

THE ROLE OF ADMINISTRATION-INFORMATION AND TECHNOLOGY BASED IN ENTREPRENEURIAL MANAGEMENT

Nida Handayani

University of Muhammadiyah Jakarta, Indonesia

nida.nidakrw@gmail.com

Abstract

Community life today can not be separated from various activities related to technological advances, because the development of information technology provides enormous benefits to the community, such as speeding up a work process or facilitate the problem. Relation to a management in a business or entrepreneurial activity, based of information technology administration is an improvement in the management process in order to achieve effectiveness and efficiency. Administration is an activity or an attempt to help, serve, direct, or organize all activities in achieving a goal, while entrepreneurship is the business of a process in doing something new or creative and different (innovative) that is useful in providing more value. Entrepreneurship activities will achieve effectiveness and efficiency by conducting an administration on existing processes in entrepreneurial activities, including the production process, finance and marketing. Administration of entrepreneurship with information technology based as a modification of the use of more sophisticated tools and directing entrepreneurial activities in the business development process, in addition entrepreneurship has also accommodate the needs and desires of contemporary society. entrepreneurship administration based of Information and technology has given better results, but the process is an expensive investment and requires a large capital in infrastructure procurement, so information and technology in entrepreneurship management can be said to be affordable for all people who engage in entrepreneurship activities. Therefore, the need for central and local government support in the utilization of technological information for small and medium enterprise groups.

Keywords: *Administration-Information And Technology, Entrepreneurial Management*

INTRODUCTION

Regional Office of Telecommunications Enterprises of North Jakarta has several central service units including the Central Telecommunications at TanjungPriok, Central Telecommunications at Cilincing, Central Telecommunications at Marunda, Central Telecommunications at ManggaBesar, Central Telecommunications at ManggaDua, Central Telecommunications at Cedeng, Central Telecommunications at Kota, Central Telecommunications at Pluit, Central Telecommunications at Kemayoran, Central Telecommunications at Sunter. Regional Office of Telecommunications Enterprises of West and Jakarta Division of communication that have jobdesk as North Jakarta Telecommunication Services unit have targets imposed from marketing products after sale products and keep the loyalty of customers and prospective customers as the spearhead of service and sales are in direct contact with users of telecommunications services.

Application of Information and Communication Technology is widely used by entrepreneurs. The need for time and cost efficiency causes every business actor to feel the need to apply information technology in the work environment. Implementation of Information and Communication Technology causes bada change of work habits. For example the implementation of Enterprice Resource Planning (ERP). ERP is one of the software applications that includes the management system within the company, the old way mostly.

We have seen remarkable developments in information technology (IT) over the last few decades. But unfortunately there are still many businesses belonging to SMEs or even a large company that has not applied information technology to be ready to compete in the future. In general, the term information technology is better known as computerization. Starting from data input, process

data, store data, and distribute data. All of that is done by the computer so it will run automatically and not done again manually.

One of the most obvious roles of information technology for companies is that all work will be faster and more accurate. Implementing effective information technology will reduce unexpected costs and can increase flexibility. This will be seen in the business flow becoming more organized and centralized.

Information technology can be applied to all types of businesses and has become a basic need from small companies to large companies. So it's about time every company uses the services of the program to start implementing information technology in their business in order to compete with other companies.

1. The Role of Entrepreneurship Management

Building a business to be more advanced and growing does require a variety of strengthening, including strengthening management. With strong management will automatically impact on the efficiency and smoothness of business so that all the goals that have been set can be achieved successfully.

Management science does have a very wide scope, since the science was applied in the business world as an effort to prevent the occurrence of waste, both labor, time, material and cost in every job.

