

Learning E-Commerce by Online Booking and Having a Ticket Issued Through English Material

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Abstract—The exchange of information with the internet also enables economic transactions such as buying and selling, and internet banking. Globalization is also driven by international trade. With export and import activities, products, culture and thoughts are brought from one country to another. This exchange has led to globalization in the world. This globalization influenced of e-commerce by using technology information which has positive effort now such as in the field of aviation service. Now internet online is needed to book from airlines website, and the customer do not need to waste their time to go to travel agent, they can do it by using their laptop or mobile phone. This study is one of new method from English lecturer to create the material and sharing knowledge which can be taught to the students in the class. This material is good to the students if they can be practiced online about booking online from the website. From this website they can learning by doing and get the experience directly. It can be shown from the result of online practice students in the class by rank of the researcher. This is best method to stimulate the students to increase their knowledge in technology and English class. Based on this method the lecturer has found that the students very attractive to study English more and more, and this method accepted by the students to increase their knowledge about booking online directly. From this learning automatically the lecturer share the knowledge to the students to create their own business by this learning ability of booking online.

Keywords: E-Learning, Blended Learning, Learning Strategies, Computer and Technology.

1. INTRODUCTION

Technology development in 20 century grow up rapidly and become one of globalization appearance, means that new technology development such as telecommunication spread information easily. Globalization is the process of peoples and countries in the world which connected from one to another, cause of needed and influenced to each other in the various fields such as economic, social and culture. Globalization is made possible by the development of science and technology that produces tools to support globalization. This device starts with the invention of the telegraph in the 19th century, until later the telephone, radio, television, to the internet. All of these technologies are highly dependent on electronic devices that require electricity to operate. All of these technologies are highly dependent on electronic devices that require electricity to operate. An example of the technology that supports this globalization is the Internet.

The internet is considered the main road of globalization because it is the main method of exchanging information in the global era. The internet is used to exchange information, for example with social media, online video sites, and news sites and so on.

Indonesia today is one of the country which has the fastest growing economic in the world. Main focus of the economic is to export of the textile goods, automobiles, electrical equipment, oil and gas. Recently, the growth of Indonesia's digital economy has also contributed significantly to the country's growth. It is estimated that there will be 50 million new internet users in Indonesia every 5 years. Why? Because Indonesia is one of the countries with the highest social media users in the world.

According to a McKinsey report that Indonesia's e-commerce sector has generated more than 5 billion dollars from the formal e-tailing business and more than 3 billion dollars from informal trade. In Indonesia, the e-tailing business, for example, are Tokopedia, Bukalapak, JD.id, Lazada, and Shopee. In contrast, informal trade involves buying and selling of goods through informal means such as the use of social media and messaging platforms such as WhatsApp and Facebook. Things like this in Indonesia are commonly referred to as online shops. (*The digital archipelago: How online commerce is driving Indonesia's economic development*, n.d.)

Unlike in other countries, informal trade or social trade is growing rapidly in Indonesia. In fact, according to the latest data, social commerce accounts for 40% of all e-commerce sales in Indonesia. This shows that many big e-commerce players such as Tokopedia and Lazada have not fully penetrated the e-commerce market in this country.

E-commerce or electronic commerce is the activity of electronically buying or selling of products on online services or over the internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry. (Kurtz, 2016)

Modern electronic commerce typically uses the World Wide Web (WWW.) for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online booking ticket (such as: Airasia.com). This e-commerce material is suitable to the computer informatics students

who study English at Budi Darma University. The English lecturer created this material to purpose the students which can do business and while get the benefit. Actually they can learning from the application by their self but they cannot learn from the basic function of what, where, and why they should do the order from the application.

