



Business Strategic and Implementation of Digital Startup of Usable Goods Commerce in Samarinda City

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ABSTRACT

Environmental pollution is a major problem in sustainable development today. Utilizing unused goods is a solution that can be offered to people in need without having to throw them away as a potential for reducing non-organic waste. Useable goods that are sold provide economic value for the buyer and additional income for the seller. This business of buying and selling usable goods is assisted by information technology, namely by creating digital applications to assist in marketing. Businesses using this application also support the creative economy in Indonesia and are implementing Green Technology, namely this digital technology supports all environmentally friendly practices. This business concept is applied in Samarinda City, which is a city that is currently making a lot of developments in terms of digital startups, especially preparing for the rapid growth of the Indonesia National Capital. This research aims to analyze business strategies and implement digital startups in the business of buying and selling usable goods in Samarinda City. The research method was carried out in the stages of observation, interviews, data collection. Then, carry out a business planning strategy using the Business Canvas Model and create a digital startup in the e-commerce model.

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1. INTRODUCTION

In every part of the world, the goal of sustainable development for the country is the existence of related solutions in the economic, social and environmental sectors. Meschede (2020) In the 2030 sustainable development agenda, the UN seeks to end poverty, protect the planet, and ensure prosperity with realization targets in the environmental, economic and social spheres. Currently, many of the main problems arise from pollution or contamination of the surrounding environment. Khasanova et al. (2023) Environmental pollution causes detrimental consequences for humans, animals and plants. Pollution can be in the form of solid, liquid or gas. Ukaogo et al. (2020) said developing countries experience more pollution than developed countries due to weak

laws, lack of awareness and poverty. Indonesia is a developing country where there is also a lot of environmental pollution everywhere. The biggest environmental pollution problem in Indonesia is waste management. Subekti (2023) Indonesia is the country that contributes the largest plastic waste in the world. The Indonesian government has also issued policies and various regulations to overcome this. Several government programs in Indonesia related to improving environmental conservation have been implemented, such as socialization to reduce the use of plastic goods by encouraging every shop/supermarket not to provide plastic bags as shopping bags, tree planting programs, recycling both organic and non-organic waste, etc. Arman & Mark-Herbert (2022) Starting with awareness of consumption behavior such as reducing purchases of unnecessary goods, tidying up unused items, using used goods as savings or anti-consumption practices such as refraining from buying new products. Unused products can have the opportunity to be reused as a step towards a circular economy, namely generating economic growth through the reuse of usable goods. This can have the impact of extending product life, reducing waste, reducing the carbon footprint associated with reproduction, and increasing product usability.

A number of serious challenges facing the world today such as extreme climate change, energy and resource depletion, the global impact of various diseases, extensive environmental pollution, serious food crises, which demand the need for various environmentally friendly technologies that are interdisciplinary in nature. This environmentally friendly technology will help create a new relationship between humans, nature and the new world. The development of environmentally friendly technology is a practical environmentally friendly solution and the future of sustainable development (Wu & Strezov, 2023). It is hoped that the use of environmental preservation can increase economic growth and have a positive impact on the social life of society. This development concept is known as the Green Economy. A green economy is a mechanism to improve community welfare by reducing environmental risks and the scarcity of ecological resources (Al-Taai, 2021). The Green Economy prioritizes three main things: maintaining and advancing economic, environmental and social prosperity (Agarwal, 2020). Several ministries and institutions in Indonesia are working on the Green Economy as a sustainable development effort (Masdar et al., 2022). In the green economy there is a circular economy as part of it (Pangarso et al., 2022). The green economy is a new way of obtaining and using resources, a product of the achievements of industry 4.0. A green economy will occur if every industry is produced sustainably and uses environmentally friendly technology (Zhironkin & Cehlár, 2022).

Researchers provide ideas related to environmental preservation, it is hoped that this will also become part of the driving ecosystem for the concept of a green economy *in* this digital era. Used goods that are less used can be bought and sold, which can be of economic value and benefit to others. This is expected to reduce non-organic waste from unused items, but is still useful for those who need it. This buying and selling activity can also increase the entrepreneurial spirit of people who are also involved in the business of usable goods. However, the business concept of buying and selling usable goods is assisted by the use of digital technology. Haddock et al. (2022) Digital technology has the potential to automate work activities and foster work innovation. Using software is part of this innovation and requires skill. Shah et al. (2024) Digital technology influences improving organizational culture and company performance. Digital technology has greatly improved people's lives and company values. Peiyao & Benrui (2024) Digital technology helps companies have a sustainable competitive advantage. The company obtains double innovation where the company can analyze the internal and external environment through the application of digital technology. Venkadeshwaran K (2019) Optimal use of digital technology in business can support environmentally friendly practices. This also supports the concept of Green Technology, namely technology that does not cause environmental pollution problems. Green Technology is essential for a

sustainable future (Satankar, 2024). Green Technology has the potential to overcome environmental challenges (Favour & Potter, 2024)