This is very relevant with the opinion of Abdulrachman (1973) and Handyaningrat (1985) on management objectives, namely the achievement of the results effectively and efficiently. Meanwhile, according to George R. Terry (1960), management is a process or framework, involving the guidance or direction of a group of people towards organizational goals or intentions, 4 management functions formulated by George R. Terry . In his formulation of the management function of George R. Terry divides it in Planning, Organizing, Actuating, Controlling (POAC).

a) Planning

Planning is an important activity to prepare the various actions that will be done in the business. This activity is usually in the form of a series of drafting activities as well as decision-making in determining business goals and targets, determining strategic policies, creating work programs, utilizing resources, designing methods and procedures and determining the timetable of implementation. In addition, in the planning also set the standard of success in achieving business targets.

b) Organizing

After the pre-planning process is done, the next step is to organize, ie grouping activities and organizing various action plans to achieve the stated objectives, such as physical resources, delegation of human resources tasks, and showing the relation of authority in implementing all agenda of business activity.

For newly established companies, recruitment and selection activities are also included in this process, including for the provision of job training and employment in accordance with their capacities.

c) Actuating

Briefing function is an activity to improve the effectiveness and efficiency of work, with the direction function, all the workforce within the company is expected to volunteer to carry out the work tasks that have been predetermined.

There are many ways to improve the effectiveness and efficiency of work, for example by motivating, guiding, reminding and explaining things about the job to run optimally. other than that people can move with voluntary if it has fulfilled various needs of work such as physical needs, security and safety, self-esteem and self-actualization in work.

d) Controlling

The oversight function within a company is to evaluate the various execution processes undertaken by

all company resources, whether or not it goes according to plan. In the event of a deviation it is necessary to clarify and correct the steps and also provide alternative solutions to problems that occur in achieving the set goals.

3. The Role of Technology And Communication

The term information technology became popular in the late 70s. In previous times the term information technology called computer technology or electronic data processing (electronic data processing). Information technology is defined as the technology of processing and disseminating data using hardware (hardware) and software (software), computers, communications, and electronic digital.

Information and Communication Technology is an important element in the life of nation and state. The role of information technology in human activity at this time is so great. Information technology has become a major facility for the activities of various life sectors which contribute greatly to the fundamental changes in the structure of operations and organizational management, education, transportation, health research etc. Therefore it is very important to improve the human resources capacity related to information communication technology, ranging from skills and knowledge, planning, operation, maintenance and supervision, as well as improvement of information and communication technology capability

Improving the quality of life increasingly demands humans to perform various activities required by optimizing the resources it has. Information and Communication Technology whose development is so fast indirectly requires humans to use it in all its activities. Some applications of Information and Communication Technology are among others in company, business world, banking sector, education, and health. A). Application of Information and Communication Technology within the Company. Application of Information and Communication Technology is widely used by entrepreneurs. The need for time and cost efficiency causes every business actor to feel the need to apply information technology in the work environment. Implementation of Information and Communication Technology causes changes in work habits. For example the implementation of Enterprise Resource Planning (ERP). ERP is one of the software applications that includes the management system within the company. B). Application of Information and Communication Technology in Business World. Information and Communication Technology is used to trade electronically or otherwise known as E-Commerce. E-Commerce is a trade using internet communication network.

E-Commerce can be utilized in its business operations, UMKM will gain broader market access and opportunity to hook new customers. On the other hand, customers will more easily get the necessary information online.

The entry of SMEs in e-Commerce can improve the economic growth of Indonesia because it is one way that can be done by SMEs to market their products in addition to expand market access

Micro, Small and Medium Enterprises (MSMEs) are required to be part of global communications with the use of information technology through e-Commerce, if they do not follow the development of information technology will be left behind and lost in the competition.

4. Definitions of Small and Medium Enterprises

Some institutions or agencies even provide definitions of Small and Medium Enterprises (SMEs), such as the State Ministry of Cooperatives and Small and Medium Enterprises (Menekop and UKM), Central Bureau of Statistics (BPS), and Law no. According to the Ministry of Cooperatives and Small and Medium Enterprises (Menekop and UKM), the meaning of Small Enterprises (UK) is a business entity having a net worth of Rp 200,000,000, excluding land and building of business premises, and has annual sales of at most Rp 1,000,000,000. Meanwhile, Medium Enterprises (UM) is a business entity owned by an Indonesian citizen who has a net worth of greater than Rp 200,000,000 s.d. Rp 10,000,000,000, excluding land and buildings.