Learning technology in English class of the students at Budi Darma University is not new, as the research author from Kurnia Ulfa that; *use of the technology to support both teaching and learning are focused in Informatics Collage of STMIK Budi Darma, technology infuses classrooms with digital learning tools, such as TV, in focus, internet and computers, are used to support in learning English. Not only the digital learning tools, using social media is one of learning method has used by one of English Lecturer of STMIK Budi Darma as e-learning for English class. Technology also has the power to transform teaching by ushering in a new model of connected teaching. This model will be linked the lecturer to their students and to the professional content, resources, and systems to help them improve their own instruction and personalize learning.* (Ulfa, 2020a, 2020b)

English for Specific Purposes is a new area of study for many scholars, but the work of both is well known all over the world, especially among those of us working in English for Business Purposes. It is a pleasure to say, at last, this long awaited book is already available worldwide. It does not seem necessary to point out the quality of book, which is simply what we have been expecting from these two widely respected authors.

Dudley-Evans and St. John state that “the general aim of Development in English for Specific Purposes. A multi-Disciplinary Approach is to pull together the theory and practice of English for Specific Purposes, using their experience as lecturers and practitioners in this subject. Additionally, they assume that their experience in both English for Academic Purposes (EAP) and English for Occupational Purposes (EOP) will help them to survey these extremely fascinating areas of study, trying to design an up to date, introductory overview”. (Dudley-Evans & St John, 1998; Kaur & Khan, 2010)

Daring class is one of learning method strategy of lecturers in Budi Darma University of Medan to fulfil the students need as the physical distancing against of coronavirus pandemic, for the students in learning English these method is not a new method, because the lecturer usually use the social media to attract the students in learning English, especially speaking skill. English has four skills to teach, they are: reading, writing, listening and speaking. According to Harmer (“Harmer Jeremy. How to Teach English [PDF] -,” 2010) any of the four skills of the English language demand considerable language activation on the part of the learner; the brain is engaged with the texts learners interact with. “*in other words, we have to think to understand, using any or all of our language knowledge to get meaning from what we are seeing or hearing.*”

The English lecturer take this website as the basic learning to study online booking ticket because of this airline website completely full information to get for what students need. Which purpose, if they learn from the website they will understand how to use in booking online in another application. The goal of this research is how can they learn this material successful in practice? What kind of ability and skill which can be performed in the real life? And the lecturer purposes can be develop to this material.

2. METHODOLOGY

The research data was taken from the eight classes of first semester from computer informatics students at Budi Darma University Medan which is located in Jalan Sisingamangaraja No.338 Medan – North Sumatera of Indonesia. Based on the instruction from the lecturer, the students will be practice by their self while doing online booking tutorial on the website, as the practice results they will print screen and print out than scan the result before they send this assignment to lecturer at Google Classroom.

The method used is descriptive method. The method used is descriptive method. The researcher will be rank the highest scores of class to evaluate their pronounced in reading text, and the method will be described below:

First method is the design; the lecturer will be designed the material, in this material the lecturer will be given the steps and procedures how to book online ticket on the website which full describes, the lecturer will be shared the material to the students at their class group in the Google Classroom platform. The second is the lecturer will be explained the material based on the steps and procedures at the Google Meet platform. The third is practice, the students will be direct practiced tutorial on the website based on the lecturer instructions as assignment. The fourth is the students will be submit their assignment to Google Classroom platform based on their class group announcement. The fifth is the evaluation, the lecturer will be evaluated the file and scored the students assignment to find out based on some of criteria, such as; the website they used to search flight, how they select flight, fill the guest details, additional on, and payment process.

To make it simple the writer will be shown the diagram of the methods as below:

