



## The Existence of E-Commerce as a Form of Cultural Capital for Online Business Practitioners in Surakarta City

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### **Abstract**

The number of E-Commerce users in Indonesia is still very small when the number of internet users and online businesses in Indonesia has increase. The research was conducted in the city of Surakarta, which is based on the background of the city of Surakarta, which is one of the cities in Indonesia with a fairly large history of trade and trading practices. The use of netnographic studies with qualitative-descriptive methods with the aim of discovering the reasons for the small number of E-Commerce users in city of Surakarta and finding the meaning of E-Commerce as culture capital by online business practitioners in city of Surakarta in their online business practices. The votes of 108 online business practitioners in the city of Surakarta are used as primary research data obtained by filling in the google form questionnaire distributed by the snowball method. The study found that online media is actually the favorite online media for conducting online business practices in city of Surakarta. The combination of online social media platforms and online marketplace platforms is the favorite method chosen by most online business practitioners in Surakarta. The cultural capital owned by online businesses practitioners in Surakarta is not only an online platform, but also knowledge and relationships.

**Keywords:** *Online Business; Social Media; E-Commerce; Culture Capital*

### **Introduction**

#### **The Low of E-Commerce User Numbers**

Although the growth of the E-Commerce business in Indonesia is growing rapidly, in fact, the number of online platform user such as marketplace as a supporting medium for Small and Medium Community Enterprises (MSMEs) in Indonesia is still very low. Hadi, Deputy Governor of Bank Indonesia, stated that the use of online platforms in Indonesia was only around 42.7% in 2016 and decreased to 34.4% in 2017 from the total number of MSMEs in Indonesia (Nurfadilah, 2018). Meanwhile, the use of the marketplace platform by MSMEs is only around less than 5% in 2015 (Ngazis, 2015) and 8% in 2017 (Ayuwuragil, 2017) (Yuliani, 2017). This fact proves that the use of E-Commerce in Indonesia is still not maximized. The people of Indonesian MSMEs are not yet fully aware of the

presence of E-Commerce as a supporting medium for doing online business and the benefits arising from the use of E-Commerce. If only they understood this, the use of online platforms by MSMEs was predicted to have the potential to increase Indonesia's economic growth by 2% each year which would certainly bring benefits to them as well (Nurfadilah, 2018).

Related research on the inhibiting factors of E-Commerce growth was first conducted in 2014 with the research area being India. The research found that poor infrastructure facilities, lack of technological knowledge, expensive broadband, computer blindness, poor internet connection, fear of online shopping risks, unavailability of insurance, cultural and social attitudes towards E-Commerce, the absence of legal E-Commerce regulations, and the usual the public uses the cash on delivery payment method because a lack of trust is the cause of the inhibition of growth in the use of E-Commerce in that country (Sharma, 2014, p. 24).

In the following year, 2015, a similar study was conducted in Egypt with the finding that a lack of awareness of the added value of income in using E-Commerce, product suitability for remote distribution, data security, pricing and implementation, consumer protection, and lack of mass criticism were the causes of stunted development E-Commerce (Kamel, 2015, p.9).

In the same year, research in India was carried out again with the finding that there was no direct satisfaction felt when shopping, unable to touch and see directly the product, type of payment, poor infrastructure, national culture, risk factors, the phenomenon of urban society, logistics, and vendor management is an obstacle to the development of E-Commerce (Khurana & Mehra, 2015, p. 185).

In the following year, 2016, the factors causing the inhibition of E-Commerce were increasing with address errors (not arriving at orders), absence of cyber law, and absence of customer privacy protection, unclear payment and tax standards, no product return facilities, and as well as poor services on the E-Commerce website are also the cause of the inhibition of the development of E-Commerce use (Chaithralaxmi & Shruthi, 2016, pp. 509-510).

These findings are not much different from the findings from research conducted in Indonesia. Related research finds that organizational readiness, blindness in the benefits received, and poor business strategy orientation (Iqbal & Astuti, 2013, pp. 16-17), political factors, economic factors, social factors, and technological factors (Aribawa, 2016, pp. 131-133), the absence of external support such as the readiness of human resources to use internet technology as well as government policies regarding E-Commerce and support for E-Commerce system development companies (Hernando, 2017, pp. 172-173), up to the level of education, business experience, business strength, and venture capital (Ratnasari, 2017, p. 124) are factors that cause E-Commerce not to be used as a medium for doing business online.

The inhibiting factors for the development of E-Commerce use also arise from late delivery from suppliers, goods not in accordance with buyer expectations, delivery not according to the buyer's address, fraud / goods not sent (Tharob, Mingkid, & Papatungan, 2017, p. 1), technical problems which consist of the absence of standard rules governing the quality of E-Commerce, poor security and reliability of the system being built, bandwidth problems, web server specifications, and non-technical constraints consisting of the absence of government regulations governing buying and selling transactions through E-Commerce, the perception that E-Commerce is not safe and expensive, and waiting for the stability of E-Commerce in Indonesia (Firmansyah, 2017, p. 127).

