



## The Application of Contemporary Business and Its Problems in Kelurahan Benda Baru Case Study of Small Traders

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**Abstract :** *The objectives of this study are 1) to determine the application of business contemporary in small traders in the sub-district of Benda baru pamulang, 2) to find out the problem with small traders in the village new thing pamulang. Methods of data analysis in this study using descriptive analysis and domain analysis. Research results 1) Business application these contemporary traders actually want to run it with new renewal by following the times, as in promote, market products, bookkeeping reports in a clear and appropriate manner with umkm report recording which is simple but still readable by report reader. 2) and the problems that have occurred so far still can be overcome by traders with the current situation and conditions.*

**Keywords :** *Contemporary Business; Problematics.*

### I. INTRODUCTION

Indonesia's business world is growing rapidly at its pace technological developments that are increasingly expanding to remote areas. just like a business with time there are more people who want to do business. related to business is a business or activity someone in doing something that produces value. in the era this globalization, business people take advantage of technology such as social media in promoting merchandise by posting pictures in the form of photos, videos and other tutorials in filtering consumers in order interesting and want to buy the promoted merchandise.

According to Prof.L.R.Dicksee, business is a form of activity mainly aimed at obtaining profits for those who undertake or who have an interest in the activity. Business contemporary requires us to keep our business apart it also preserves the business value that business people have acquired. Business is an activity carried out by someone in pouring ideas - creative and innovative ideas that can provide value for business people and social society. when viewed from the phenomena that occur and are inside In human life, there are many business people who are immoral amid the competition. the goal is to win the competition which leads to the maximum profit possible. in a manner internal business people perceive that business is business, because The business activity is neutral. and business people are free to profit maximally in any way without caring about the interests of other parties.

The business process is a series of activities that are interrelated for achieve certain business objectives that are completed in sequence or parallel, by humans or systems, both inside and outside the organization. the complexity of business processes that occurs makes companies look for ways to describe a business process. according to Paul Harmon in his book entitled " Business Process Change " says that business processes is a series of activities carried out by a business where includes input initiation, transformation of an information, and produce the output. in business it is necessary to form a strategy it aims to make it easier to attract customers, strategy is a long-term goal length of an enterprise, as well as the utilization and allocation of all resources that are essential to achieving these goals. Business success what is undertaken can be seen the marketing process, marketing itself is the most related thing in the running of business.

A number of instructions on what business practices are and are not permitted contained in the Alqur'an. one of the most instructional important in this problem is about fulfilling covenants and promises as well prohibition against ribawi transactions. Allah SWT said in the letter Al- Maidah (5): (1) "O you who believe, obey the aqad - aqad". Product marketing is one of the most important things that determine company performance. product marketing strategy is an activity must be done to introduce the product more widely to Public. Marketing can never be separated from the elements of competition. Usually, not a single business, slacking off enjoy sales and profits. At least not for the time being long to enjoy it because there will be competitors who want to join in enjoy it. This competition can take several forms of cutting price, advertising /



promotion, variety and quality, packaging, design, and segmentation market. To win the hearts of consumers, business actors try offers attractive products and services, both in terms of price, quality and service.

Arieftiara, et al (2013: 2) stated that the company's business strategy affect all company activities because all process activities business, operational activities, and transactions and everything business decisions made by managers must be in line with strategy business. company business strategy as well as strategy that must be made by the small traders, because these small traders are uniquely business managers alone. if these small traders can design, manage in a manner organized in the sense that it fits the planning of the already existing business strategy planned then there will be a good business implementation. Research result which has been done by Muhammad (2012: 66) found that strategy business has a negative effect on tax evasion. this matter because the average company in Indonesia still cannot establish a consistent pattern of competitive strategies from year to year. Different with Brigham and Houston (2011: 157) business risk is an asset risk company if the company does not use debt. business risk can be increased when the company used high debt for meet the needs of the funders. risks arise as they arise expenses for loans made by the company. the bigger the baban costs that must be borne, the more risks the company faces also great. risk experienced by the company if associated with that risk faced by small traders are actually almost the same. because the same carry out business activities that require business capital. Size capital depends on what business will be done.

Contemporary business requires us to remain stable business besides that it also maintains the business value that has been obtained by the actors business. business is an activity carried out by someone in pour creative and innovative ideas that can provide value for business actors and the social community. when viewed from the phenomenon that occurs and there are many business people in this human life being immoral in the midst of his competition. the goal is to winning the competition that results in obtaining a profit as much as possible. Internally, business people perceive that business is business, therefore business activity is neutral. and business people free to achieve maximum profit in any way regardless interests of other parties.

Problems are problems that arise from the activity process and which becomes an obstacle to ongoing activities so the need for problem solving. From the description above, the writer is interested in doing more researchin-depth related to " Contemporary Business Application and Its Problems The District of Benda Baru Small Traders Case Study ".