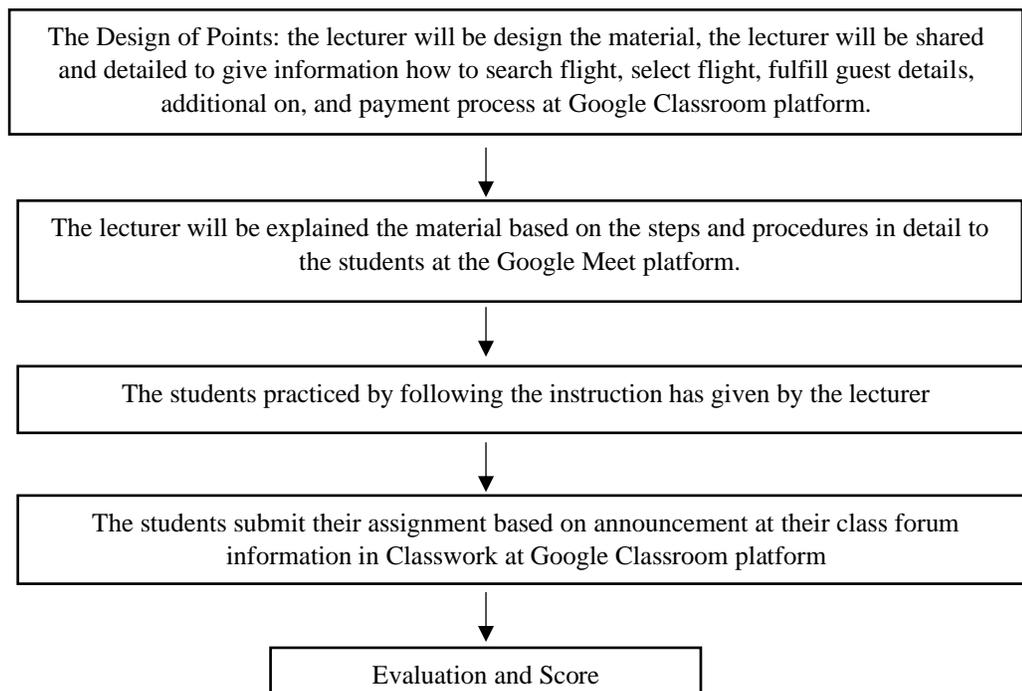


Figure 1. The Diagram of the Methods

3. RESULTS AND DISCUSSION

The material of Guide to Online Booking and Having a Ticket Issued was the design by lecturer to the students before doing the online practice as the shown table below:

Table 1. Introduction of Material Design

INTRODUCTION OF MATERIAL DESIGN		DURASI
MEETING - I	INTRODUCTION: GUIDE TO ONLINE BOOKING AND HAVING A TICKET ISSUED (the lecturer will be explained the material to the students at the Google Meet platform about booking ticket online, the lecturer takes airasia.com as the tutorial booking online and will be explained; how to search flight on the website, select flight on the website, fulfill guest details, additional on, and payment process)	2 X 90'
MEETING - II	ONLINE PRACTICE (the students will be practiced the tutorial of online booking from the online website airasia.com based on lecturer instructions in different destination for each class)	2 X 90'
MEETING - III	SUBMIT ASSIGNMENTS (the students will be submit their assignment to the Google Classroom platform based on lecturer posted the announcement in their class group)	2 X 90'

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UNIT 7 GUIDE TO ONLINE BOOKING AND HAVING TICKETS ISSUED

HOW TO BOOK E-TICKET

Steps to book e-ticket for flight

1. Search flights
2. Select flights
3. Guest details
4. Add ons
5. Payment

1. Search Flight

As shown on Figure 2, the www.airasia.com hyperlink points to the main page of the website from where you can navigate to the section of the site you are interested in by clicking the icon. To make a reservation click the Booking icon.

Figure 1.



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Attention!

The booking and payment sessions should not be idle for more than 30 minutes between transactions. It is estimated that this period of time is enough to enter all the necessary information.

Before booking via the website you are recommended to prepare all the necessary information in advance, i.e. your identity card data and the data on the bank card to be used for online payments.

By clicking the Booking icon you will be navigated to the webpage where you will be able to book your ticket.

To get started with booking your ticket you need to post your search question, fill in the 'from' and 'to' fields, provide the dates of your trip and familiarize yourself with and accept the Rules of making reservations and booking tickets and press the Find Flights button as it is shown on Figure 2.

Figure 2.



