

**SYSTEMATIC LITERATURE REVIEW (SLR)**  
**LEARNING DIGITAL TECHNOLOGY INNOVATION THROUGH E-COMMERCE**  
**SERVICES TO CREATE JOB OPPORTUNITIES FOR THE COMMUNITY**

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**ABSTRACT**

One tool that has made work easier is technology. Current technological developments have become very important for humans to do their work. Technological developments have a significant impact on the behavior of economic society, especially in terms of e-commerce activities. In Indonesia, the growth of ecommerce has increased interest in entrepreneurship. This provides a brief overview of e-commerce's ability to improve prosperity and drive economic progress. Ecommerce is an ever-growing advancement that is very beneficial to society. This study explores relevant review literature. Community employment opportunities in accessing e-commerce services SLR research method Documentation of similar research articles helps collect data.

**Keywords:** job opportunities, educational technology

## INTRODUCTION

The education system must be able to implement and encourage citizens to learn to improve their skills in using digital media, such as communication tools, internet networks and so on. (Darmawan, Fauzi & Widiansyah, 2023)

The digital economy can play a role in empowering society in several ways, namely:

1) Access to global markets; 2) Digital skills; 3) Participation in the platform-based economy; 4) Education and access to information; 5) Financial Inclusion. (Harjadi and Hidayanto, 2018).

Digital transformation, especially through the use of e-commerce platforms, has had a significant impact on MSMEs by opening up new opportunities and changing traditional business paradigms. E-commerce platforms enable MSMEs to expand their market reach nationally and internationally and provide wider access to consumers (Amornkitvikai et al, 2022), (Mardikabiningsih & Darmawan)

E-commerce is an effort by businesses who want to increase their sales and profits, e-commerce has developed into a new business model in various countries. The development of e-commerce is driven by increasing income through e-commerce. Ratama, Munaroh, and Mulyati in 2023. In the modern era, ecommerce has a big influence throughout the world because buying and selling transactions carried out via electronic media can change people's lifestyles. (Mansur & Gultom, 2005)

E-commerce is a combination of goods and services as well as transactions carried out via the internet, and is expected to improve the national economy through the liberalization of domestic services and accelerating integration with production activities throughout the world. (Wirapraja & Ariwibowo, 2018)

The main function of an e-commerce platform is to enable businesses and individual sellers to offer products and services online to customers with a greater focus on self-service commerce platforms without strong social interactions. E-commerce prioritizes transactions and product transparency.

Buying goods and services in online stores is one way of doing business in online stores where all people and offices in Indonesia can use these services. You can order online by paying by bank transfer or you can order through supermarkets that support payment for the event. The idea of e-commerce is that the whole world can be accessed via the internet, where people can easily access and carry out foreign and domestic transactions. (Magfiroh, Natalina & Efendi, 2023)

In the business world, changes in the use of information carriers have caused changes and paradigm shifts from traditional business systems to electronic business systems. This form of electronic commerce results in the buying and selling of goods and services over the Internet, which is called electronic commerce. (Nasution, Hariani, Hasibuan & Pradita)

In this case, the government created a policy to save people from unemployment by investing in technological literacy programs. The Internet can be understood as a combination of ideas, technical and social discoveries, political context, socio-cultural conditions and economic development, the results of which can be seen in the context of sustainable development. (Maria, 2023) Entrepreneurship is the ability to create added value in the

market by handling resources in new and different ways. (Surjano, 2006). In this case, it cannot be denied that entrepreneurship can help provide many jobs, various consumer needs, services and increase prosperity and competition in the country.

## RESEARCH METHODOLOGY

This research uses a literature study using the method used, namely systematic review (SR). is a literature study with the method used, namely a technical system for collecting, testing as a whole and compiling research results on the topic you want to study. This research begins by finding articles related to the research topic that will be deepened.

A systematic review is a way of looking at a specific problem by identifying, evaluating and selecting specific problems and asking questions that are resolved clearly based on predetermined criteria. It is the result of previous research that is of high quality and relevant to the research question. This research uses the Systematic Literature Review (SLR) method, a systematic, clear and reproducible method for identifying, evaluating and synthesizing research and researchers' ideas with the aim of identifying, evaluating and evaluating them all. consists of several stages, including:

First, how digital innovation services can create job opportunities for the community.

Second, what is the impact of E-commerce services on society in searching for literature studies starting from using data available on Google Scholar using articles from 2010 - 2024.

Third, after finding several articles. The research found articles that had discussions commensurate with the theme "Learning digital technology innovation through e-commerce services to create job opportunities for the community" in data searches from Google Scholar, then 21 articles related to the topics studied from various articles.

Then understand the article in detail and in accordance with digital innovation in improving people's welfare by creating job opportunities for people in accessing e-commerce services, then study the article in depth until you find something that is suitable. 8 articles found that are the same as the theme being deepened and will be explained which will then be given conclusion.

## RESULTS AND DISCUSSION

E-commerce has a useful role for society in improving the quality of life of society by providing easy access to various goods and services, increasing the competitiveness of business actors, and encouraging economic growth, especially for people who do not have jobs. In this case, E-commerce offers various innovations that can improve people's welfare and create new job opportunities, allowing people in remote areas to access a wider market and be able to sell their products throughout Indonesia and even abroad.

