

HELPERKU: INNOVATIVE E-COMMERCE APPLICATIONS AS BUSINESS SOLUTIONS FOR PEOPLE WITH DISABILITIES

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ABSTRACT

HELPERKU is an innovative e-commerce application where product sales carried out by Persons with Disabilities are designed with 4.0-based display device features. HELPERKU is here to provide convenience for everyone who has limitations but wants to start a business or already has a business to be able to gain knowledge and share experiences about their business through attractive supporting features. The strategy analysis tools used are SWOT Analysis, PESTLE, 4P, and Five Force's Porter Analysis. HELPERKU will be downloaded via Google Play Store and App Store, making it easier for mobile/android users. Jakarta is the first location for HELPERKU to operate its application. The presence of HELPERKU is expected to become a large application company that can be useful for users, especially people with disabilities, investors, as well as a medium for experimenting in terms of knowledge, practical learning, and affordable business consulting with the presence of experienced experts and figures in the field of business. It is hoped that after the HELPERKU application, people who want to start a business can experience business expansion in a relatively short time. HELPERKU is still a relatively new application, but HELPERKU opens opportunities for investors to invest with collateral in a relatively short time, which is two years and five months with an annual discount rate of 7% and return on investment of 20%. HELPERKU earnings during this period are normal for new app companies.

Keywords: *application, e-commerce, business, innovative, people with disabilities*

1. INTRODUCTION

Based on BPS data in 2021, 38.57% of disabled workers lost their jobs during the Covid-19 pandemic. The Covid-19 pandemic has hit the world for almost three years has provided many views on the paradigm of people's lives and the world. The economic sector in Indonesia is facing significant pressures and contractions that are difficult to avoid but in contrast to the communications and information technology sector, which remained positive at 9.6% in the first quarter of 2020 year-on-year, even growing by double digits of 10.88% in the second quarter of 2020 year-on-year. Indonesia has entered the era of the industrial revolution 4.0, where it is essential to realize educational efforts and increase literacy and capacity building of the Indonesian people, especially in information and communication technology. Disruption of digital technology is increasingly massive with the presence of digital technology and systems, such as artificial intelligence, cloud computing, and the internet of things that are used to assist daily activities [1].

The progress of technology 4.0 has not yet fully felt its function. There is still a paradigm of some people who assume that Persons with Disabilities in Indonesia have not accepted these technological changes. Considering that 91% of Persons with Disabilities have not been fully granted the right to access digital information with limited internet access, everyone has the same rights and obligations in developing the digital economy, including Persons with Disabilities. The imbalance of advanced technology with the condition of some people who are still left behind is the first step in forming the "HELPERKU" application business in responding to the career needs of Persons with Disabilities. G20 Presidency 2022 is also the

background for the formation of the HELPERKU Application related to an inclusive world of work for Persons with Disabilities.

The G20 Presidency Campaign is expected to encourage all stakeholders to include and empower Persons with Disabilities in inclusive and independent economic development, fair and prosperous. Indonesia needs to increase efforts to promote a national policy on decent work, provide access to platforms for vocational and entrepreneurship training, encourage the recognition of skills certification, and improve workplace-friendly infrastructure, including promoting physical and digital accessibility, providing more accessible social protection in the world of work for Persons with Disabilities [2].

One form of government support in a democratic country is that the state is able to fulfil and guarantee the rights of its citizens. That is, the state is the protector of the rights of all its citizens. Thus, in this context it is the state's obligation to provide public services that can be enjoyed and truly depart from the needs of its people. For this reason, accessibility to public facilities is very important, especially for persons with disabilities, because without this accessibility they will experience difficulties in terms of mobility.

The HELPERKU application is present as a form of innovation for young people, responding to the challenges given to Indonesia, and changing the paradigm of society towards the assumption that Persons with Disabilities are questioning to find work and are more at risk of losing their jobs after the economic recovery during the Covid-19 pandemic [3].

2. RESEARCH METHOD

SWOT analysis is an instrument to identify various factors that are formed systematically which are used to formulate company strategy, and SWOT analysis is also used by several companies as a reference in formulating strategic plans to achieve company goals more efficiently and systematically [4]. The benefit of a SWOT analysis is to increase understanding of internal strengths and weaknesses organization so that opportunities can be analyzed and organizational threats to get the right strategy by using the strengths and existing opportunities to minimize all existing weaknesses and threats so that the organization can survive and thrive. SWOT analysis is useful for identifying various systematic factors in the framework of strategy formulation. The analysis is based on logic so that it will maximize strengths and opportunities, but at the same time will be able to minimize weaknesses and threats [4].

