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## PROCEEDING

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Proceedings Article

## Imitating Success of Japanese Entrepreneurs and Benefits in Entrepreneurial Activities

Eddy Soeryanto Soegoto, Nadya Vian Anisa

This study aims to explain how Japanese entrepreneurs achieve success and replicable benefits in entrepreneurial activities. Data for this study was gathered through observations on articles and books. This study used a qualitative method. As a nation that experienced a war defeat, Japan has similarities...

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## Business Strategy of Fisherman's Equipment in Wakatobi District

La Hasimu, Dedi Sulistiyo Soegoto

The purpose of this study is to create a Business Strategy Of Fishermans Equipment in Wakatobi District. SWOT identification is carried out to identify internal and external factors. TOWS Matrix was used to design strategies based on internal and external factors. The result of the research is a focused...

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## The Role of Information Technology in Handicraft and Entrepreneurship Subjects on the Students' Entrepreneurial Interest

Muhammad Yasin Nasrulloh, Yeffry Handoko Putra

The purpose of this study is to determine the impact of information technology on student learning practices in understanding the importance of entrepreneurship by applying social media as a learning medium and online sales as a practical tool in Handicraft and entrepreneurship subjects. The results...

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## Developing Strategy for Solar Panel Package Business in Kupang

Shadli Rolaskhi, Herman Surdiatno Soegoto

This research aims to develop a strategy for the solar panel package business in Kupang. This research used SWOT analysis and SWOT matrix. SWOT analysis used from the start



to improve internal and external business factors, where this research is a business strategy that focuses on production by considering...

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## Factors Influencing Entrepreneurial Intention (Study on 2018 New Entrepreneur Program Participants in West Java Province)

Yudi Satriadi, Herman Surdiatno Soegoto

This study aims to investigate the factors influencing entrepreneurial intention on participants of the new entrepreneur program, which is a program from the Government of West Java Province to create new entrepreneurs. There were 105 participants in the New Entrepreneur Program involved as the research...

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## Online Learning as a Learning Innovation and New Business Models in the World of Education

Eddy Soeryanto Soegoto, Zulkifli Ismail, Natasha Puspa Dewi

The purpose of Online-Learning research is as a form of learning innovation and new business models in the world of education to find out the effectiveness of learning through E-learning methods and social-economic impacts. As the time passes, internet and the development of the world of technology are...

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## Effect of Internet Banking on E-Commerce

Dedi Sulistiyo Soegoto, Agil Fauzan Ilhamuddin, Putri Amirah

Currently, e-commerce is a new trend in the world of buying and selling that unites sellers and buyers who are very far away but can still trade safely and quickly also certainly easier with internet banking. The purpose of this study is to analyze how internet banking can significantly influence the...

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## Impact of E-Ticketing Application on Bus Transportation in Bandung

Eddy Soeryanto Soegoto, Rudy Setiawan, Rizky Jumansyah

This study aims to determine the impact of the e-ticketing application system on bus transportation for the peoples of Bandung. To support the research, the method used was qualitative. The results show that there are some positive impact on the implementation of e-ticketing system, one of which is to...

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## Developing Strategic Marketing Plan for Artificial Flower Bouquet Business in Bandung

Abdullah Al Aliyi Surtawijaya, Dedi Sulistiyo Soegoto

This study aims to develop strategic marketing plan for the artificial flower bouquet business in Bandung City. The method used in this study was qualitative analysis descriptive through marketing mix 4Ps theory and Porters five competitive forces theory. The result of the research produced strategic...

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## Implementation of Management Information System, Implication on the Performance of Entrepreneur in West Bandung Regency

Neng Susi Susilawati Sugiana, Deden Abdul Wahab Syaroni

Business competition in the region especially in West Bandung regency, businessman who cannot stand competition. The purpose of this research is to learn the application of information system management implications for the performance of entrepreneurs MSMEs businessman in West Bandung Regency. Theories...