The Central Bureau of Statistics (BPS) provides the definition of SMEs based on the employment of labor. Small-scale business is a business entity that has a workforce of 5 s.d 19 people, while medium-sized businesses are business entities that have a workforce of 20 s.d. 99 people. On

July 4, 2008, Law no. 20 Year 2008 on Micro, Small and Medium Enterprises. The definition of SMEs submitted by the Act is also different from the above definition. According to Law No. 20 of 2008, the so-called Small Business is an entity that has the following criteria: (1) net worth of more than Rp 50,000,000.00 (fifty million rupiah) up to a maximum of Rp.500.000.000, 00 (five hundred million rupiah) excluding land and building of business premises; and (2) have annual sales of more than Rp 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp 2.500.000.000,00 (two billion five hundred million rupiah). Meanwhile, the so-called Medium Enterprise is a business entity that owns (1) net worth of more than Rp 500,000,000.00 (five hundred million rupiah) up to a maximum of Rp 10,000,000,000.00 (ten billion rupiah) excluding land and building of business premises; and (2) have annual sales of more than Rp2,500,000,000.00 (two billion five hundred million rupiahs) up to a maximum of Rp 50,000,000,000.00 (fifty billion rupiahs).

5. The Role of Information Technology in Enhancing Competitive Advantages of Entrepreneurship

Entrepreneurship in the information age is a revolutionary transformation, a business not only judged in terms of financial and assets but addressing all aspects that must provide cost leadership, differentiation, and focus. The era of entrepreneurial information is more responsive to addressing market challenges, the preparation for today's business challenges is to follow market developments and technological developments, especially in production, financial and marketing administrations requiring a faster, more precise and scalable management to address the increasingly competitive challenges of the future. or competitive.

A quality production is coveted by the market, but it needs technological support in a fast production to provide the vast quantity demanded by the market. Likewise, accurate financial management requires computerization in the process. The current marketing management can be seen from people's habits that are not separated from gadgets and smartphonanya, all business activities are also done in the era of digitalization, thus marketing management needs to follow the development of community life that faces a paradigm shift in the process of buying and selling. Marketing is an important process in a business or a business, the provision of technology-based marketing management such as e-commers is a step in the face of a competitive business world.

Competition in the business world today is how we can provide easiness and benefits for the community by utilizing the development of technology that has become an integral part of the life of today's society.

6. Production Management and Technology

Production management is a series of activities that generate value in the form of goods and services by converting inputs into outputs (Heizer and Render, 2011: 4). Production management is a science that discusses comprehensively how the company's production management uses the knowledge and art possessed by directing and managing people to achieve a desired production (Irham Fahmi, 2012: 3).

Production management is also required in the arrangement of buildings or rooms, machinery and equipment, processes in production, labor arrangements and various other operations. This production activity can be distinguished in two main groups, namely manufacturing organizations and service organizations.

The scope of production management has three major categories of decisions or policies covered by them, as follows:

- a. Decision or policy on design. The design in this case belongs to the type of long-term decision, and in the broad sense includes designing of the product to be produced, the design or location and layout of the plant, the design of the required input procurement activities, the design of the methods and processing technology, the design of the organization company, and design on job description and job specification.
- b. Decisions or policies concerning the process of transformation (operations). This oprasi decision is short-term, related to tactical decisions, and operations. In it related to production

schedules, shifts from factory personnel, production budgets, delivery schedules to processing subsystems, and delivery schedules to customers or product completion.

- c. Decisions or policies of continuous improvement of the operating system. Due to its continuous nature, the policy is routine. The activities included therein essentially include continuous improvement of the output quality, effectiveness and efficiency of the systems, capacities and competencies of workers, workplace or machine maintenance, and continuous improvement of product completion or delivery methods.

In general, the production function is related to accountability in processing and transforming inputs into outputs in the form of goods or services that will produce results for the company (Sofjan Assauri, 2004: 22).

