Analisa prosumerism dalam transaksi e-commerce dengan pendekatan soft systems methodology (studi kasus : bisnis e-commerce ZL Indonesia) = Prosumerism analysis in e commerce transactions with soft systems methodology approach (case studies : e-commerce business ZL Indonesia) / Mega Dwi Putri

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Abstrak

[Peningkatan jumlah pengguna internet di Indonesia pada tahun 2014 sebesar 71,2 juta orang atau 28,3% dari total populasi sejalan dengan berkembangnya tren transaksi e-commerce. Dengan mengambil konteks organisasi bisnis, penelitian ini menganalisa aplikasi konsep ?prosumerism‟ dalam ZL Indonesia. ZL Indonesia memiliki karakteristik sebagai lokasi berkembangnya prosumerism karena memanfaatkan Internet dan web 2.0 (situs-situs interaktif dan kolaboratif yang memungkinkan penggunanya untuk menghasilkan/ memproduksi konten seperti jejaring sosial) yang notabene merupakan ?means of prosumption‟ dalam aktivitas bisnisnya. Dalam prosumerism, konsumen dipandang sebagai subjek yang proaktif dan berdaya serta melakukan aktivitas produksi dan konsumsi secara bersamaan. Hal tersebut dimungkinkan karena saat ini aktivitas produksi dan konsumsi tidak hanya terjadi secara fisik/material saja tetapi juga secara immaterial (seperti gagasan atau pengetahuan). Pendekatan Soft Systems Methodology based on Action Research digunakan untuk menggali situasi permasalahan yang ada dalam prosumerism di ZL Indonesia. Penelitian ini menawarkan implikasi teori prosumerism pada tiga dimensi. Pada dimensi putting the customers to work, aplikasi prosumerism bersifat kontekstual dan dipengaruhi faktor struktural (aksesibilitas dan digital literacy) dan kultural (nilai dan tradisi). Pada dimensi kedua, dipaparkan manifestasi dari bentuk-bentuk, medium serta fungsi prosumerism. Terakhir, pada dimensi ketiga, terdapat indikasi peran agensi serta strata sosial dalam prosumerism.;The increasing number of internet users in Indonesia amounted to 71.2 million people or 28.3% of the total population followed by the development trend of e-commerce transactions. By taking an organizational context, this study analyzes the application of the concept of 'prosumerism' in ZL Indonesia. It has the characteristics as a location for the development of prosumerism by utilizing the Internet and Web 2.0 which incidentally is the 'means of prosumption' in its business activities. In prosumerism, the consumer is seen as a proactive and powerful subject, and involved in the activity of production and consumption simultaneously. This is possible because currently these two activities not only has a material form, but also immaterial (the idea or knowledge). Soft Systems Methodology approach based on Action Research is used to explore the problematic situations in prosumerism in ZL Indonesia. This research offers a theoretical implications about prosumerism in three

dimensions. In the dimension of putting the customers to work, prosumerism application is contextual and influenced by structural (digital literacy) and cultural (values and traditions) factors. In the second dimension, there are manifestation of forms, medium and prosumerism function. Last, there are indications of agency roles and social strata in prosumerism., The increasing number of internet users in Indonesia amounted to 71.2 million people or 28.3% of the total population followed by the development trend of e-commerce transactions. By taking an organizational context, this study analyzes the application of the concept of 'prosumerism' in ZL Indonesia. It has the characteristics as a location for the development of prosumerism by utilizing the Internet and Web 2.0 which incidentally is the 'means of prosumption' in its business activities. In prosumerism, the consumer is seen as a proactive and powerful subject, and involved in the activity of production and consumption simultaneously. This is possible because currently these two activities not only has a material form, but also immaterial (the idea or knowledge). Soft Systems Methodology approach based on Action Research is used to explore the problematic situations in prosumerism in ZL Indonesia. This research offers a theoretical implications about prosumerism in three dimensions. In the dimension of putting the customers to work, prosumerism application is contextual and influenced by structural (digital literacy) and cultural (values and traditions) factors. In the second dimension, there are manifestation of forms, medium and prosumerism function. Last, there are indications of agency roles and social strata in prosumerism.]