

Strategic Planning Of Information Systems and Implementation of Marketplace Integrated Business Startup (Ibs) Systems in South Sumatra

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Abstract

The Covid-19 pandemic has weakened business activity, especially in South Sumatra. Therefore, continuous interconnection between the Cooperatives and SMEs Office, SMEs, and regional cooperative and tourist destination managers in South Sumatra is needed to stimulate the improvement of community welfare. To support these efforts, a media platform called the Integrated Business Startup (IBS) has been developed. In addition to being a market place, the IBS system also serves as an online platform for services and government operations, which will be managed by the South Sumatra Cooperatives and SMEs Office. A PEST and SWOT analysis has been conducted to inform the strategic planning for the implementation of the IBS system. This plan is necessary to strengthen the implementation steps and maximize the use of the IBS system by its users, ultimately bringing better changes to the welfare of SMEs and driving economic and tourism growth in South Sumatra.

Keywords: Ibs, Cooperatives, Smes, Tourism, Pest, Swot

Introduction

South Sumatra is known for its active trade activities, as demonstrated by its 2021 Regional Original Income (PAD) of 3.9 trillion rupiah, which accounts for 40% of the province's total revenue[1]. The economic recovery in South Sumatra following the Covid-19 pandemic has had a positive impact on increasing tax revenues and decreasing unexpected spending. Palembang City had the highest revenue realization at 3.6 trillion rupiah, while Pagaralam City had the lowest revenue realization at 857 billion rupiah[1]. Many small and medium enterprises (SMEs) in South Sumatra have succeeded in entering the international market, leading to the growth of other SMEs and increased interest in tourism in the region. To fully capitalize on this growth, it is important for SMEs to improve their turnover and business development. The government can also play a role in supporting and developing businesses and improving community welfare through measures such as flexible bureaucracy for business

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licenses and the creation of associations or unity among South Sumatra SMEs to distinguish them from other regions. The use of technology, particularly social media and e-commerce, can also support the distribution and transaction process of these SMEs.

In the process of planning system strategies and information technologies, it is essential to utilize appropriate methodologies to reduce the risk of planning failure. Using appropriate methodologies also allows for the involvement of various interested parties, minimizes individual dependence, and focuses on predetermined processes and goals[2]. This study employs several analytical tools, including value chain analysis and political-economic-socio-technology analysis (PEST). Using these two analyses, SWOT analysis is also conducted to systematically identify various factors and formulate a company's strategy based on the relationship between internal (strengths and weaknesses) and external (opportunities and threats) elements[3]. The results of the SWOT analysis can be used by agencies or organizations to align with their previously established goals, vision, mission, and policies. Value Chain Analysis is a series of business activities undertaken by a company or organization to achieve specific goals [4]. PEST analysis is a tool used to analyze the external environmental factors that may impact a business. It stands for Political, Economic, Social, and Technological analysis, and covers four broad categories of external influences on a company. This analysis is often used to inform decision-making and strategic planning[5]. Conducting a PEST analysis can provide valuable insights into the external factors that may impact a company's operations. The results of the analysis can help identify new opportunities and threats to the business, and inform decision-making and strategic planning to ensure the continuity of the company's activities.

This study aims to support the government's efforts to develop small and medium enterprises (SMEs) and cooperatives in 13 Regencies and 4 Cities in South Sumatra province by preparing a strategic planning proposal for the implementation of the Integrated Business Startup System (IBS). The IBS system serves as a marketplace and online platform for services and government operations, and will be managed by the South Sumatra Cooperatives and SMEs Office. It is available in both website and Android app versions, and aims to unite SMEs and cooperatives in South Sumatra, helping them to distinguish themselves and increase sales turnover, as well as supporting the growth of tourism in the region. The IBS system also supports the "Proudly Made in Indonesia" initiative.

Research Methods

To support the research results, data was collected through observation, interviews, documentation, and literature review. Analysis of this data was conducted through several steps, including formulating the test results of the Integrated Business Startup (IBS) system, conducting a Value Chain analysis, completing a PEST analysis, and performing a SWOT analysis. The results of this strategic planning can be used to inform decision-making and policy development regarding the continued development and implementation of the IBS system, in both its web and Android versions.