From all the causes of inhibition of E-Commerce growth that have been found, it shows that E-Commerce cannot develop in areas that are not ready to accept the presence of E-Commerce. Media, facilities, regulations, knowledge, as well as the mental and attitude of the public who are not ready to accept the presence of E-Commerce are obstacles for E-Commerce to develop. In other words, if a

country wants E-Commerce to develop in its territory, one way that can be done is to facilitate E-Commerce to develop, namely by providing facilities, media, regulations, knowledge, mentality, and the attitudes of the user community. It is makes the arrival of E-Commerce in the area can be maximized.

### **The Forms of Capital**

Pierre Bourdieu (1986) in his writing entitled "The Forms of Capital" believes that every individual has capital. Capital, which consists of social, cultural, economic, and symbolic (Lubis, 2016, pp. 109-203), is used as a resource for a social approach to maintaining life. Capital owned by each individual is not the same. Each individual has a different taste and habitus which later affects abilities, opportunities or encouragement, and limitations or obstacles in his life. Furthermore, capital will influence the arena that the individual is able to enter and produce distinctions for other individuals.

One type of capital that Bourdieu acknowledges is Cultural Capital. Cultural capital becomes capital that can be exchanged or transformed into several forms such as economic capital in the form of money and wealth or into an institutional form in the form of education (Bourdieu, 1986, p. 243). In current conditions, capital in the form of education can not only be formed in formal educational institutions such as schools, but all educational matters that enable individuals to have abilities, networks, relationships, and be able to enter an arena to sustain their lives. Like the business education that both parents pass on to their children so that they are able to make the child a reliable businessman. Or art education that is given by an environment to individuals who live in that environment so as to deliver the individual as an artist.

Every individual has cultural capital that cannot be separated from any activities carried out for his survival. Cultural capital is a source of opportunities and challenges that every individual will find in his or her life. Cultural capital also affects the choices that individuals have and the results of these choices. Similar to the online business buying and selling economic activities, online business practitioners have cultural capital that they use as capital in doing business online. The cultural capital owned by online business practitioners is not the same as one another. Every cultural capital that is owned will also bring opportunities, encouragement, and barriers that are different from one another.

In the context of this research, the authors see that online platforms in the form of social media and E-Commerce are a form of cultural capital used by online business practitioners. Capital owned by individuals will influence the actions that will be caused. Habitus and capital owned by individuals will be able to encourage the individual to use technology through basic inner motivation, tendencies of social influence, encouragement of the dimensions of social capital, and the understanding they get from the surrounding environment (Wang & Wang, 2017, p. 159).

The phenomenon of the imbalance that occurs between the rapid development of online buying and selling activities in Indonesia and not many Indonesian MSMEs utilizing E-Commerce as a medium for online buying and selling activities raises a big question mark. The use of E-Commerce as a medium for buying and selling online should be able to help MSME players market their products so that they can increase profits, but the facts in the field are found to be the opposite.

Differences in thoughts, abilities, opportunities or encouragement, and limitations or obstacles that each individual has because of differences in capital will lead to different types and ways of life. Based on this concept, the writer raises three assumptions.

The first assumption is if the differences in tastes, thoughts, abilities, and limitations of online business practitioners will affect the choice of the type of online platform as a form of cultural capital used in online business practices. The next assumption is that if the differences in tastes, thoughts,

abilities, and limitations of online business practitioners will affect the understanding of online business practitioners about online platforms as a form of their cultural capital in carrying out online business practices. The last assumption is if the differences in tastes, thoughts, abilities, and limitations of business practitioners will affect the meaning of the online platform used as online media on online businesses in Surakarta. The three assumptions are thought to be related to the phenomenon of the condition gap between the increasing number of online businesses in Indonesia and the lack of use of E-Commerce by MSMEs in Indonesia.

### **Preliminary Observation**

Surakarta (Solo) is one of the cities in Indonesia which has a history of trade and trading practices that are quite large. The city of Surakarta is a city that is considered to have the potential to become the backbone of the city and state because it has significant economic growth every year (Bangsawan, 2017, p. 318). Kauman Batik Village, Laweyan Batik Village, Klewer Market and Gede Market are silent witnesses to the development of trade history and trading practices in the city.

As a first step in the research, the authors made preliminary observations to online business practitioners in the city of Surakarta. These observations used 9 online business practitioners in Surakarta whose selection was carried out by snow balling and continued with in-depth interviews. Preliminary observations are intended to determine the basic conditions of online business practices that occur in the Surakarta city. The results of these preliminary observations show that 7 online business practitioners in the city of Surakarta do not use a marketplace platform but rather social media, namely *Facebook*, *Whatsapp*, and *Instagram* as cultural capital in conducting online business practices. Meanwhile, the other two actors use the marketplace platform, *Shopee*, which is also integrated with social media *Facebook*, *Whatsapp* and *Instagram*. This preliminary observation found five main factors that cause online business practitioners to decide to use a certain type of online platform as their cultural capital, namely knowledge to use the online platform, types of goods / services being traded, target buyers, goals of doing business online, and the size of the capital economy (Narendra, Habsari, & Ardianto, 2018, p. 434).