## II. LITERATURE REVIEW

Application is an action that is carried out well individuals or groups with a view to achieving that goal has been formulated. application according to Lexy J (2009: 93) comes from the word terap which means running or doing an activity, then becomes means a process, way or act of running or do something, whether abstract or something concrete. In simple terms implementation can mean implementation or implementation.

Business is one of the main business activities support economic development. the word "business" is taken from the language English " bussines "., in general the definition of business is a organizations that sell goods or services to consumers or businesses other, to make a profit. According to Sukirno (2010: 20) Business is an activity to obtain profit, everyone or individuals or groups do business activities are certainly to seek profit for necessities his life is fulfilled, there is no one to do business for looking for losses. According to Prof.LRDicksee, business is a form activities whose main purpose is to gain profit for who seek or have an interest in the occurrence of activities. Product marketing is one of the most important things that come along determine company performance. product marketing strategy is an activity that must be done to introduce the product more broadly to society.

According to Mulyadi (2013; 2) it is a contemporary definition modern or rather is something equal to conditions same time or this time. So what is meant by business contemporary is someone who creates a product and sold to the public with the main objective of making a profit. but in marketing this product using modern methods, such as sales in via the internet (online), food delivery or goods. Apart from that, from the explanation, the researchers tried to conclude that contemporary business is a business activity that is carried out by using a modern way of looking at the current conditions or more precisely following the times and or utilization of existing technology. while problematics are problems arising from the process of activity and being barriers to ongoing activities thus necessity solution to problem.

## III. RESEARCH METHOD



The research method in this research is the research method in the form of a survey which according to Ridwan in his book entitled the methods and techniques of composing a thesis say that "Research surveys are those that are conducted on both large and small populations, however the data studied is data from a sample taken from the population , so that the relative incidence, distribution, and incidence is found the relationship between sociological and psychological variables. Supported by population and sample, where is the population according to Ridwan (2010: 3) says that "The population is the whole of the characteristics or measurement result units to be object of research". The population in this study entirely uses data population in the Kelurahan of new objects which is a limited population and for sampling using Probability Sampling technique with case studies of small traders who are out of new items. The following is the sample selection procedure used in This research, Ridwan (2010; 119):

1. Identify the target population
2. Choose a sample selection frame
3. Determine the sample selection method
4. Plan the sample unit selection procedure
5. Determine the sample size
6. Determine the sample units

#### IV. RESULT AND DISCUSSION

##### Research Results

##### Contemporary Business Application To Small Traders Who Are In Kelurahan Benda Baru Pamulang

Contemporary business applications obtained from interview results going on with the traders indicates that there are still some merchants who still haven't applied contemporary business. this is confirmed with the results of interviews with business actors, namely small traders such as a meatball vendor, explained that in promoting agar meatballs Practice relies on the quality of taste, and on the quality of this taste will be inviting buyers, usually from the initial buyer will produce a second buyer, third and so on. why is that because of word of mouth of the candidate the buyer knows, besides that the buyer also sees directly because of the sale This meatball promotion system is direct. then in terms of the marketing of the meatball seller who was interviewed was the sales system live. and if associated with the contemporary business of this meatball trader haven't applied. the reason is difficult if through online services, because sales around the neighborhood. and seen from the financial reporting still with memory only, and have not recorded income and expenses

This is also the case with banana traders, a business that has been running 6 month hang in front of a cigarette shop and serve as a source of income from selling bananas. say so because the location is considered a strategy because the street leads to the market and everyone passing by will see that there are vendors banana. this is what the seller focuses on as one of promoting merchandise directly to prospective buyers. next the banana sold by this seller comes directly from banana farmers sent from outside the region, because this business belongs to both: the seller himself and cousins, from a financial reporting perspective it is still a record with branch shop, and the books are still regular bookkeeping, and sellers The interviewee took only bananas and reported on his income matches the bananas sold without any records financial statements or in other words using memory power. even though the turnover obtained per month can reach 15 million. next the merchant Cilok located in Bukit Pasar said that the sales were low there has been a decline due to the covid-19 outbreak, this is not discouraging this cilok merchant because the results obtained from this sale are used to meet their daily needs. This peekaboo seller is already doing business It's been 10 years and the business I run is my own. Traders The next interviewee is a cloth seller located in the market hill, the business that has been running for 6 years is a self-owned shop, the clothes seller said that his turnover for 1 month was obtained amounting to 1 million with an initial capital of 10 million, this clothing shop is a branch shop from the older ciputat market, it has been open for 13 years in wriggling in the business of this clothing promotion carried out with the times the clothes seller are able to take advantage of social media via WhatsApp with uploading the status of clothes and prices, this will attract friends in the media social.

