THE INFLUENCE OF SOFT SKILLS AND E-COMMERCE DEVELOPMENT ACTIVITIES ON INCREASING INCOME DURING THE COVID-19 PANDEMIC IN THE WOMEN'S BUSINESS GROUP IN JATIREJO VILLAGE

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Abstract. The Jatirejo village government during the Covd-19 pandemic sees the need for soft skills and e-commerce development activities that are intended primarily for residents/communities. This is considered very useful in increasing the income of the people in Jatirejo village during the Covid-19 pandemic. In this activity, the village government held training for people who have businesses and people who are unemployed as a result of the impact of the pandemic in hamlets such as Topeng Hamlet, Kemendung Hamlet, Karangpilang Hamlet and Tambakjurit Hamlet.The purpose of this study was to determine whether soft skills and E-Commerce, either partially or simultaneously, had an effect on increasing income during the Covid 19 pandemic in the women's business group in Jatirejo Village. In this research, quantitative descriptive method is used by looking at the impact of the activities that have been carried out on increasing income. This activity was started first with observations and interviews, then continued with multiple linear regression testing, Partial Hypothesis (t-test) and Simultaneous Hypothesis (F-Test) using the SPSS tool.The results of this study obtained Multiple Linear Regression test $Y = 8.702 + 0.241X1 + 0.732X2$, Partial Hypothesis Test t obtained t value (soft skill) 2.105; the value of t arithmetic (E-Commerce) 4.271 is greater than the value of t table 2.032 with = 0.05. significance value 0.000 0.05, the results of the Simultaneous Hypothesis test obtained Fcount 33.351> F table 3.28 with = 0.05. significance value 0.000 0.05. Then Ho is rejected and H1 is accepted.From the results of this study, it can be concluded that soft skills and E-Commerce, both partially and simultaneously, have an effect on increasing income during the Covid 19 pandemic in the Jatirejo Village women's business group and the most dominant influencing variable is E-Commerce.

Keywords: soft skills; e-commerce; income increase

I. INTRODUCTION

Quoted from Kompasiana news on October 25, 2020, the high unemployment rate is one of the problems that occurs in every region, the high number of layoffs reaching 5,000 this shows the number of job losses is quite high, including in Lamongan Regency. Based on available data, the number of unemployed people in Lamongan has reached 25,000 people. Which is almost 4 percent of the total population of Lamongan. Apart from that, the labor force in Lamongan reached 621,200 people, this figure showed a decrease compared to the previous year, which was 633,070 people. If the government still implements social restrictions during this pandemic, surely the unemployment rate in Lamongan and other regions will also increase every day. Moreover, more migrations return to their hometowns because they have lost their jobs in the places where they work, this can also increase the number of unemployment cases in the region.

By looking at the existing phenomena, as a writer/researcher, he wants to carry out research activities by observing activities that will be carried out in Jatirejo village as an effort to increase income during the covid 19 pandemic. This activity is expected to be a strong energy in running businesses that have been run by the community or those who have not carried out business activities, where in

running a business it is not only strengthened in the field of funding but soft skills and E-commers must also be developed so that they can survive in the development of the era in the 4.0 era. and in the era of the covid 19 pandemic, everything has led to the digitalization era. We are required to be more creative and innovative in developing a product so that it is feasible in appearance and quality to appear on social media. In this 4.0 era, running a business / doing promotions is very easy and does not require such a large cost because we can attract consumers on social media through attractive images, satisfying services using digitization or being able to market our products in digital stores that are now in Lamongan such as LA Mart or other E-commers media.

In addition, the Jatirejo village government aims to develop soft skills and E-Commerce activities so that they can develop business actors in the village so that the village is able to be independent in developing the economy of the community in Jatirejo village during the pandemic. And these business actors are able to be independent in developing their businesses. There are 4 hamlets in Jatirejo village in addition to people who have businesses who are unemployed due to the pandemic but participate in soft skills development activities held by the Jatirejo village

government. This activity runs smoothly and the participants continue to produce them.

Human Resources Human resources today are very influential for an organization or company, both profit-oriented companies such as private companies and government agencies, most of which are not profit-oriented. The role of human resources is to achieve the company's predetermined goals effectively and efficiently. The main purpose of human resources is to realize the optimal utilization of human resources within an organization or company.

Human Resource Management is an important asset and acts as the main driving factor in the implementation of all business activities or activities, so it must be managed properly through Human Resource Management. The term human resource management has a meaning as knowledge about how to manage human resources. In addition, management is a process to achieve organizational goals, management can be used as a collection of logical, systematic knowledge and also as a personal creativity accompanied by skills and abilities. The understanding according to Human Resource management experts is as follows:

Anwar Prabu Mangkunegara [1] argues that: "Human resource management is a planning, organizing, coordinating, implementing, and supervising the procurement, development, remuneration, integration, maintenance, and separation of workers in order to achieve organizational goals". Human Resource Management can also be interpreted as an application of the functions of planning, managing, directing, and supervising human resources in the company and these functions are used to carry out acts of procurement, development, maintenance, and utilization of human resources.