Through these observations, the researchers raised several assumptions regarding the relationship between E-Commerce, culture capital, and online business practices in Indonesia. The first assumption is that there are several types of Culture Capital that online business practitioners have in running their business. The second assumption is that every online business practitioners has a different understanding from other online business practitioners about Culture Capital used to run their business.

These two assumptions are the basis for finding two main research objectives, namely the type of online platform used by online business practitioners in Surakarta City to support their online business practices and the meaning of online business practitioners in Surakarta for the online platforms they use.

Through the assumption which is also the formulation of the problem, the writer decided to conduct a research entitled "The Existence of E-Commerce as a Form of Cultural Capital for Online Business Practitioners in Surakarta City". Based on this title, it is hoped that the research will be able to produce findings in the form of identification of the types of cultural capital in the form of online platforms used by online business practitioners in running their business and find a form of meaning for online business practitioners in the city of Surakarta on the online platforms they use in online business practices. This matter then reveals the reason for the lack of online E-Commerce platform users by MSMEs in Surakarta.

Based on the above background, the authors formulate the problems in this study into what forms of cultural capital are owned by online business practitioners in Surakarta; and why this form of cultural capital is considered important by online business practitioners in Surakarta.

In accordance with the problems that have been formulated above, the objectives to be achieved in this study are to identify forms of cultural capital that are owned by online business practitioners; and discovering the meaning of cultural capital by online business practitioners in Surakarta.

### **Research Method**

The research was conducted in the city of Surakarta. The choice of the city is based on the background of the city of Surakarta, which is one of the cities in Indonesia with a history of trade and trading practices. The possession of Kauman Batik Village, Laweyan Batik Village, Klewer Market and Gede Market by the City of Surakarta is sufficient to make the city have a fairly large historical economic practice compared to other cities and worthy of being the object of cultural research.

Another basis for choosing the city of Surakarta as an object of research compared to other cities is the fact obtained from *Tribun Solo.com* which states that there are 3,200 active productive MSMEs in 2018 that are developing in Surakarta (Prabawati, 2018), of the total number of MSMEs in the Surakarta, namely 43,700 (Prabawati, 2018). This fact is an initial assumption that in current conditions, the city of Surakarta has a fairly high number of online business practitioners and is worthy of being the object of research.

The study conducted was a netnographic study with a qualitative-descriptive method. This is done with the aim of discovering the reasons for the small number of E-Commerce users in Surakarta City and finding the meaning of E-Commerce as culture capital by online business practitioners in Surakarta. Because qualitative research is not only designed to describe, but also to find the meaning contained or hidden behind existing actions (Ratna, 2010, p. 94).

The type of data in this study is qualitative data or non-numeric data. The qualitative data is fully obtained from the results of actions and speeches of humans (respondents) which are natural. The primary data used in the study were the results of the questionnaire which was carried out using the google form application. Snowball sampling is a sampling technique for data sources with a snowball system, from small to large data in order to obtain complete data by assigning one respondent to another respondent (Sugiyono, 2008, p. 300). The scrolling of respondents from one respondent to another was carried out until the data was saturated.

### **Result**

#### **Respondence Category**

There were two types of respondents obtained from the questionnaire answers to 108 respondents. Namely respondents who are categorized based on the type of online media used and respondents who are categorized based on their understanding of the differences between online platforms in the form of social media and online platforms in the form of E-Commerce. Respondent categories based on media type indicate online media that are of interest to become the cultural capital of online business practitioners in Surakarta City in conducting online business practices. Meanwhile, the category of respondents based on their understanding of the types of online platforms shows how far online business practitioners in Surakarta can differentiate between online social media platforms and online marketplace platforms. These two answers will answer the initial research question, which is the reason for the low number of online marketplaces used by online businesses in Surakarta.

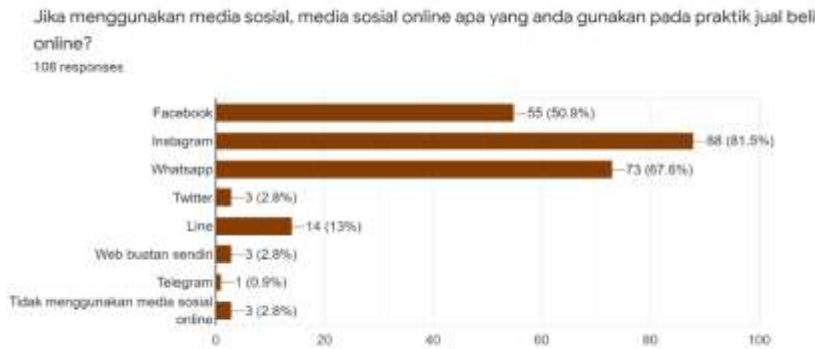
### Respondents Category Based on Online Media Type (platform)