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## Attracting Consumer Interests from Display of Hotel Booking Sites and Airline Tickets in Indonesia

Dedi Sulistiyo Soegoto, Supriatna, Raiswati Untsa Mega

The purpose of this study is to attract the interest of domestic and foreign tourism consumers in the ease, speed, accuracy of hotel bookings, airplane tickets, and more. The

method used in this study was descriptive. The results of this study indicate that the influence of a dynamic website appearance...

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## Analysis of Entrepreneurial Marketing Canvas on Small-Scale Business

Danica Elma Edwina, Rahma Wahdiniwaty

This research aimed to analyze the entrepreneurship and marketing model adopted from the newest model of Entrepreneurial Marketing Canvas (EMC). This marketing model was combination of marketing strategy, financial strategy, and organization. The subject of this research is one of muslim fashion industries...

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## Design Business Continuity Plan of Data Center Using ISO 22301:2012

Rahadian Arief, Yeffry Handoko Putra

The purpose of this study is to design a BCP framework that adapts to the needs of the company. Research design using qualitative method. Data collection in this research using observations, interviews, and questionnaires. Stages in evaluating are planning research, determining the scope of the evaluation,...

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## The Effect of Innovation on Performance in Micro, Small, and Medium Enterprises

Rudi Asfar Rifai, Deden Abdul Wahab Syaroni

This paper aims to know much influence innovation has on the performance of Micro, Small, and Medium Enterprises in Bandung Regency. This research used descriptive method with the aim of collecting detailed data so that it can describe how much influence innovation has on the performance in detail. The...

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## Effect of Manager Competency on Innovation in Small and Medium Enterprises

Angga Dwiputra Solihin, Deden Abdul Wahab Syaroni

This research was conducted to determine the relationship between managers' competency towards innovation in small and medium enterprises. The method used in this study was descriptive with a quantitative assessment. The unit of analysis in this study was small and medium businesses in Bandung Regency...

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## Assessment of Lecturer Satisfaction, Working Quality and Productivity Toward Learning Management System

Senny Luckyardi, Deden Abdul Wahab Syaroni

The purpose of this research is to assess the lecturer satisfaction, working quality, and productivity toward Learning Management System (LMS) and to know the extent the effectiveness of LMS for the lecturers. The study case was conducted in a Private University in Bandung. This research used quantitative...

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## Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) for Business of Laboratory Competency Training

Novy Lousiane, Deden Abdul Wahab Syaroni

This study aims to analyze business opportunity of laboratory competency training and analyze development of the potential factor on the services of laboratory competency training. The subjects of this study are the expert chemical analysts in Bandung. This research method used descriptive qualitative...

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## A Dynamic Strategical Plan to Strengthen Food Security

Arjuna Rizaldi

This study aims to build a strategical planning to improve the agricultural sector in Subang Regency, West Java Province especially in accordance to central government's

establishment of Subang as one of Indonesian national granary to strengthen Indonesian food security. The research method used was...

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## The Role of Market Orientation and Innovation Capability to Create Superior Value

Rizki Zulfikar

This research aims to excavate the impact of the market orientation and innovation capability to value creation in Small and Medium Enterprises (SMEs) of knitting industry located in Bandung, West Java Province. The descriptive and verification methods were used in this research while the data obtained...

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## Inflation Effects and World Crude Oil Prices on Combined Stock Price Index (CSPI) in Indonesia Stock Exchange (IDX) of 2015–2018 Period

Windi Novianti, Ajeng Perwati

The purpose of this study is to find the evidence of whether the World Inflation and Crude Oil Prices had an effect on the Composite Stock Price Index (CSPI) in the Indonesian Stock Exchange (IDX) of the 2015-2018 periods by taking samples for 4 years on the IDX. This method used in this research was...

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## Marketing Approach on Competitive Advantage of Online-Based Public Transportation

Muhammad Iffan

The aim of this research is to determine the competitive advantage using marketing approach of online-based public transportation. Marketing approach used in this research is a service marketing mix that includes product, price, promotion, place, people, process, and physical evidence. The method used...

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## Consumer Perception about Paid Cutlery Programs at Online Food Delivery Company

Candra Sari Triyana, Deden Abdul Wahab Syaroni

The purpose of this research is to analyze the perception of consumer of paid cutlery program at the online food delivery company. This research aims to determine the effectiveness of the program towards changes in consumer purchasing behavior related to decrease the used of plastic materials. The variable...

