



Start Up Digital Business : Knowing Business Opportunities and Tips For Beginners

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ABSTRACT

Start-up is a modern entrepreneurship form designed to realize original business ideas, mostly based on new technologies and the Internet. It evolves in the development cycle, which is determined by the business idea development cycle and the financing cycle. The purpose of the paper is to describe and analyze the business idea. The business idea is characterized by its content, circumstances of its origin, degree of originality and evidence of this originality. Start-ups are dominated by business ideas based on the application of information and communication technologies, the business idea is most often created by combining professional and business experience, but its originality is from the international point of view only average, and the level of legal protection is quite rare. Various risks can pursue corporate actors. Everyone must have an entrepreneur and business spirit. However, if you can grow and innovate, the business will certainly be very beneficial. The term startup is often associated with a company that has just been established or developed, and usually refers to an organization that has not functioned for a long time and is synonymous with a technology-related company. Due to the high mobility of human beings, in the world of commerce, we must be able to quickly provide services and products in response to consumer demand. Startup businesses are focused on providing solutions to specific problems or what is also known as problem-solving by further leveraging technology. Therefore, seriousness and unique understanding are required, including the secrets to starting this business.

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1. INTRODUCTION

The term startup is often associated with a company that has just started or is under development and is usually a synonym for a company that has been out for a long time and smells of technology. Warby Parker co-founder and co-CEO Neil Blumenthal said startups are companies that work to solve problems where the solution isn't clear, and success isn't guaranteed. Adora Cheung, co-founder, and CEO of Home joy, one of the most popular US startups in 2013, said the startup is in a state of mind. According to the Merriam-Webster dictionary, startups are startup business ventures, and the American Heritage Dictionary states that startups are companies [1].

It has just started operation from some of the above definitions, we can conclude that a company or company must have just started operations to be classified as a startup. A key feature of startups is their ability to grow, and startups are companies designed for rapid growth. Start-ups are different from small businesses because they focus on growth that is not restricted to the region. The Internet is one of the factors driving the rapid growth of startups. According to Alves, the Internet has become a "necessity" for today's society. The Internet will revolutionize and create a new environment that marks the era of the transition from an industrial society to a digital society[2]. The 2014 eMarketer market research institute showed that the world's net population reached 2.89 billion in 2014, increased to 3.4 billion in 2017, and was estimated to 3.6 billion in 2018, as shown in Figure 1.1. It is expected to reach. In Indonesia alone, the number of Internet users in 2014 was 83.7 million, in 2017 it was 112.6 million, and in 2018 so far knowledge base ACC 123 million people.

2. LITERATURE REVIEW

Unmatched use is only used in social media and is not used as a potential or online business opportunity. Indonesia is at the world level of internet user order in the world, and it is expected to rise every year by providing user growth and growth. The start of the company must start with a potential company's intention[3]. The appearance of the intention that affects the behavior of potential internet business activities is very different from the actual corporate actor's intention. Clear differences are on the corporate side in terms of capital location and product there is a difference between physical stores[4].

A lot of requirements are required to consider the aspects of the capital of the online shop and various factors such as branch license and traded main product/product. If the online company is not tied to strict capital rules, the majority of newcomer Digital Business Players / Players do not require as much capital as a traditional company. Online business capital is more flexible depending on the ability of entrepreneurs [5]. Even with minimal capital, you can enter digital trade [6]. Many young internet