2. Select flight

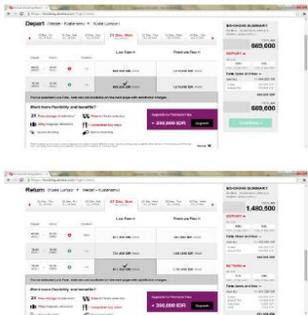
After pressing the Find Flights button you will be navigated to a page with tariff plans for the set dates. Moreover, on this page you will find complete information on the taxes and fees valid for the itinerary chosen as it is shown on Figure 3.

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Figure 2. The steps to book e-ticket for flight and how to search flight process

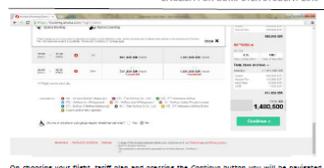
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Figure 3



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On choosing your flight, tariff plan and pressing the Continue button you will be navigated to the following page giving complete information on your itinerary and fare including information on your plan and taxes as it is shown on Figure 3.

If the webpage with your itinerary and fares shows the following sentence 'Attention! The tariff you have chosen does not apply to the dates selected. We can offer you another option.' it means that the plans you opted for are not compatible and the system has automatically chosen the best possible variant for the set dates.

If you go on with your booking as a guest the passenger information in the Passenger information section will not be filled automatically. If you are not a member of the Airasia Member program but you want to become one you need to register by clicking the join Airasia Member hyperlink. You will be navigated to the Airasia Member webpage where you will be asked to fill in a form.

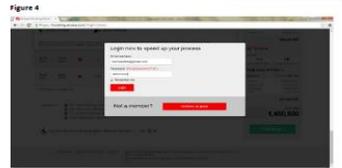
On registering you will get your membership number (login) and password. You need to memorize your login and password and protect the safety of your data from other parties. It is recommended to read through the public offer agreement before booking your flight.

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Figure 3. The select flight process

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Figure 4



3. Guest Details

Further on, when entering the site either as a guest or a member of the Airasia program you are navigated to the Passenger information webpage where you need to fill in the fields.

Attention!

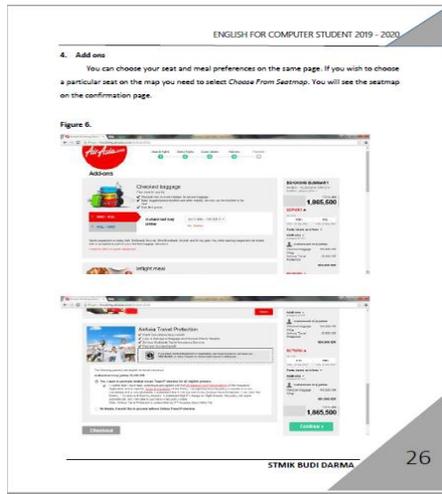
Your passport expiry date field is a mandatory one. If you are putting in your internal passport data you may type in any forward date.

Figure 5.

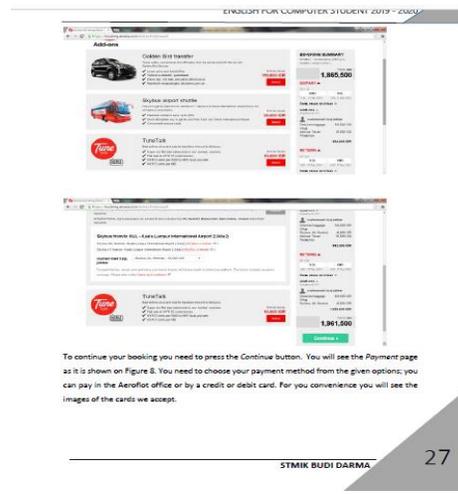


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Figure 4. The login process if we are not a member and fulfil guest details process

