

## Analysis of E-Commerce Based on Business Incubators as an Effort to Improve the Sports Industry for MBKM Partners' Entrepreneurial Activities

Tedi Kustandi<sup>1✉</sup>, Fakhri Fajrin Kurniawan<sup>2</sup>

<sup>1,2</sup>Universitas Muhammadiyah Cirebon

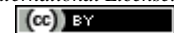
[tedi.kustandi@umc.ac.id](mailto:tedi.kustandi@umc.ac.id)

### Abstract

Based on observations made by researchers, it was found that 1) The current global era makes challenges and competition increasingly sharp in capturing market share so that companies are required to utilize their resources effectively and efficiently in order to have a competitive advantage, 2) In Indonesia, the results of a survey conducted BPS also shows that as many as 84.92% of business actors still do not use E-commerce for various reasons, 3) General problems faced by MSMEs in Indonesia in developing their businesses include a) limited funding for business development b) low quality of human resources c) low ability to produce innovative products and d) weak mentoring (incubation). The research objective is to examine business incubator-based e-commerce as an effort to improve the sports industry for the entrepreneurial activities of *Merdeka Belajar Kampus Merdeka* (MBKM) partners. The research method uses descriptive quantitative qualitative research methods with a survey approach. The subjects of this research are the sports industry business people in Cirebon who understand the concept of business incubators selected using a purposive sampling technique. The results of this research show that sports industry entrepreneurs in Cirebon with presentations (55%) have a high level of influence in improving the sports industry. The conclusion of this research is that the use of business incubator-based e-commerce to improve the sports industry can give rise to new entrepreneurs who participate in developing the business of sports industry entrepreneurs in Cirebon, and the target of increasing the economic growth of the sports industry in the entrepreneurial activities of MBKM partners is achieved.

Keywords: E-Commerce, Business Incubators, Sports Industry, Economic Growth, MBKM Partner's Entrepreneurial Activities.

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### 1. Introduction

The situation and conditions in the first quarter of 2023 are very challenging for all performance sectors in Indonesia's economic recovery. However, the opportunities for the economic sector supported by digital dynamics are very large. This is because the use of technology can provide great benefits to the business world which continues to develop, so that improvements in the economic sector will continue to progress.

This development is not comparable to sports industry business actors who are still stuck with conventional systems, this hampers economic growth for sports industry business actors. Based on observations made by researchers, it was found that:

- The current global era makes challenges and competition increasingly sharp in capturing market share so that companies are required to utilize their resources effectively and efficiently in order to have a competitive advantage [1];
- In Indonesia, the results of a survey conducted by *Badan Pusat Statistik* (BPS) also show that as many

as 84.92% of business actors still do not use E-commerce for various reasons [2];

- General problems faced by MSMEs in Indonesia in developing their businesses including limited funding for business development, low quality of human resources, low ability to produce innovative products and weak mentoring (incubation) [3];
- E-commerce platform was chosen as a solution because its implementation is quite cheap, does not require large investments, and is easy for MSME managers to understand [4].

The problem that will be examined is that there is a need for business incubator-based e-commerce analysis as an effort to improve the sports industry for the entrepreneurial activities of *Merdeka Belajar Kampus Merdeka* (MBKM) Partners which so far has not been explored in depth by sports industry business actors. Through this research, the specific aim is to conduct in-depth research on e-commerce through the service of preparing an effective business plan outlined in a business incubator to increase the economic growth of the sports industry in the entrepreneurial activities of MBKM partners. This research is very important (urgent) to be carried out because MBKM

entrepreneurial implementation activities have been carried out by universities and are expected to be able to equip students to improve their ability in entrepreneurship, therefore we need quality MBKM sports industry entrepreneurial partners who follow

global developments through the use of E-Commerce and Business Incubator assistance. It is explained in detail in the following special specification scheme on Figure 1.

