

**Business Effectiveness of Online Reading Books (E-Books) in the Digital Era for Bina Mandiri University Gorontalo Students**

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**ABSTRACT**

Advances in technology require that changes are encouraged in human life from the information age to the digital era in all fields (Fitria, 2018). The use of technology as a learning medium is one of the innovative steps to improve the quality of education in Indonesia, so that it can compete at the global level. One form of student learning media that implements the development of technology and communication with user interaction that is currently being developed is a digital book, also known as an e-book (Hartanti, 2013). In the past, we could only read books in the form of sheets of paper arranged in such a way that the general public could read them. But now, along with the progress of the times, books are not only in paper form but can be in digital form that can be stored in a cellphone. A digital book or also called an e-book is a publication consisting of text, images, audio and published in digital form that can be read on computers or other electronic devices such as Android or tablets (Andikaningrum et al, 2014). The e-book itself makes the text and images in the form of digital media in either plain text format, pdf which can be opened with Acrobat Reader, or html format which can be opened by browsing or internet explorer offline. Even so, e-books still use the pdf format, because it is safer and more comfortable. The use of e-books is not intended to replace printed books, but e-books are designed to facilitate the reading process, make it more comfortable and can be used everywhere because of its small size, unlike conventional books which are large and thick. (Folb et al, 2011, in Hsio Chun-Hua et, al 2014). According to Gessner in Andi Murniati (2012), there are several advantages of publication in the form of electronic books, namely saving in production costs and fast in publishing and dissemination (speed-up in publication and dissemination). This is an advantage of online electronic publications in terms of economic factors, speed and very easy access. With the e-book, access to this application system can be used

anytime and as often as possible, not limited to study hours and not depending on the place. Even though there are many benefits, conveniences and added value from ebooks, this digital book has low interest in reading today's young generation. This is because today's generation is more interested in other advanced technologies, especially those that are entertaining in nature such as online games, social media, chatting, watching videos or movies rather than reading. In fact, according to the results of a 2016 UNESCO study, the reading interest rate in Indonesia is only 0.001%. This means that out of 1,000 Indonesians, only 1 person has an interest in reading. Different research entitled & Quot ; Most Littered Nation In the

World& Quot; conducted by Central Connecticut State University in March 2016, Indonesia was ranked 60th out of 61 countries regarding reading interest. This means, Indonesia is exactly under Thailand (rank 59) and above Botswana (rank 61). In fact, in terms of infrastructure assessment to support reading, Indonesia's ranking is above European countries. (Kompasiana.com, 18 August 2018). The low use of e-books is also due to a lack of knowledge and ability about the e-books themselves, which makes a person less understandable about using these services. Even though using this e-book, reading will be more fun because it can inform, educate, and make someone who doesn't know know about something.

In terms of business in the digital era, e-books are a significant choice. Judging from the use and ease of acquisition. Business is a series of businesses carried out by individuals or groups by offering goods and services for profit (profit). The meaning of business can also be defined as providing goods and services for the smooth running of the economic system (Hadion Wijoyo, et al). For this reason, based on the description above, in this study the authors chose the title "Business Effectiveness of Online Reading Books (E-Books) in the Digital Era for Bina Mandiri University Gorontalo Students" as research material in the fields of technology, management and business.