Table 1. *SWOT Analysis*

Strength	<ul style="list-style-type: none">• Applications that can help people with disabilities to work.• There is a cash reader feature that can reach enormous amounts of nominal.• There is a screen reader feature that can translate text and still images in integrated sound.• Service provided by a friendly and responsive application for 7 x 24 hours.
Weakness	<ul style="list-style-type: none">• There are still bugs because the application is still relatively new and not stable.• Application support costs are expensive because of the many digital displays and features provided.• It is a new brand, so the customers do not widely know it.

	<ul style="list-style-type: none"> • There are not many partners who want to work together.
Opportunity	<ul style="list-style-type: none"> • The existence of a legal policy towards Persons with Disabilities through the Act [4]. • There are still few disability-friendly applications [5]. • People shopping online during the Covid-19 pandemic [6]. • The G20 presidency with a program that discusses an inclusive world of work for people with disabilities [3].
Threat	<ul style="list-style-type: none"> • Indonesia is not evenly distributed regarding internet accessibility. This will hinder all activities related to information and communication technology [2]. • People with disabilities are still often bullied by society [7]. • There are already many marketplaces that dominate the e-commerce market in Indonesia, thus threatening the existence of new e-commerce applications [8]. • Increase the price of textile raw materials. This makes the cost of making clothes increase [9].

PESTLE analysis is a technique in strategic management that is used to see factors in the external business environment. Using PESTLE analysis can see the influence of the environment that occurs outside the institution and can be taken as an opportunity or threat and position and situation for an institution. For a company, PESTLE analysis aims to examine the growth potential which will be oriented to the impact of income from an object that acts as a macroeconomic aspect to support the implementation of program evaluations carried out during the planning period to be able to identify various existing potentials [4].

Table 2 *PESTLE Analysis*

Politic	<ul style="list-style-type: none"> • The Minister of Communication and Information, Rudiantara, promised a short licensing process, which was completed on the same day for new startups [10]. • The Government is committed to Protecting and Fulfil the Rights of Persons with Disabilities [11]. • Minister of Finance Sri Mulyani Indrawati stated that the Government would support the growth of startups or startups based on information technology (IT) in the country [12].
Economy	<ul style="list-style-type: none"> • The development of the digital economy has made startup companies profitable. The flow of funding so easily flows to digital technology-based startups even though the world is being hit by the Covid-19 pandemic [13]. • The digital economy has contributed 5.5% or around IDR 814 trillion to Indonesia's GDP in 2018 [14]. • Indonesia's Digital Economy is Predicted to Grow Eightfold in 2030 [15].
Social	<ul style="list-style-type: none"> • Through the Digital Technopreneur program from the Directorate General of Aptika, it is hoped to help the community develop startups and facilitate networking with investors [16]. • Startup companies can help reduce unemployment in Indonesia [17]. • Social startups will become a trend in 2022 [18], [19].
Technology	<ul style="list-style-type: none"> • The application of ICT also needs to be balanced with infrastructure improvements for people with disabilities so that integration of these public services can be felt to the fullest [20].

	<ul style="list-style-type: none"> • Startups need to choose technologies that support the development system significantly. As for services, startups must remove the idea of having complete functions by building minimum functionality and focusing on services to data collection, and of course, listening to feedback from users [21]. • The number of startups that develop artificial intelligence (AI) based platforms [21].
Legal	<ul style="list-style-type: none"> • Circular Letter Number 3 of 2016 regarding the Provision of Application Services and Content Through the Internet. • Information and Electronic Transaction Law (UU ITE). • Government Regulation (PP) Number 80 of 2019.
Environment	<ul style="list-style-type: none"> • The importance of the role of the environment is enormous in cultivating the mental health of persons with disabilities [22]. • An excellent surrounding environment can be a critical success factor in mental health growth because it can facilitate persons with disabilities to blend in and socialize [22]. • There is often bullying against people with disabilities [23].

Porter's five forces analysis is a systematic framework that is able to analyze a certain level of competition in an industry in the context of developing a business strategy that will refer to the long-term improvement of the economic aspects of the organization to obtain the five forces that determine the level of intensity of industry competition and its attractiveness, which will later refer to the level of overall industry profitability [4]. A very unattractive industry would be one that is close the level of pure market competition in which the company's profits will be pushed to achieve a normal level of profit. In this case, Porter calls these forces the microenvironment, which will later become the company's strengths that can affect the company's ability to serve its customers in order to achieve maximum profit. A change in one of the forces usually requires the business unit to reassess the market in light of the overall change in industry information. The attractiveness of the industry as a whole does not mean that every firm in the industry will provide the same profitability returns. One way that companies can do is to apply core competencies, a business network model that is able to achieve excellence that exceeds the industry average [4]. Porter's five strengths include three strengths from the horizontal level of competition, namely the threat of substitute products/services, the threat of established competitors, and the threat of new product/service entrants. In addition, there are two vertical competitive forces, namely the bargaining power of suppliers and the bargaining power of customers. Porter further developed his Five Forces analysis as the reactions that occur as a result of the SWOT analysis. Porter's other strategic frameworks include value chains and general strategies [4].

