

Suhartati

atinurhartai@gmail.com

Abstrak: Panliten iki adhedhasar kasunyatan manawa sajrone pandemi, kabutuhan teknologi, internet lan e-commerce saya tambah akeh. Panaliten menika gadhah ancas kangge mangertosi punapa pemanfaatan teknologi informasi, internet saha e-commerce ing UMKM Herbal Waroeng Sehat Kota Tangerang sampun katindakaken kanthi optimal. Tes kang digunakake sajrone panliten iki yaiku tes tabel distribusi frekuensi. Analisis dhata kang digunakake yaiku deskriptif kualitatif lan deskriptif kuantitatif. Pangumpulan data diolehake kanthi nyebarake kuesioner arupa Google Form marang 30 responden. Data primer ingkang dipunpendhet saking angket dipunolah lumantar program SPSS versi 25. SPSS minangka singkatan saka Statistical Package for Social Sciences, yaiku piranti lunak sing nduweni fungsi kanggo nganalisa data, nindakake petungan statistik kanggo statistik parametrik lan non-parametrik kanthi basis windows. Asil kasebut nuduhake kemampuan karyawan ngoperasikake komputer yaiku 83,3% utawa 25 karyawan. Lan panggunaan internet kanggo ndhukung kerja saben dina yaiku 86,7% utawa 26 karyawan. Pemanfaatan E-commerce bisa nambah cabang bisnis, jawabane 66,7% utawa 20 wong sing mangsuli yen nggunakake E-commerce bisa nambah cabang bisnis. Bisa didudut yen pemanfaatan Teknologi Informasi, Internet lan E-commerce wis ditindakake kanthi optimal dening Waroeng Sehat. Dampak saka panliten iki diajab ing 5 taun sabanjure UMKM Waroeng Sehat bisa ngembangake strategi pemasaran digital kanthi nggunakake Internet of Teknologi barang supaya entuk bathi maksimal.

Kata Kunci: Pemanfaatan, teknologi internet, bisnis global

REFERENCES

- Al Faqir, A. (2021, April 20). Increasing 65 Percent, Pandemic Becomes the Beginning of the Resurrection of Online Shopping in E-Commerce. (A. Al Faqir, Editor) Retrieved September 29, 2021, from [www.liputan6.com: https://www.liputan6.com/bisnis/read/4546521/melonjak-65-persen-pandemi-jadi-awal-kebangkitan-belanja-online-di-e-commerce](https://www.liputan6.com/bisnis/read/4546521/melonjak-65-persen-pandemi-jadi-awal-kebangkitan-belanja-online-di-e-commerce)
- Alwendi. (202). Optimization of the Internet of Things to Increase Production in the Small and Medium Business Sector during the Covid-19 Pandemic. Jurnal Informatika dan Rekayasa Perangkat Lunak, 16-22. Retrieved September 29, 2021, from <https://www.publikasiilmiah.unwahas.ac.id/index.php/JINRPL/article/view/3963/pdf>
- Ayu, F., & Permatasari, N. (2018). Design of Information System for Field Work Practice Data Processing (PKL) at the Public Relations Division of PT Pegadaian. Jurnal Intra-Tech, 2(, 12-26. Retrieved Oktober 19, 2021, from <https://journal.amikmahaputra.ac.id/index.php/JIT/article/view/33/25>
- Fatimah, S., & Azlina, N. (202). The Influence of Information Technology and Innovation on the Performance of Small and Medium Enterprises (SMEs). (Study on Online-Based SMEs in Dumai City). Jurnal Riset Akuntansi dan Perbankan, 15(, 444-459. Retrieved from <http://ojs.ekuitas.ac.id/index.php/jrap/article/view/372>
- Ghozali, I. (2018). Multivariate Analysis Application With IBM SPSS 25 Program. Semarang: Badan Penerbit Universitas Diponegoro.
- Halim, A. (2020). The Influence of Micro, Small and Medium Enterprises Growth on the Economic Growth of Mamuju Regency. Jurnal Ilmiah Ekonomi Pembangunan, 1(, 157-172. Retrieved September 29, 2021, from <https://stiemmamuju.e-journal.id/GJIEP/article/view/39/30>