The four most important functions in the production function According to Sofjan Assauri (2004: 22) are:

- a) Process processing, is a method or technique used for processing input (input).
- b) Supporting services, is a means in the form of organizing necessary for the determination and methods to be executed so that the processing process can be implemented effectively and efficiently.
- c) Planning, is the linkage and organizing of production activities to be performed within a certain time or period.
- d) Control or supervision, is a function to ensure the implementation of activities in accordance with the planned, so that the purpose and purpose for the use and processing of input (input) in fact can be implemented.

The production process using technology is a production effort to achieve better effectiveness and efficiency, the speed and accuracy required in the production process can be obtained from the use of technology either machine or computerized system, so that an entrepreneur can obtain more results and can meet the needs in quantity from the community.

7. Financial Management and Technology

According to James Van Horne: Financial Management is any activity related to the acquisition, financing and management of assets with the overall purpose. J. L. Massie defines financial management as a business operational activity responsible for obtaining and using the necessary funds for an effective and efficient operation, while Howard & Upton mentions Financial management is the application of the function of financial function control and planning. Meanwhile, menurut Bambang Riyanto (2001: 4), Financial Management is the overall activity of the company associated with the effort to obtain the necessary funds with minimal cost and the most favorable terms and efforts to use the funds as efficiently as possible.

The rapid technological developments of today affect the various fields of human life, especially the development of Information Technology (IT). The development of information technology brings a great change in the business world, especially to achieve competitive advantage.

One of the important activities is the implementation of financial management system. The development of information technology affects the implementation of the company's financial management system that will produce information quickly and accurately in the framework of planning, control and decision making in the field of financial management and management in general. Thus following the development of information technology to achieve competitive advantage (competitive advantage) has become a necessity for every management company. The role of IT on the development of financial systems (accounting, management) can be seen from the increasing number of financial system applications built by various parties such as Data Processing Systems (DPS), Decision Support System (DSS), Management Information System (MIS), Executive Information Systems (EIS), Expert System (ES) and Accounting Information System (SIA) which has been widely circulated (traded). The development of computer-based AISs in generating financial reports also influences the audit process. IT developments that occurred so far include the development of IT infrastructure, namely hardware, software, data, and communications). Even IT is also able to be built to provide services in the form of quantitative financial information of organizational units within a certain country environment and the way of delivering (reporting) the

information to interested parties to be the basis in making economic decisions (Suwardjono, 2005). Various literature states that the use of Information Technology can improve the productivity of the performance of the field of personnel and finance.

8. Marketing and Technology Management

According to the American marketing association cited by Philip Kotler and Kevin Lane Keller (2007: 6) marketing is an organization and a set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. The Internet is a collection of computer networks as a medium of communication and interconnected information exchange.

The Internet has brought media to a global audience. Its interactive nature and quick response and responsiveness are the qualities of a unique Internet medium. Internet marketing is sometimes perceived to be widespread in scope as it does not refer to marketing on the internet, but also covers marketing via e-mail and wireless media. The management of digital customer data and customer relationship management systems electronically is also often grouped into internet marketing.

Agus Hermawan (2012: 206) says Internet marketing (internet marketing), also called marketing-i, web marketing, or e-marketing, or e-commerce is marketing of products or services over the internet. Internet marketing requires the mastery of creative aspects and technical aspects of the internet together, including: design, development, advertising, and sales.

Today, consumers increasingly expect two-way communication with manufacturers (companies) and more and more companies are considering this activity as a form of service to consumers. Consumers use the internet to file, question, place orders, and submit complaints to the company. Today more and more companies and consumers are using the internet as a medium of communication including marketing because this medium is relatively cheap and easy to use.

With the internet, product marketing can be more beneficial as the Internet enables more effective marketing processes, faster responses and lower costs. The main base of Internet marketers is to use and utilize the web, while still being oriented to the conventional marketing principles that must apply three things:

- Marketing objectives
- Target market
- Products or services offered (Zaki and Smitdev, 2008)

Marketing Models in the Internet

According to Agus Hermawan (2012: 211) internet-based pemasara associated with several business models in between

- E-Commerce
E-Commerce is a business model where products are sold directly to consumers or to other businesses. Here are some types:
- Web-based company

An organization (company) that is designing the web with the main purpose of marketing the product so as to generate added value by obtaining sales from its website. Amazon.com, tokobagus.com, blibli.com is an example of a businessman whose orientation is to market a product by designing the web.