Research Results

Integrated Business Startup (IBS) System

Consumers are increasingly seeking practicality in their transactions, leading to the adoption of technology as a means of surviving competition, meeting the demands of consumers, trading partners, and suppliers, and adapting to changes in government regulations

and policies related to digital transactions. This trend has also encouraged the use of technological innovations in marketing and the creative economy[5]–[10].

The Integrated Business Startup (IBS) system serves as a medium for ongoing communication between the Cooperatives and SMEs Office, SMEs, and regional cooperative unit managers and tourist destination managers in South Sumatra. In the era of Industry 4.0, it is essential for the Cooperatives and SMEs Office and these other parties to be prepared to adapt and transform digitally. The effective use of technology can help improve the performance of SMEs and cooperatives, ultimately benefiting the community.

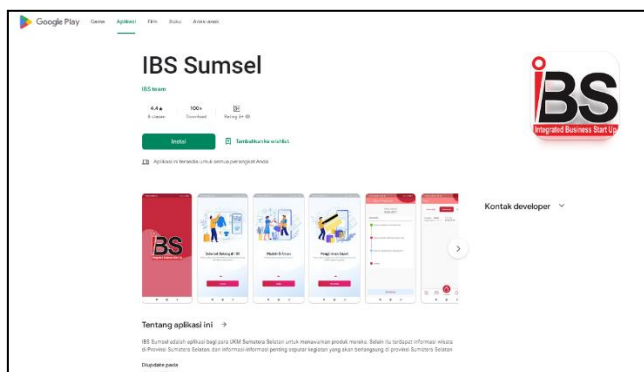


Figure 1. Access IBS System Android App Version

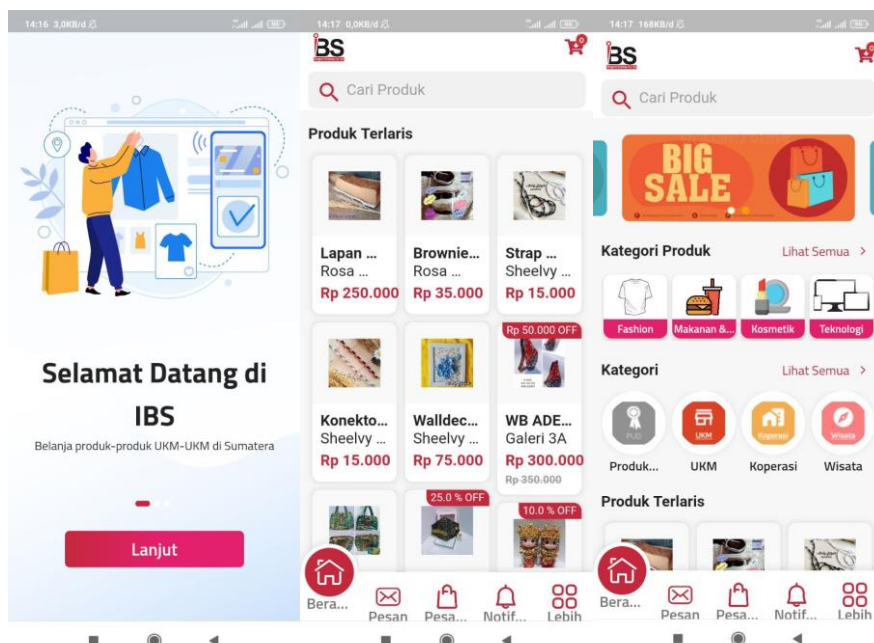


Figure 2. Access IBS System Website Version

The IBS system has been developed in two versions: a web version that can be accessed at <https://ibs.sumselprov.go.id/> and an Android app version available on the Google Play Store. Further information on the IBS system can be found at https://drive.google.com/file/d/1iMTnLhaDb1oPawhyu4CP-EQoCx5NUzf_/view. Testing of the IBS system found that both the design, operation, and user experience were satisfactory. Some defects were identified in the design, but these did not significantly impact the overall operation of the system. In order to further understand the importance of developing and implementing technology for the IBS system, a detailed analysis of both the business and SI/IT environments was conducted using Value Chain, PEST, and SWOT analyses.

