



Influencing Factors Business Success for Business People in the Era of Disruption

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ABSTRACT

This research aims to analyze the factors that influence business success among business people in the era of disruption. In this era, rapid changes in technology, business models and consumer preferences have created an unstable and uncertain environment for business people. Through a comprehensive literature review, this research identifies several key factors that are relevant in the context of business success in the era of disruption. These factors include technological innovation and adaptation, managerial capabilities that are responsive to change, strong customer orientation, digital skills, and speed and flexibility in dealing with business changes. This research uses a qualitative descriptive method, a type of literature study which aims to describe the results of the researchers' findings on several journal articles found. The results of this research reveal that the factors that influence business success among business people in the era of disruption are interrelated and have a significant impact. Technological innovation and adaptation have proven to be important elements in creating competitive advantage. Apart from that, responsive managerial abilities, strong customer orientation, developed digital skills, and the ability to adapt to business changes quickly and flexibly are also key factors in achieving business success in the era of disruption. This research contributes to the understanding of the factors that influence business success among business people in the era of disruption

INTRODUCTION

The phenomenon when society changes from an activity that was originally carried out in the real world to the virtual world is a very significant transition phase in current social life. This also takes the form of changes related to technology, culture and economics. Every individual and community of course must be ready and encouraged to adapt quickly and systematically to keep up with every change that occurs. In the era of change (disruption) technology is starting to be utilized in various forms with the aim of making human life easier, starting from communication systems and obtaining information. accurate (Krismajayanti and Darma, 2020).

The *VUCA* era that we are currently experiencing has had the effect of very rapid disruption to various aspects, especially the economy. Economics is one of the main aspects that always faces direct effects on all changing activities. As previously explained, changes in globalization, industrial revolution, trade wars and pandemic conditions. Every regulation that is issued always prioritizes economic interests over other aspects. This is done because the economy is the most important part that must be improved and in the hope that it will have a direct influence on other aspects.

The era of disruption is not just change, but big change and can result in changing the order (Eriyanto, 2018). In the past decades, many people have known the word "disruption". Advances in science and technology are increasingly improving the ways in which innovation uses the results of technology (Musa, 2015). Disruption can be characterized by fundamental and fundamental change. Digitalization, especially information, can change all aspects of life as a result of the technological revolution. The era of disruption will of course also affect MSME activities.

Strategic environmental changes in the form of economic globalization-trade liberalization, urbanization, and the phenomenon of market segmentation and the phenomenon of corruption; which requires a change in perspective on the operations of organizations and business actors in all industrial sectors. This term corruption was first popularized by Clayton M Cristensen, professor of business administration at Harvard University. In this era of change, business actors must immediately carry out all innovations and changes in all aspects, which include cultural policies, mindsets and market approaches, so that business activities are not only a way to meet current needs, but can also be a provision for facing future needs.

MSME is an abbreviation for Micro, Small and Medium Enterprises. MSMEs are productive businesses run by individuals or business entities with the criteria of being a micro business (Sukorejo, 2021). More clearly, the definition of MSMEs is regulated in Law of the Republic of Indonesia no. 20 of 2008 concerning MSMEs. In this law, it is stated that MSMEs are based on the type of business, namely micro businesses, small businesses and medium businesses. Usually, the classification of MSMEs is done based on annual turnover, amount of wealth or assets, and number of employees. Meanwhile, businesses that are not classified as MSMEs are categorized as large businesses. Large businesses are productive economic businesses carried out by business entities with greater net

worth or annual sales results than medium-sized businesses. Large businesses include state-owned or private national businesses, joint ventures, and foreign businesses that carry out economic activities in Indonesia.

In the current era, many MSMEs are marketing digitally. The disruption phenomenon has caused digital marketing to become an integral part of development planning towards the future because current technological developments really require various innovations, including digital marketing (Haryanti et al., 2019). Online shopping is currently a developing business trend that is increasingly spreading throughout the archipelago. In research (Makhrudy, 2020), the marketing strategy carried out by UMG Industrial Engineering students has a big influence on turnover so it is necessary to optimize product marketing. Apart from that, research results (Kusumaningsih et al., 2018) show that implementing modern marketing which can be done through online media can increase people's income. Many platforms can help MSMEs in promoting and selling products online. For example Shopee, Tokopedia, Lummo Shop, etc. There are also social media, including WhatsApp business, Instagram business, TikTok, etc. ui e-commerce and social media.