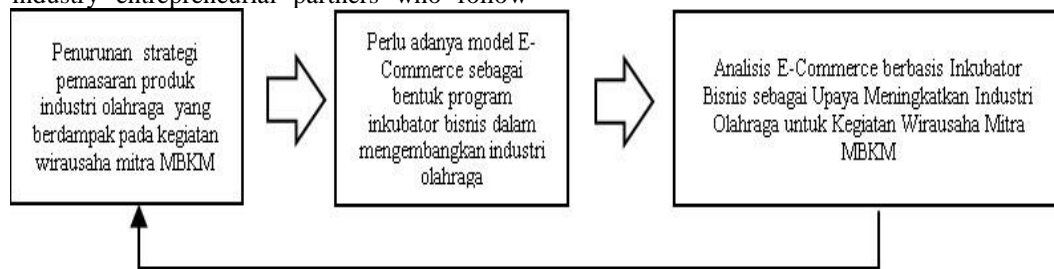


Figure 1. Special Specifications

Development of business actors to carry out and develop their business activities and enterprises [5]. Digital marketing is one of the media most widely used by business actors in business development, especially in the marketing sector [6]. Digital media is a means of advancing activities, especially in the field of marketing management [7].

business incubator, we assist in preparing an effective business plan for resellers to develop sports product business units in the Cirebon area. The sports industry is a sports business activity in the form of goods and/or services [17]. E-commerce is based on business incubators as a form of enriching strategies in improving and developing businesses, as well as creating new business units.

The use of e-commerce creates content as well as how effectively the content can attract the attention of social media users (engagement) [8]. E-commerce is an important example of how businesses can take advantage of digital technology [9]. Marketing management in this research is business incubator-based e-commerce marketing management as an effort to improve the sports industry for entrepreneurial activities of MBKM partners.

Collaborating on business incubator-based e-commerce analysis as an effort to improve the sports industry for the entrepreneurial activities of MBKM partners is the right way for a country's economic development. The MBKM Program policy is a breakthrough innovation for the Government in the field of entrepreneurship. The realization of this program is to encourage the development of students' entrepreneurial interests with appropriate learning activity programs [18]. The MBKM entrepreneurship program provides students who have an interest in entrepreneurship the opportunity to develop their business early and with guidance [19].

E-commerce is the process of buying and selling transactions using electronic devices, such as telephone and internet [10]. In doing business where there is a lot of competition, innovation is needed by entrepreneurs, one of which is in the use of e-commerce. The use of e-commerce will provide ease of transactions, reduce costs and speed up the transaction process [11]. Managing and selling products using e-commerce as a medium for buying and selling transactions certainly provides benefits [12]. E-Commerce is all things related to cycle time, speed, globalization, high productivity, outreach to new customers, as well as between companies across institutions to achieve competitive advantage [13]. E-commerce has the advantage of wide reach or coverage and a large consumer base [14].

**2. Research Method**

Business incubator-based e-commerce is one strategy for improving and developing businesses. In this case, business incubators can be considered as a business development strategy [15]. Business incubator programs are a key element for economic development to provide skills for a good image and professional recognition [16]. Business incubator-based e-commerce as an effort to improve the sports industry is the right way for economic development. Through this

The design used in this research is a descriptive quantitative qualitative research method with a survey approach. The population of this research is people who have businesses in the sports industry sector who were selected using a purposive sampling technique. The sample criteria set are enjoy entrepreneurship, are sports industry entrepreneurs in Cirebon, business location is in the Cirebon area and understand the concept of business incubators. As per the criteria above, the subjects of this research are the sports industry business people in Cirebon who understand the concept of a business incubator, numbering 20 people.

The data collection process in this research used a questionnaire research instrument to obtain information from respondents. Filling out the questionnaire is assisted by using Google Forms. The 20 subjects of this research were sports industry business people in Cirebon who understood the concept of a business

incubator who filled out this questionnaire. Before filling in, respondents were given an explanation and understanding to know the procedures and process for filling out the questionnaire in this survey. Where respondents have carried out business incubator-based e-commerce activities, namely by assisting in preparing effective business plans for resellers to develop sports product business units in the Cirebon area.

