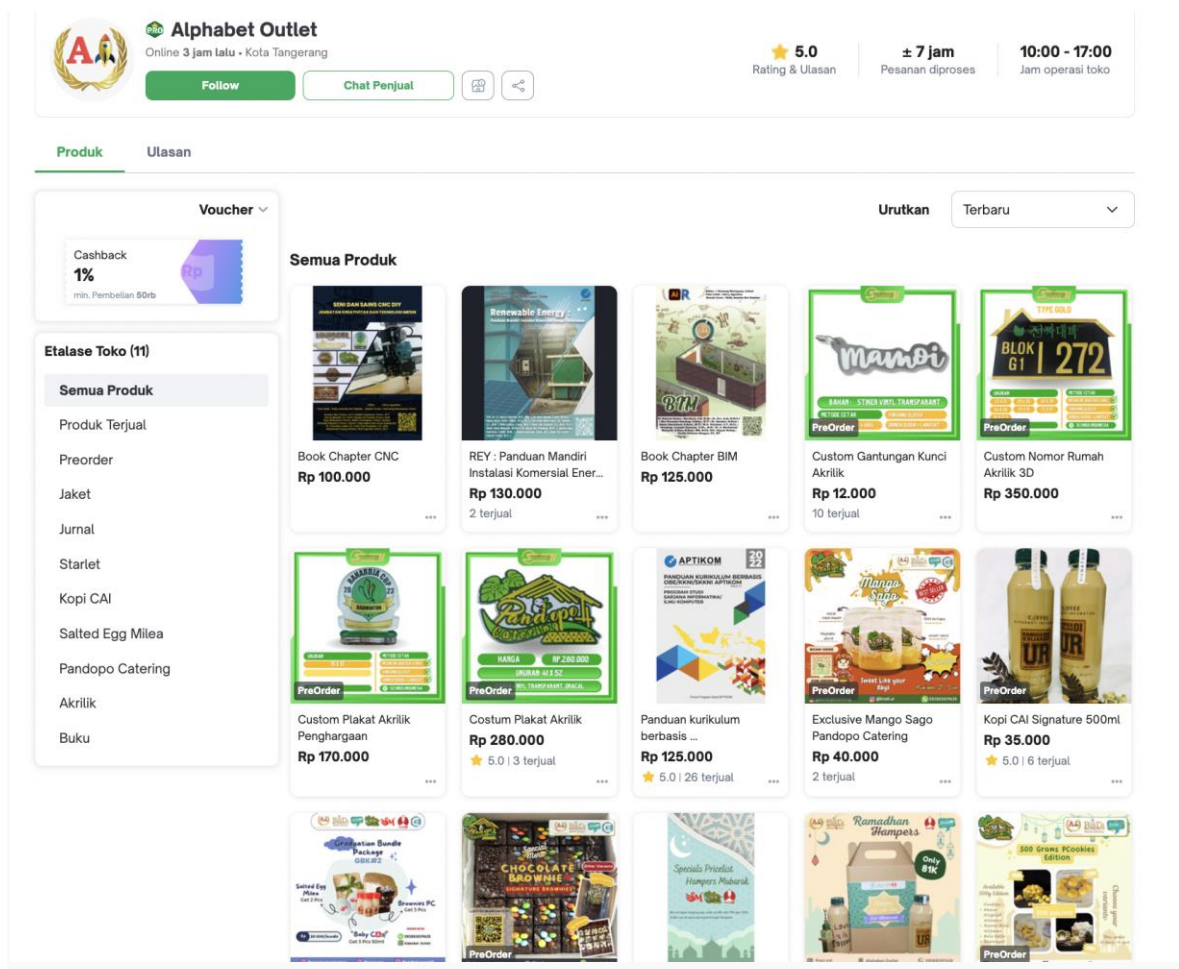


Figure 3. Product Alphabet Outlet Source: Tokopedia (2021)

Figure 3 demonstrates that the Salted Egg Milea product has sold 28 units, has a rating of 5.0 and has received 603 customer reviews.[28] It has been demonstrated that the rating and the quantity of ratings are the contributing aspects that affect the volume of sales. Some shoppers like purchasing goods with favorable reviews and ratings. Numerous facets of life, including economic activity, have been impacted by the COVID 19 epidemic. However, the epidemic has not had a material influence on the Alphabet Outlet industry. The Alphabet Outlet business's product sales in both online and physical stores are steady. Here are the interview's findings:

The Covid 19 epidemic has not resulted in a drop in Alphabet Outlet sales.[29] People need entertainment at home during a pandemic because they are compelled to stay inside[30]. At some point, they withdraw money from their savings or use some of their cash to purchase a product, such as a new smartphone with gaming capabilities, an Android TV for watching YouTube or movies, home appliances like vacuum cleaners, or items needed for following health protocol, like soap dispensers and automatic faucets.[31]

On the other hand, Rufaidah Outfit, an online store, is experiencing negative effects from the COVID 19 pandemic. An online retailer specializing on Muslim clothing is called Rufaidah Outfit. When the pandemic was still localized, Rufaidah Outfit conducted offline business at a number of gatherings hosted by specific groups. However, offline sales

typically suffer as a result of this pandemic. An excerpt from a conversation with the proprietor of Rufaidah Outfit is provided below.