- Affiliate Marketing

Affiliate marketing is the process whereby a product or service is developed in a single entity (e-commerce business, person-by-person, or combination) sold by other active sellers with profit sharing. The product entity can provide some marketing materials (sales letters, affiliate links, tracking facilities). But most affiliate marketing relationships come from e-commerce that offer affiliate programs, such as take nice perk.com, blibli.com, bekas.com, and so on.

- Local Internet Marketing

It is the process by which a small company uses the internet to search and foster relationships, which will be used for profit in the real world. Local internet marketing uses tools such as social media marketing, local directory listings, and online promotional sales targets.

➤ Person Approach

Is an independent approach that is derived from searchers and users (users) in order to find other products or data that the user needs. Targeted money users usually browse the internet to search for something (a particular product / offer or something else) so that marketing messages can reach them directly. This approach is used in search ads, where ads are based on search engine keywords entered by the user.

➤ Online marketing communication strategy is to conduct marketing activities by using all facilities provided by the internet with the aim of improving sales results and establish better communication to customers. Marketing with the Internet basically has the same concept, although using different means. Therefore, marketing activity is still based on market, product, website, traffic and credibility (Lasmadiarta, 2010: 9-19). There are a number of reasons why businesses are beginning to target the Internet market.

Television viewers begin to move to the Internet. Since they moved then the advertising media must follow it, assuming that any marketer's goal is to reach its target audience effectively and efficiently. Marketers recognize that they have to adjust their marketing plans to keep pace with the growing number of people spending time in front of online media, often by leaving other media.

- To target the internet market using ads that can be updated at any time with minimal cost: therefore the ads on the internet can always appear new.
- The internet market can reach potential buyers in very large quantities in global terms.
- The cost for online advertising is sometimes cheaper than television, newspaper, or radio advertising. The advertised advertisement media becomes more expensive because it is determined by the space to be used, how many days (time) the ad will load, and on how many television stations and local or national newspapers the advertisement will be installed.
- Advertising on the internet can efficiently use text, audio, graphics, and animated convergence.
- The Internet itself is growing rapidly.
- We can create ads interactively and targeted to specific groups and / or individuals.

Benefits of marketing over the internet According to Morissan (2010: 320) benefits for companies that use the internet are:

- a) Customers or potential customers can easily find a business location or company phone number.
- b) Rapid and practical delivery of a product
- c) Reduce the number of salespeople because sales people do not have to make an appointment with a prospect just to explain the product.
- d) Building relationships with customers through programs such as special offers, quizzes, and online contests.

Limitations of Marketing Through the Internet In addition to having many benefits and kelbihan, the Internet also has limitations. Here are the limitations of internet exposure according to Agus Hermawan (2012: 215)

a) The product is untouched

From the buyer's perspective, the inability of the buyer to touch, smell, feel, or try the product in real time before making a purchase makes online marketing unlimited. But there is an industry standard for e-commerce where to convince potential buyers, companies provide services delivery of products to consumers when the distance is affordable.

b) Concerns concerning security

Information security is an important part both for companies and consumers who transact in online business. Many consumers are hesitant to buy goods via the Internet because they do not believe that their personal information will be maintained.

c) Fraud

Currently the internet has not been fully secure media yag completely against the possibility of fraud. In many countries, rule and law enforcement in transacting on the internet to protect

consumers is not yet available. Some cases that harm consumers or companies that often encountered related to the use of the Internet, among others, is hacking. Other cases that often harm internet users is related to the use of credit cards and the use of consumer data without the party's permission.

