Machasories Product Development as an Aesthetic Accessory Business to Improve Digital Business Literacy Capabilities in Generation Z

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Abstract

This research is research into the development of machasories products, namely as a contemporary, aesthetic accessory business which of course is currently very popular among teenagers and all groups. This research uses descriptive and quantitative analysis techniques. In this research, we used data collection techniques through questionnaires that we gave to customers who had already ordered accessory products, we got 86.6 quality and preferred accessories in terms of beauty and aesthetics. Of course, there are shortcomings that we found in the questionnaire that we have distributed, namely that there are products that are not neat in workmanship and the manufacturing process takes a long time. In this research, the aim is that the development of accessories business products can increase digital business literacy in generation Z, of course this will be an important thing in the future as a reference for generation Z to start a business to produce work and earn income.

A. Introduction

Generation is a group of people who have the same year of birth, age, location and also similar life experiences for each individual which has a significant impact on their growth and development phase. So, it could be said that generation is a group of people who experience the same event over a certain period of time (Adiawaty, 2019; Irdiana et al., 2023; Peramesti & Kusmana, 2018; Wantalangi et al., 2021). As the human population increases, more generations are created. Starting from the Baby Boomers Generation (1946-1960) to the generation that has a vital role today, namely Generation Z or Gen Z (1995-2010). Generation Z is the first generation that has been exposed to technology from an early age. These technologies are in the form of computers or other electronic media such as cell phones, internet networks, and even social media applications. Generation Z grew up with the social web, they are digital-centric and technology is their identity (Bahijah et al., 2022; Sutisna et al., 2022; Zis et al., 2021). Exposure to technology from an early age and the ease of obtaining information does not necessarily make it easier because many generation Z are too preoccupied with technology so they are not ready to compete with other generations, especially in this era where there are very few job opportunities available. Therefore, additional skills are needed which are expected to increase personal value. such as mastering a foreign language, business skills or other soft skills.

APJII Secretary General Henri Kasyfi Soemartono explained the main results of the 2019-2020 internet user survey. "Currently, penetration of Indonesian internet users is 73.7 percent, up from 64.8 percent in 2018," he said. Along with internet users in Indonesia, internet users are expanding toIncreasing trade has encouraged the emergence of new businesses which are now often referred to as "start-up businesses". Ries, (2011) explains that a start-up is a business that has just been established and is still at the development and

research stage to look for market potential and all fall into the technology and information business sector (Nugraha & Wahyuhastuti, 2017).

Around 43% of respondents (entrepreneurs) got business ideas from experience when they worked in companies or other professional places. From this experience, we know how to operate a company. As many as 15% of respondents stated that they had tried it and felt they were able to do it well. Of the entrepreneurs surveyed, 11% of them started a business to meet market opportunities, while the other 46% did it as a hobby. On the other hand, prospective entrepreneur B came to the opposite conclusion that people would change their behavior if there were efforts to educate people about wearing shoes. Business ideas developed by an entrepreneur are generally practical ideas that are believed to have certainty of success. This success often begins with small-scale businesses. Therefore, many entrepreneurship book authors recommend starting a small-scale business (Widayati et al., 2019).

According to Suryana (2008: 100) in Safaah (2023), there are 3 (three) ways that can be done to start a new business, namely:

1. Starting a new business, namely forming and establishing a new business using capital, ideas, organization and management that can be designed by yourself.
2. Buying someone else's company (buying), namely by buying a company that has been founded or initiated and organized by someone else with an existing name and organization.
3. Management cooperation (franchising), namely cooperation between entrepreneurs and large companies in entering into an agreement to buy and sell monopoly rights to run a business (franchising).

One effort to increase the desire to do business from childhood is to instill business literacy, especially digital business due to increasingly advanced technological developments. This digital literacy is needed in order to build and increase understanding of the existence of digital media at the level of human resource development. Digital literacy is a technology that reads, writes, and registers text/digital items to be entered into digital mode. Digitalization means many transformation processes and their implications for entrepreneurs and entrepreneurship. Digital business literacy refers to a person's ability to understand business data from various digital sources or devices in various disciplines. Digital business literacy is an individual's skill in using digital technology at a certain level, whether it is creation, collaboration, or searching for information.