Diversity appears in the answers of 108 respondents regarding online media used to conduct online business practices. 66.96% (62 people) of the total respondents used a combination of two types of media, namely the online market place platform and the online social media platform as online media for online business practices. Among them are 19 male online business practitioners and 43 female online business practitioners. The rest, 39.8% (43 people) only use online social media platforms and 2.7% (3 people) only use the online marketplace platform as online media in online business practices. The results of the questionnaire also showed that women online businesses were only divided into two camps. The first camp is the stronghold of online business practitioners who only use the online social media platform as a support medium for online business practices and the second is the camp that combines the two media (online market place platform and online social media platform). Meanwhile, male online business practitioners are divided into three camps. Those who only use the online social media platform, those who use the online marketplace platform only, and those who combine the two media.

Media Online	
<b>Laki-Laki</b>	<b>34</b>
Keduanya	19
Media sosial online	12
Platform online market place ( <i>Shopee, Tokopedia, buka lapak</i> )	3
<b>Perempuan</b>	<b>74</b>
Keduanya	43
Media sosial online	31
<b>Total</b>	<b>108</b>

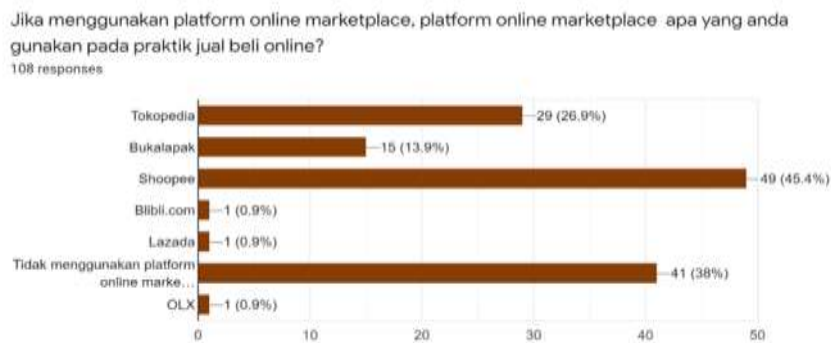
**Tabel 1st. The Data of Online Media Platform Respondents**

The categories of media used for online business practices are divided into several categories. The online social media platform category is divided into *facebook, Instagram, whatsapp, line, twitter, line*, and *privat web*. Meanwhile, the online marketplace platform category is divided into *Bukalapak, OLX, Shopee, Tokopedia, Blibli.com, and Lazada*. Of the total 34 male online business practitioners, the number that appears in the male online business practitioner category shows 8 people using *Facebook, Instagram, and WhatsApp* simultaneously. Meanwhile, 7 other male online business practitioners only use *Instagram* as a medium for their online business practices. It is different from women online business practitioners. Of the total of female online business practitioners, the mode of numbers that emerged was in the category of female online business practitioners who used online social media platforms such as *Facebook, Instagram, and WhatsApp* as media to support online business practices are 19 people. The smaller number after that is 15 people, online business practitioners who combine online social media platforms like *Instagram* and *WhatsApp* and 12 online business practitioners only use the social media, *Instagram*, online platform as a medium for online business. Of the total online business practitioners, only 3 people do not use the online social media platform as a medium for online business practices but instead use the online marketplace platform. This shows that 97.2% of online business practitioners in the city of Surakarta who became respondents used online social media platforms as online media in online business practices, both as the main media and supporting media combined with other online media.



**Diagram 1st. The Data of Online Social Media Platforms Types**

41 people are the mode number for online business practitioners in the city of Surakarta who do not use the online marketplace platform as a medium for online business practices. They are 29 female online business practitioners and 12 male online business practitioners. There are various reasons from each respondent that underlie this decision. For the male online business practitioner category, the mode number that appears is 5 for those using the *Shopee* online marketplace platform and 5 for those using the *Tokopedia* online marketplace platform as a medium for online business practices. The mode number after that are 4 people for those who choose the online marketplace platform, *Bukalapak*. It is different with women online business practitioner in the city of Surakarta. The *Shopee* online marketplace platform ranks first as the most favorite online marketplace platform with 24 users. When there were only 3 male online business practitioner who combined the *Shopee* and *Tokopedia* online marketplace platforms, there were 10 female online business practitioners who preferred to combine the *Tokopedia* and *Shopee* online marketplace platforms as a medium for their online business practices. This shows that the online marketplace platform *Tokopedia* and *Shopee* types are the most popular online marketplace platforms for online business players in Surakarta, both men and women, compared to other types of online marketplace platforms.



**Diagram 2nd. The Data of Online Markerplace Platform Types**

Through this data, it is known that the answer to the small number of online marketplace platform users by online business practitioners in the city of Surakarta is because social media is the favorite online media and the combination of the use of online marketplace platforms and online social media platforms is the most popular and deemed sufficient right method to support online business practices by online business practitioners.