Value Chain Analysis for IBS Systems

Value Chain analysis involves identifying the business functions performed by the Cooperatives and SMEs Office to support the implementation of the IBS system. These functions are then modeled based on the activities required for the ongoing usability testing and use of the system by customers, as well as SMEs and cooperatives.

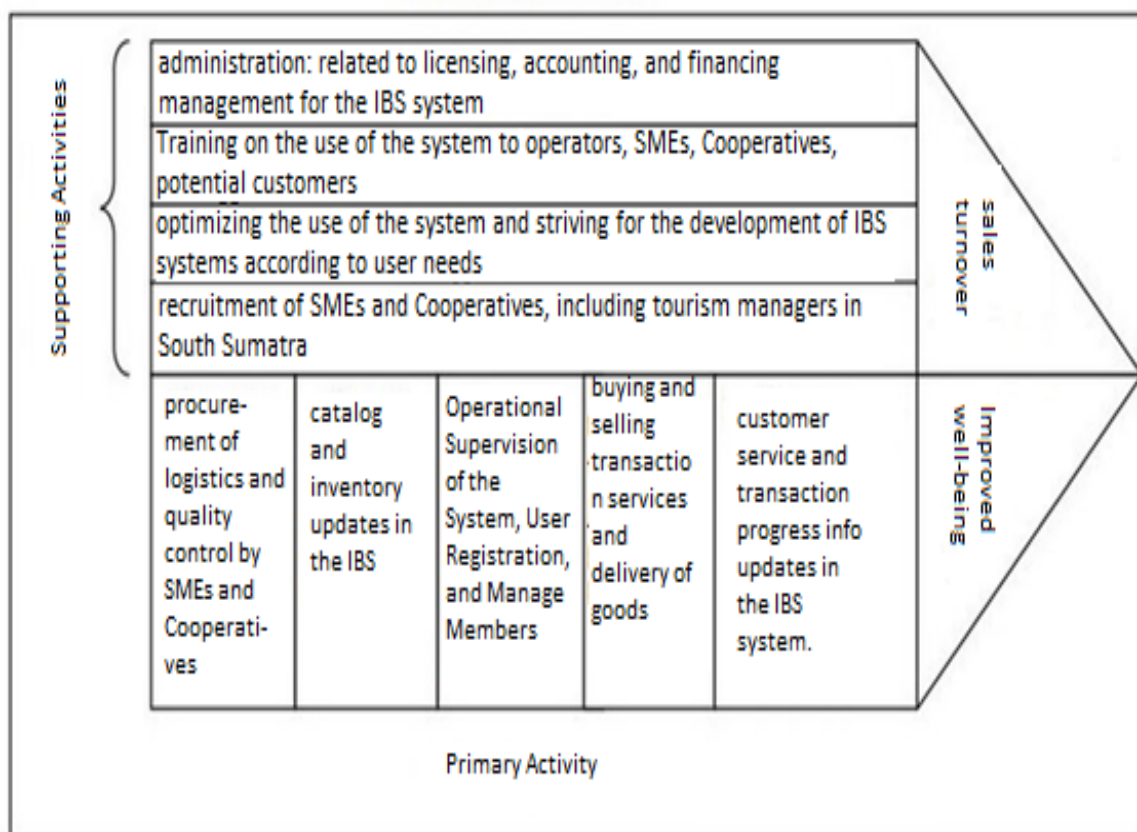


Figure 3. IBS System Value Chain Scheme

PEST Analysis for IBS Systems

PEST analysis is used to consider the potential implementation and development of the IBS system, examining the political/legal, economic, social, and technological factors involved.

SWOT Analysis for IBS System

The SWOT analysis in Table 2 shows the strengths, weaknesses, opportunities, and threats related to the development and implementation of the IBS system by the Cooperatives and SMEs Office in South Sumatra. The strengths include the lack of similar market place applications in South Sumatra, the integration and supervision of the Cooperatives and SMEs Office, and the alignment with the government's "Proudly Made in Indonesia" program. The weaknesses include the need for training for users and the limited human resources of the Cooperatives and SMEs Office. The opportunities include the potential for increased economic activity and the potential for increased tourism in South Sumatra. The threats include the potential for a decrease in public purchasing power and the potential for security concerns related to digital transactions.