According to Cantillon, an individual who is able to move or convert economic resources from a low level of productivity to a higher level of productivity is called an entrepreneur. According to Suryana (2013) in Muniarty et al (2021), an entrepreneurial spirit is a person who has the following characteristics:

1. Full of self-confidence, namely full of confidence, optimistic, committed, disciplined and responsible.
2. Have initiative, that is, full of energy, deft in acting and active.
3. Having an achievement motive consisting of an orientation towards results and future insight.
4. Having a leadership spirit means daring to be different, being trustworthy and being strong in your actions.
5. Dare to take risks with full consideration.

According to Hafsah, development is an effort made by the government, business world and society through providing guidance and strengthening assistance to grow and improve the capabilities of small businesses so that they become strong and independent businesses. Furthermore, Yoder (in Moekijat, 2001: 20) explains that development is every effort to improve the implementation of current or future work, by providing information that influences attitudes or increases skills. On the other hand, Bone (in Jhingan, 1993: 4) said that development requires and involves some kind of direction, regulation and guidance in order to create strengths for the maintenance company. According to Saparudin (2003: 1) states that business is an activity carried out by individuals or groups to earn income with the aim of making a profit, while business according to the general Indonesian dictionary is an activity using mental or bodily energy to express a purpose.

The development of information technology has changed the scope of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world (Afrilia, 2018; Roosinda & Salshabila, 2021). Marketing activities that utilize sophisticated digital technology are often called digital marketing. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries

and potential consumers. So MSME players should be able to utilize digital media as one of their product marketing efforts so that consumers become more familiar with the products produced by these MSMEs. MSMEs that have online access, are involved in social media, and develop their e-commerce capabilities, will usually enjoy significant business benefits both in terms of income, job opportunities, innovation and competitiveness. However, there are still many MSMEs that have not implemented information technology, especially use digital media and do not yet understand how big the benefits and role of using digital media are.

Based on this, this study will reveal the role of machinary business developers as an effort to increase digital literacy, especially generation Z. This needs to be done so that Generation Z can further develop their business spirit and willingness to undertake business for a bright future.

B.   Research Methods

This study uses quantitative descriptive methods. The quantitative descriptive method is a type of data collection that describes the data collected as it is. The use of quantitative descriptive methods in this study aims to find out the quality of the respondents' machasories products. This research was conducted in the vicinity of Bengkulu University, Lemonade Farm, Bengkulu City. The research subjects were UNIB students and residents around the campus. Research will be carried out in February-March 2023. Research methods are ways of collecting data and then processing the data so as to produce data that can solve research problems. In this research, descriptive research methods were used. Descriptive research is used to collect, summarize and interpret the data obtained, which is then reprocessed so that it is hoped that it can produce a clear, focused and comprehensive picture of the problem that is the object of research. In this research, the data obtained from the research will be presented as is and will not draw any further conclusions or even predict the future from the existing data. Next, the researcher would like to describe "The development of MACHASORIES products as an Aesthetic Accessory Business to improve Digital Business Literacy Capabilities in Generation Z".

Population is a generalized area consisting of; objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2010: 55). The population in this study is the entire UNIB Generation Z Environmental Community. Meanwhile, the sample in this study is part of the population to be studied which can be considered to describe the characteristics of the population. There were 10 samples obtained.

Research Data The research instrument was used to determine the understanding of the Unib community regarding accessories business, entrepreneurship and digital business literacy. The data collection method used is as follows:

1.   Documentation Method, namely the data to be obtained from documentation of activities regarding the aesthetic accessories business that will be carried out by group 4
2.   The questionnaire method was used to collect data on the understanding of the Unib generation Z environmental community regarding Machasories products as an aesthetic accessories business. The questionnaire used is closed and answers are provided for each questionnaire statement. The alternative form of answer provided uses a Likert scale consisting of five points, namely, 1 = not good, 2 = not good, 3 = quite good, 4 = good, 5 = very very good. Respondents only provide answers by choosing between points 1 to 5.