Social media is a form of rapid development in the world of technology. The arrival of social media has brought many changes in various aspects such as communication or relationships for society. Now people can send messages to each other on social media. Until now, social media is considered important in social life because people can share photos, videos, like and interact between users, so that social media indirectly changes consumer behavior (Ahani et al., 2017). In social media, unique photos are an advantage as an attraction for internet explorers, especially social media. By uploading photos and videos they can be used for different social media, they can be used as marketing communication media. Product photos can assess the effectiveness of visual communication in advertising and influence the success of MSMEs in introducing and selling their products or services. Product photos must be able to convey the image of a product and is a form of visual branding. Visual branding itself means various visual elements that are used by a business brand to create the character and identity of the business. Branding itself is a way to market a brand to a market (Ferina Nurlaily et al., 2021). The latest developments in the world of information technology are considered to have had a significant impact on various sectors or organizational aspects, from sales, marketing, education to government (Rini & Arini, 2019). Related to this, marketing itself is greatly influenced by information technology, one of which is social media. Social media itself has become a platform commonly used by consumers to spend time online on their accounts

METHODOLOGY

This research uses a qualitative descriptive method, a type of literature study which aims to describe the results of the researcher's findings on several journal articles found. According to Sugiyono (2013), he explained that the qualitative research method with a descriptive analysis design was carried out intensively, carried out reflective analysis of various documents found, and made a detailed research report. This literature review was carried out with the awareness that knowledge will continue to develop along with changes and progress over time. The purpose of the literature review is for the benefit of the research project itself. In this case, making a literature review is to enrich the writer's insight into the research topic being carried out, help the writer formulate research problems, and help the writer determine the appropriate theories and methods and research results to be used in the research being carried out. As explained by Saputra (2017), research studies literature by looking for theoretical references that are relevant to the cases or problems found. Theoretical references obtained through literature study research are used as the basic foundation and main tool for research practice in the field. The types of data sources or study objects used in this research are scientific articles from national and international journals published from 2018 to 2023. With the process of collecting journal article data from steps through access.

RESULT AND DISCUSSION

1. Strategies for Success of MSME Business Actors in the Era of Disruption

The impact of the era of industrial disruption is so broad with the various challenges and opportunities it presents, so we are required to have a strategy to face it. According to Nurdin Hidayah (2018) in (Nurjani, 2018), several appropriate strategies are needed to face various forms of challenges in the era of industrial disruption 4.0, namely as follows:

- a. Trend Watching. The first way that can be done in facing the era of disruption is the ability to read or be literate about the state of the industrial environment. Sensitivity to changes that are currently booming in society can be used as an opportunity. Both in the economic, political, social, cultural, and so on.
- b. Research; The second strategy is research. This second strategy is a form of follow-up to trend watching. All literacy results that have been carried out need to be researched so that the results are more convincing and can be scientifically justified. Rhnaldi Khasali revealed in his book that now in the world of higher education, we can now see the consequences of the disruption phenomenon starting to develop in collaboration with various types of research between researchers from various scientific disciplines and universities. Research orientation is now no longer centered on how to solve problems (problem solving) but is required to discover the potential of existing problems and potential that has economic value that can be used as a solution for society to anticipate various social, economic and political problems in the future (Mundir , 2020).