The demand for the world of work on the criteria for prospective workers is getting better, the world of work not only prioritizes high academic hard skills, but also pays attention to skills in terms of values attached to a person or often known as soft skills aspects. This ability can also be called non-technical ability which of course has a role no less important than academic ability. The following is the definition of Soft Skill according to several experts: Aribowo and Illah Sailah [2] stated that: "Soft Skill is a person's skill in dealing with other people (including himself). Soft Skill attributes thus include espoused values, motivations, behaviors, habits, character and attitudes. This Soft Skill attribute is owned by everyone to different degrees, influenced by habits of thinking, saying, acting and behaving. However, this attribute can change if the person concerned wants to change it by practicing getting used to new things.

Mulyono [3] suggests that: "Soft Skills are a complement to Hard Skills. This type of skill is part of a person's intellectual intelligence, and is often used as a requirement to obtain a certain position or job".

From the various definitions above, it can be concluded that basically Soft Skills are abilities that are inherent in a person, but can be developed to the maximum and are needed in the world of work as a complement to Hard Skills. The existence between Hard Skills and Soft Skills should be balanced, concurrent, and in line.

Electronic Commerce (E-commerce) is the distribution of buying, selling, marketing of goods and services through electronic systems such as the internet, television, WWW, or other computer networks. E-commerce is part of e-business where the scope of business is wider, not only commerce but also includes collaborating with business partners, customer service, job vacancies and others.

According to (Fahmi [4]) states that: E-commerce is defined as the use of information and communication technology by business people, individuals, or related parties to run and manage key business processes so that they can provide benefits in the form of security, flexibility, integration, optimization, efficiency, increased productivity and profit. commerce is a transaction process of goods or services through an information system that utilizes information technology. The emergence of online buying and selling causes various products to be seen and known prices and even negotiate prices without having to come directly to the place where the goods are sold. E-commerce provides benefits for business people in increasing efficiency, reducing inventory costs, increasing sales, increasing relations with consumers, penetrating new markets, and ultimately financial returns.

From some of the understandings of the experts above, the researchers conclude that e-commerce is an activity or activity of using digital processing information and communication technology in conducting business transactions to create, change, and redefine the relationship between sellers and buyers.

Income is the amount of income received by members of the community for a certain period of time as remuneration for the production factors that they contribute in participating in forming national products. According to Reksoprayitno [5], income is money received by a person and company in the form of salaries, wages, interest rent, and profits including various benefits, such as health and pensions. (Reksoprayitno [5])

There are 3 categories of income, namely:
1) Income in the form of money, namely all income in the form of money which is regular in nature and which is usually received as remuneration or counter-achievement.
2) Income in the form of goods is all income that is regular and ordinary in nature, but is always in the form of remuneration and is received in the form of goods and services.
3) Non-income income is all income that is redistributive in nature and usually makes changes in household finances. (Sunuharjo [6])

In general, human income consists of nominal income in the form of money and real income in the form of goods. (Gilarso [7]) As it is known that the development that is being actively carried out by developing countries aims to increase income.

II. RESEARCH METHODS

In research conducted by the author using the type of research data quantitative data. Sugiyono [8] explains that the quantitative method is a research method based on the philosophy of positivism, which is used to examine certain populations or samples, which are generally taken randomly, and data are collected using research instruments, then analyzed quantitatively/statistically. with the aim of testing the established hypothesis.

The population in this study were women's business groups in Jatirejo village which consisted of Topeng Hamlet, Kemendung Hamlet, Karangpilang Hamlet and Tambakjurit Hamlet. There were 36 groups engaged in small and micro businesses which included food and beverage business groups, trading businesses, handicraft businesses, and service businesses. The sample in this study was the entire population, as many as 96 women's business groups in Jatirejo Village. The sampling technique in this research is by using non-random sampling by purposive sampling, meaning that the selected population has certain characteristics or characteristics. The criteria used to increase income are groups of women who have micro small businesses for at least 1 year.

Data collection methods used by the authors in this study are as follows:
a. Observation Techniques, namely making direct observations of activities
b. Interview technique, namely by conducting direct questions and answers with the parties involved in providing the information/data needed in the research, this technique is carried out by conducting questions and answers about the impact of activities in the form of a questionnaire using a Likert Scale.
c. Document Collection Techniques

The variables that will be used in this study consist of 2 variables, namely Independent Variable/Independent Variable (X) Namely the variables that affect the inheritance variable, in this study the independent variables are:

Soft Skill(X1). According to Berthal (in Muqowim [9]), soft skills are defined as personal and interpersonal behaviors that develop and maximize human performance. Soft Skill indicators according to Robbins translated by Benjamin Molan [10] are as follows:
1. Self-Awareness, the indicator is being responsible for the work given
2. Self-management, the indicator is having confidence in solving problems
3. Self-motivation, indicators:
   a. the ability to self-regulate
   b. the ability to comply with all applicable regulations
4. Empathy, the indicator is the ability to foster good socialization between employees
5. Social skills, the indicator is sharing knowledge with others about work.