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## Purchasing Decisions in Terms of Perceived Quality and Product Knowledge

Raeni Dwi Santy, Siti Daniyah Atika

The purpose of this study is to find out the Quality, Product Knowledge, and Purchase Decisions on Samsung smartphone products as well as to determine the effect of Quality Perception and Product Knowledge on Purchasing Decisions simultaneously and partially on samsung smartphone products. This study...

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## Effect of Career Planning and Self-Efficacy of the Performance of Employees

Lita Wulantika, Niesfa Ayuningtias

This research aims to determine the effect of Career Planning and Self-efficacy on Employee Performance at PT Perkebunan Nusantara VIII Bandung. The data collection was conducted by questionnaire to 75 employees. The samples were carried out by probability sampling with simple random sampling. The data...

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## Enterprise Architecture Information System Planning for the Procurement of Goods and Services

Hangga Tri Saputra, Yeffry Handoko Putra

The objective of this research is to support the operational and investment activity for company efficiency, transparency, rivalry, affordability, quality of goods, and services



procurement system in Regional Cleaning Company of Bandung or PD. Kebersihan Bandung. With the implementation of the TOGAF...

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## The Effect of Customer Value on Customer Loyalty at Bandung Tourist Location

Diki Ganthika, Rahma Wahdiniwaty

The purpose of this research is to explain and evaluate the effect of customer's value on customer loyalty at Bandung tourist attraction location. The method used descriptive verification. The analysis unit is the customer in one of Bandung tourist location. The data was collected by a questionnaire...

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## Event Study of Obtaining Investment Grade in Indonesia

Suryanto

This research aims to analyze the market reaction to the announcement of the acquisition of share prices due to the announcement event Indonesia's debt rating of Investment Grade Indonesia. This study used comparative descriptive research design. The sample used in this study was 41 companies included...

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## The Factor Influencing Customer Satisfaction in Health Insurance Companies

Alam Gumilang Ramadhan, Dedi Sulitiyo Soegoto

The aim of this research was to know the effect factor of participant satisfaction on health insurance companies. By using quantitative methods with descriptive and verification approaches. The test equipment used Structural Equation Modeling Partial Least Square (SEM-PLS) and questionnaire distributed...

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## The Effect of Information System on Employee Performance

Arif Darma Sukmawan, Rahma Wahdiniwati

Information systems are experiencing rapid development that has become a necessity for organizations, companies and individuals. It became a basic requirement for large companies because they can provide convenience, speed and accuracy in processing data to become necessary information. This research...

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## The Process of Product Purchasing Decision Through E-Marketing

Rizky Fauziah, Rahma Wahdiniwati

The purpose of this research is to determine whether the online marketing can influence purchase decisions of the internet users in buying a product. The method used in this research is multiple linear regression where the data is processed by SPSS programs. The unit of analysis in this research is the...

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## The Effect of Trust Dimension Towards E-Commerce Customer Participation

Nikita Astria, Rahma Wahdiniwati

The purposes of this study are to analyze the effects of the level of participation of e-commerce users in Indonesia each through the variables of benevolence, integrity, and ability and to analyze the effect of the trust variable on the level of e-commerce customer participation in Indonesia. This research...

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## The Influence of Motivation on Employee Satisfaction and the Impact of Employee Performance in Cooperation

Andriyati Tanjung, Rahma Wahdiniwati

The purpose of this study is to determine the effect of motivation on job satisfaction and its impact on employee performance at the Daarut Tauhiid Islamic Boarding School cooperative. The sample in this study used saturated sampling with a total sampling of 113 respondents. The analytical method used...

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## The Development Strategy of Fish-Processing Products

Neni Setiarini, Herman Surdiatno Soegoto

This research aims to formulate a strategy for developing processed fishery products at CV X in the future. This research was conducted with a case study in CV X. This research used a qualitative method. The type of data collected includes primary data and secondary data. The technique of deciding the...