9. UMKM in South Tangerang City

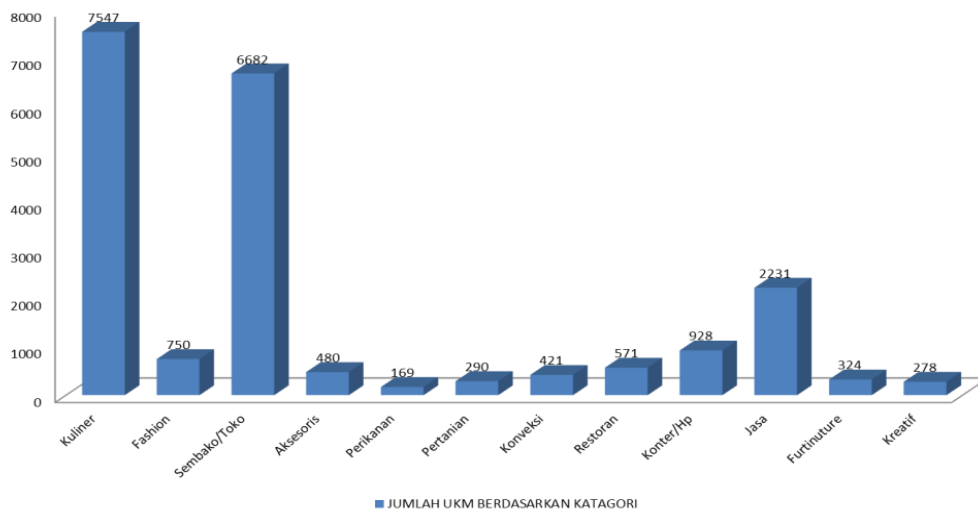
Tangerang Selatan has a vision of "The realization of Tangsel City Smart, Qualified and Competitive Technology and Innovation Based". Based on Tangsel's vision, all kinds of activities or work programs owned by Tangsel based on technological progress means that all kinds of Tangsel activities are based on Information Technology as the development of South Tangerang City.

Tangsel City's vision is downgraded to the mission: 1) developing a reliable and competitive human resources; 2) improving functional city infrastructure; 3) creating environmentally sound, environmentally sound cities; 4) developing people-based economic innovation and superior products; 5) improve good governance based on information technology.

Based on the vision, Tangsel's mission related to the development of technology-based SMEs, can be seen from the fourth mission that shows that South Tangerang in improving the competitiveness of regional economies, developing a populist economy based on innovation and superior products target:

- a) Increasing economic infrastructure and facilities;
- b) Promotion of a conducive investment climate;
- c) Provision of tax and licensing incentives;
- d) Technology development in sustainable economic growth;
- e) Increasing the role of KOPERASI and UMKM

Amount of MSMEs in South Tangerang City



The legal basis for the implementation of MSMEs in South Tangerang

- a) UU Number 25 of 1992 on Cooperatives
- b) UU Number 20 Year 2008 on Micro Small and Medium Enterprises
- c) Government Regulation No. 17 of 2013 on the Implementation of Law Number 20 Year 2008 on Micro Small and Medium Enterprises
- d) Regulation of South Tangerang City Number 12 Year 2012 on Cooperatives, Micro, Small and Medium Enterprises

The role of Tangsel City Government in developing entrepreneurship

- a) Provide policies and regulations in the development and entrepreneurial comfort (perda Cooperatives and SMEs and street vendors)
- b) Facilitate UMKM Product Development

- c) Development of Micro Small Medium Enterprise Product Marketing Facility
- d) Certification of Land Rights for MSMEs
- e) Development of MSMEs Product Marketing
- f) Facilitating the Development of Competitive Advantages of Small and Medium Micro Business Products
- g) Improvement of Small Medium Micro Entrepreneur Opportunity
- h) Development of Creative Economy Business
- i) Control Cooperation of MSMEs
- j) Development of MSME Product Marketing Facility (Fostering of street and street sellers)
- k) Development of Quality, Competitiveness and Featured Products

10. Digital MSME Village in South Tangerang City

Telkom in cooperation with South Tangerang City Government launched Kampung Keranggan Goes Digital program. The concept of Kampung UKM Digital is the use of ICT in a comprehensive and integrated way to support business processes running in one village, so that existing SMEs are more advanced, independent and modern.

