

A NEW WAY TO FIND SUPPLIERS OF GOODS THROUGH THE FISH (FIND SELLER HUB) APPLICATION

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Abstract. The development of technology and information are indeed made of one benchmark of a country's progress. The higher and advanced civilization of a country then the technology would be more advanced condition in Indonesia was not much compared with other developing countries. The purpose of the creation of this article is to provide innovation or idea – the idea as to how to: (1) distributes goods and services from remote areas to the city – big city easily through an application, (2) help solve the problem of channelling goods and services, (3) overcoming social unrest scare – and creating business opportunities for the people of Indonesia. Harnessing entrepreneurial or business principle to cope with the social problems is a concept that is realistic. For the social entrepreneur, social problem is an opportunity to open a business in order to facilitate the entrepreneurs – small entrepreneurs in marketing its products. Social entrepreneurs saw the issue as an opportunity to establish a new business model that will benefit the local community empowerment. The results will be achieved rather than profit or satisfaction of the material, but rather how these ideas presented can give a good impact to the community. They are like a person who's saving in the long run because of the effort they need time and long process for visible results. A merger between the Sociopreneur and Technopreneur became one of a pretty good combination to help their fellow human beings to improve perekonomiannya and reduce unemployment because of the limitations of the information giving rise to the loss material. With unemployment in Indonesia can be pressed in such might and will make increasingly prosperous Indonesia.

Keywords: Technology; Distributes; Goods; Application; Business; Opportunities; Entrepreneurial; Sociopreneur; Technopreneur.

I. INTRODUCTION

The development of technology and information are indeed made of one benchmark of a country's progress. The higher and advanced civilization of a country then the technology would be more advanced condition in Indonesia was not much compared with other developing countries. Technology and information in Indonesia can say fairly advanced, but not evenly. Only the big cities that have access to the latest technology. Growth of information technology can improve performance and enable various activity can be executed swiftly, precisely and accurate, so that finally will improve productivity. Growth of information technology show the popping out of various activity type being based on this technology, like e-government, e-commerce, e-education, e-medicine, e-laboratory, and other, which is all the things have electronics based.

Entrepreneurial problems in Indonesia that is about how the marketing of goods produced (natural results, goods, and services) that sometimes became one of the factors restricting between sellers, distributors, as well as buyers. Sellers have difficulty to market the results of production and hardship to find a distributor because of the distance factor and so on. Likewise the reverse distributor had trouble getting the suppliers of the goods. Therefore to ease and solve problems regarding miss communication between suppliers or distributors needed a new technology shaped the applications are easy to use by all circles especially for the supplier and distributor for the sake of achieving social welfare.

Harnessing entrepreneurial or business principle to cope with the social problems is a concept that is realistic. For the social entrepreneur, social problem is an opportunity to open a business in order to facilitate the entrepreneurs – small entrepreneurs in marketing its products. Problems of entrepreneurship in Indonesia that is about how to market

the results of production which are often hampered by the difficulty of finding distributors or between seller and buyer. For small entrepreneurs in remote areas, their confusion to channel their production results of goods into the city because of the distance factor or lack of relationships against the distributor. This caused material losses for suppliers and their production results of goods cause rotting are not even sold.

For it is need for alternatives to facilitate an agreement between suppliers and distributors and consumers through an application that can connect all three as well as easily accessible wherever and whenever to solve social problems experienced by the people of Indonesia use the principle of Technopreneurship.

II. THEORETICAL FRAMEWORK

The combination of Socialpreneur and technopreneur will produce a renewable innovations on how to make it easier to meet the needs of people's life. Social entrepreneurship (socialpreneur) is an entrepreneurial activity which seeks to have the main aim to resolve social problems and the environment by empowering communities through activities of economic value. While, Technopreneurship is a combination of two words, namely 'technology' dan 'entrepreneurship'. Technology is something that used to go on the practical applications of science to the world of business and as a creator of tools, to develop the ability and utilization of material in order to solve the existing problems. The word "Entrepreneurship" comes from the word entrepreneur who took the risk and uncertainty to achieve goals and growth by means of identifying opportunities. The merger between the two would create a latest innovation for example IE applications that can help mankind in solving the problem, namely the application of FISH or (Find Seller Hub).

III. DISCUSSION

Addressing social problems in Indonesia about the difficulty of disbursing goods and services from remote areas to the city – big city, need for an application that can facilitate an agreement between suppliers, distributors, and buyers in meeting his needs. FISH (Find Seller Hub) is a new innovation in response to the problem of the distribution of goods and services. FISH is the central meeting point between suppliers, distributors, and buyers are easily accessible, lightly used on a smart phone, and easily understood by all circles. The main purpose of the application of this FISH is to address social unrest scare – and creating business opportunities for the people of Indonesia.

The workings of this application as well as application Grab or Gojek who are already famous in Indonesia, but the difference is this application specifically to bring together between distributors who want to look for suppliers with a low price, good quality, and It is easy to find. With the application of this community do not need to worry any more to market their produce to town because with one click through the application of FISH can make their finding distributors or buyers, this certainly reduces the losses of suppliers and create jobs. Let alone with a Society that has begun 5.0 launched in Japan-based renewable technologies in all aspects of life and make all human needs becomes easier, then in Indonesiapun there are at least another alternative for simplicity meet their needs through the application of FISH. Any profits derived from application of these FISH will be channeled to build city – a small town or village – a small village in Indonesia is not yet fully affordable technology.

IV. CONCLUSION

Social entrepreneurship begins with the concerns of the social State against which led into a new business model that will benefit the local community empowerment. Problems of entrepreneurship in Indonesia that is about how to market the results of production which are often hampered by the difficulty of finding distributors or between seller and buyer. For small entrepreneurs in remote areas, their confusion to channel their production results of goods into the city because of the distance factor or lack of relationships against the distributor. This caused material losses for suppliers and their production results of goods cause rotting are not even sold. For it is need for alternatives to facilitate an agreement between suppliers and distributors and consumers through an application that can connect all three as well as easily accessible wherever and whenever to solve social problems experienced by the people of Indonesia use the principle of Technopreneurship.

To deal with these problems, need for an application called FISH (Find Seller Hub) is a new innovation in response to the problem of the distribution of goods and services. FISH is the central meeting point between suppliers, distributors, and buyers are easily accessible, lightly used on a smart phone, and easily understood by all circles. The main purpose of the application of this FISH is to address social unrest scare – and creating business opportunities for the people of Indonesia.

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