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## Early Retirement Program: Study on the Motivating Factors

Mantiq Al Kindy, Deden Abdul Wahab Syaroni

This study aims to determine the factors that motivating employees in taking early retirement program. In this study, the author uses the theory of intuition, the theory of dismissal, the theory of retirement, and the theory of early retirement. This research used descriptive with a qualitative approach....

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## Financial Behavior Impact to Determine Dividend Policy at Indonesian Companies

Linna Ismawati

This research aims to find evidence on the impact of financial behaviour in determining dividend policy. The method used in this research was the Qualitative Research Method using Explorative Survey. The Qualitative research method used Nvivo software version 10.0. The units of research are all companies...

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## Impact of Teacher Certification Toward Learning Quality: A Case Study in Elementary School

Linda Setiawati

The purpose of this research was to obtain an overview of the impact of teacher certification on improving the quality of learning. This study used a qualitative descriptive

method with the research instrument used was a questionnaire and interview. The respondents in this study were 50 certified elementary...

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## Education World Disruption: Digital Communication Impact on Quality of Vocational School Graduates

Isniar Budiarti

Along with technological development, especially in the field of education, vocational school is required to produce quality graduates. However, the lack of digital technology utilization in the education process becomes an obstacle. In this case, a comprehensive and good digital technology simulation...

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## Strategy to Increase Consumer Purchasing Decisions in Supermarket Business

Agus Supandi Soegoto, Een N. Walewangko

This study aims to determine strategies to improve consumer purchasing decisions through Product Quality, and Servicescape in the Supermarket business both partially and simultaneously. The method used is associative and aims to uncover the model of the relationship between variables, with multiple linear...

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## The Influence of Collateral Assets on Stock Prices (Empirical Study of Basic and Chemical Industry Companies Listed on the Indonesia Stock Exchange Period 2012–2016)

Aryanto Wibisono, Dedi Sulistiyo Soegoto

This study aims to find out how the description of collateral assets and stock prices in the Basic and Chemical Industry companies listed on the Indonesia Stock Exchange for the period 2012-2016, and how the influence of collateral assets on stock prices in Basic and Chemical Industry companies listed...

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## Formulation of Business Strategy and Implication on Marketing Strategy in Janji Laut Resort, Manado

Yuke Luviana, Dedi Sulistiyo Soegoto

The tourism sector is one of the largest sources of income for the country. This is not apart from the support of the hospitality industry that becomes supporting means to meet the needs of tourists. This research aims to determine which variables are the sources of strengths, weaknesses, opportunities,...

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## Social Media Marketing Application in Indonesian Travel Industry

Tina Setriani, Herman Surdiatno Soegoto

This research aimed to analyze the effectiveness of promotion using digital platforms by content marketing, advertising, and influencer who promote the products. The research method used was a qualitative descriptive analysis with SWOT tools. SWOT Analysis is a process that includes four areas into two...

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## Return on Assets, Debt to Equity Ratio, and Earning per Share Impact on Stock Price in Property Companies Stock Exchange

Devi Lutfiah, Dedi Sulistiyo Soegoto

This study aims to determine the rate of return on assets, debt to equity ratio, and earnings per share impact on stock price, either partially or simultaneously, on a property company listed on the Indonesia Stock Exchange 2014-2018 period. The data analysis method used was multiple linear regression...

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## Ability to Pay Personal People Mandatory Taxes in KPP Pratama Majalaya Bandung

Wati Aris Astuti, Adnesha Mutia

Willingness to pay tax can be interpreted as a value that is willing to be contributed by someone (determined by regulation) that is used to finance the general expenditure of the country by not receiving reciprocal services directly. The willingness of taxpayers to pay taxes is important in tax collection....

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## E-Budgeting to Enhance the Quality of Information

Adeh Ratna Komala

Regional Organization (RO) in implementing the budgeting system has not yet integrated the system. The budget is one of the government finances that must be appropriately managed where the funds collected must be adequately budgeted. The purpose of this study was to find out the implementation of e-budgeting...

