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THE FIRST  
INTERNATIONAL CONFERENCE ON  
**LAW, BUSINESS  
& GOVERNANCE**

**23-24**

OCTOBER 2013  
BANDAR LAMPUNG  
UNIVERSITY (UBL),  
INDONESIA

**ICON-LBG**  
2013

Hosted by :  
Bandar Lampung University (UBL), Indonesia



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**PROCEEDINGS**

# Icon-LBG 2013

THE FIRST INTERNATIONAL CONFERENCE  
ON LAW, BUSINESS AND GOVERNANCE 2013

22, 23, 24 October 2013  
Bandar Lampung University (UBL)  
Lampung, Indonesia

## PROCEEDINGS

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## **PREFACE**

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the First International Conference on Law, Business and Governance (Icon-LBG 2013) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 67 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Utrech University, Maastricht University, Unika ATMA JAYA, Universitas Sebelas Maret, Universitas Negeri Surabaya, Universitas Jambi (UNJA), Diponegoro University, Semarang, Universitas 17 Agustus 1945 Jakarta, Universitas Bandar Lampung, Universitas Andalas Padang, University of Dian Nuswantoro, Semarang, Universitas Terbuka, Universitas Airlangga, Bangka Belitung University, President University, Tujuh Belas Agustus University Jakarta, International Business Management Ciputra University, Surabaya, University of Indonesia, Business School Pelita Harapan University, STIE EKUITAS, Bandung, STAN Indonesia Mandiri School of Economics Bandung, Lampung University.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 22 October 2013

**Mustofa Usman, Ph.D**  
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## **E-Business : AT A GLANCE INDONESIA ONLINE SHOP AGENT**

A) Arnes Yuli Vandika<sup>1\*</sup>, B) Samsul Arifin<sup>2</sup>, C) Eka Imama Novita Sari<sup>3</sup>, D) Debi Herlina Meilani<sup>4</sup>  
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### **Abstract**

Condition of the seller and buyer are more numerous and scattered in Indonesia is quite difficult to communicate and conduct buying and selling process. Natural conditions that many Indonesian island is also one of its own difficulties. It has been strived for by the experts to make the mechanism of electronic business systems that can communicate between sellers and buyers. In the developed countries as an example of the American, British and French systems to work optimally, it means the system is very little human contact with the end-user. The system can be set to work as an intermediary that can automatically contact the seller or buyer. online shop agent in Indonesia for example, can be an effective solution to improve the economy indirectly to our government. And so is the main element of our own society.

*keyword* : online shop agent, electronic business system

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### **1. INTRODUCTION**

The use of E - Business can not work without a strategy ( business ) . E - Business Strategies are needed to support the company's overall strategic direction . Canada is one of the most Internet-connected world . However, the small business sector lags significantly behind the U.S. in terms of adoption of E - Business . Why ? Because it is too small of an existing business has E - Business strategies that actually ( according to Forrester Research ) , only 14 % of them have a strategy , far behind US can succeed in e - business , businesses need to develop a strategy E - Business . Here are some questions to consider when developing an e - business strategy . Answering these questions will help you focus on initiatives with the greatest potential impact on the company's bottom line . First , current business processes which offer the greatest opportunity to reduce costs , efficiency gains , and increase profits ? . Second , where the business gain a competitive advantage over competitors ? . Third , the region is causing the most problems in the organization with respect to the services and rewards to customers ? . Fourth , whether senior management or key people agreed to implement this solution ? and whether they have the will to win the initiative in the organization ? . Fifth , how E - Business will provide a solution to change the basic structure of the organization ? and what changes in staffing , expertise and communication / information flow could potentially result from these exercises ? . Sixth , what training is required to ensure that employees are able to maximize the potential benefits of this solution ? and how to involve them from the start to maximize worker input , education , and commitment ? .

### **2. INDONESIA ONLINE SHOP AGENT**

Online shopping or online shopping via the internet , is a process of buying goods or services from those who sell over the internet . Since the arrival of the Internet , traders have tried to create an online store and sell products to they often explore the virtual world ( internet ) . The customer can visit the online store ( online store ) with easy and convenient , they can conduct transactions at home , sitting in their comfortable chairs in front computer . Online business is also the same as the business activities that we know everyday . The difference in the online business is all business activities conducted online by using the internet . When current friends have something that can be commercialized in the life day-to-day , it is likely that friends can also open up a business The in cyberspace . For example, my friends have t-shirts and screen printing business The shirt has been on display at the outlet of friends in the street , then

friends are likely to develop the business with open shirt screen printing shop in cyberspace . If so , then your friends are run the name " online business " . Basically consumers they can buy any item from shop

online . Various products available , ranging from books , clothing , home appliance ladders , toys , tools , software and even insurance . It was only a fraction of the thousands of products that can be bought by consumers through the internet .

