The Importance of Building a Business by Utilizing the Web for Millennials (Case Study on "Trendcafe" Fashion)

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Abstract: This study will further discuss the importance of building a business by utilizing the web for the millennial generation, as well as the technical skills and understanding of how to build and manage websites, search engine optimization (SEO), and marketing through social media. Thus, through this web-based business, there will be various advantages and it can provide useful insights for utilizing technology for business success in the future.

Keyword: business, web, millenniall generation

INTRODUCTION

In today's digital age, internet technology has become an integral part of everyday life. Various sectors of life, ranging from education and entertainment to business, are now almost entirely dependent on technological developments. This is particularly relevant for millennials, the age group born between 1981 and 2000, who are known to be highly connected to the digital world. As a generation that grew up alongside technological advances, millennials tend to be more digitally literate and have broad access to various internet platforms. For them, the internet is not just a tool for finding information, but also an important means of carrying out various activities, including business.

Building a business in the digital age offers many conveniences and exciting opportunities, especially for millennials who want to create new business opportunities or expand their businesses. One of the most effective ways to start and grow a business is by utilizing the web or internet as the main platform. The use of the web in the business world brings many advantages, such as the ability to reach consumers from all over the world, reduced operational costs, and flexibility in running a business from anywhere and at any time.

The internet not only offers a platform for businesses to operate, but also opens the door to various innovations in marketing, sales, and communication with customers. With websites, social media, applications, and various e-commerce platforms, millennials can start a business with less capital compared to traditional business methods that require large investments, such as building a physical store. This allows them to be more creative and experimental in managing their business.

However, despite the vast opportunities available, millennials also face challenges in utilizing the web for business. Increasingly fierce competition, especially in the virtual world, requires businesses to be smarter in implementing digital marketing strategies and managing their online presence. Not only that, technical skills and understanding of how to build and manage websites, search engine optimization (SEO), and marketing through social media are also important things to consider. Therefore, it is important for millennials to understand how to build and manage web-based businesses in order to compete effectively in this increasingly competitive global market. This discussion is expected to provide useful insights for millennials in utilizing technology for their business success.

METHOD

This study uses a qualitative approach with the aim of gaining a deeper understanding of the importance of utilizing the web in building a business, especially for millennials. This qualitative research will focus on collecting and analyzing data from various sources that can provide insights into how the web can be used in the digital business world and how millennials utilize it. This approach was chosen because this research aims not only to measure certain variables but also to explore a deeper understanding of the phenomenon that occurs. The following are the steps taken in this research.

1. Type of research

This research falls under the category of descriptive qualitative research. Descriptive research aims to provide a clear and in-depth description of the phenomenon occurring, in this case, the use of the web to build businesses by millennials. Through this research, it is hoped that an understanding can be found of how millennials utilize the web in running their businesses as well as the advantages and challenges they face.

2. Data sources

The data sources in this study come from two main categories, namely:
1. Secondary data

Secondary data is data collected from existing sources, such as articles, scientific journals, research reports, books, and data from the internet related to digital business, online marketing, and the behavior of millennials in business. Secondary data was collected by accessing relevant literature from both national and international sources. Some of the main sources used were:
a. Scientific journals and articles related to digital business and e-commerce.
b. Books and publications on digital marketing and web-based business strategies.
c. Industry reports that examine digital business trends among millennials.
2. Primary data

Primary data was obtained through interviews and surveys of a number of business people from the millennial generation. Interviews were conducted to gain a direct understanding of their experiences in utilizing the web to build businesses, the challenges they faced, and the strategies they used. These insights were semi-structured, meaning that the researchers had several main questions but still gave respondents the opportunity to develop their answers.

3.3 Data collection techniques

To obtain comprehensive and accurate data, the data collection techniques used in this study are:
1. Literature study

The researcher collected various literature related to the research topic, such as articles, books, and journals discussing digital business, e-commerce, and the business behavior of

millennials. This literature study aimed to build a theoretical foundation and obtain secondary data relevant to the research focus.