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## Reliability Analysis of Islamic Financial Statements: Zakat, Infaq, and Shodaqoh

Sri Dewi Anggadani, Deden Abdul Wahab Syaroni, Rio Yunanto

The purpose of this study is to analyze the reliability of the financial reporting system in amil zakat institution. This study used a descriptive method that was a method of collecting data from various written sources such as books, journals, and articles. The result of the analysis shows that financial...

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## Quality of Audit System Information for Internal Control Effectiveness

Inta Budi Setya Nusa

Information system audit is a tool used in the supervision and evaluation of inputs, data processes, and results of financial statements. This study aims to determine the effectiveness of information systems audits in helping control business processes that have an impact on improving internal control...

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## Effectiveness and Contribution of Land and Building Tax to Local Revenue

Angky Febriansyah

This study aims to analyze the achievement of land and building tax targets in Bandung city during 2014-2018 and to find out how much the effectiveness and contribution of land. Also, building tax revenues to the total revenue of the Bandung municipal government for five years. The research method used...

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## Tracing Tax Violation by Taxation Information System

Siti Kurnia Rahayu

There is a problem of tax violation or non-compliance of taxpayers that occur every year in Indonesia. The Directorate General of Taxes needs to endeavor more intensive ways in which to strengthen the policy countermeasures to combat this problem. From various scholarly studies concerning this matter,...

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## The Effect of Macro Economic Variables on Value Added Tax (VAT)

Lilis Puspitawati, Wiko Ramdhani Hartono

Tax is one of the sources of state income that used to finance expenditures in a country. Therefore tax revenue is the dominant factor in sustaining national development in a country. The problem that occurred at this time that there is a condition of an increase in the number of taxable entrepreneurs,...

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## Kansei Analysis using Analytical Hierarchy Process

Chandra Nur Huda, Ana Hadiana

In determining a choice that is not based on specifications, it is important to know the aspects of feelings in a product. Kansei is a technology that translates feelings into product design. The application of Kansei in the development of decision support systems can help facilitate decision making...

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## Achievements Strategy for Unqualified Opinion in Bandung Government

Poni Sukaesih Kurniati, Suryanto

The purpose of this study is to analyze the Regional Government's strategy in the effort to achieve a Fair Opinion without Exception (WTP) opinion. This research is descriptive research with a qualitative approach. The sources of data are obtained from interviews and results of searches for scientific...

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## Relationship Between Regional Economic Growth and Regional Original Revenue to Regional Financial Independence

Ony Widilestariningtyas

Regional autonomy requires independence and genuine regional income which reflects regional economic growth. This study provides empirical evidence about the relationship between regional economic growth, regional own- source revenue, and financial independence. Descriptive and explanatory methods were...

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# Online Learning as a Learning Innovation and New Business Models in the World of Education

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**Abstract**—The purpose of Online-Learning research is as a form of learning innovation and new business models in the world of education to find out the effectiveness of learning through E-learning methods and social-economic impacts. As the time passes, internet and the development of the world of technology are developing rapidly which affected all aspects of life as a whole. The development of technology, especially the internet, currently affects various aspects of the field and education is one of them. The form of innovation in the use of technology in the field of education is through long distance learning systems. The method used in this research was a comparative causal research method or ex post facto research through a Case Study in order to collect data which then be reviewed. The results of this study act as a benchmark for any impact that will be generated by the E-Learning system both in social and economic aspects worldwide. With the nuances of learning through the use of technology, it will provide experience and new dynamics in the teaching and learning process for each individual.

**Keywords**—Online Learning, Business Model, Education

## I. INTRODUCTION

Dynamics of change that continue to develop affects almost all aspects of human life. Education is one of those who experienced this change. The transition from traditional to modern slowly began to be replaced and facilitated by technology due to the need for the demands of the times and maintain a competitive advantage, so that access is more accessible to related parties. Learning through technology or online media provides experience and offers exciting new opportunities in disseminating learning at the diverse of environments and populations. Over the past decade, the number of online courses and programs has also grown rapidly. Along with the increasing demand for online learning in a higher education institution that strive to provide and facilitate the online learning model. Because online learning offers new experiences and opportunities, many businesses try to take advantage of these opportunities to facilitate and make a form of new business models in the world of technology-based education. In a 2011 survey of the results of online learning, The Babson Survey Research Group shows a growing trend in