### 3. BUSINESS PROCESS



Figure 1 : Business process

### Sample research for tokobagus.com



Figure 2 : tokobagus.com's website

### Sample research for berniaga.com and bukalapak.com :

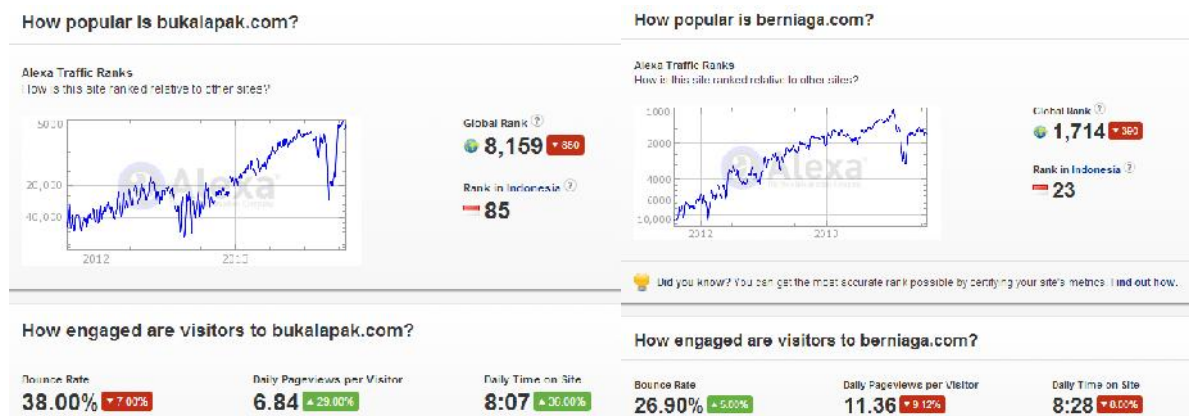


Figure 3 : berniaga.com's website and bukalapak.com's website

Transaction is the culmination of the activity of buying and selling on the site Tokobagus. Seller and buyers alike have obtained what it wants. There are several ways to conduct transactions in buying and selling on the site Tokobagus, the way by way of payment are: 1.) Cash loud, 2.) Transfer to a bank account, 3.) Using a credit card, 4.) Barter. These methods are used by the informants to show dealing the agreements reached during the negotiation process.

Trade that occurs between users of the site do not fully Tokobagus running smoothly . Sometimes there was a misunderstanding between the seller and the buyer , giving rise to a form of protest or complaint by the aggrieved party . Complaints occur when there is a mismatch between the results of the negotiations and agreements fact received by the seller and the buyer on the site Tokobagus . complaint performed to obtain the rights that should be acquired by agreement of negotiations that have been carried out .

Most complaints made by the buyer on the site Tokobagus . some the result of complaints from users of the site Tokobagus antaralain : 1 . ) Items sent late , 2 . ) Item received is not the same as the one on in advertising , 3 . ) There are defects in the goods , 4 . ) service has been unsatisfactory , 5 . ) The lack of resolution of the seller In addition to complaints from the buyers , there are also complaints from the seller . Some causes complaints from the seller , among others : 1 . ) Payments that have not performed or when the goods have been shipped less , 2 . ) Buyers are canceling transaction unilaterally .

#### **4. CONCLUSION**

Online Agent not just an online site that is solely development of Internet technology . Wider than that , the facts on the ground demonstrate the breadth of reach in facilitating Tokobagus site about buying and selling associated with various social problems . without the social side of the site Tokobagus just a virtual space vacuum , which will automatically eliminating its function as a site selling - buying . This is a side technoeconomi where Tokobagus site is not exclusively focused on engineering and a tool used by people to meet their economic needs . The first part of the formation of the ( techno ) refers to the technical equipment or material and existing knowledge in ( and can be utilized by ) society . The real core of the activities of buying and selling on the site is subject Tokobagus relationship , where in a relationship there are processes . The processes that have been passed in the form of someone joining a Tokobagus site users , connections between sellers and buyers , negotiations between the seller and buyer , transaction , complaint and its resolution is part of a relationship or the buying and selling activities on mayantara store .

Tokobagus site users have started to move towards change but not yet leaving the cultural elements that long , though were trading at internet , not all trading activity conducted through the site Tokobagus . For daily needs , for example, still shop at traditional markets and modern market .

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