CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In the last period of increasing internet usage in Indonesia, the number of connected mobile devices has also jumped to Rp. 345,300,000 and active users on social med ia (medsos) on various platforms increased by 10,000,000 million to 170,000,000 million.

Figure 1.1 Number of internet users (Source: Association of Indonesian Internet Service Providers (APJII))

Percentage of internet users aged 16 to 64 years who own each type of device, mobile phone (98.3%), smartphone (98.2%), non-smartphone mobile phone (16%), laptop/desktop (74.7%), tablet (18.5%), TV streaming (6%), game console (16.2%), smarthome device (5.7 %), smartwatch/wristband (13.3%), and virtual reality devices (4.2%). When compared to 2019, this year We Are Social found there was an increase of Rp. 10,000,000 Indonesians who are active on Social Media. According to the ICD institute, Indonesia's E-commerce growth is the largest in Southeast Asia. Even faster data This shows that around 30 million Indonesians have done Online Transactions Based on the information from internet users above, there are business

opportunities that are not much in demand but are promising, one of which is in the field of animal husbandry. Livestock is an effort to cultivate and maintain livestock products so that they can be sold and used as a source of livelihood for the Indonesian people. Online sales are closely related to the delivery and preparation of integrated communications via the internet aimed at providing information about goods or services in relation to meeting the needs of everyday human life.

Aqiqah is an animal slaughtered for a newborn child. The term aqiqah comes from the Arabic 'al-aqiqah which means hair that grows on the baby's head from inside the mother's stomach until it appears at birth. According to al-Zamakhsyariterm, it is a musytaqah (term taken) from the original meaning of "the baby's hair" ((Aminah, 2019)).

Many traders and aqiqah animal slaughter houses provide animal for Aqiqah that still violates the legal requirements with the age of the animal have not met the requirements, renters who have not recovered or who are still sick, By making the application for the provision of aqiqah and qurban animals, it is hoped that can be able to help the community to more easily choose and determine the aqiqah animal that has been available in this application with a place where the animal provider has previously met the requirements and in the form of animals or places of eligibility for slaughter, and not violateslaw Islamicbecause the provider of kites for slaughtering Aqiqah animals is very responsible for the responsibility of Muslims.

By making this application, it can provide convenience for Muslims who want to carry out aqiqah for loved ones. There are some consumers who do not have the processing time of the aqiqah animal itself, the purpose of this application is to provide convenience for consumers. One of the internet technologies that is developing rapidly and has the potential to encourage the marketing of micro, small and medium enterprises (MSMEs) is social media.

Social Media has now become a trend in marketing communications. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that ar built on the ideological and technological framework of Web 2.0, and allow the creation of the exchange of information content from internet users (Purwidiantoro et al., 2016).

The impact of using social media on the sales process in micro, small and medium enterprises (MSMEs) can increase the income of micro, small and medium enterprises (MSMEs) in the information-intensive industry. However, this is not the case for primary industries (eg agricultural products, plantations, fisheries) which are characterized by low information intensity, both value chain information and product information. The active adoption of social media by micro, small and medium enterprises (MSMEs) enables organizations to gather feedback and new ideas from various stakeholders, such as consumers, suppliers and employees. Micro, small and medium enterprises (MSMEs) must play a more active role, reviving organizational arrangements through online digital, social and transformational technologies. With this, organizations can inspire and enhance industrial creativity and result in the formation of an entrepreneurial generation. Based on the latest phenomenon, micro, small and medium enterprises (MSMEs). Use social media to get feedback from customers or other users. This means that micro, small and medium enterprises (MSMEs) dig up information obtained through social media for their business interests.

It is marketing research by gathering feedback and new ideas from various stakeholders (customers, suppliers and employees) and services, so that Entrepreneurs can understand customer needs and create new innovations In developing services. In addition, the use of social media has a very strong positive impact on performance, in terms of reducing costs, improving customer relationships, and increasing information accessibility.

Therefore, based on the problems above, the researchers felt very interested in conducting a study entitled "Applications for selling aqiqah and qurban animals in micro, small and medium enterprises in Bandar Lampung city" (Case study: Langkapura District, Bandar Lampung City). In an effort to increase income in micro, small and medium enterprises.

1.2 Problem Formulation

Based on the above background, there are still many animal sellers or aqiqah slaughterhouse providers who still do not pay attention to the legal requirements in carrying out aqiqah animal slaughter, especially for people who do not understand what are the requirements needed for animals to be slaughtered. made into aqiqah animals, as well as providing economic growth for the parties involved.

The lack of touch of technology in the field of ordering aqiqah animals to advance every micro, small and medium business owner who is involved in slaughtering services and providing aqiqah animals.

1.2.1 Research location

This research was conducted in Langkapura District, Bandar Lampung City

1.2.2 Research Time The

implementation of this research was carried out for approximately 4 months, starting from March 2021 to August 2021.

1.3 Limitation of the Problem

In the implementation of this research, it is limited in terms of –the following:

1. This research focuses on making Aqiqah animal application devices for micro, small and medium enterprises, Bandar Lampung city

3. This application does not discuss the delivery of goods.

4. Applications aqiqah and sacrificial animal reservation covers penjulan, booking and as a promotional medium for MSMEs port city of Lampung

1.4 Objective

The purpose of this research aims as follows:

1. Facilitate the search for temapat cutting konsemen nearest to the quality of good places and animals that already meet full legal to be made aqiqah animal.
2. Make it easy for the owner to record animal income that has been sold.

1.5 The Benefits Of Research

benefits of this research are as follows:

1. For students

   This research can be a reference for further research, especially For IIB Darmajaya students who are interested in conducting further research with the addition of even better information

2. For Institutions

   Researchthis can make additional reviews for further in-depth research in the future

3. For micro, small and medium enterprises

   This application can facilitate micro, small and medium enterprises, in offering products and expanding their sales reach to consumers or the public.

1.6 The Systematics of Writing

writing of this thesis is divided into 5 chapters. The following is the explanation of each chapter as follows:

CHAPTER I INTRODUCTION

Chapter 1 describes the background of the problem, problem formulation, problem definition, research objectives, research benefits and research writing systematics.

Chapter II LITERATURE REVIEW

This chapter contains an explanation of the system explanation and what steps are used to design applications related to the proposed topic.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains general methods of solving problems asked in problem formulation, analysis and design that will be used in building applications.

CHAPTER IV RESULTS AND DISCUSSION

This chapter provides an explanation of the results of the analysis and discussion related to the relevant theoretical foundations and also provides an overview of the application design.

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

Contains a summary of the overall research results. In addition, the authors also provide useful suggestions for the development of future applications for future research.