

## Benefits of Developing E-Commerce Platform for Informatics Students as Additional Income

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### Abstract

The article in this journal will bring readers more specifically to university students to see easier access to money for additional living expenses. A new perspective when students are more specifically informatics students who are taught and nurtured so that they have skills and knowledge about program development not only live with money given by parents, but with money from the creation and development of their own programs or platforms. Access and dissemination of this journal will be expanded to make it more accessible and useful to all readers not only for informatics students but for prospective students and former students who have dived into the sea of computer code more specifically on the creation and development of programs or platforms.

**Keywords:** E-Commerce, Platform, Program, Informatics, Additional Income, Society

### Introduction

In this increasingly advanced world, with the digital age and current technological advancements, the development of information technology has changed various aspects of life, including the way individuals seek economic opportunities for living expenses (Cahyaningrum & Kom, 2024);(Fang et al., 2014);(Iprice, 2021). For informatics students, who are automatically exposed to technology and digital skills, it can be an effective strategy to use this ability to create additional sources of income. One way to do this is to develop an e-commerce platform (Jain & Kumar, 2017). E-commerce, or electronic commerce, has recently experienced rapid growth (Dinev et al., 2006). E-commerce platforms allow individuals or groups of business people to sell their products or services online, opening up wider market opportunities and better time management by reducing the need for physical presence in sales (Singh & Singh, 2018).

For informatics students, developing an e-commerce platform is an opportunity not only to apply the technical skills they have learned, but also to earn significant additional income (Jones, 2013). However, knowledge of e-commerce platform development is not limited to the financial aspect (Nguyen, 2020). Experience in designing, building, and managing e-commerce platforms provides students with valuable practical skills, including a deep understanding of software development,

project management, and digital marketing (Kim & Kim, 2022). These skills are essential in a competitive workforce, and this practical experience can increase their competitiveness in the job market (Ardiansyah, 2020).

The articles in this journal aim to highlight the various benefits that informatics students can gain from using their knowledge of e-commerce platform development, including the potential for additional income, the development of practical skills, and the opportunity to build a professional resume and portfolio, so that when they enter the workforce, there will be many companies competing to recruit talented students by looking at excellent resumes and portfolios (Abbasi, Rehman, Hussain, Ting, & Islam, 2021). With articles on these aspects, it is hoped that it can provide guidance to informatics students who are interested in taking advantage of this opportunity and maximizing their potential in the world of e-commerce.

### Research Method

To reap the benefits of developing an e-commerce platform, computer science and programming students can use the following methods: 1) Active and creative in presenting new innovations every day by creating promotional content like reels, feed, and stories on social media that are often and familiarly used by everyone such as Instagram, TikTok and Facebook. The goal is to maintain the trust of old customers to keep subscribing, while attracting the interest of new customers so that the sales curve increases. 2) Present products that people really need today, interesting, quality goods, unique and trendy. So that many customers are interested in the goods and order on our e-commerce platform. 3) Prioritize customer satisfaction. In today's instant world, it has changed the way people live to be faster and more impatient. Many customers want to be served quickly and even need their goods to arrive quickly. Therefore, in order to maintain customer satisfaction, the e-commerce platform developer must be able to provide fast delivery while still maintaining the quality of the products sold. 4) Create a rating and review column on the e-commerce platform about the speed of delivery and the quality of goods that have reached customers, in order to increase confidence in potential new customers.

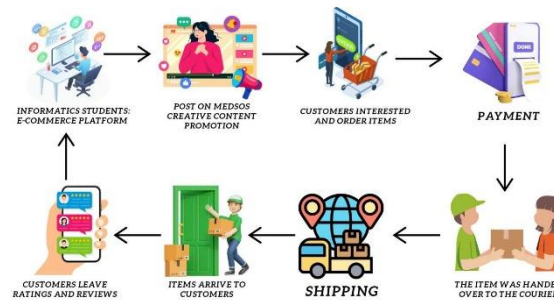


Picture 1. Flowchart Method Concept

## Result and Discussion

The benefits of e-commerce platform development that are proven to be effective are an important curve in achieving success to earn additional income for students. The results obtained from the e-commerce platform development utilization method show that the e-commerce platform can produce very positive results in the benefits of using the e-commerce platform. The concept method can be illustrated in Figure 2 Illustration of e-commerce flow for developers (Hakkinen, Wong, Anggreainy, & Hidayat, 2021).