This program is a direct educational effort to introduce the benefits of Information and Communication Technology (ICT) utilization to the SME players. With support from Telkom towards Kampung Keranggan SME development is in line with South Tangerang City Government program in the form of Ecowisata Cisadane development, where Keranggan is right on the edge of Cisadane River and the majority of people who have SMEs

In Kampung Keranggan there are about 200 residents who run snack business or snack foods such as banana chips, cassava enye, opak, rengginang, and others. Unfortunately, the production and marketing model that is run is still traditional, which is collected in the Gallery of Cooperative SMEs Cipta Boga.

Through Kampung Keranggan Goes Digital program, people can do marketing products that have been relying offline, can now be done online. The perpetrators of SME Kampung Keranggan can take advantage of applications provided by Telkom, such as BosToko, Jarvis-Store, blanja.com and smartbisnis.co.id.

Recognizing the toughest challenge in transforming from offline marketing system to on-line or internet utilization, Telkom also provides Broadband Learning Center (BLC) within the UMKM Gallery of Cooperative Cipta Boga. Through this BLC, facilitation and education of Internet utilization can be done. Telkom also raised 'Wira Pemgerak IT UKM' from one of the youth leaders of Kampung Keranggan to facilitate the socialization process. So that later, the process of training and ICT learning can be done alone by Kampung Keranggan community. This is one of the strengths of Digital MSME Village, where citizens from the village will be independent in the utilization of ICT in business. If each Kampung UKM Digital has 200 SME actors, then 1,400 SME actors can directly enjoy online marketing which of course will increase the business value of SME players.

Digital MSME Village model is one example of utilizing technology in entrepreneurship, where marketing management with e-commerce as a more effective way for now. The society needs a tool closer to it, the product being sold can be directly viewed through its hand (via smartphone / gadget), then the process of ordering and delivering the product to the consumer. It is as a model of contemporary shopping, people do not have to bother going out or looking for the desired product. This is an entrepreneurial way of meeting the needs and expectations of society in meeting their fast and easy needs.

Marketing is an important end in which the product of a business has value, but before that production is also an early process that is not much more important than meeting the needs of society. High point of quality in making products, who wants to use products that do not have quality ?. Thus the production process as the initial determinant of a product is accepted in the market, when the quality product is getting diminai masyarakat, then a business needs to increase the amount of production, but without reducing product quality or service quality fast. In a fast production process and remain qualified, then the production process requires a touch of technology to help speed up and simplify the production process, for example by using production machinery technology, and others.

MSMEs in Tangsel have not used much technology in the production process, from 100% the number of SMEs in Tangsel just about 30% of the number of SMEs in who already use the technology of machinery in the production process, most only rely on home production with manpower, because most assumes that the production process with the engine technology requires a large capital for the procurement of such machines as well as for electrical power the engine, it is indeed a truth.

The concept of investment is expensive but the investment result will bring about a change is something that SME players need to understand, the use of the technology of the entrepreneurial process both production process, financial management, and marketing is an investment that will lead to greater results and business development which is better, where technology-based administration as part of an entrepreneur's investment in meeting the needs of the present community and facing more real competition where the community is very close to the technology.

CONCLUSIONS

The rapid development of Information and Communication Technology requires people to try to make changes in all types of life whose goal is to get the best results and conditions that can be achieved. The large number of existing life sectors are expected to open up new innovations for us to create something new for the advancement of human civilization.

The tough competition in the business world certainly desperately needs a business that can handle it in a variety of challenging situations. All businesses also need all the information that is very actual, fast and reliable, which can all the problems can only be solved through Information and Communication Technology (ICT). Entrepreneurs with technology-based administration assistance will make it easier to access and meet the needs of today's people who are close to the technology, although it is considered expensive but investment is not expensive, but is a necessary item to survive in increasingly heavy competition, business well and can continue to develop business with innovation and technology.

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