The presence of a social media makes it easier for online business practitioners in the city of Surakarta from various circles to carry out online business practices without having difficulty using online media available around them. Related research on the types of online media that are widely used in online business was first discovered in 2013. In Surabaya, *Facebook* is one of the social media that is widely used as a medium for doing business online because it is free of charge and can switch functions as an online catalog (Rahayu, 2013, p. 14). Whereas in Surakarta, MSME marketing prefers social media types such as *Facebook*, *Twitter*, and *Instagram* in doing business online for the reason that it is easy to operate, familiar among the target sales community and business owners, and does not require large costs (Akhmad, 2015, pp. 50- 52). The people of East Java also prefer social media as a medium for online buying and selling transactions because they are not paid (Wahyudiyono, 2017, p.44). Not much different, in Jakarta, the use of *Facebook* as a medium to support online business is based on ease of use, awareness of the benefits of *Facebook* in supporting online businesses and the joy that users have in operating it (Deny & Andry, 2017, p.70).

This phenomenon occurs because the use of social media as a medium for doing business online is based on the understanding of the Indonesian people that online business practices can not only be done through the online marketplace platform but on social media (*jejaring sosial*) such as *BBM*, *Facebook*, *WhatsApp*, *Twitter*, *Instagram*, *Line* and even Blogs and personal websites (Hismendi, 2016, p. 40). Through the convenience of using social media and time efficiency, the practice of buying and selling online through social media is growing quite rapidly. The community has begun to widen the use of social media which is not only a medium for communication, but also a medium for buying and selling online.

Through the results of questionnaires on Google Form and from related research on favorite social media in doing online business, it is proven that the Indonesian people are actually able to take advantage of the online social media platform to do online business which was originally created not to carry out online buying and selling practices, but as a medium for communicate. Online social media platforms such as *Facebook*, *Instagram*, *WhatsApp*, *Twitter*, *line*, or *BBM*, which were originally created only as social networking media for the purpose of socializing, are actually being used well by the Indonesian people as a medium of communication as well as promotion and even more desirable to do business online than an online marketplace platform which from the beginning the goal was to do business online. By utilizing social media, which is more familiar and easy to use, most Indonesians online business practitioners do not need an online marketplace platform as a supporting online media because it has been sufficiently facilitated by the online social media platform.

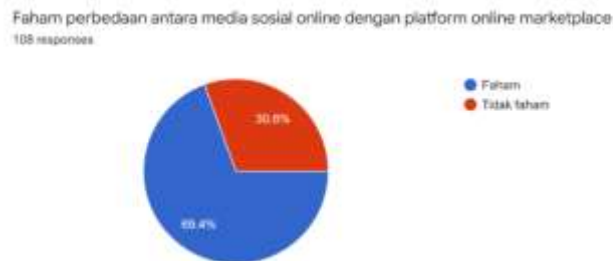
### **Respondents Category Based on Understanding of the Type of Platform**

It was found that from all respondents found, not all understood the difference between the online marketplace platform and the online social media platform. This can be seen from the answers to the Google Form questionnaires they have filled in. Of the 34 male online business practitioners, only 61.8% (21 people) understand the differences between the two types of online platforms. While the rest, 38.2% (13 people), did not know it. This is known from the discrepancies in the answers they gave. Some of them claim to use the online marketplace platform but mention the types of online social media platforms such as *Facebook*, *Instagram* and *WhatsApp* as the online media they use to carry out online business practices. Or vice versa, they stated that they did not use the online marketplace platform but mentioned *Shopee* and or *Bukalapak* as the online media they used in online business practices.

The percentage of female online business practitioners who understand the difference between online marketplace platforms and online social media platforms is slightly larger than the percentage of male online business practitioners. 72.9% (54 people) of female online businesses understand the differences between the two online platforms. Meanwhile 27.1% (20 people) did not have an understanding of this. We know this is through a way that is not much different from how to find out the



incomprehension of male online businessmen. That is, there is a discrepancy in the answers given by respondents. Some of them claim not to use the online marketplace platform but mention several types of online marketplace platforms and / or claim to use the online marketplace platform, but the media mentioned are types of online social media platforms.