Data analysis is estimating or determining the quantitative influence of one (several) events on another (several) events, as well as estimating/forecasting other events. Events can be expressed as changes in the value of a variable. The data analysis process begins by reviewing all the data obtained both through questionnaire results and interview assistance. To analyze this research, steps were carried out, namely, collecting information through questionnaires and document review, then a reduction step which aims to select which information is appropriate and which is not appropriate to the research problem, and presenting data through tables and percentage analysis with a rating scale. The score percentage can be seen in the following table:

Table 1. Interval Category

Intervals	Category
81%-100%	Very good
61%-80%	Good

Intervals	Category
41%-60%	Enough
21%-40%	Not good
0%-21%	Bad

C. Results and Discussion

This study will look at how machasories businesses can be an effort to increase digital business literacy in generation z. The respondents in this study were 47 people who were divided into 9 groups aged 19-22 years. The first thing to do is to provide a presentation regarding the machinations business.

Figure 1. Exposure related to Machasories

In the presentation, it was stated that the maschasories business is a business that sells various contemporary aesthetic accessories which are currently a trend among young people. Accessories sold include necklaces, rings, bracelets, scrunchies and many more. The main ingredients in making this accessory are clear elastic rope, various kinds of beads in various shapes. When making bracelets, there are various themes, for example the pink theme

Figure 2. Machasories Products

Next, the respondents did a trial run, used the accessories and saw the shape and beauty of the accessories being sold. Based on the questionnaire given to 9 groups, the results were as follows:

Table 2. Questionnaire Data

No	Rate (1-5)	Comment
1	5	Very good, aesthetic when worn
2	4	The accessories are interesting, maybe note that the ring is made in a larger size
3	5	Cute machasories, lots of motifs, I like it
4	3	It's already very good, maybe in the future it can be made more colorful so it's more visible when worn
5	4.5	It's very good and interesting, maybe there will be more color variants made

No	Rate (1-5)	Comment
6	3.5	It would be good, maybe there would be more variations and more accessories could also be made, especially for men
7	4.5	Very cute and cute, maybe there are more variations in accessory models
8	5	Nice and very cute, I want to wear it when I go to college
9	5	Very good, interesting, and affordable for students

If we calculate from the assessment given, the quality of the accessory product reaches 86.6%. In other words, it can be seen that for the younger generation, bead accessories are very interesting and worthy of being a business. After knowing the quality of a product, digital business literacy requires something that becomes a supporting point for a business, namely packaging. Regarding this, machasories created 3 attractive and contemporary packaging versions, as in the following image.

Figure 3. Packaging Accessories

The reason why packaging is a supporting point for a business is because packaging protects the product on its journey from producer to consumer so that the product is not damaged. For certain types of products that can be harmful to children, special protective packaging is usually provided. Besides that, packaged goods are usually cleaner and more attractive. Furthermore, through packaging product identification becomes more effective. Packaging is the only way for companies to differentiate their products. Retailers also recognize that packaging containing effective promotional and product protection features increases sales and reduces costs due to product damage. Then, the shape and characteristics of the packaging are so attractive that customers are willing to pay more just to get special packaging. Increased profits can also be obtained through marketing cost efficiencies obtained from effective packaging. Packaging that can protect the product, packaging that provides promotional features, all of this will reduce costs, both damage costs and advertising costs.

Regarding promotions, in an era where everything is easy with the help of technology. Promotions are not only carried out in person but are carried out online using technology and the internet which means more and more products are being sold.