the proportion of students taking online courses. At the global level it hits >6.1 million in 2010. A third of all students in higher education institutions attend at least one online course [1]. In a study, it produces a mixed course method that combines face-to-face experience with web-based learning experiences named blended learning. Blended learning combines a variety of environmental learning and approaches for teaching and learning such as asynchronous learning networks, web-improved teaching platforms, and digital online learning tools. The three main technological components needed for hybrid courses including infrastructure, instructional, and learning technology [2]. However, this aspect is not only sufficient to support the learning process. It is because the transformation of learning models from traditional to online learning environments is not enough only through a technology approach but also an understanding of the need to change students' pedagogical approaches in teaching and learning to meet the instructional needs by student [3]. This is similar to the phrase by Jacobsen, et al. it said "the real challenge is to develop fluency in teaching and learning with technology, not just with the technology itself". Whereas, in this study, we emphasize more control over students through online media. It is because the convenience offered by this online learning method compared to vulnerabilities that occur against misuse of facilities such as lack of effectiveness for students' flexibility and easy access. Therefore, instead of using this facility to learn, many students used it as an excuse to not learn [4]. In addition, this study emphasizes the new economic aspects that arise from the utilization of new business opportunities in the education world facilitated by technology.

The rapid growth in online education has been offset by a large number of studies, as evidenced by the recent search for Education Research Information Center resulting in nearly 13,000 hits. Most of this research is focused on online education outcomes for students. Anderson, in his book titled "Theory and practice of online learning", argues that the consequences of online education that most often discussed in the literature can be categorized into three research paradigms, there are utopian technology (supporting), dystopian (criticism), and utilitarian (skeptical).

Advocates of online education claims that it is a new fundamental reform which brings the promise of more democratic education by increasing access and removing time barriers, as well as geographical location [5]; truly global classrooms where students can connect classmates around the world. However, the most researched online course system problem is the large number of students who did not attend school learning activities even when they are officially registered. It said that the percentage has a dropout rate of almost 50% [6]. In addition, another problem is they are not expressing their level of satisfaction in online learning. In fact, the biggest benefit from online learning are it can be learned anywhere and anytime. It becomes the official slogan for online education created by the National Association of State Education Councils [7]. Therefore, this research aims to find out the effectiveness of learning through the E-learning method as well as the social and economic impacts that arise. The method used was a comparative causal research method or ex post facto research through a Case Study to collect data to be reviewed.

## II. METHODS

The method used was causal research methods of comparative or ex-post-facto research through case studies by collecting data from writing, books, journals, articles, documents, and data collection of research results that have been done. It is to find out how the model of learning innovation through E-Learning can have a major influence on the learning process and the effectiveness as well as the use of technology in this education can open new business opportunities to give a big influence in economic aspects.

## III. RESULTS AND DISCUSSION

### 3.1. Technological Developments in Education

Entering the 21st century, UNESCO in the journal titled "The International Commission on Education for the Twenty First Century" suggested that continuing education is needed in learning process through four pillars, they are (1) learning to master science, (2) learning to master skills, (3) learning for self development, and (4) learning to live as the concept of knowledge in application to the community [8].

To implement these four pillars, instructors as related stakeholders are required to master and apply information technology and communication in the learning system through the growing use of ICTs. There are changes in the learning process such as the differences in place, tools, and facilities from physical to online or virtual [9]. Therefore, in the future, learners will use notebook, laptop, and computers as a tool for their learning process. However, those will replace books in the learning process. This will show that the completeness of each student will begin to be replaced with technological nuances in helping the learning process.

### 3.2. Historical Context of Online Distance Education Development

We could see the historical context of online distance education development as shown in Table I below.