- c. Risk Management; This third strategy is more about the ability to manage risk, because in every business the word risk is a possibility that could happen. So it is necessary to carry out evaluation, analysis and management. identification of various symptoms of disruption to prevent or minimize the risks that occur.
- d. Innovation. The next strategy is to carry out various innovations, namely producing new discoveries or adapting to the old industrial world to make it more appropriate to the era in which disruption is occurring. In a study conducted by (Hamdan, 2018) it was stated that one form of business model revolution is to continue to innovate.
- e. Switching; The fifth way to face the era of disruption is switching or changing business direction. This method is used when the previously run business is stagnant or cannot be repaired or modified, then the steps that can be taken are Annisa Aprilia, Subiyantoro 385 changing direction from the previous type of business. Especially in the new normal era due to COVID-19, there needs to be a strategy to divert or restore resources in the new era (Kurniati & Huizen, 2021).
- f. Partnerships; The sixth way to face the era of disruption is to carry out a partnership strategy. The current era of disruption makes it difficult for the business world to face it alone, because competition is very complex and business processes are inclusive. Because basically humans need each other. Therefore, as a solution, collaboration must be carried out, starting from input to output, even the supply chain so that the business becomes more effective and efficient.
- g. Change Management; The final strategy that can be done is to make a change. Change starts from mindset and awareness of the existence of human resources in business organizations, and always helping each other to make changes. Because the impact of disruption can spread to various sectors, including business organizations. Therefore, the steps that can be taken are that business organizations must have the courage to make changes and adjustments to existing changes.

2. Success Factors for MSMEs in the Era of Disruption

Technological developments that are increasingly developing rapidly and experiencing scientific breakthroughs including AI artificial intelligence have an impact on human life, so that transformation has a positive impact, where the role of the business world and social organizations is considered very strategic in strengthening the nation's economic independence, so that economic growth encourages stronger growth for achieving economic growth of 5%. Increasing economic independence can encourage strengthening entrepreneurial orientation for better growth so that we can achieve an even level of social welfare. The growth of MSMEs is the driving force of the country's development and economic growth. At the end of 2019 there were around 58,838,700 MSMEs (98.9%) of all businesses in Indonesia. The contribution of MSMEs in employment can reach (95%) considering the development of MSMEs and their very large role in the Indonesian economy, it is necessary to empower MSMEs.

Indeed, digital advances foster technological disruption, which affects human life. This gives rise to disruption theory. The dynamics of society in responding to the challenges of disruption must position humans as the subjects of change itself. Technological progress is not intended for the benefit of technology owners and developed countries alone, but technological progress is part of human life which supports a new social order and is based on human philosophy. The 4.0 wave of technological revolution affects the economic, socio-cultural and political systems, basically sociologically influencing the order and social relations. With the development of digital, people seem to be engrossed in their own world, no longer caring about the situation around them, technology can even be used as a tool to carry out unlawful actions.

How to overcome the negative impacts of this digital progress? In this case, humans must be wise, placing humans in their capacity as biological creatures and social creatures. Understanding as biological creatures makes humans aware of their nature which can foster human values. Social creatures raise awareness of the organization of humans as social capital. So technological progress needs to be balanced with an understanding of humans as biological creatures who are aware of their nature and humans as social creatures who are conscious of forming a social order.

Human resources are the main pillar in a country and nation, companies, educational institutions, universities and so on. Human resources cannot be replaced with machines, money, positions and other materials, they are the key to the success of all corporations and any activities in this world. Islam allows and does not differentiate between every human being who has certain abilities in certain fields.

Therefore, in building competitive human resource quality from a company in the era of disruption that has superior competencies and character and has professional performance in carrying out its duties and functions, so that the company is able to face challenges and competition, so that human resources are one one factor that influences business success in this era of disruption.

CONCLUSION AND RECOMMENDATION

The era of industrial disruption is a condition that occurs due to fundamental changes in various sectors of life. Its presence can be seen through the reality of today's life, all types of work usually done by humans are now being replaced by machines. The development of technology and information is also a factor in the era of industrial disruption. Technological advances can make work easier, more effective and more efficient. Indeed, digital advances foster technological disruption, which affects human life. This gives rise to disruption theory. The dynamics of society in responding to the challenges of disruption must position humans as the subjects of change itself, because competition is very complex and business processes are inclusive. Because basically humans need each other. Therefore, as a solution, collaboration must be carried out, starting from input to output, even the supply chain so that the business becomes more effective and efficient.

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