##### The problem is in the small traders in the New Benda District Pamulang.

From the results of the interview that directly saw the condition of the seller, shows that the problems faced by meatball traders do not exist, This is seen from the point of view of promotion, marketing, it goes well with the solution also not there. apart from being seen in terms of promotion and marketing. Needed financial reports as reminders and records of cash outflows owned by merchants. so traders know what to do when traders experience difficult conditions. This meatball vendor doesn't do bookkeeping and just remember how much



income and the producer. in addition to accounting, supporting problematic financial reporting what happens with the circumstances and conditions of this meatball trader for licensing here is no official or permit for the local RT. then on banana traders the bookkeeping is done when the seller reports the proceeds of the sale to cousin of a banana seller, who also sells bananas at the shop. Next which is a problem for cilok sellers who are already running their business In a period of 10 years, from a security point of view, business licensing is only a permit from local security for cilok businesses located to hang out. and in the times This digital cilok seller who has been met and interviewed in doing the promotion and marketing are still direct, this cilok seller said That it doesn't do online promotion and marketing because it can't using an android cellphone. and can't use that app intended. This is what triggers the obstacle that sales decline because there is a reduction in buyer interest. different from the clothes seller who have promoted via WhatsApp.

### Discussion

The research results show that the application of contemporary business has not been fully carried out and implemented by the small traders interviewed by the team. in terms of application in promoting the business that is being carried out is still offline in the sense that it is still directly without using online applications, merchants who carry out online promotions are only a few traders, in terms of marketing they are also still direct, in other words, buyers buy directly from direct sellers without using online services. in terms of raw materials for production obtained or finished goods inventory that are ready to be sold, it is also obtained by buying directly from suppliers and not using online services. In terms of application of financial reporting, there are still many traders who are met and interviewed using memory as a record in sales results and in expenses for the purchase of goods and raw materials. more or less traders who record the results of their sales or record expenses in the purchase of goods and raw materials for production by recording them in the expenditure and income books.

Based on interviews that have been carried out approximately 100 small traders or commonly referred to as MSME actors located in Benda Baru Pamulang Village, currently they still have not implemented the whole Contemporary Business because on average small traders in Benda Baru Pamulang Village are small traders who do not live or arguably do not have a fixed place, such as shops, shophouses, kiosks, etc. so that it is difficult to implement a contemporary business. Based on interviews conducted, several opinions emerged, such as a chicken soup trader who said "Actually, I want to apply it but I can't how to make it, for example advancing this business by creating a gofood account, grabfood especially my place is uncertain, so it's difficult". then emphasized again by the meatball seller who said "This is how sales are difficult, do not understand in detail about the application and do not want to be difficult anymore to live what has been done" and the vegetable trader argued "I want to, if taught, but if my business sells. vegetables like this are difficult and easily damaged and rotten ". Not only those who do not have a place of business who argue that several opinions have also emerged, such as a Furniture Shop that already has a shop and resides in the shop who said that "It's difficult, to implement it, especially I am a furniture seller like this, there are many items". Then it was emphasized again by food vendors such as warteg who owned a shop who said "There are many rivals now, especially in the class of warteg, fortunately a little if you cut it again, fortunately for me, how about it, less and less, now it is difficult for many customers to cook by themselves instead of buying at stalls because of corona".

From some of the questions that have been made and the responses received, it can be concluded that the current application of contemporary business has not been fully implemented, it can be seen from the several interviews that have been made, traders experience difficulties in making online sales, both ecommerce, Gofood, Grabfood etc. As well as traders are not familiar with the online system so they have difficulty in implementing the Kontmporer business.

## VI. CONCLUSION

From the results of research with merchant interviews, it shows that the problem in contemporary business is that there are many traders who have not fulfilled location permits or business permits, in other words, there are no permits and / or traders do not deal with business permits officially. For the next problem, it is seen from the merchant promoting not using online services or online applications because of a lack of knowledge in the use of the application in question, and also traders do not want to be complicated because they cannot use sophisticated cellphones or technology that is currently developing today, with a lack of promotion then this is also an obstacle for traders in selling the goods they sell. and seen from the point of view of recording financial statements, this is also a big problem for traders because there is no evidence of transactions in the business being carried out, even though this financial recording and reporting needs to be done in every



trader to see how much expenditure and how much income from sales by looking at between these financial reporting can determine the profit earned. However, this is an obstacle by traders where traders are unable to record in the reporting book, because of the lack of special knowledge in this recording. this thing it is the duty of an accountant to care more about his surroundings to provide special training for traders, in training in making financial reports for small and medium enterprises.

The problems faced by small traders located in Kelurahan Benda Baru Pamulang in the application of Contemporary Business based on interviews that have been conducted are:

1. The location of the seller is uncertain.
2. Does not have a place of business
3. Too many items are being sold
4. Difficulty in understanding online business
5. Not knowing too much information about online sales
6. Declining sales
7. Goods break quickly and stale
8. Feel afraid of being deceived.

### **Suggestion**

From the results of research using interview data, the team researchers conclude that in this contemporary business application actually traders want to run it with renewal new by following the times, as well as in promote, market products, bookkeeping reports clear and in accordance with the simple umkm report recording but still readable by report readers. and to the problems that have occurred so far can still be resolved by the traders with the current situation and conditions. With do business activities that are not digital even the sellers still can do business well, and with limited knowledge knowledge of accounting.

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