Keywords: Online Business, Reading Books, E-Books, Digital Age

## **INTRODUCTION**

<p>A culture of interest in reading or literacy must be cultivated in the lives of Indonesian people, because literacy mastery can open horizons, broaden horizons and understand the world in a wider scope. Given the importance of a reading culture, in this case one form of reading is by creating an application based on digital books or e-books which is another alternative to increase the reading interest of the people of Banjar Regency in the learning process because it can be accessed on mobile phones, with various advantages and attractions Digital books are expected to be able to increase interest in reading so that the cultural ability of interest in reading will continue to increase.</p>	<p>The meaning of business is a general term that describes all activities and institutions that produce goods and services in everyday life. In conclusion, the notion of business contains 4 aspects namely, producing goods and services, earning profits, a business activity and meeting people's daily needs. Within the framework of the online reading book business, it is included in the service business. Service business is a business engaged in the service sector. This business will provide services that others need. For example tutoring, hospitals, transportation, to training.</p>
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<p>Business is taken from the English "business" which means busyness. Simply put, business is any human activity that generates profit.</p> <p>Meanwhile, in a broader sense, business is an activity that involves individuals or groups in which production, distribution or consumption occurs with the aim of making a profit.</p> <p>Some of the business characteristics are as follows:</p> <ul style="list-style-type: none"><li>• Its activities are closely related to goods or services for human needs</li><li>• Can create human needs and demands</li><li>• Can be done individually, in groups, organizations, institutions, and institutions.</li><li>• Related to production, distribution and consumption</li><li>• Aims to gain profit or profit</li><li>• Can improve the welfare of society</li><li>• Has a risk of loss in its implementation</li></ul> <p>With economic activities such as production, distribution and consumption, in general, the goal of business is to make a profit. Even so, the actual business goals are much broader. Some of the business objectives are as follows:</p> <ul style="list-style-type: none"><li>• Get lots of benefits</li><li>• Providing welfare for producers</li><li>• Providing goods and services needed by consumers</li><li>• Create jobs for many people</li><li>• Shows the existence of the company</li><li>• • Demonstrate the achievements and prestige of the company.</li></ul>	<p><b>Business Functions</b></p> <p><b>Business is an activity that has the function of turning worthless things into value. However, some business functions are further explained as follows:</b></p> <ul style="list-style-type: none"><li>• <b>Sales Function (Possessive Utility):</b> Businesses make companies sell products that consumers need</li><li>• <b>Storage and Marketing Functions (Time Utility):</b> Business makes an item have a higher selling value so it is useful and needed by the market.</li><li>• <b>Production Function (Form Utility):</b> Business produces a good or service</li><li>• <b>Distribution Function (Place Utility):</b> The business distributes goods or services to the nearest consumer location</li></ul> <p><b>Business Concept</b></p> <p><b>The business concept is the fundamental idea behind a business. Through a business concept, entrepreneurs can develop plans, models, and vision and mission for their business activities. In general, there are several components to a business concept, namely:</b></p> <ul style="list-style-type: none"><li>• <b>Core Strategy</b>, namely the vision and mission of the business related to ideals</li><li>• <b>Strategic Resources</b>, namely all matters relating to strategic assets, core processes and key competencies</li><li>• <b>Customer Intermediaries (Customer Interface)</b>, namely all matters related to support and fulfillment, information, pricing structures, and relationship dynamics</li><li>• <b>Value Network</b>, namely all things that can strengthen the company's resources.</li></ul>
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<p><b>Definition of E-Books</b> E-book or Electronic book, in Indonesian is known as an electronic book or digital book in the form of an electronic version of a book. Can be interpreted "E-book is an electronic version of a printed book, but e-books can exist without being printed out and e-books are usually read on a special device called an e-book reader. PCs and some Cell Phones which can also be used to read e-books." According to Munif (2013: 151) and (Suwarno, 2011: 74) E-books are digital forms of printed books which generally consist of a stack of bound paper containing text or images, so this electronic book contains digital information which contains text, images, audio that can be read on a smartphone. The e-book also has a search feature, so that the words in this e-book can be quickly searched and found. According to Probowo &amp; Heriyanto (2013) E-books as digital books make it very easy for the public, especially students who can read hundreds of pages of their books in one file and save on the cost of buying books. According to John Vivian, Peter J Maurin in his book (2012: 109) E-books are available in two types, first, closed e-books that can only be read with digital computer versions of printed books for reading and special programs (ebook readers). ) and the second is an e-book that can be read by various digital devices, this type of e-book is available on the internet starting from smartphones.</p> <p><b>Advantages of E-books</b></p> <ol style="list-style-type: none"><li>1. Prices are cheaper than books conventional</li><li>2. Eco-friendly</li><li>3. Anti physical damage</li><li>4. It is easy to carry and has a suitable size relatively small</li><li>5. Save time and space</li><li>6. The delivery system is very fast</li></ol>	<p><b>Disadvantages of E-books</b></p> <ol style="list-style-type: none"><li>1. Requires a device that has computerized. Until sometimes we it just takes a long time open it while a regular book can we immediately open and close at will.</li><li>2. Wasteful of energy. Although environmentally friendly it turns out that digital books are quite wasteful of energy because it consumes electrical power which is not A little.</li><li>3. Stare at the screen for a long time and usually definitely feel the heat of the device if used too long.</li><li>4. Risk of damaging the eye faster than conventional book.</li><li>5. Too many kinds. There are various file formats such as pdf, doc, and others.</li></ol> <p><b>Digital Definition</b> Digital comes from the Greek word, word digitus which means fingers. Digital theory is a concept of understanding from the times regarding technology and science, from everything that is manual to automatic and from everything that is complicated to be concise. From the perspective of digital communication, it is communication mediated by the media (mediation), so communication media can be done using telecommunication media or the internet. The following are some developments in digital technology along with the development of connected network media (internet), namely:</p> <ol style="list-style-type: none"><li>1. To increase access global communication around the world, developed and developing countries are developing communication technology via satellite, wireless and cable.</li><li>2. Internet connection access is available through the use of cell phones or computers.</li><li>3. Utilization of the internet in the media impact on the digital sector of government, education and the general public rapid increase in the number of website visitors.</li></ol>
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<p><b>RESEARCH METHODS</b></p> <p>This study chose to use a qualitative method because of the relationship between the problems studied and a number of primary data from survey research subjects, namely regarding the development of reading interest in Bina Mandiri Gorontalo University students, with education or advertising in digital books to increase reading interest amid the rapid development of technology such as online games and media. social today.</p> <p><b>CONCLUSION</b></p> <p>The development of reading interest is developed in the learning process in the form of using smartphone-based e-books, one of which is the application media at Bina Mandiri University for students or the general public to make it easier for readers to access books without having to look for book sources and easy to carry anywhere and anytime via mobile phones.</p>	<p><b>BIBLIOGRAPHY</b></p> <p>Haris, D. 2011. Panduan Lengkap E-book Strategi Pembuatan &amp; Pemasaran E-book. Sidokarto-Godean, Yogyakarta. Penerbit Cakrawala. Hal.14-16.</p> <p>Vivian,J dan Mauri, P. 2012. The Media Of Mass Communication. Pearson Canada. Penerbit Tenth Edition. Hal. 109.</p> <p>Sugiyono,P. 2014. Metode Penelitian Kuantitatif Kualitatif Dan R&amp;D. Bandung. Penerbit Alfabeta. Hal. 9.</p> <p><a href="http://eprints.uniska-bjm.ac.id/2633/1/ARTIKEL%20SKRIPSI%20LENNY-pdf.pdf">http://eprints.uniska-bjm.ac.id/2633/1/ARTIKEL%20SKRIPSI%20LENNY-pdf.pdf</a></p>
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