Following up on this, machasories has of course carried out digital promotions, for example on the Instagram application. As in figure 4, machasories have 149 followers, with sales reaching 80 orders per month as seen in figure 4. This is in line with Rachawati that other media which is also often used in digital marketing is social media, one of which is Instagram. Instagram has a Business Account feature which makes it easier for business people to create a business profile on Instagram and optimize business activities by utilizing social media. With this feature, companies of all sizes can introduce their business profile, gain insight into followers and posts, and promote posts to drive business goals. (Rachmawati, 2018)
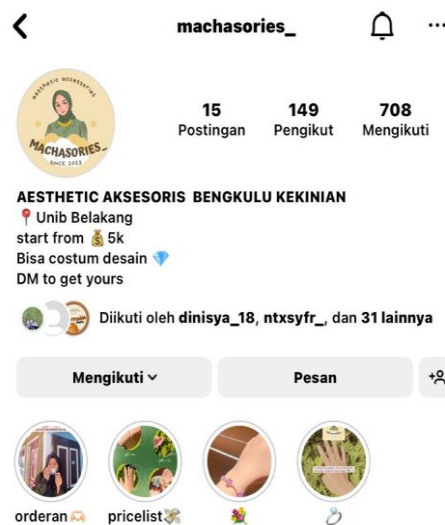
Figure 4. Instagram Machasories

Then, in terms of profit, the machine has made a profit of up to 3 times the initial capital of IDR 52,000. So, we can see that this accessories business is very profitable, especially because the product will not rust or become stale. Various efforts have been made to foster entrepreneurial intentions, especially changing the mindset that is still oriented as a job seeker rather than a job creator (Supratman & Wahyudin, 2017; Hasan et al, 2020). In digital business literacy, human potential and knowledge related to the use of digital technology, communication facilities, preparing and evaluating information in a healthy and attentive manner and in accordance with the laws of life enable people to use technology responsibly. Digital business literacy also has a very detailed influence on running business life. The increasingly sophisticated era will influence technology that advances every second. Therefore, increasing digital business literacy must also be developed. The increasingly rapid development of technology, the rapid flow of information, more and more competitors, fast-paced demands, a changing society, demands for continuous learning, innovation in creating products, thinking out of the box, being able to compete fairly, digital transformation, speed, resources adaptive human power, increasingly high competition and the availability of the internet as a primary need in marketing (Putra, 2019). So, generation z must always innovate and look for the best opportunities possible by utilizing technology to run a business.

Because in reality, the ability and readiness of business people who are conducive to taking advantage of opportunities and facing business challenges in the digital era will certainly provide many benefits. On the other hand, if business actors do not have adequate capabilities and readiness to face the opportunities and challenges of the digital era, they will suffer losses and even cause social conflict with business actors who already have the capabilities and readiness. Various literature has provided empirical evidence that the alignment of business and digital strategies greatly influences the quality of governance within an organization. Alignment between business strategy and use of technology causes the quality of implementation to be more effective and supports higher performance in small and medium scale companies (Alami, 2019).

From the explanation above, we can see that this machasories business can be an effort to provide digital business literacy to generation z. with technology and internet networks that make life easier. Generation z can take advantage of this by doing business. Whatever you do, it can be a service business, product and so on. For example, a machasoris business which specializes in making aesthetic accessories with a quality score of 86.6 & then machasories can be a means of earning income and also a place to express creativity through social media. So, Generation Z must always develop themselves and look for opportunities to develop into a creative generation capable of competing with future generations. This machasories business is only a handful of Generation Z businesses in Indonesia, there are still many other businesses that can become digital literacy materials.

D. Conclusion

This research is product development research from Machasories as an Aesthetic accessories business which aims to increase digital business literacy in generation Z. As we all know, currently many business developments have started to be carried out among young people, of course businesses that can earn income as the enthusiasm of the people. generation Z to start a business, with the development of this machasoris business it is hoped that it can help generation Z to become digitally literate in business, of course this has now become something that everyone has and can do. With this research, we hope that the development of machasories products as an aesthetic accessories business will be useful now and in the future because times will increasingly develop, especially digital footprints which will become increasingly sophisticated.

E. Acknowledgment

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