This data analysis stage involves the process of collecting research data and turning it into usable information. This stage uses data analysis techniques with quantitative and qualitative approaches. Qualitative data is processed in the form of opinion analysis results, expert/expert input and suggestions, this technique is of course used in the form of descriptions or raising problems to answer the reasons for the quantitative data results. Quantitative data is processed in the form of data produced that is objective, logical and impossible, as well as in the form of statistical calculation results. Analysis of the data used used the SPSS (statistical package for social science) version 25 program. In this data analysis, researchers also examined various indicators of the success of the business incubator-based e-commerce process in improving the sports industry for the entrepreneurial activities of MBKM partners.

**3. Result and Discussion**

The results are written based on a logical order to form a story. It shows facts or data instead of discussing the results. Tables and Figures can be used but not repeating the same data in the same image, table and text. To further clarify the description, subtitles can be used.

Discussion is the basic explanation, relationship and generalization shown by the results. The description answers the research questions. If there are dubious results, then show them objectively.

**3.1. Specification**

This research was carried out among sports industry business people in Cirebon who utilize e-commerce and understand the concept of business incubators. Data collection included 20 respondents who filled out the questionnaire in this study. Every data will be split based on distribution that can be seen on Table 1 to Table 7.

Table 1. Age Frequency Distribution (years) of Sports Industry Entrepreneurs in Cirebon who Utilize E-Commerce and Understand the Concept of Business Incubators

Respondent Data	No of Respondent	Percentage (%)
Less than 20 years old	2	10
20 – 30 years old	8	40
More than 30 years old	10	50
Total	20	100

Based on Table 1, it can be seen that the 10 sports industry business people in Cirebon who use e-

commerce and understand the concept of business incubators with presentations (50%) are more than 30 years old.

Table 2. Gender Frequency Distribution of Sports Industry Entrepreneurs in Cirebon who Utilize E-Commerce and Understand the Concept of Business Incubators

Respondent Data	No of Respondent	Percentage (%)
Male	17	85
Female	3	15
Total	20	100

Based on Table 2, it can be seen that the 17 sports industry business people in Cirebon who use e-commerce and understand the concept of business incubators with presentations (85%) are predominantly male.

Table 3. Frequency Distribution of Origin of Sports Industry Entrepreneurs in Cirebon who Utilize E-Commerce and Understand the Concept of Business Incubators

Respondent Data	No of Respondent	Percentage (%)
Cirebon	19	95
Outside Cirebon	1	5
Total	20	100

Based on Table 3, it can be seen that the 19 sports industry business people in Cirebon who use e-commerce and understand the concept of business incubators with presentations (95%) are the most dominant from the Cirebon area.

Table 4. Latest Educational Frequency Distribution of Sports Industry Entrepreneurs in Cirebon who Utilize E-Commerce and Understand the Concept of Business Incubators

Respondent Data	No of Respondent	Percentage (%)
Elementary School	-	-
Junior High School	4	20
Senior High School	10	50
Scholar	6	30
Others	-	-
Total	20	100

Based on Table 4, it can be seen that of the 10 sports industry business people in Cirebon who use e-commerce and understand the concept of business incubators with presentations (95%) the most dominant level of education is high school graduate.

Table 5. Results of Analysis of the Use of E-Commerce by the Sports Industry Business Community in Cirebon

Indicator	No of Respondent	Percentage (%)
Promote sports products	7	35
Access a wider market	3	15
Satisfy customers	5	25
Able to compete with large companies	1	5
Getting closer to customers	4	20
Total	20	100

Based on Table 5, analysis of the use of e-commerce by the sports industry business community in Cirebon, it can be seen that there are 5 people (25%) who use e-commerce to promote sports products, 3 people (15%) who use e-commerce can access the market more

broadly, 7 people (35%) use e-commerce to satisfy customers. 1 person (5%) using e-commerce can compete with large companies, and 4 people (20%) using e-commerce can get closer to customers. As well as analysis of respondents using e-commerce in the sports industry on average as a form of promoting sports products.