In this case, support is needed in the form of training and access to technology so that SMEs can optimize their business potential. The government and tied institutions can provide digital training and technical assistance to SMEs. The private sector also needs to work together to overcome these challenges and ensure that e-commerce benefits everyone. Moreover, even though internet penetration has increased, there are still some people who are not digitally connected. Digital inclusion also needs to be a concern so that the benefits of electronic commerce can be felt by all levels of society. Digital education programs in an effort to increase internet access in remote areas must be encouraged through collaboration between ecommerce platforms. governments and the private sector need to work together to overcome these challenges and ensure that e-commerce benefits everyone.

According to the 5 journal articles that have been determined according to the criteria with inclusion characteristics, an explanation of the research results is given in Table 1.

provides flexibility in carrying out business operations. Plus support via social media allows businesses to connect with global audiences more interactively. E-commerce removes the barriers of physical transactions and saves customers time with online shopping options.

**Table. 1 Results of research on increasing job opportunities through Ecommerce services**

Research and Year Study	Journal	Research result
YLR Rehatalanit (2021).	Journal: The role of Ecommerce in development Business	The author found research results that the advantages of E-commerce are: <ul style="list-style-type: none"> <li><b>a.business manager:</b> <ul style="list-style-type: none"> <li>- the company can reach customers from all over the world</li> <li>- efficiency, no errors and on time</li> </ul> </li> <li><b>b.consumer:</b> <ul style="list-style-type: none"> <li>prices are much cheaper, just shop in one place</li> </ul> </li> <li><b>c.management:</b> increasing income &amp; consumer loyalty.</li> </ul>

<p>Alexander Wirapraja, Handi Ariwibowo (2018).</p>	<p>Journal: Utilization of ECommerce as a Solution Innovation in Maintaining Business Sustainability</p>	<p>The result of this discussion is that Ecommerce has an active role in maintaining the level of interest on services and goods, cutting promotional expenses, expanding markets to new market levels so as to cut distribution access, so that there is a desire to increase revenue from the organization.</p>
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<p>Ade Onny Siagian (2021).</p>	<p>Journal: E-commerce Marketing Strategy for MSMEs Indonesia For Increase Indonesian economy.</p>	<p>The research results explain that by improving marketing aspects related to technology ecommerce,company increasing its investment in ecommerce technology. E-commerce can provide quite certain benefits for MSMEs, so MSME players who are just starting to get involved in the e-commerce sector are strongly advised to apply this technology to their business.</p>
<p>Muhammad Wildan Affan (2022).</p>	<p>Journal : Analysis Ecommerce Usage: Influencing Factors and Their Impact on MSMEs.</p>	<p>The author found that the results of this research prove that the causes of interaction and trust influence the desire of MSMEs to use e-commerce services at prices that are much more efficient in terms of funds and risks do not influence the desire to use e-commerce, this is based on the fact that MSME players are in the socialization process to use ecommerce, so that they do not consider the continuation of their business in the long term. However, the implementation of MSMEs means that the use of ecommerce can provide business performance results.</p>

<p>Hanung Eka Atmaja &amp; Dian Marlina Verawati (2021).</p>	<p>Journal : Increase Interest Entrepreneurship In Global Era Through Ecommerce</p>	<p>This is a reason to prove that e-commerce is important to show that the country is one of the reasons that shows that the development of e-commerce in the country is important. The economic growth of a country is important because economic growth is one of the supports for social welfare. By improving people's welfare, it is hoped that it can support the country's progress.</p>
<p>Edi Kurniawan, Nofriadi &amp; Dewi Maharani (2021)</p>	<p>Journal: Digital Marketing Socialization In an attempt Enhancement Sale MSME Products</p>	<p>Resultsstudy show that This community service aims to provide understanding or direction about digital marketing for product marketing so that it can increase product sales.</p>
<p>Fani Ma'sumatul Maghfiroh1, Sri Anugrah Natalina2, Rofik Efendi (2023)</p>	<p>Journal:Transformation Economy Digital:ConnectionsIntegration E-CommerceAnd S-CommerceIn Effort Development Economy Sustainable</p>	<p>The research results show that e-commerce services provide great opportunities for MSMEs to grow and develop. However, support is needed in the form of training and access to technology so that MSMEs can optimize their business potential.</p>

Dadan Darmawan, Ahmad Fauzi, Widiansyah (2023)	Journal : development competence digital literacy Learning citizens Education equality in facing the era revolution industry 4.0	Results study show that Based on these observations and interviews, it can be concluded that students' ICT skills are not good. Apart from that, students are less creative in managing social media. There is also no ability to analyze or sharpen critical thinking when processing information.
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Research results from the journals show that this type of business model not only makes things easier for consumers, but also sellers or producers. This becomes easier for producers, because producers do not have to take their goods to the store. Manufacturers operate or offer their business by downloading products or services provided through available applications. Using ecommerce, consumer reach is expanding because it can be accessed by anyone, thereby increasing production and producer finances. With the development of business technology, it is hoped that community welfare can support the improvement or growth of the country's economy.

Based on the journals that have been reviewed, the use of e-commerce services to create job opportunities for the community has a positive impact on the development of MSMEs, from a financial perspective it is much more affordable and also time efficient.

## CONCLUSIONS AND RECOMMENDATIONS

In this case, the conclusion that can be drawn is that entrepreneurship is able to help provide employment opportunities for society, various consumer needs, services, and is able to provide prosperity for a country. It cannot be excluded that entrepreneurship is able to provide many jobs, consumer needs, services and is able to increase progress and prosperity as well as competition in our country.

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