users are young internet users with business experience and small capital, and a startup is a choice suitable for your needs. Information technology know-how is one of the requirements that must be met. Furthermore, the side of the site is also almost the same as the capital, but it is important because it is difficult to get the digital business when it is traditional[7]. If there is no room, they are related to the room Hingery sales and production processes, so traditional business forms are difficult to survive and prosper[8]. This type of online business does not support many spaces. What you need is a photo display of the product provided by the seller[9]. Today's emerging digital startup offers a variety of products and services, even if you do not have the location you will introduce [10]. These benefits should be available for young people who have many ideas and creativity in their areas. Another aspect is the product. During the current development of the digital world, various types of startups appear in intensive competition[11]. Product ideas and creativity must be able to attract consumers who expect comfort and high-speed service [12]. For example, a Gojek application published several years ago in Indonesia won the Consumer's hearts of Indonesia and promoted a modern traditional automatic vitex sheet transporter. The convenience of the Gejews application is reflected in the ability to provide consumers quickly and there are motorcycle taxis. The creativity of these services lies not only in transportation services but also in delivery services such as Go food, which provides food delivery services to consumers without purchasing. All these conveniences have changed the way we look at and think about online business [13]. Online businesses tend to make their businesses more creative and encourage all age groups to understand technology. Education is one of the factors used to measure economic agents, and many technology/device users are of the working-age of 20 and over [14]. Opportunities in a productive era that take advantage of many opportunities in business. According to the 2016 APJII survey data, 62% or more than 80 million Internet users use online shops. This data provides information that provides digital businesses with the opportunity to start their business right away [15]. The number of digital business opportunities has not been maximized for a variety of reasons, lack of understanding of business people's information technology, digital business creativity and innovation, and digital business management and strategy. All these aspects already know something about information technology, but most of them are teenagers who can't act yet because their intention to become an entrepreneur hasn't been formulated yet. The knowledge factor when looking for business opportunities is one of the things to consider for young entrepreneurs who are still lacking in knowledge and experience [16].



Figure 1. Knowledge Management Model

Figure 1 shows a knowledge management model for getting started with an online business strategy for digital business. In this case, the startup must be able to experience existing knowledge. This technology has evolved very rapidly. In this case, there is enough investment to support the business process, but in this case, channeling is the most effective method for some digital business owners. Know, use, use, and test knowledge to share it. Startup Business Innovation and Creativity What needs to be developed and implemented in terms of creative ideas [17]. Young digital entrepreneurs can come up with ideas and create unique opportunities. The benefits of a young entrepreneur come from a constantly updated technology perspective as an adult with a lot of experience. Based on several things in the development of business management knowledge, digital marketing activities are carried out to achieve market goals and competitive information distribution. There are several. The use of different digital media to spread various issues related to digital management [18]. Digital entrepreneurs need to develop ways to deliver the knowledge and capabilities that provide specific content and formats to reach market goals. Many potential customers are not yet managed by popular digital content [19]. Young entrepreneurs certainly understand this, so potential consumers can absorb the fierce competition of digital companies [20]. It's still difficult to seize opportunities in the digital world, as young people today aren't thinking about becoming an entrepreneur yet. At this stage of the process of starting an entrepreneur, we need community support, and everyone has their learning method [21].

3. METHOD

The main issues were identified based on the results of the interviews and the results of direct observations of interactions with people with entrepreneurship. In short, there is a lack of general knowledge about how to seize business opportunities by using the information technology of smartphones in the digital age as an information medium. All social circles were used. The following solutions are provided to predict the problems found[22].

Socialization of the use of smartphones, websites, and social media as information retrieval media related to online business information opportunities. The form of socialization performed describes how to access

websites, smartphones, and social media. This is easy to do if you know the right keywords to get the right information.

Advice on the importance of recognizing opportunities and knowing the first steps in exploring online business through startup technology as an entry-level or MSME business opportunity just starting a business [23].

The method of implementing this socialization activity involves several parties, namely, Information System Students at the Faculty of Science and Technology, Raharja University. This community service activity is enthusiastically followed by the community. The community participates by asking questions [24]. This is done to foster self-confidence and disclosure of information. Many people who have not utilized technology optimally, do not understand how to use internet media to get information regarding the magnitude of digital business opportunities for business actors. Advice on the importance of recognizing opportunities and knowing the first steps in exploring online business through startup technology as an entry-level or MSME business opportunity just starting a business [25].