**Diagram 3rd. The Data of Understanding the Different Types of Online Platforms**

Nama	Jenis Kelamin	Media jenis apa yang anda gunakan untuk melakukan praktik jual beli online?	Jika menggunakan media sosial, media sosial online apa yang anda gunakan pada praktik jual beli online?
Yulia Q. Achtna	Perempuan	Media Sosial online	<i>Facebook, Whatsapp</i>
Desnata Nugraha Syaputra	Laki - laki	Media Sosial online	<i>Facebook, Instagram, Whatsapp, Line, Web buatan sendiri</i>
ratna	Perempuan	Media Sosial online	<i>Facebook, Instagram, Whatsapp</i>
Dave	Laki - laki	Media Sosial online	<i>Facebook, Instagram, Whatsapp</i>
Audy	Perempuan	Media Sosial online	<i>Facebook, Instagram, Whatsapp</i>
Raziq	Laki - laki	Media Sosial online	Tidak menggunakan media tersebut
Samsuri	Laki-laki	Platform online market place ( <i>Shopee, Tokopedia, bukalapak</i> )	OLX

**Table 2nd. Evidence of the Few Respondents' Understanding of the Online Platforms Types**

The fact of the low level of understanding of online business practitioners on the difference between online marketplace platforms and online social media platforms proves that knowledge of online marketplace platforms in Indonesia, especially in Surakarta, is still quite low. With this low knowledge, it will be difficult for the presence of an online marketplace platform to be fully utilized by online business practitioners. This is a further reason for the low number of online marketplace platform users in the city of Surakarta after the growing interest in online social media platforms as a medium to support online business practices.

Online business practitioners who are aware of the function of their cultural capital will find it easy to take advantage of their cultural capital to run and develop their online business. So that the cultural capital that is owned will function actively as an opportunity, encouragement, and media to support online business activities. Conversely, online business practitioners who are not aware of the function of their cultural capital will be more passive in using that cultural capital in their business activities. This fact will create obstacles to the activities it carries out. This is similar to the organization culture that exists in a company or MSMEs that affects the ability and maturity of knowledge to use E-Commerce (Senarathna, Warren, Yeoh, & Salzman, 2014, p. 1007). They believe that the better organization culture that is owned by a company or UMKM, the better the ability of employees or SMEs

to use and utilize the online platform. Therefore, differences in ability and knowledge maturity regarding online platforms are also proven to have an effect on the results of using an online platform. Likewise, the more capital an individual has, the more confidence will be in using the online platform as a media for online buying and selling technology (Mandhre, 2016, p. 3).

Cultural conditions are proven to be one of the important factors that can influence the development and application of technology, especially the use of E-Commerce (Nejad & Nakhaie, 2011, p. 513). Global market opportunities are the destination of online buying and selling practices force trading business practitioners to use technology that can facilitate the buying and selling process between countries. The dilemma is that differences in thoughts, habits, rules, such as sales agreements or business negotiations based on cultural conditions between countries not only create opportunities, encouragement and opportunities, but also obstacles in doing business using E-Commerce (Nejad & Nakhaie, 2011, pp. 514-517). This is the basis of thought in seeing the phenomenon of the low user numbers of E-Commerce use by MSME players in Indonesia.

The results of the questionnaire from 108 respondents were supported by similar research in other countries. In Singapore, cultural conditions are proven to be one of the important factors that can influence the development and application of technology, especially the use of online platforms in the form of E-Commerce. The global market opportunity which is the destination of online buying and selling practices by the State of Singapore forces them to use technology that can facilitate the buying and selling process between countries, and an online platform in the form of E-Commerce is the answer. The dilemma is that differences in thoughts, habits, rules, and cultural conditions between countries not only create opportunities, encouragement and opportunities, but also obstacles in doing business using E-Commerce (Nejad & Nakhaie, 2011, pp. 513-517). This is almost similar to the conditions in Indonesia, which is a place for online business to develop, but the number of E-Commerce users by MSMEs in Indonesia is still low.

It is about the State of Sri Lanka. As many as 200 MSMEs in Sri Lanka are the object of research on the relationship between organization cultures and E-Commerce. The result is that the organization culture that exists in a company or SMEs affects the ability and maturity of knowledge to use E-Commerce (Senarathna, Warren, Yeoh, & Salzman, 2014, p. 1007). As better as the organization culture that is owned by a company or UMKM, the better the ability of employees or MSME players in using and utilizing E-Commerce. Conversely, with the existence of differences in organizational culture forms in companies or other MSMEs, it will also allow for differences in the ability and maturity of knowledge regarding E-Commerce which then affects the results of the use of E-Commerce.

Research on the relationship between Cultural Capital and the use of E-Commerce has also been carried out in India. The development of social networks coincides with the development of online businesses that utilize social networks, and Cultural Capital is one of the main factors supporting the development of these two things. The higher the level of cultural capital possessed by an individual, the greater the confidence in using E-Commerce as an online business medium. On the other hand, the low cultural capital that is owned makes businesses and buyers experience fear of buying and selling through online channels (Mandhre, 2016, p. 3).

Whereas in China, the habitus and capital owned by immigrants are proven to influence them in using the E-Commerce Information System (E-Commerce IS) in a country which is not the country of their birth. Habitus and capital possessed are proven to be able to encourage immigrants to use E-Commerce IS through basic inner motivation, social influence tendencies, encouragement of the dimensions of social capital, and an understanding of the E-Commerce they get in that country (Wang & Wang, 2017, p. 159). This is an initial fact that a person's capital will influence the actions that will be caused.