Technology investment is the main capital for realizing digital entrepreneurship (Kayser et al., 2023). Digital entrepreneurship is creating a business by selling products via the internet (online) (Vikrant & Nangare, 2021). Entrepreneurs in the digital sector have access to more and more diverse customer information (Nobanee & Dilshad, 2020)). Digital entrepreneurship includes modern ways of finding customers, delivering products, generating new opportunities and competitive advantages (Paulinus et al., 2022). Digital entrepreneurship provides the latest innovative ideas using electronic platforms to offer products and provide services (Bensaid & Azdimousa, 2021).

The use of digital technology is also a creative and innovative concept in business. This business is often called a startup business. Digital Startups are part of the creative economy in the applications and games subsector (Ruspitasari et al., 2020). Startups are drivers of change that bring innovation and find new solutions to old problems. Drivers create new business models that surprise existing markets. The business is mainly based on new technology and knowledge (Slávik et al., 2021). There are 2 influencing factors to help startups and SMEs, namely considering adoption and making decisions about digital marketing (e-commerce and so on). Companies benefit from getting good strategies to gain competitive advantage in this digital era (Patil et al., 2022). Startups can be the future of employment. Traditional career paths have changed, and more and more people are taking temporary or freelance work *at* startup companies (Maradi, 2023).

Digital technology has now become a part of everyday life and makes it easier for people to do work, education and the economy. There are many startup companies that help people's needs by creating websites and applications. In 2020, according to startup rankings, Indonesia was ranked fifth globally in the number of digital startups (Kencanasari & Dhewanto, 2022). On the East Kalimantan Province Diskominfo website in 2023, Fahmi Asa, as a Young Computer Expert, stated that the development of Startup in East Kalimantan (Kaltim) was very promising in various fields, especially facing IKN (Capital City of the Archipelago). In East Kalimantan, young people have started to explore the world of startups, because 80 percent of money turnover is on the Java island of startups such as Gojek, Tokopedia and others, so with the existence of IKN Kaltim this could turn things around and could be a big opportunity for startup development.

The city of Samarinda is the capital of East Kalimantan province and a supporter of IKN, now has the potential for the development of digital startups. The author, who also lives in the city of Samarinda and has knowledge in the field of information technology, also contributed by having the idea to start a business through this digital startup. The implementation of the proposed digital startup could be a renewal in the business sector in the current digital era, especially in the city of Samarinda. According to observations that have been made, currently there are still no digital startups engaged in the business of buying and selling usable goods. The idea of creating a business selling and buying usable goods will be created through a digital startup using a web-based application specifically to support the sales process and of course requires good business strategy planning to run it.

As for some study relevant past with medium topic discussed. First, research from Sari et al. (2021) with title The Development Strategy Analysis Business through SWOT Matrix for foodhalal.id Startup. Method given is qualitative description. Analysis of development strategies Business at startup MakanHalal.id uses EFAS and IFAS next with SWOT Analysis. After That use SWOT and TOWS Matrix for its development strategy. The results of the research is analyzing business strategy through selected methods, then determine which strategy is better suitable. Second, research Hamim & Larso (2016) with title Business Development Strategy Of Culinary Start-Up: A Case Study Of Kedai Mas Gibo, method using Internal External Analysis, SWOT Analysis and TOWS Matrix. Determine the factors that must be considered in build a business strategy and

determine the most suitable business strategy. Third, Nizar (2017) with title Analysis of Business Models and Strategies of E-Commerce Start Up Companies (Case Study on Gerobakonline.com). The research method with qualitative, studies cases, and interviews. In this research, Business model analysis use Osterwalder and Pigneur's 4 pillar business model framework. Result of this study is give description business strategy analysis with the 4 pillars of the Osterwalder and Pigneur business model. Fourth, Darmawan et al. (2023) with Business Model title Sustainable With Zero Waste Approach to Food Waste : Surplus Application in Bali. Research methods use study of literature with zero waste approach to remainder food ; among other benefits emotional (emotional benefit), benefits product (product benefit), as well as benefit price (price benefit). Research result that make Surplus application that becomes proof that economic model circular can applied as a business model sustainable, where Surplus application can reduce remainder food (aspect environment), and become opportunity business new (aspect economy).