4. RESULTS AND DISCUSSION

In the seed phase, entrepreneurs begin to develop ideas and creativity in terms of knowledge and the ability to try startups. At this stage, entrepreneurs tend to doubt their ideas and believe that their ideas will be accepted or rejected by the market. Decision-making at this stage is very important. This phase begins with creation and implementation, as the products and services of ideas created in the previous phase will be delivered directly through online consumer media.

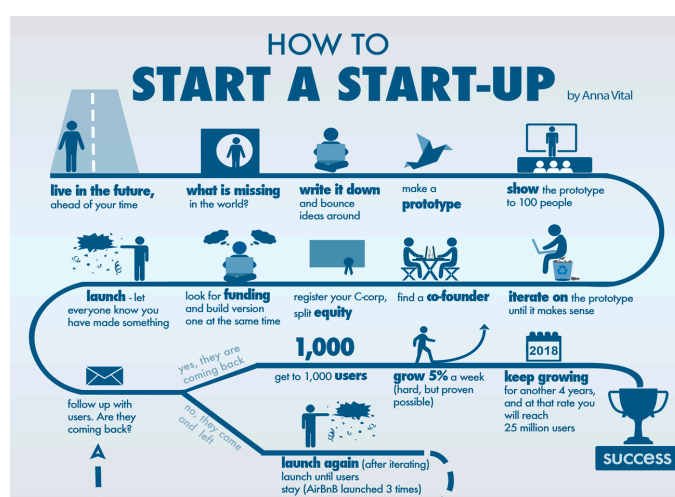


Figure 2. How To Start a Startup

The last stage is expansion, and it can be said that the products and services offered are already known to new consumers and have not yet reached the stage of evaluation and consumer comments. The scale of business digitization comes from relatively fast and satisfying digital services[26]. Therefore, the digital potential of almost all services, the wider Start Up Digital Business: Knowing Business..

potential of goods or services with digital distribution channels, the potential for digital interaction with stakeholders, and the digital potential for internal activities related to the company's operations were decided to be realized. The digital business represents new added value, including new business models based on digital goods or services, digital distribution, digital jobs, and digital markets.

1. Ability to lead
2. Delegation function
3. Ability to work in a team
4. Ability to predict risk and make a decision
5. Corporate finance expert
6. Age of role model or transaction business is not too young
7. Marketing and communication skills
8. You can choose a colleague or partner appropriate
9. I am familiar with development skills and knowledge related to online business ten
10. Dynamic and enthusiastic hindrance
11. Have experience and skills in industry, product, market
12. Take digital business training online regularly.

Describe these properties of Entrepreneurial action to succeed in their field. There is no fundamental difference in the characteristics that online entrepreneurs must have with traditional entrepreneurs. Linking information on different systems is limited due to communication and cooperation problems between company members. In digital business, in this case, business continuity certainly cannot withstand technological changes.

5. CONCLUSION

The results of this study suggest that chemistry games can have a positive impact on student learning from various aspects including student achievement engagement and learning motivation. learning activities. Only a few researchers have reported the negative effects of gamification in their studies [27]. Gamification elements commonly implemented in teaching and learning activities in the studies studied are points and rewards leaderboards and digital badges [28]. Based on this finding we can conclude that with the use of certain game elements gamification can have positive outcomes for student learning and should be implemented widely extensively by teachers or lecturers in the teaching and learning process.

Future studies should explore play techniques for early childhood education, as most of the studies evaluated were conducted with schoolchildren and college students. In addition, future studies are advised to focus on other game elements such as collaboration, experience, and discovery systems with commonly used elements [29], [30]. In addition,

more research is needed to explore students' enjoyment, satisfaction, and attitudes toward playful learning activities. For our future research, we will study student satisfaction and academic achievement with the chemistry game. In addition to the lack of studies in this area, we emphasize satisfaction as one of the important factors in determining the effectiveness of virtual learning, when considering the implementation of teaching activities. and study. in the 3D virtual world. We will also apply the collaborative element in our pedagogical learning process to see its effect on student achievement.

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