## Forms of Cultural Capital Owned by Online Business Practitioners in Surakarta

Based on the answers of respondents consisting of online business practitioners in the city of Surakarta, there are three forms of cultural capital possessed by online business practitioners. They are online social media platforms and online marketplace platforms; knowledge; and relations. The three types of cultural capital are used to support online business practices.

### Online Social Media as a Form of Cultural Capital

Based on the results of the questionnaire from 108 respondents who are practitioners of online business practices in the city of Surakarta, it was found that there was a diversity of results regarding the types of online platforms that were positioned as cultural capital that were used as supporting media for online business practices. The cultural capital is in the form of an online social media platform consisting of *Facebook, WhatsApp, Instagram, Twitter, telegram* and *Line*. Meanwhile, the cultural capital in the form of an online marketplace platform consists of *Shopee, Tokopedia, and Bukalapak*.

It is a big question mark what causes the number of online marketplace platform usage to remain low at a time when the development of online businesses in Indonesia is so rapidly developing. If this happens, there must be other media that the Indonesian people are more interested in to support online business practices in addition to the online marketplace platform. From all respondents, it was found that the percentage of online social media platform users that were used as supporting media for online business practices was 39.8%, 2.7% for online marketplace platform users, and 57.4% for a combination of online social media and marketplace platforms.

These findings prove that the use of online social media platforms combined with the online market place platform is the method of using online media most widely used by online business practitioners in the city of Surakarta. Meanwhile, the online social media platform is the most favorite media used by online businesses in Surakarta to support the practice of buying and selling online. The Indonesian people even more trust in the online social media platform as their main media in online business practices. The decision to choose an online social media platform as the main media is certainly motivated by the reasons for every online business practitioner with the aim of developing an online business. This is what is known as the reason for the importance of cultural capital by online business practitioners in Surakarta. It is became the basis for the decision to choose an online media as a cultural capital in practicing online business.

Row Labels	Sum of value	
Keduanya	62	
Media sosial online	43	
Platform online market place ( <i>Shopee, Tokopedia, buka lapak</i> )	3	<b>Table</b>
<b>Grand Total</b>	<b>108</b>	

### 3rd. The Data of Percentage of Online Platform Types

Research makes the online platform one of the three cultural capitals owned by online businesses in the city of Surakarta. This is because business people have full awareness of knowledge about the types of online platforms, the functions of online platforms, and how to use the online platform as a tool that can support their online business practices.

## Knowledge as Form of Cultural Capital

The practice of buying and selling online will not run well without having good knowledge by online businesses. Knowledge becomes the second cultural capital that online business practitioner must have. Online business practitioners will really need knowledge about the types of online media that can be used as a support medium for their online business practices. Online business practitioners must also know the advantages and disadvantages of an online media so that they can find opportunities and obstacles that will have when using this media. Not only the advantages and disadvantages of online media, online business practitioners also really need to know their strengths and weaknesses when choosing an online media. These two things are also called the knowledge that online business practitioners must have to run and develop online business practices. By knowing these things, online businesses can find opportunities to make profits and avoid things that will cause a loss.

An online business practitioner can find out the importance of online media for himself and his online business because it is based on knowledge of the advantages and obstacles he will have if he chooses online media. Not only that, online business practitioners must also have knowledge as a reason why they don't have to use an online medium to support their online business practices.

As many as 105 respondents chose to use the online social media platform because they found advantages and did not find any obstacles from using the online media. Even if there are obstacles that are found, it is considered tolerable and supported by the use of the online marketplace platform. As many as 48 people out of 105 total respondents (45.71%) chose the online social media platform because they were able to see the benefits they could get when using the media and did not find any obstacles in its use. The reasons that appear as an advantage online business practitioners get in choosing an online social media platform consist of the ease of uploading product photos and promoting, the ease of interacting with buyers, free promotion, wide reach, the number of online media users and the speed of interaction because the media used is social media in everyday life.

Meanwhile, some respondents who claimed to have encountered problems with the use of the online social media platform, only mentioned a number of obstacles that could still be tolerated, such as the less extensive reach of buyers (8 people), limited access or network (12 people), and the rest consisted of limited facilities in uploading photos, limited features of the online social media platform for promotion, many other online business practitioners (rival), and many people who are not serious about shopping online.

In addition to not finding significant obstacles that can hinder the development of online business, an online business practitioners must know the advantages of an online media and the abilities he has to support the successful use of online media in online business practices. It is because impossible for online business practitioners to use a medium without having an awareness of his abilities. As many as 65 people choose to use the online marketplace platform as an online medium to support online business practices. 21 of them admitted to using the online media because they found the advantages of the media compared to other media without encountering problems. Meanwhile, other users claim to continue to use the online marketplace platform even though they have encountered a few problems with the network or online media system, competition with other sellers, costs in promotions, the existence of a third account that causes the results of purchases to not go directly to the seller's account, and requires more capital in the form of money than using an online social media platform. Despite these obstacles, users of the online market place platform still choose the media because they know the benefits such as ease of operating the media, guaranteed security in transactions, the breadth of the market and the large number of target markets as well as the many promos and free shipping which are the reasons for consumer interest to shop online.