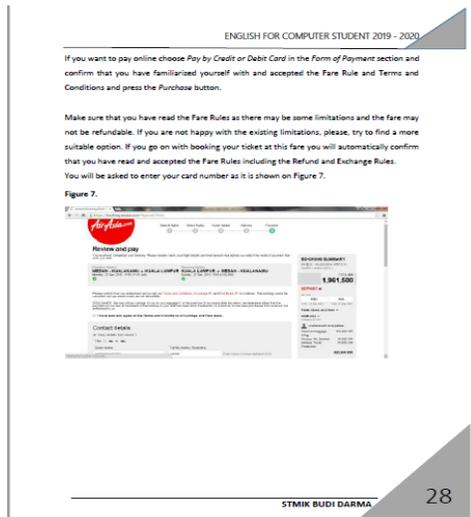


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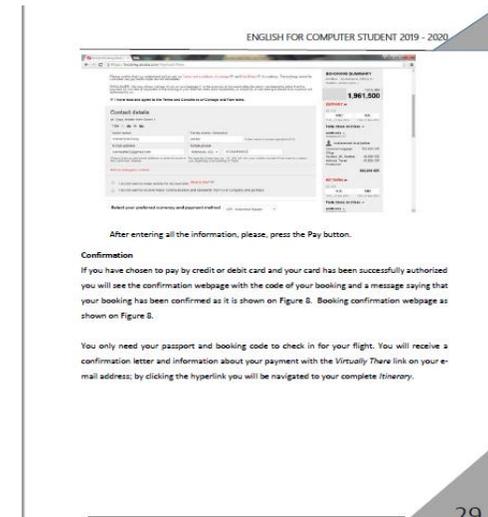


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Figure 5. The additional on process

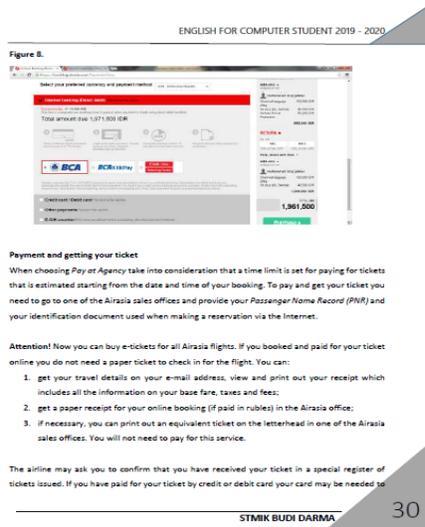


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Figure 6. The review information of guest details booking



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Figure 7. The payment process and the sample of e-ticket

3.1 The Data Analysis

The data was taken from the first semester students of Budi Darma University Medan from the eight of English classes learning activity while doing Study from Home (SFH), the students will be study of English online class at Google Classroom and Google Meet platform for sharing and giving material explanation. The practiced tutorial will be send to Google Classroom platform after lecturer giving explanation and instruction from Google Meet. The students will be practiced their learning activity on the website based on lecturer instruction, and submit the assignment on their class group at Google Classroom platform. The assignments practice will be scored and analysed if the students send the file based on lecturer instruction. From these file the researcher will be taken the highest scores and rank to measure which classes has the ability of booking online practice skills based on English class lecturer instruction. The figures below shown of the students practice by sending file to the lecturer from their English class group at Google Classroom platform.

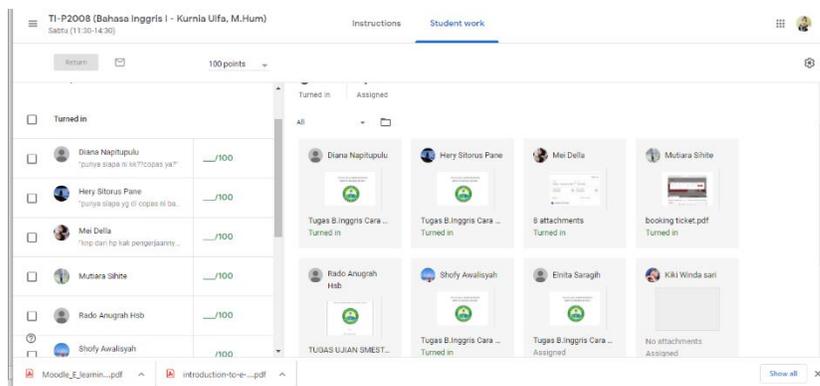


Figure 8. The students sending file of their assignment tutorial booking online ticket in their each class group on Google Classroom platform