As for research previously discussed about economy green or economist circular, namely in research Darmawan et al. (2023). The study make supporting applications for business utilization food the remainder is in the Bali province, Indonesia. There are different things with this study doesn't give a business strategy on the business model.

The business practices in this research refer to research Susilo et al. (2023), namely that utilizing existing technological advances to support the circular economy concept can be done while advancing business and at the same time protecting the environment. Referring to businesses in Indonesia that are already running, quoted from antarnews.com in 2024 by Rochman and Meirina, Vasanta Group initiated The Renew Threads program or use repeat clothes worthy use which is followed by all employees of Vasanta Group to support green economy implementation.

This business practice utilizes the use of a digital application system created with reference to research Venkadeshwaran K (2019) which suggests that the optimal use of digital technology in business can support environmentally friendly practices. This also supports the concept of green technology, namely technology that does not cause environmental pollution problems and Hartatik et al. (2023) green technology depicted as friendly technology environment, designed and utilized in the way that doesn't damage atmosphere and conserve natural resources. The benefits of creating technology in this business which focuses on buying and selling usable goods are also the same as previous research, Darmawan et al. (2023) namely creating digital applications such as Surplus as a promotional media and creating social conditions for users to care about the surrounding environment, encouraging users to be able to participate. participate in reducing waste.

2. RESEARCH METHOD

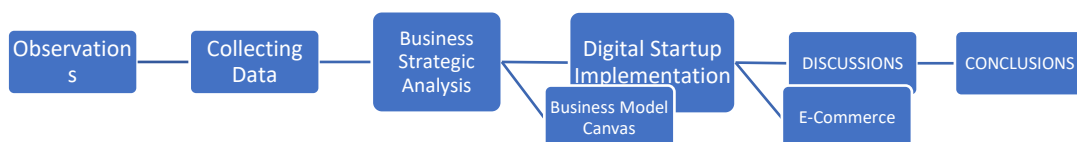


Figure 1. Research Stages

Figure 1 above explains the stages in this research. In the first stage, researchers have carried out literature studies and observations of current problems and phenomena occurring in the city of Samarinda. Then, the author gave ideas and collected data in the

form of several journals and several observation results. The analysis in this research is descriptive qualitative using observation and literature study methods. In the existing observations, the researcher looked for literature studies from previous research that were relevant to this topic and had been explained in the previous introductory chapter and made observations by looking at or searching for e-commerce usable goods that are currently running through search engines and search features in the media. social media Facebook and Instagram. The observation results showed that there is no e-commerce specifically for usable goods in the city of Samarinda, but the business is buying and selling secondhand and marketing only via social media Instagram. Other business models that exist are the sale of recycled goods, and business models such as used goods donation websites and websites for collecting files for recycling. In this web system created, the only users who use it are admins and buyers.

After that, the author will carry out the next research stage, namely creating a business planning strategy through the Business Model Canvas. Next, the stage of implementing the *startup system* through an *e-commerce model* for selling usable goods is carried out after discussing the analysis of the business strategy created. Then, the final stage is discussion and drawing conclusions and providing suggestions for further research.

3. RESULTS AND DISCUSSIONS

From previous research contained in the introductory chapter, there are differences in the analysis methods. In previous research, methods for business strategy were carried out using many methods and the most basic was that the author only took samples from existing digital systems. However, in this research, the author created an implementation of the digital system itself and analyzed the planning strategy for the digital start-up business using only the Business Model Canvas.