The answers of research respondents regarding the advantages and obstacles they have when choosing online media prove that not only online media are present as cultural capital in online buying and selling practices, but knowledge which includes knowledge of the types of online media available and can be used, knowledge of personal abilities, and knowledge of the advantages and disadvantages of an online media. Without these three types of knowledge, online business practitioners will not be able to take full advantage of online media and the online media he uses will not function optimally. With online media not functioning optimally, an online businessman will not easily achieve his goals in doing business online. These three types of knowledge are the basis for the emergence of the meaning or reason for the importance of an online platform for online business practitioners and media to support online business practices.

### **Relation as Form of Cultural Capital**

The knowledge that an online businessman has is not obtained naturally (Inspiration of God), but comes from the results of his life, namely interactions with other parties. This interaction arises from the relationships that every online business practitioners has, both with their closest people and other parties who are recognized during online business practices. This relationship also appears as one of the three types of cultural capital that online business practitioners have in online business practices.

In online business practices, the relationships that online business practitioners have are divided into three. They are relationship as a support for an online businessman doing an online business, a relationship as a supporter of an online business practitioners choosing and using an online media and relationships as the target market. The relationship as a supporter of an online business practice actor carrying out these activities can be seen in the answers of respondents regarding the things that are the impetus for doing online business practices. 20 out of all respondents admitted that they do online business practices because they know the needs of the surrounding environment for products or services being traded. Knowledge of the needs of the surrounding environment arises from the relationships that online business practitioners have. With this relationship, online business practitioners get assistance with information about what products are needed and online media that can be used to reach these target markets. When a businessman has carried out his business practices conventionally, the relationships he has will strengthen his intention to switch to online business practices and expand his target market. This is what makes relations become one form of cultural capital that online business practitioners have in the city of Surakarta.

Relationships as supporters of online business practitioners choosing and using online media are found from respondents' answers regarding sources of knowledge and ability to use online media. As many as 35 respondents claimed to have gained knowledge and abilities in using an online media from friends or family who are also fellow online business practitioners. By having friends or family who are also online business practitioners, it is easy to transfer information from one party to another. The knowledge of online business practitioners who gets from the relationships he has will be different from the knowledge that other online business practitioners have obtained in other ways. Like browsing on search engine pages (*Google*) or knowledge gained from self-taught learning practices. By having relationships with fellow online business practitioners, their cultural capital will be bigger and stronger.

Relationships do not only strengthen and enlarge the cultural capital possessed by an online business practitioner, but also expand and enlarge the target market or what is known as target buyers. Although 33 of the total respondents admitted that "everyone" was their target market, 15 of the total respondents made "friends, family, and people who were in their social media contact" as target markets in online buying and selling practices. This shows that the relationships owned by online businesses are one of the contributors that play a role in expanding the reach of the target market. The greater the relationships that online business practitioners have, the more contact people there will be on their social

media, and the greater the reach of their target market. So it can be said that the relationships owned by online business practitioners play an important role in determining the success of online buying and selling practices.

### **Conclusion**

Online media such as *Facebook*, *Instagram*, and *WhatsApp* are the favorite online media most used by online business practitioners in Surakarta. This action is based on the ease of operating online media obtained by online businesses because of the behavior of using online social media in everyday life as an online media for communication. The low level of knowledge of online business practitioners in the city of Surakarta on e-commerce is the main reason online social media is the favorite media compared to online marketplace platforms.

Although the number of E-Commerce users is still quite low, combining the use of E-Commerce and online social media is the method used by most online business practitioners in Surakarta. This proves, the trust of online business practitioners in Surakarta in E-Commerce is not as big as trust in online social media. This phenomenon is of course based on the reason that online social media was present in Indonesia earlier than E-Commerce. So that trust in online media grows stronger with a longer period of time than in E-Commerce.

Cultural capital owned by online business practitioners in Surakarta is not only in the form of E-Commerce and online social media. Knowledge and relationships are the main capital driving online business practitioners to choose an online media to be used as capital in doing business online. Without knowledge and relationships, it is impossible for online business practitioners to make the decision to choose certain online media as a medium to support their online business practices. Knowledge and relationships also influence the meaning of online media by online business practitioners. The greater the knowledge of an online media, the greater the meaning that online business practitioners have.

### **Suggestion**

Several studies have succeeded in answering the reasons for the low number of E-Commerce users at a time when the number of internet users and online businesses skyrocketed. However, the study of the meaning of online business practitioners towards online media is not enough. There needs to be a follow-up study on the hopes and tips of online business practitioners to develop online media and online business practices as a result of the meaning of an online media. Differences in cultural capital consisting of knowledge and relationships will have a major influence on the tips and expectations that online business practitioners have.

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