Table 3 *Porter Five Force's Analysis*

Threat of new entrants	High Since the pandemic that has occurred, many new startups have come up [24].
Rivalry among competitors	Low HELPERKU doesn't have tough competition yet but needs to provide the best offerings and fast innovation of its technology to survive in this industry.
Bargaining powers of buyers	High

	Digital economy transactions increase 25% during the pandemic [25].
Bargaining powers of supplier	Medium There are still many people with disabilities who are bullied by the community, so there is a need for HELPERKUs to be able to show the world that people with disabilities can also work [26].
Threat of substitute product or services	High Many startups in the application field are emerging [27].

3. RESULTS & DISCUSSIONS

HELPERKU is an application that intends to make it easy for everyone who has limitations but wants to start a business or who already has a company to gain knowledge and share experiences about business, which is presented with attractive, innovative, creative, and simple design features. Achieve practical knowledge and learning and easy and inexpensive business consulting services with experienced people in business by providing a variety of business sectors. Users can install HELPERKU on Google Play Store for free. HELPERKU will get revenue from the Google Play Store of \$ 0.25 or Rp 3,625 from each user download. The price of features or service delivery of materials purchased by users varies. First operation in Jakarta. Marketing and publication through social media and billboards. The online application will be available on Google Play Store and App Store.

Promotion is carried out through: (a) Attracting Interest. Attracting prospective consumers through the following programs: Marketing is done through digital media; Content campaign, namely creating video content that showcases the beauty of the work of the disabled community in Indonesia; Invite influencers to promote disability products in Indonesia; (b) Capture Leads. Collect user database for application system needs; (c) Education using influencer content. Influencers who participate in promotions will create content that provides an overview of how to use the application and other details; (d) Deliver and Satisfy; and (e) Get Referral.

The total initial investment is IDR 80,000,000 and the annual discount rate is 7%. The rate in the first year is Rp. 30,000,000, - and in the second year of Rp. 34,000,000, - and in the third year of Rp. 40,000,000, so the Net Present Value becomes Rp. 10,386,215.01. Based on the NPV calculation, the investment is feasible because it is positive. Return on Investment is 20%. Payback Period calculation analysis is: $PP = n + (a-b)/(c-b)*1$
 $n = 2$; $a = \text{Rp } 80.000.000,-$; $b = \text{Rp } 64.000.000,-$; $c = \text{Rp } 104.000.000,-$ and $PP = 2,4$. Based on the analysis Payback Period is two years and five months.

4. CONCLUSIONS AND SUGGESTIONS

As for HELPERKU's vision is 'Being the first application with a dedication to the welfare of people with disabilities', and some of the missions are: (1) ensure that the products displayed are always the latest and trendy; (2) ensure the appearance of the application design makes it easy for users to access (user); (3) respond to any user complaints against the application by providing a friendly and responsive integrated service; (4) provide many reader/translator features that make it easier for Persons with Disabilities to use the application; (5) creating an educational impression on the application by actively providing counseling.

'HELPERKU' an e-commerce application where sales are products made by Persons with Disabilities designed with 4.0-based device/display features available by displaying trendy product categories and search parts on the top screen arranged in alphabetical order. The HELPERKU application has been designed with a speed graph to access application features in 3 seconds. This speed graph has been adjusted to the access capacity with the features provided, such as an ad promotion feature that often creates bugs in general applications. The HELPERKU application also has a guide in application robots and customer service 7 x 24 hours on the chat feature that facilitates the buying process transactions and responds to any user complaints.

Persons with Disabilities are the primary users, so the HELPERKU application is equipped with a cash reader and a screen reader feature to translate text and photo images into a sound that other business applications do not yet have. Incomplete when an app doesn't have filters, such as store type, price, location, ratings, and history menus, make it easier for users to do their last search. The HELPERKU application implements Customer Relationship Management as a form of trust given to potential buyers of the product with a rating feature presented in the 1-5 star-range, proving that the HELPERKU application continuously learns from all buyer responses/complaints from simple things. The existence of a column "products that you might like" as a form of the HELPERKU application every week is constantly updated in displaying trendy products based on references from the answers of buyers / application visitors. The limitation of this research is in terms of strategy analysis using only SWOT, PESTLE, and Porter's Five Forces analysis. In addition, another limitation is that the discussion of the scope of the strategy is only based on the 4P's strategy.

The ease of reaching businesses is an attraction for HELPERKU with all the accessibility and features, thus supporting them to earn profits. HELPERKU apply it as a form of trust given to potential product buyers. All criticisms given by buyers/customers are updated regularly by HELPERKU by implementing research and development on products and display UI designs (user interfaces) that are tailored to the needs of buyers/customers.

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