2. In-depth interviews

Interviews were conducted with young entrepreneurs who have successfully utilized the web to run their businesses. These interviews were conducted face-to-face or through digital communication media such as video calls or telephone, depending on the location and availability of the respondents. The in-depth interviews aimed to explore their personal experiences and perspectives on the challenges and opportunities they encountered in building web-based businesses.

3. Online survey

Online surveys were used to collect data from a large group of respondents who are millennial business owners. The questions in this survey covered topics such as the use of digital platforms for business, marketing strategies used, and the obstacles they face in running web-based businesses. The survey is distributed using platforms such as Google Forms or SurveyMonkey, which allow researchers to collect data from respondents easily and efficiently.

4. Population and sample

This study targets millennial business people who have started and run web-based businesses, whether e-commerce, application-based services, or other digital businesses. For interviews, the sample was taken purposively, meaning that researchers selected respondents who had direct experience in building and managing web-based businesses. These respondents could be small business owners, entrepreneurs who use social media for marketing, or e-commerce players. As for the online survey, the sample selected was millennial business people who had businesses that operated online and had used the web as their main business platform. The researchers sought to select a varied sample from various business sectors in order to obtain a broader and more representative picture of millennial behavior in the digital business world.

5. Data analysis

After the data was collected, the analysis process was carried out using thematic analysis techniques. In thematic analysis, researchers identify the main themes that emerge from the interview and survey data. These themes will help explain how millennials use the web to build businesses, as well as the advantages and challenges they face. The steps in data analysis include data categorization, pattern identification, and data interpretation.

6. Data validity

To ensure the validity and credibility of the data collected, this study uses triangulation techniques. Triangulation is done by comparing findings from interviews, surveys, and literature studies that have been conducted. If the findings from various data sources show consistency, then the data can be considered valid and reliable. In addition, interviews were conducted with various respondents from different backgrounds to ensure that the findings obtained were not merely subjective.
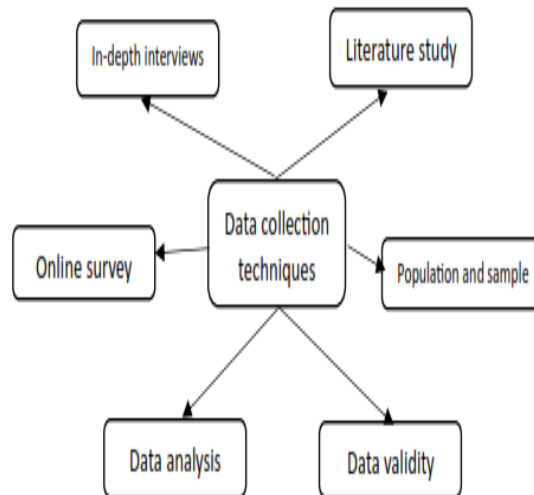
RESULTS AND DISCUSSION

A. The digital age and the millennial generation

The millennial generation (born between 1981 and 1996) grew up in an era of rapid technological development, making them very familiar with the internet and digital devices. Most millennials prefer to shop online, search for information using search engines, and interact on social media. With these habits, they have great potential to develop web-based businesses that can be accessed by anyone around the world.

B. Advantages of utilizing the web in business

The web or internet offers a variety of advantages that are very important in building and developing a business, especially for the tech-savvy millennial generation. Some of the main benefits include.

1. Global market access

By having a website, millennial businesses are not limited to the local market, but can expand into the global market. The products or services sold can be accessed by people from various countries, opening up great opportunities for expansion.

2. Affordability and low costs

Starting a business in the digital world is much more affordable than traditional businesses that require rental costs, physical operational costs, and large inventories. Web-based businesses can be run with lower capital, even allowing the business to be run from home.

3. Effective digital marketing

The web allows business owners to use various digital marketing strategies such as SEO (Search Engine Optimization), paid advertising (Google Ads, Facebook Ads), and social media marketing. With lower costs and more precise measurements, digital marketing is more effective at reaching the right audience.