For informatics students who develop e-commerce platform development with fast delivery but still quality goods and the use of friendly courier resources and a light and pleasant platform display, customers can add more positive evaluations. Things like this can benefit students as well as additional tasks to increase platform conversion. Successful use of social media for promotion can include customer engagement. Customers sharing the site's content on their social media accounts can help expand the reach of acquiring new customers, and can also help increase the number of desires for the product.



Picture 2. Flowchart Result

## Discussion

The development of e-commerce platforms provides benefits for informatics students to have the opportunity to improve their programming, database management, interface design, and digital marketing skills. Students can apply creative innovative ideas in the development of e-commerce platforms, such as utilizing Artificial Intelligence technology to innovate more efficient and attractive results.

### *Potential Benefits*

**Skill Development and Practical Experience:** 1) **Technical Proficiency:** Building an e-commerce platform requires a wide range of technical skills, including web development, database management, and digital marketing. By undertaking this project, informatics students can gain hands-on experience and enhance their practical abilities. 2) **Problem-Solving and Critical Thinking:** Developing and managing an e-commerce platform involves overcoming various challenges, such as technical issues, marketing obstacles, and customer support inquiries. Students can hone their problem-solving and critical thinking skills through this process.

**Entrepreneurial Mindset and Business Acumen:** 1) **Business Planning:** Creating an e-commerce platform necessitates careful planning, including market research,

product selection, pricing strategies, and customer acquisition. Students can develop entrepreneurial skills by making informed business decisions. 2) Risk Management: Running an online business involves risks, such as competition, economic fluctuations, and technological advancements. Students can learn to assess and mitigate risks to ensure the sustainability of their e-commerce venture.

Financial Gains and Income Generation: 1) Additional Income: A successful e-commerce platform can generate significant revenue, providing students with a valuable source of additional income. 2) Financial Literacy: Managing finances is an essential aspect of entrepreneurship. Students can improve their financial literacy by tracking expenses, calculating profits, and making sound investment decisions.

Networking and Collaboration Opportunities: 1) Industry Connections: Building and operating an e-commerce platform can lead to valuable connections with suppliers, customers, and other industry professionals. 2) Collaborative Projects: Students may have the opportunity to collaborate with other individuals or businesses to expand their e-commerce venture or develop new products and services.

Time Management and Workload: Balancing the demands of academics, personal life, and an e-commerce venture can be challenging. Managing time effectively and prioritizing is crucial for future success. Competition and Market Saturation: The e-commerce landscape is highly competitive. Students need to conduct thorough market research and differentiate their platform to attract customers and generate sales.

Technical Challenges and Troubleshooting: Building and maintaining an e-commerce platform can involve technical difficulties. Students should be prepared to troubleshoot issues and seek assistance when needed. Legal and Regulatory Compliance: Adhering to legal requirements, such as data privacy regulations and consumer protection laws, is essential for operating an e-commerce business.

Overcoming the challenges and considerations, students can follow these tips to truly maximize the benefits of developing an e-commerce platform for informatics students as additional income. Start small and focus on selling the quality of your market. Because trying to handle too many things at once can make students overwhelmed to harmonize with study time on campus. Utilize your academic knowledge and skills. Your informatics background can provide a very significant advantage in building and managing your platform (Elvi, Musmuliadi, & Dju, 2022). Connect with other students and entrepreneurs. Collaborating with others can help you learn from their experiences and avoid common mistakes.

Stay up-to-date with the latest e-commerce trends and technologies. The e-commerce landscape is constantly evolving, so it's important to stay informed about the latest developments. By carefully considering these factors and utilizing the resources available to you, you can develop an e-commerce platform that is successful and beneficial to you as a student in college. Once informatics students can overcome these challenges, they can review case studies that have successfully developed e-commerce platforms by raising the title of the discussion in essay books and journals, or by including

the results of the method of the benefits of developing e-commerce platforms in their thesis in college in order to provide new insights, inspiration, and innovation for readers.

## Conclusion

There are many benefits that can be gained from developing an e-commerce platform for extra income for students, such as business opportunities. By engaging in e-commerce, students can open up business opportunities for the future with data analysis and digital marketing skills. Such skills are valuable in the job market and can increase competitiveness. E-commerce offers time flexibility, allowing students to work while they study.

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