Based on the analysis students on practical of booking online tutorial, the researcher has found and rank the eight classes which the student’s highest scores on the ability of using website to online booking e-ticket in English e-commerce material, which can be shown from the table below are:

Table 2. The Table Ranks of English Class Practice Tutorial of Booking Online E-Ticket

POSITION	CLASS
1 st	SI – M2001
2 nd	MR – P2001
3 rd	TI – P2003
4 th	TI – P2004
5 th	TI – S2001
6 th	TI – P2002
7 th	SI – M2002
8 th	TI – S1901

3.2 Discussion

After the analysed the researcher has found that the student’s ability more increase and knowledge also in e-commerce. From these file which have been submit, the researcher has found that the students understand easily by using the website. The students can be followed the instructions from the English lecturer step by step, and the students automatically known what is the order from the steps of instructions.

These method has good strategy and new for the English lecturer to stimulate the students to study one of e-commerce in English material, by giving instruction tutorial booking online, by doing this practice they also learning how to make it real, example; how to search flight, fill the origin/departure to destination, booking date, currency to pay, how to select flight, choosing schedule and checking rate, fulfil their identity as the guest details, choosing add-on, and the last step is payment if we want to buy a real ticket, because it’s for learning they don’t need to finished the steps. The researcher has found that learning by doing is effective method for the students today.

These method has good strategy too in the class to measure the ability of the students in learning English and to get standard competency. By these e-commerce practiced of booking online the lecturer got some of the teaching methods

and stimulation have created to motivate the students to be brave to show their English skills (Reading, Listening, and Speaking), and to increase their English ability in joyful.

4. CONCLUSION

These English learning process has purposed to measure the student competence and ability of study English. The learning methods and stimulation are used to motivate the student brave to show the ability of study four skills inn English (reading, writing, speaking and listening) especially learning e-commerce in English material.

By study English from home while coronavirus pandemic has positive and negative effects to the students, the positive effect of learning English at home are: firstly, the students can improve their English ability of reading, writing, listening and speaking in joyful, by these method they can learn to be focused because they can learn it in good and quiet atmosphere. Secondly, by using their gadget they can touch the world business easily. Thirdly, they can make this knowledge to get income by helping people around to book e-ticket easily. Fifthly, they can increase their good communication to the society and good communicative of sharing knowledge, also how to handle and settle booking problems.

The negative effect of learning English at home are: firstly, the students get more stress to study rather than study in the class, because they are not study for English only, they have another subject to study and practiced. Their stress more increase while study at home as long as coronavirus pandemic, cause they not only have study activity but they have daily activity at home or office. Secondly, these practice only for booking tutorial students as an assignment from English lecturer about e-commerce, the students do not need to finish the last step to pay their booking, when they get the payment step, they only fill and choose the payment method then print screen and close. The students do not need to real pay, and their book do not appear in airline systems in real. The last, most of the students of Budi Darma University Medan are lived in the hometown or village which has no signal or difficult to reach, and the economic factors are not supported, the lecturer should be patience and should be given one week extra to submit the student's assignment.

The researcher can be suggested that the use of internet or social media as one of the stimulate method to increase English skill ability which can be accepted by the students to study English. These learning method of booking online is the best way to the students to study e-commerce in English material which the study learning by doing, but by this practice the lecturer cannot give the suggestion directly seems like in the classroom, after read and check the steps from students assignment the lecturer can do evaluation and gave the score, but lecturer will be given privately comment in their Google Classroom platform or class group in Telegram to suggest.

This method can be performed by the students in the real life to help people around to get the ticket who didn't know how to use the internet to book online. By these method the lecturer will be more creative to design of learning method digital in the common technology era which can be used of the students especially in English class.

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