

# Utilization of Information and Communication Technology Usage in Supporting Business Activities

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**Abstract.** The purpose of this study is to discuss the use of information technology in helping entrepreneurs run their business, especially internal and external communication with the use of information technology that provides various features according to the needs and business conditions run by entrepreneurs. The methods used were the descriptive and comparative method with data collection in the form of the primary data source and secondary data. Maximizing the function of information technology, efficiency helps entrepreneurs in their jobs, especially those who need more intense communication with their business, such as the use of video-conference information technology for presentations, interviews, online meetings with different places, but communication are still workable. Utilization of communication media such as line, WhatsApp is to send each other short messages. E-mail for the purpose of sending data or reports. Website is a medium for information dissemination or management. that information technology has many benefits in helping business activities one of them is the communication process.

## 1. Introduction

Information technology is a set of tools that help the job with information as well as perform tasks related to information processing. Based on these definitions can be said that information technology becomes a tool in which the use and utilization of information technology can assist in performing tasks related to information. In addition to information technology, the role of the internet is also significant. According to Lencioni et al that the Internet used in managing the significant components of supply chains including transportation, purchasing, inventory management, customer service, production scheduling, warehousing, and vendor relations [1]. Information Technology has the ability to lower coordination cost without increasing the risk of the associated transaction, leading to more outsourcing and less vertically integrated firms [2]. In the current competitive environment, the need for better management of all organizational resources, and specifically Information Technology, require a comprehensive assessment of their contribution to firm performance [3]. According to Haryanto and Riyanarto, the use of technology should keep the principle Information Technology goals ensure the critical and confidential information is withheld from those who should not have access to it. In this regard, the measuring the alignment is essential [4] and information technology that supports all activities in managing the required information. The Technology Acceptance Model and the two variations of the Theory of Planned Behaviour were compared to the best model to understand the usage of information technology [5]. Then the mechanisms by which design choices influence user acceptance, and should be helpful in the acceptance of information technology [6].



Efficient information management will bring its advantages to an institution or company. However, an understanding of how culture, policy, and infrastructure affect the patterns of Internet development [7]. Utilization of information technology can be seen in the Law no. 36 of 1999 which contains the principle and purpose of telecommunication, telecommunication administration, investigation, administrative sanction and criminal provisions. In Article 3 of Law No.36 / 1999, it is stated that "Telecommunication is organized with the aim of supporting the unity and unity of the nation, improving the welfare and prosperity of the people fairly and equitably, supporting economic life and government activities, and improving relations among nations." Where in the elaboration of the law the utilization of proper and correct information technology will impact both welfare and prosperity in a fair and equitable and supportive of economic life that not only affects the benefits for individuals, large agencies such as government, but also on a medium scale, such as companies, etc. According to Mark and Daniel, information technology will be employed with desirable consequences for users, organizations, and other interested parties [8].

The activities of an entrepreneur who have many activities and dense not allowed to stay in just one place, adopt an Information Technology on Business Performance [9]. Presentations, meetings, reports and so forth must be intensively carried out to keep running the business they work with proper without being interrupted by the tight schedule of the vital businessman. However, the research fit between a technology's unavailability and information processing [10]. The purpose of this study is to discuss the use of information technology in helping entrepreneurs run their business, especially internal and external communication with the use of information technology that provides various features according to the needs and business conditions run by entrepreneurs.

## 2. Methods

### 2.1. Design Writing

This research used the descriptive and comparative method. Descriptive method was the method used to describe or analyse the results of writing, but it did not make wider conclusions. Descriptive method was a writing method that helped to illustrate and analyze writing, but did not make conclusions outside the context of the results of writing that had been done. The comparative writing was similar writing method. According to Nazir, the comparative writing was a kind of descriptive writing that wanted to find answers fundamentally about cause and effect, by analysing the factors that cause the occurrence or the emergence of certain phenomena. Both of these methods assist researchers in finding a conclusion. The descriptive method helped researchers in doing analysis and depiction by comparing the theories. The method of collecting data made in the form of the primary data source that was the result of observation and interview. The secondary data source is in the form of the result of existing documentation which has been processed.

### 2.2. Types and Data Collection Methods

Type Primary Data Collection:

**2.2.1. Observation Technique.** The observation was a system or plans to observe behaviour. In addition, the observation also defined as the systematic observation and recording of the symptoms that appeared on the object of writing. Observation and recording made with the object of writing in the World Plastic Home Industry.

**2.2.2. Interview Technique.** In this technique, the researcher conducted a question and answered way or discussion on the subject of writing.

**2.2.3. Technical Library.** In this technique, the researchers conducted a review of some of the results of writing in the form of the actual writing and books related to this research.

### Secondary Data Collection:

It is data that had processed derived from the results of some writings published in the form of personal experience or results of writing that came from writing that had been done by other researchers.

### *2.3. Method of collecting data*

Methods of data collection are done by using several methods such as:

- Observation. By observing the subject under study.
- Interviews conducted by way of question and answer and discussion with the subject under study.
- Library Review. Literature Review examines the results of writing and related books or supports the writing undertaken.

## **3. Results and Discussion**

### *3.1. Utilization of Information Technology*

The following is a description of some applications of information technology utilization in various fields:

*3.1.1. Banking Sector.* The utilization of information technology in the banking world such as mobile banking and internet banking are created to facilitate transactions such as transfers, check balances, and payments via internet banking.

*3.1.2. Business Field.* Utilization of information technology in the business world such as e-commerce for the management of business activities and also the number of online figures which sell their products by utilizing several sites such as Tokopedia, Bukalapak, and Lazada.

*3.1.3. Company Field.* Utilization in the corporate world such as the development and implementation of several local software assist employee job management such as attendance software, website, and accounting.

### *3.2. Communication In Business World With IT Utilization*

Simple communication is the act of exchanging information between two or more people becomes an essential thing in running business activities. The exchange of information required between the involved businesspeople can be done with proper communication between the two parties of the business.

In the application of information technology in the corporate or business world can use, the local communications software media owned by the company built with the use of paid communication software such as WhatsApp website. Also, the use of video conferencing technology to mediate meetings or presentations conducted with two or more users remotely.

### *3.3. The Impact of Using IT as a Business Communication Media*

Effects arising from the use of information technology as follows:

#### *3.3.1. Positive Impact*

- Accelerate the exchange of data and information.
- Simplify accessing necessary information, anytime as long as it is connected to an internet connection.
- As a medium of communication or social media to keep communication between individuals with remote seamlessly.
- As a medium for promoting the well-run business to make it more widely known

- Assist jobs that require information or exchange data quickly.

#### 4. Conclusions

From the discussion about the Use of Information Technology and Communication Technology in Supporting Business Activity can be concluded that information technology has many benefits in helping business activities one of them is the communication process. But not only the benefits but also has some losses such as data leakage, data or information dissatisfaction caused by manipulation, the privacy of information caused by the activities of hackers or crackers.

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