The pandemic, in my opinion, has had a significant impact on my business because it hindered and had a significant impact on offline activities (such as selling on campus, at a car-free day, or at an event), especially given the growing number of competitors in offline markets like Instagram, Facebook, and online shopping platforms. The majority of pricing are set on online platforms, where they all undercut market prices in addition to being extremely cheap. Rufaidah Outfit uses the Tokopedia platform to expand request reach. According to business proprietor Rufaidah Outfit, the Tokopedia platform provides numerous benefits and makes it easy for merchandisers and buyers to make deals. Tokopedia provides colorful payment styles along with the way. The following is an extract from an interview with the proprietor of Rufaidah Outfit "client My second client made it simpler to make payments because Tokopedia offers options like COD and Infomart, making it simple to reach clients who are far away and don't have an ATM. This made it easier to choose a product because the product photographs were properly placed. Besides that, whenever customers use Tokopedia to make purchases, I always get feedback."

Niki Estrin's business is a business with a bulk store and zero waste conception that's developing in Malang City. Niki Estri sells products that are environmentally friendly, come from natural constituents and aren't packaged in plastic packaging. Just like Alphabet Outlet and Rufaidah Outfit, Niki Estri also utilizes the Tokopedia platform in developing her business. The following are extracts from interviews with proprietor Niki Estri "surely to make it easier for us to use Tokopedia. It's further time effective and also safer because it can track shipments.

There were colorful kinds of feedback, there were those who bought it for the first time at Tokopedia and also bought it a alternate time offline, there were those who really gave their reviews, there were also those who just pressed the stars. Yes, expanding the request as well, from those who do not know so they know they're suitable so they buy it." Eventually, AHR Ladies, which is an online shop in the fashion sector, is also part of the Tokopedia platform druggies. Tokopedia makes it easy for AHR Ladies to manage the deals system and expand the request. The following is an extract from an interview with the proprietor of AHR Ladies "The advantage that can be attained from using this shop is because it formerly has large business, so that our products are easier for people to see. In addition, the operation system is also easy.

5. CONCLUSION

The Tokopedia e-commerce platform is a popular marketplace with customers. Sellers and buyers can quickly and automatically connect with one another by utilizing this e-commerce platform. This study demonstrates the value of the Tokopedia e-commerce platform as a tool for growing a company in the digital age during a pandemic. Using the findings from conversations with According to various store owners who utilize Tokopedia, there are a number of features and advantages to doing business there.

1. Due to Tokopedia high visitor volume, consumers can boost market reach and sales for entrepreneurs that utilize Tokopedia media to grow their businesses, E-commerce.
2. Tokopedia offers a selection of payment options along with descriptions.
3. E-business Cash on Delivery is a feature on Shopee. When the goods arrive at the buyer, this feature makes it simpler for consumers or buyers to check and pay.
- 4.E-commerce Tokopedia frequently offers enticing promotions like cashback and free

shipping. Tokopedia promotions may enhance customers' purchasing power.

5. Customers can rate the item they've purchased in the product column, which can help the seller gain the confidence of other Tokopedia customers in the offering.

The pandemic's effects on companies that use the Tokopedia e-commerce platform as a tool for company development include:

1. Make a good difference by increasing sales. similar to what occurred with the Alphabet It has been established, based on the study's findings, that Alphabet Outlet product. sales have not reduced but rather grown. can be evident from the interviews' outcomes.

2. Has a negative effect by causing sales to fall. Additionally, this study's time constraints stopped it from interviewing more sources, and the pandemic hindered the researchers from speaking with actual business owners because it hasn't yet diminished. They are only able to conduct interviews through WhatsApp's virtual media, so. For further study, it is advised to 1) add variables to the e-commerce platform using Bukalapak, Tokopedia, OLX, and Lazada in addition to Shopee, and 2) use samples of businessmen who already have well-known brands or who have switched to UD or CV. In this study, researchers used a sample of young entrepreneurs with microbusinesses.

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