TABLE I. HISTORICAL CONTEXT OF ONLINE DISTANCE EDUCATION DEVELOPMENT

Era	Focus	Educational Characteristic
1975 - 1985	Programming; Drill and practice; Computer-assisted learning CAL	Behavioral approaches to learning and instruction; programming to build tools and solve problems; Local user-computer interaction.
1983 - 1990	Computer-Based Training Multimedia	Use of older CAL models with interactive multimedia courseware; Passive learner models dominant; Constructivist influences begin to appear in educational software design and use.
1990 - 1995	Web Based Education and Training	Internet-based content delivery; Active learner models developed; Constructivist perspectives common; Limited end-user interactions.
1995 - 2005	e-Learning	Internet-based flexible courseware delivers; increased interactivity; online multimedia courseware; Distributed constructivist and cognitivist models common; Remote user-user interactions.
2005 -present	Mobile Learning and Social networking	Interactive distance courseware distributed online through learning management systems with social networking components; learning that is facilitated via a wireless device such as a PDA, a smart phone or a laptop; learning with portable technologies where the focus is on the mobility of the learner.

### 3.3. The Positive Influence of Technology on the Effectiveness of Education

Technology has a significant influence, especially in terms of positive education, including emerging electronic media as a tool in facilitating the learning process such as the procurement of internet networks, computer laboratories in schools, and other supporting tools. It provides a new social impact on students, namely the source of knowledge that is not only obtained from the teacher but also on the internet. Every student can get new knowledge they may not get from the teacher. Nonetheless, the teacher needs to be an educator as well as directing students in the learning process. Because

the teacher has a very important role in directing, each student so that the tools that should be used in helping learning are not misused.

With the new learning system model that use technology, new learning methods will also emerge for students and teachers. Hence, the presence of new methods can facilitate students in understanding each subject matter.

When the old or conventional learning system is done in physical contact and face to face, with the presence of technology and other instruments that are directly related. Students will be able to carry out learning activities anywhere and anytime. Especially with the rise of online learning systems. So that the effectiveness of time will arise from this. The emergence of technology will also bring social influences such as the effectiveness of the needs of educational facilities. Because in education there are certainly many things that must be prepared such as the use of paper, photocopies, exam questions and others. so that the existence of technology will make it easier in learning activities and in the context of the environment it will also have a fairly good impact such as reducing paper use [10] [11].

*3.4. The Negative Influence of Technology on the Effectiveness of Education*

In addition to provide a positive impact on the effectiveness of learning and other social impacts, technology in education field also has a negative effect. In addition, the negative influence is the reduction in the number of teacher’s duty because the e-learning system is individual and can be done anywhere and anytime. Therefore, it will be a new problem because it replaced the role of the teacher [12]. Hence, available facilities are not used to support the learning process but used on things that are not important. In addition, the availability of unlimited information might be a problem of unnecessary use of time for students. Consequently, the internet will bring new social problems to the world of education. In addition, another negative influence is the emergence of a new social order in the community. Individualistic and apathetic influences are detrimental to technology and reduce the level of socialization of students in the environment.

*3.5. Economy Impact of E-Learning*

Entrepreneurship activities are aspects that have a major impact on society. Entrepreneurial education is a new field in higher education that began in the 1970s but actually developed in the 1980s. with the development of technology, many new business models emerged education field. Apart from technological factors that almost play a role in every life, business in the education field is an instrument that is quite influential in economic aspects [13]. Many parents are willing to pay dearly for the best education for their children. Due to the urgent need for education for everyone, the entrepreneurship business of education provides solutions to every problem of education and juxtaposed with the times on technology that offers effectiveness and ease of learning. Therefore, this activity has a significant economic impact.

Moreover, the model of educational entrepreneurship is often referred to as the Massive Open Online Course (MOOCs) which interpreted in "Connectivism and Connective knowledge". The idea of opening online content that offers a learning system is the same as online learning. Udemy.com is one of the MOOCs that began in 2010. This platform is a facilitator for everyone who has the skills and knowledge with specified qualifications to open their own learning courses. This platform provides an opportunity for everyone who has the knowledge to become an educational entrepreneur to make his own money by teaching that knowledge to others through virtual media such as videos and others.