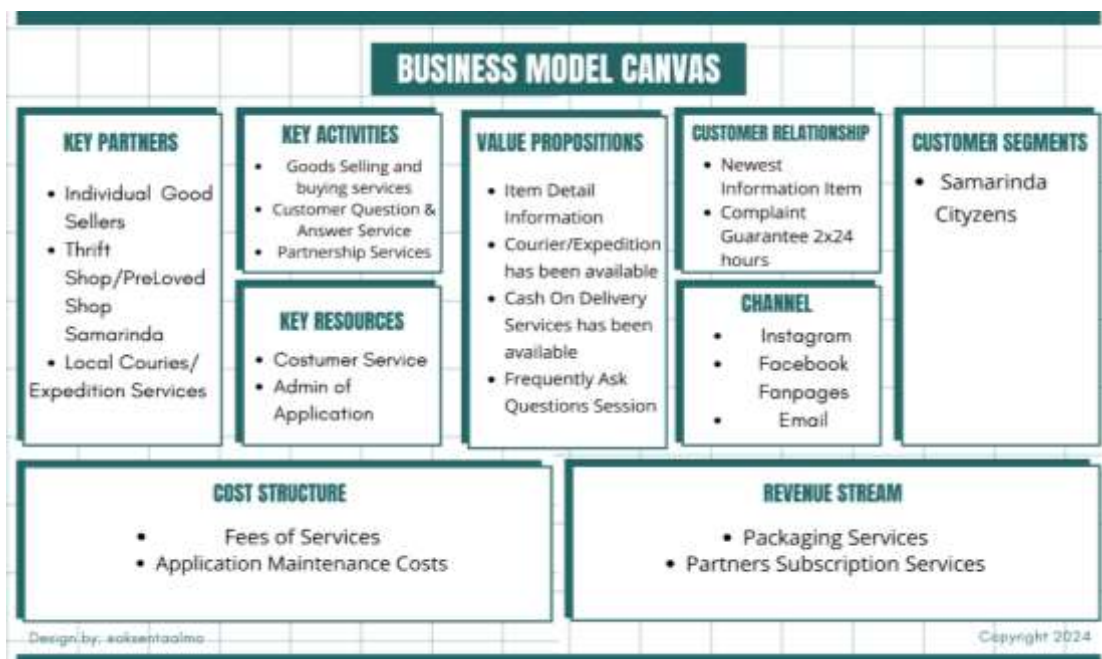


Figure 2. Canvas Business Model

In figure 2 above is a canvas business model image which is a depiction of the digital startup business strategy being created. At *Key Partners*, there are individual goods sellers and shops selling pre-loved goods (thrift shops) in the city of Samarinda as

well as local courier cooperation. In Key Activities, ongoing business activities include a service platform for buying and selling goods, customer question and answer services, and partner consultation services. In Key Resources there are customer service and application admin. In the Value Proposition there is detailed information on goods, goods delivery services available (expedition/courier), Cash On Delivery (COD) services available, and Frequently Ask Question services. In Customer Relationship, there is detailed product service information and a 2x24 hour return guarantee for goods and money. Channel Distribution uses Instagram Social Media and Email Marketing. In Customer Segments, namely residents of the city of Samarinda. In the Cost Structure there are application service and *maintenance costs* . Also, in Revenue Streams, businesses receive additional input from packaging services and partner subscription fees (sales team).

Furthermore, the implementation of the digital startup for buying and selling usable goods in the city of Samarinda is made using an e-commerce model, the website can be accessed on the blapaksamarinda.com web page. Below in Figure 3 there is a display of the front page with the Home menu. The Home menu displays the front page containing an explanation of the purpose of this application.

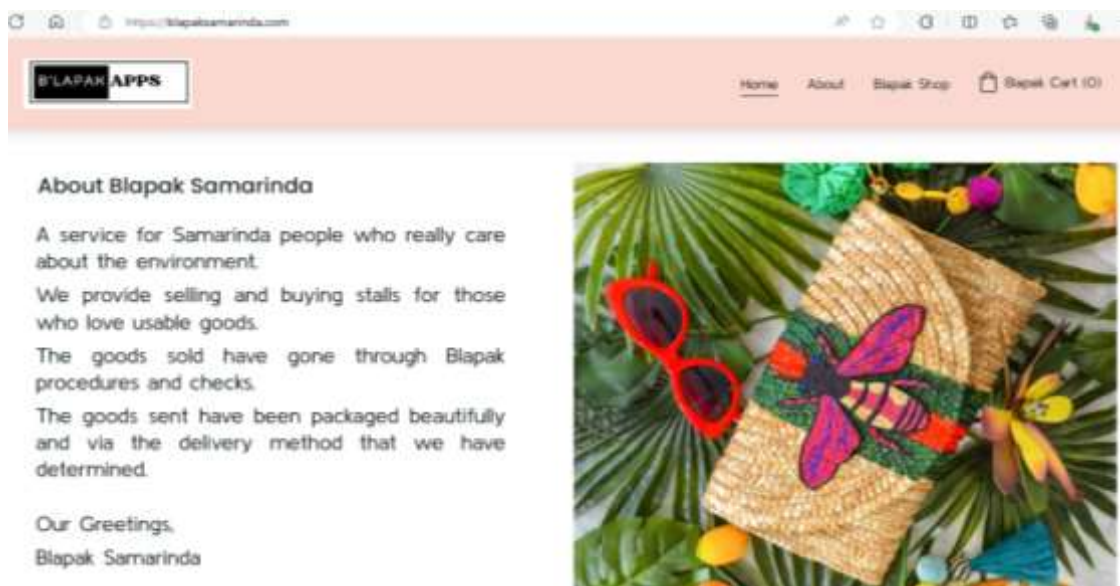


Figure 3. Image of the front view of the Home menu

After that, there is an About menu which contains the story of how this application was created and several explanations of how to shop, how to participate in selling and why you should buy at blapaksamarinda.com, all explained in the Frequently Ask Question section in the menu. Then, there is the Blapak Shop menu, this menu displays a list of photos and prices of products that have been selected and sold. Buyers can see product details by clicking on the image. The Blapak Shop menu is shown in Figure 4 below.