4. Ease of access and purchase

Websites allow customers to access products or services anytime and anywhere. The easy and secure purchasing process through e-commerce platforms increases customer convenience and speeds up transactions.
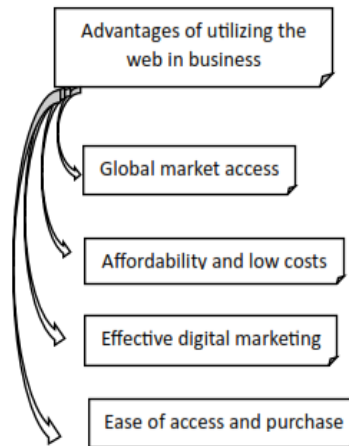
C. Challenges faced by millennials in utilizing the web for business

Despite its many potentials, building a web-based business also has various challenges, including:

1. Stiff competition

   Due to the ease of starting a business on the web, many millennials are venturing into the digital world. This makes business competition even more intense, so businesses must have a solid strategy to differentiate themselves from their competitors.

2. Dependence on technology

   Web-based businesses are highly dependent on stable technological infrastructure. Disruptions such as server downtime, website issues, or technical errors can interfere with business operations.

3. Lack of technical knowledge

   Many millennials do not yet have a deep understanding of website development and management. Although many platforms provide tools to facilitate website creation, technical knowledge is still necessary for effective optimization and management.

D. Business case study: "Trendcafe"

Dewi, a 28-year-old woman, is a millennial who, after working for several years in the fashion industry, decided to start her own business. She launched "Trendcafe," a business focused on stylish and affordable casual clothing for young people. The steps she took to develop the "Trendcafe" business included building an e-commerce website with key features such as a product catalog, online payment system, shopping cart and checkout features, and shipping integration. In addition, she also used SEO, social media marketing, and paid advertising. He then used Google Analytics and A/B testing to analyze his business. As a result, within six months of running his business, he enjoyed the following results:

1. Significant growth. Total sales revenue reached IDR 125,000,000 in the first six months with a net profit of IDR 40,000,000.

2. Increased brand awareness. Through social media marketing and influencer collaborations, "Trendcafe" became more widely known, particularly on Instagram, where it gained 10,000 followers within three months. This is important for recognition in an increasingly competitive market.

3. Market reach expansion. Initially, "Trendcafe" only sold products in the city where Dewi lived. However, with a website and e-commerce, its products can now reach the entire world.

4. Better customer experience. Through its website, Dewi's business provides a better customer experience compared to traditional sales methods, as the process is faster and more modern, and delivery and payment are more effective and secure. As a result, many "Trendcafe" customers have provided positive feedback.

As for challenges in the fashion business, there are always challenges such as increasingly fierce competition, rising international shipping costs, and inventory management, especially during peak demand periods and real-time tracking.

CONCLUSION

In this increasingly advanced digital age, millennials have a great opportunity to build and develop businesses by utilizing the web. The use of technology and the internet, which has become part of the daily lives of millennials, allows them to start businesses with more affordable capital and access wider markets without geographical limitations. Websites and e-commerce platforms have become essential tools for establishing businesses, allowing millennial entrepreneurs to sell their products or services to consumers around the world at a lower operational cost compared to traditional business models. The importance of digital marketing, such as SEO, social media, and paid advertising, also plays a major role in reaching a wider audience and maximizing sales potential. In addition, the use of web-based analytics tools allows business owners to understand customer behavior, optimize user experience, and improve operational efficiency. However, building a web-based business is not without its challenges. Increasingly fierce competition, dependence on technology, and the need to continuously innovate and adapt to digital trends are issues that millennial entrepreneurs need to face. Nevertheless, with the right strategy, a deep understanding of the market, and effective use of technology, millennials can achieve success in the digital business world.

Overall, building a business using the web provides many advantages for millennials, in terms of efficiency, market reach, and ease of business management. Therefore, it is crucial for millennials to maximize these opportunities and continue to evolve with technological developments to ensure long-term success. The "Trend Cafe" case study shows that utilizing the web in building a business is very important for millennials who want to succeed in the business world. Websites offer many advantages, such as global market access, lower costs, and ease of digital marketing. With the right strategies, such as the use of SEO, social media, and web analytics, Dewi was able to grow her business very quickly and effectively. However, to achieve success, it is important for millennials to continue adapting to technological changes, innovating in products and services, and utilizing customer data to enhance the customer experience.

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