This is easy for every student who wants to explore certain knowledge with a learning system through video and the use of electronic media. Through the payment system of students who want to join, this site provides new experiences about ease of learning without limitations, interacts with various groups and individuals from various countries, and each registrant can interact with mentoring around subject matter and discuss. By paying a certain amount, students can learn through this site. The payment system obtained by the mentor is also determined by this site with a revenue sharing system between the mentor and the site owner. The system through MOOCs has evolved since the first generation 2008, namely cMOOCs that focuses on knowledge creation, innovation, creativity, autonomy, and connectivity. The second generation upgraded this system through xMOOCs in 2012 with a more structured system, support a centralized discussion forum, evaluation of each student's participant development that indirectly requires each student to master each lesson that is followed. Since 2010, the United States Department of Education in its "Meta-Analysis and Review of Online Learning Studies" concluded that online students are on average better than conventional students are face to face. In addition, the second generation of xMOOCs is the last generation in a learning system that is expected to bring change to millions of students around the world because this learning system lacks social boundaries and discrimination such as race, nationality, religion, finance, and age. As long as participants meet the specified criteria, they can follow the learning process [14].

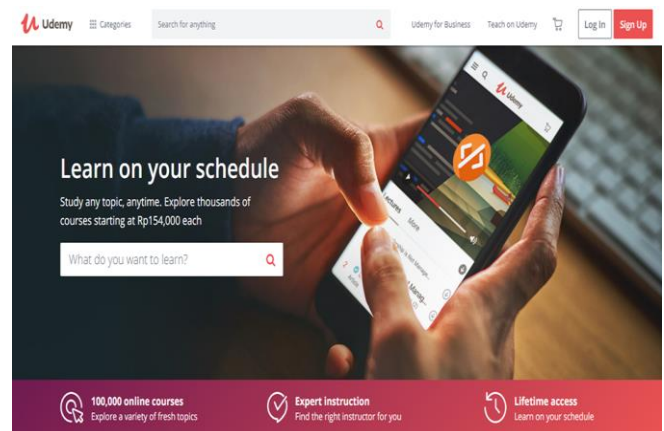


Fig. 1. The front view of the Udemy.com site  
Source. Udemy.com site

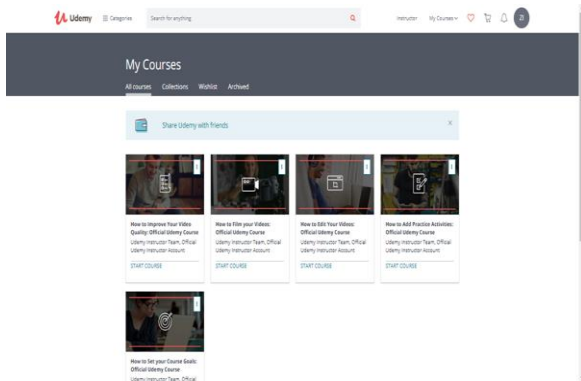


Fig. 2. Display of participant or student menus  
Source. UdeMy.com site

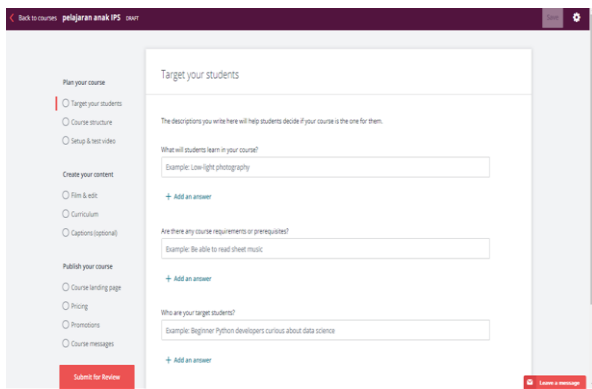


Fig. 3. Display of the Mentor menu  
Source. UdeMy.com site

**IV. CONCLUSION**

The use of technology makes it easy for all aspects of life and education. However, as the technology applies the same way with a tool in the context, things are not supposed to be minimized. In addition, to facilitate the learning system and influencing the effectiveness of teaching and learning, the use of technology in education brings considerable economic influence to life.

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