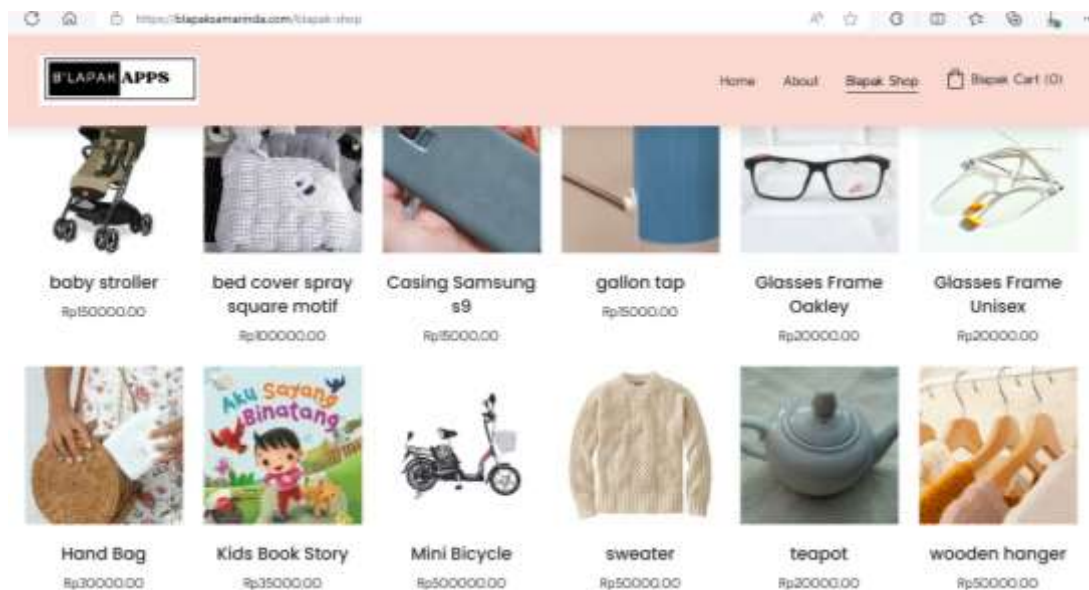


Figure 4 Blapak Shop menu display

After that, there is a Blapak Cart menu which will display the desired number of orders. In this application buyers can choose delivery and payment methods. There is also a Contact Us section at the bottom (*footer*) of the website. Website visitors can see social media and office contact addresses. This business is named after the website name, namely Blapak Samarinda. A glance at the implementation of a digital application for the business of buying and selling usable goods in the city of Samarinda.

4. CONCLUSION

This business of buying and selling goods that are suitable for use is carried out as part of reducing the impact of waste pollution in the city of Samarinda, where residents can contribute to selling goods that are still suitable for buyers who need goods at economical prices but still of good quality. Business people carry out a business strategy analysis using the business model canvas with an effort to serve as a guide and evaluation in carrying out this business activity. Then, the business of buying and selling usable goods is also supported by a digital application as a solution for Samarinda residents to easily get information and carry out buying and selling transactions. The limitation of this research is that it is only a project to create a digital application for sales that supports the process of buying and selling usable goods and uses a digital business strategy approach through the business canvas model as support for the business process.

The benefits that can be taken from this research include the development of science and technology, namely digital start-up applications that are created to be very helpful in the process of buying and selling goods that are suitable for use. The benefit from a practical perspective is that people can be helped or used as a reference in getting goods that are rarely on the market and for those who sell it, it becomes a solution to reduce unused goods at home. The benefit from an economic perspective is that the buying and selling process can become an income for the people of Samarinda city who participate in selling goods that are suitable for use. Then, the benefit for development is the application of information technology as an update that makes it easier to carry out buying and selling transactions for usable goods in the city of Samarinda. The process of selling these goods also fosters interest in entrepreneurship (social entrepreneurship) for the people of Samarinda city.

The contribution of the results of this research is expected to be able to become a

superior creative economic business through the use of information technology as a competitive advantage in the digital era and as a form of implementation of green technology and suggestions for further research are that a digital system can be created using the android mobile version and adding a registration feature for seller users.

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