

## ABSTRAK

Skripsi dengan judul “Analisis penggunaan e-commerce dalam meningkatkan omzet penjualan bisnis generasi milenial (studi kasus pada toko home game)” yang ditulis Rihadatul Ais NIM 12405193124, yang di bimbing oleh bapak Refki Rusyadi, M.Pd.I.

Penelitian ini dilatar belakangi oleh munculnya media sosial seperti e-commerce yang menjadi ladang untuk para pengusaha terutama pada kalangan kaum generasi milenial, karena mayoritas pada saat ini banyak generasi muda yang minat berbelanja melalui media sosial seperti e-commerce karena para pebisnis meyakini bahwa e-commerce dapat meningkatkan omzet. Maka penelitian ini mengangkat permasalahan yang dirumuskan oleh peneliti yaitu : 1) Bagaimanakah optimalisasi penggunaan sistem e-commerce pada toko home game 2) Bagaimanakah perkembangan toko home game sebelum dan sesudah menggunakan e-commerce.

Penelitian ini menggunakan jenis pendekatan kualitatif jenis studi kasus, Jenis sumber data yang digunakan adalah data primer dan sekunder data primer di peroleh dengan peneliti mengumpulkan data dari wawancara, observasi, serta dokumentasi langsung dari narasumber yakni owner atau pengusaha toko home game dan data sekunder peneliti memperoleh data melalui jurnal, artikel, serta laporan yang telah ada sebelumnya, Sehingga data yang diperoleh kemudian dianalisis. Teknik analisis data yang digunakan meliputi pengumpulan data, reduksi data, penyajian data, dan terakhir penarikan kesimpulan.

Hasil penelitian ini 1) E-commerce sebagai media penjualan yaitu penggunaan e-commerce pada toko home game menggunakan website dan facebook 2) E-commerce mempermudah transaksi, pada toko home game sistem pembayaran dapat dilakukan dengan transfer bank atau melalui Qris 3) Produk yakni produk yang ada pada toko home game ialah PS 2,3,4,5, serta Stick PS 2 serta Stick PS 3 dan toko home game juga melayani jasa servis PS serta Stick. 4) Harga Produk, pada toko home game ada beberapa harga yakni harga PS berkisar 600.000 sampai 12.000.000 dan stick PS dari 50.000 sampai 110.000, 5) Strategi pemasaran, pada toko home game menggunakan strategi pemasaran secara online dan offline jika online melalui E-commerce dan offline pelanggan datang langsung ke toko. 6) Hambatan penggunaan e-commerce pada toko home game, yakni pebisnis jarang mempublikasi produk di e-commerce karena keterbatasan waktu, serta kurangnya kreativitas dan inovasi dalam memposting foto produk serta banyaknya modus penipuan. 7) Solusi permasalahan yang dihadapi pebisnis dalam memasarkan produk, yakni pebisnis tetap meng update foto produk agar media sosialnya terlihat aktif, serta tetap waspada pada berbagai modus penipuan. 8) Optimalisasi penggunaan e-commerce, toko home game melakukan optimalisasi e-commerce dengan menciptakan pelayanan yang baik dan ramah dan produk yang berkualitas 9) Pendapatan penjualan Offline dan online melalui e-commerce selama periode bulan Januari sampai Maret.

Kata Kunci : E-commerce, Penjualan, Omzet, Generasi milenial.

## **ABSTRACT**

*Thesis with the title "Analysis of the use of e-commerce in increasing the sales turnover of millennial generation businesses (case study at home game store)" written by Rihadatul ais NIM 12405193124, which was guided by Mr. Refki Rusyadi, M.Pd.I.*

*This research is motivated by the emergence of social media such as e-commerce which is a field for business people, especially among the millennial generation, because the majority at this time many young people are interested in shopping through social media such as e-commerce because business people believe that e-commerce can increase turnover. So that this research raises the problems formulated by researchers, namely: 1) How to optimize the use of e-commerce systems at home game stores 2) How is the development of home game stores before and after using e-commerce.*

*This research uses a qualitative approach of case study type, The types of data sources used are primary and secondary data, primary data is obtained by means of researchers collecting data from the results of interviews, observations, and direct documentation from sources, namely home game shop owners or entrepreneurs and secondary data researchers obtain data through journals, articles, and pre-existing reports, So that the data obtained is then analyzed. The data analysis techniques used include data collection, data reduction, data presentation, and finally conclusion drawing.*

*The results of this study 1) E-commerce as a sales medium, namely the use of e-commerce at home game stores using websites and Facebook 2) E-commerce makes transactions easier, at the home game store the payment system can be done by bank transfer or via Qris 3) Products, namely the products in the home game store are PS 2,3,4,5, as well as Stick PS 2 and Stick PS 3 and the home game store also serves PS and Stick service services. 4) Product prices, at the home game store there are several prices, namely PS prices ranging from 600,000 to 12,000,000 and PS sticks ranging from 50,000 to 110,000, 5) Marketing strategy, at the home game store using online and offline marketing strategies if online through E-commerce and offline customers come directly to the shop. 6) Obstacles in the use of e-commerce at home game stores, namely business actors rarely publish products in e-commerce due to time constraints, as well as lack of creativity and innovation in posting product photos and the number of fraud modes. 7) The solution to the problems faced by business actors in marketing products, namely business actors continue to update product photos so that social media looks active, and remain vigilant against various modes of fraud. 8) Optimizing the use of e-commerce, home game stores optimize e-commerce by creating good and friendly service and quality products. 9) Offline and online sales revenue through e-commerce during the January to March period.*

*Keywords: E-commerce, Sales, Turnover, Millennial Generation.*