Table 1. *Formulation of PEST Analysis Results*

Aspects	Relevance	Strategy
Politics/Law	Restrictions on community activities due to the Covid-19 pandemic and the new normal.	The Cooperatives and SMEs Office, along with government officials, serves as supervisors and policymakers for the implementation of the IBS system in the community.
	Laws and government regulations governing digital transactions.	They also act as a control center for promoting the IBS system in the community.
Economic	The pandemic has led to a decrease in conventional transactions, resulting in reduced purchasing power and declining public welfare.	The IBS system serves as a digital economy platform to support digital transactions and revitalize community economic activity.
	The downturn in economic activity has also impacted the region's tourism industry.	It aligns creative economic activity with regional tourism management. It provides public education on the creative digital economy and regional tourism..
Social	Activity restrictions have reduced public awareness of the potential of local tourism products.	The IBS system can be used to introduce and market SME and cooperative products, including local tourism products in South Sumatra, under the supervision of the Cooperatives and SMEs Office.
	SMEs and cooperatives may have concerns about the security of transactions for customers.	This supervision helps to ensure the security of digital transactions for customers with SME and cooperative partners.
Technology	In South Sumatra, there is no market place app that unites SME and cooperative partners, as well as local tourism managers, and is directly overseen by the Cooperatives and SMEs Office.	The IBS system is a platform to coordinate SMEs, cooperatives, and local tourism managers in South Sumatra. Training on the use of the IBS system is needed for SMEs, cooperatives, and local tourism managers.

Conclusion

The development of the IBS system is a significant step forward in introducing and promoting products from small and medium enterprises (SMEs) and cooperatives, including souvenirs from local tourism managers in South Sumatra. By joining SME partners, cooperatives, and local tourism managers in South Sumatra, it is expected that their sales turnover and welfare will increase. Products promoted and traded through the IBS system can also gain recognition not only within South Sumatra, but also nationally and even internationally. This is important not only for the benefit of partners, but also for the broader

economy, as SMEs and cooperatives have long been recognized as important contributors to the economy in Indonesia.

Table 2. *SWOT Analysis Results Formulation*

Strength	Weakness
<p>The IBS system is intended to coordinate SMEs, cooperatives, and local tourism managers in South Sumatra.</p> <p>The IBS system can be a new way to introduce and market products from SMEs, cooperatives, and local tourism in South Sumatra, under the supervision of the Cooperatives and SMEs Office.</p> <p>The Cooperatives and SMEs Office, in conjunction with government officials, will serve as supervisors and determiners of policies related to the implementation and promotion of the IBS system in the community.</p> <p>The presence of this supervision is meant to ensure the security of digital transactions for customers of SMEs and cooperatives.</p>	<p>There is a need for maintenance and development of the IBS system that follows the needs of its users in the future in order to ensure practicality in the use of its components.</p> <p>Introduction and training on the use of the IBS system is necessary for SME partners, cooperatives, and local tourism managers in South Sumatra, as some of them may be used to the experience of using similar national marketplaces like IBM.</p>
Opportunities	Threat
<p>The IBS system is a digital medium that can support the work program of the Cooperatives and SMEs Office in improving the welfare of SME partners, cooperatives, and local tourism managers in South Sumatra.</p> <p>The IBS system is a new breakthrough in introducing and marketing SME and cooperative products, including local tourism products in South Sumatra under the supervision of the Cooperatives and SMEs Office.</p> <p>The IBS system can be used as a medium for coordinating SME partners, cooperatives, and local tourism managers in South Sumatra, and as a tool for implementing digital transactions securely for customers.</p>	<p>There are many other market place applications both nationally and internationally that have similar characteristics and user experience patterns to the IBS system. This can lead to a shift in the user experience pattern of the IBS system among SME partners, cooperatives, and local tourism managers in South Sumatra.</p> <p>Intensive supervision and management of partners by the Office of Cooperatives and SMEs is necessary to attract more partners from the South Sumatra area, and to ensure that all partners who have joined the IBS system feel satisfied and comfortable while using it.</p>

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