E-commers training (X2). Electronic Commerce (E-commerce) is the distribution of buying, selling, marketing of goods and services through electronic systems such as the internet, television, WWW, or other computer networks. E-Commerce indicators according to Dian Wirdasari [11] consist of 3, namely:
1. Processes with Marketing, Sales, and Payment indicators..
2. Institution consisting of governments and banks
3. Internet

Dependent Variable/Bound Variable (Y). Namely the variables that are influenced by the independent variables, in this study the dependent variables are Increased revenue. Income is the amount of income received by members of the community for a certain period of time as remuneration or factors of production that have been contributed. Income indicators according to Bramastuti are Income received per month, Work, School budget

III. RESULTS AND DISCUSSION

Multiple Linear Regression

Multiple linear regression analysis was used to determine the magnitude of the influence between the independent variables X1 and X2 on the dependent variable Y. with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:
A	= constant value
X1	= Soft Skill variable
X2	= E-Commerce variable
b1..b2	= regression coefficient
e	= standard error/error

T-Test Analysis (Partial Test)

The partial hypothesis test (t test) is used to determine the significance of the Independent variable (X) on the Dependent variable (Y) individually, Sugiyono [8].

the formula used for the calculation of t count as follows:

$$t_{count} = (r \sqrt{(n-2)}) / \sqrt{(1-r^2)}$$

Where:
r	= partial correlation found
n	= number of samples
t	= t count which is then compared with t table

T test criteria:

If thit > t table or significant probability value is less than 0.05 (selected confidence level) then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, meaning that the hypothesis is accepted, and vice versa.

F test analysis (Simultaneous Test)

The analysis of the F test (F test) is used to determine the significance of the Independent variable (X) on the Dependent variable (Y) simultaneously. Sugiyono [8]
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the formula used for the calculation of Fcount is as follows:

$$F_{count} = (R^2/k) / ((1-R^2)/(n-k-1))$$

Where:
R2   = double correlation coefficient
K   = number of independent variables (free)
n   = number of samples used

F Test Criteria:

If Fhit > Ftable or the significance probability value is less than 0.05 (the chosen confidence level) then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, meaning that the hypothesis is accepted, and vice versa.

Multiple Linear Regression

After doing the SPSS test, the following Multiple Regression equation is obtained:

$$Y = 8702 + 0.241X_1 + 0.732X_2$$

The results of these equations can be interpreted as follows:

a = 8,702 is a constant value which means if Soft Skill and E-Commerce are considered constant (value 0) then the income will be 8,702. b_1 = 0.241 is the regression coefficient value of the Soft Skill variable, meaning that if Soft Skill is increased by one unit, the income of the child will increase/increase by 0.241 with the assumption that other variables that affect it are considered constant (a and $X_2 = 0$)

b_2 = 0.732 is the regression coefficient value of the E-Commerce variable, meaning that if E-Commerce is increased by one unit, the income of the children will increase/increase by 0.732 with the assumption that other variables that affect it are considered constant (a and $X_1 = 0$) and the most dominant variable that has an effect on increasing income in the Jatirejo village women's business group is the regression value of E-Commerce (this coefficient can be> 1)

T-Test Analysis (Partial Test)

Soft Skill(X1)

From the results of the t-test, the t-count value is 2.105, which is greater than the t-table value of 2.032 with = 0.05. significance value 0.000 0.05. Then Ho is rejected and H1 is accepted. so it can be concluded that soft skills have a positive and partially significant effect on increasing income in the Jatirejo village women's business group

E-Commerce(X2)

From the results of the t-test, the t-count value is 4.271 which is greater than the t-table value of 2.032 with = 0.05. significance value 0.000 0.05. Then Ho is rejected and H1 is accepted. so it can be concluded that E-Commerce has a positive and partially significant effect on increasing income in the Jatirejo village women's business group

F test analysis (Simultaneous Test)

From the results of the F test, the F value of 33,351 is greater than the value of F table 3.28 with = 0.05. significance value 0.000 0.05. Then Ho is rejected and H1 is accepted. so it can be concluded that Soft Skill and E-Commerce have a positive and significant effect simultaneously on increasing income in the Jatirejo village women's business group.

IV. CONCLUSION

From the results of research that analyzes the Influence of Soft Skill and E-Commerce Development Activities on Increasing Income during the Covid-19 pandemic in the Jatirejo Village Women's Business Group " Then it can be concluded as follows Soft Skills and E-Commerce have a positive and partially significant effect on increasing income in the Jatirejo village women's business group. Soft Skills and E-Commerce have a simultaneous positive and significant effect on increasing income in the Jatirejo village women's business group. The most dominant E-Commerce variable has an effect on increasing income in the Jatirejo village women's business group

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