Table 6. Results of Analysis of the Role of Business Incubators

Indicator	No of Respondent	Percentage (%)
Assist in administrative services	0	0
Prepare an effective business plan for resellers	12	60
Helps in business networking	8	40
Total	20	100

Based on Table 6, analysis of the role of business incubators, it can be seen that 12 people (60%) use business incubators to prepare effective business plans for resellers, 8 people (40%) use business incubators to help in business networking. As well as analysis of respondents in maximizing the role of business incubators on average as a form of preparing effective business plans for resellers.

Table 7. Use of Business Incubator-Based E-Commerce to Improve the Sports Industry

Indicator	Frequency (f)	Percentage (%)
High	11	55
Medium	7	35
Low	2	10
Total	20	100

Based on Table 7, it can be seen that 20 respondents from sports industry entrepreneurs in Cirebon with presentations (55%) have a high level of influence in improving the sports industry.

### 3.2. Discussion

In developing and improving the economy, especially the sports industry, one of them can use an e-commerce system. The use of e-commerce creates content as well as how effectively the content can attract the attention of social media users (engagement) [8]. The use of e-commerce by sports product business actors can make it easier to communicate with customers, promote products, and prepare effective business plans for resellers to develop sports product business units through business incubators.

The results of the research process showed that the respondents were sports industry entrepreneurs in the Cirebon area and understood the concept of business incubators. Analysis of respondents using e-commerce in the sports industry on average as a form of promoting sports products. Analysis of respondents in maximizing the role of business incubators on average as a form of preparing effective business plans for resellers. Sports industry entrepreneurs in Cirebon with presentations (55%) have a level of influence in

improving the sports industry in the high category. In this case, business incubators can be considered as a business development strategy [15]. To be able to improve the sports industry, the use of e-commerce by sports industry entrepreneurs in Cirebon uses the business incubator concept as a form of preparing effective business plans for resellers and students in MBKM partner entrepreneurial activities, so that new entrepreneurs will emerge who will participate in developing the business sports industry business players in Cirebon, and the target of increasing the economic growth of the sports industry in the entrepreneurial activities of MBKM partners will be achieved.

Business incubator-based e-commerce is one strategy for improving and developing businesses. In this case, business incubators can be considered as a business development strategy [15]. Business incubator programs are a key element for economic development to provide skills for a good image and professional recognition [16]. Business incubator-based e-commerce as an effort to improve the sports industry is the right way for economic development. Through this business incubator, we assist in preparing an effective business plan for resellers to develop sports product business units in the Cirebon area. The sports industry is a sports business activity in the form of goods and/or services [17]. E-commerce is based on business incubators as a form of enriching strategies in improving and developing businesses, as well as creating new business units. From the description above, e-commerce is used by sports product business actors to prepare effective business plans for resellers to develop sports product business units through business incubators.

### 4. Conclusion

Several factors in the business incubator carried out by sports product business actors in the Cirebon area in preparing effective business plans for resellers are an innovation in increasing economic development that should continue to be developed and innovated, especially among sports product business actors in the region. Cirebon. One of the main sources of a successful incubation program is how to prepare an effective business plan for new entrepreneurs. E-commerce is based on business incubators as a form of enriching strategies in improving and developing businesses, as well as creating new business units. After using the e-commerce system used by sports product business actors to prepare an effective business plan for resellers to develop sports product business units through a business incubator by analyzing the use of e-commerce by the sports industry business community in Cirebon. The use of business incubator-based e-commerce to improve the sports industry can give rise to new entrepreneurs who will participate in developing the business of sports industry

entrepreneurs in Cirebon, and the target of increasing the economic growth of the sports industry in the entrepreneurial activities of MBKM partners is achieved.

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