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*Optimalisasi Ekonomi Kreatif Melalui Penerapan E-Commerce  
Upaya Mewujudkan Ekonomi Kerakyatan pada Revolusi Industri 4.0*

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### OPTIMALISASI EKONOMI KREATIF MELALUI PENERAPAN E-COMMERCE UPAYA MEWUJUDKAN EKONOMI KERAKYATAN PADA REVOLUSI INDUSTRI 4.0

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#### Abstract

*The application of e-commerce in realizing a creative economy at the industrial revolution 4.0 is expected that people can be more creative in creating business services so that they can generate profits and employment and not depend on the government, through e-commerce and industrial revolution 4.0 is expected to generate employment for all layers of society in the field of industry and creativity in terms of business can be further improved. In Law No. 5 of 1996 concerning the prohibition of Monopolistic Practices and unfair business competition, the existence of this law is expected to be economic independence and the absence of a barrier in terms of business for the community so that fair competition in terms of business can be created well.*  
*Keprosedur e-commerce, industrial revolution, creative economy*

#### Abstrak

Penerapan e-commerce dalam mewujudkan ekonomi kerakyatan pada revolusi industri 4.0 diharapkan masyarakat dapat lebih kreatif dalam menciptakan layanan usaha sehingga dapat menghasilkan keuntungan dan lapangan kerja serta tidak tergantung pada pemerintah, lewat penerapan e-commerce serta revolusi industri 4.0 diharapkan dapat meningkatkan lapangan kerja seperti semua layanan masyarakat dalam bidang industri serta kreatifitas dalam hal tersebut dapat lebih di tingkatkan lagi. Dalam Undang-Undang No 5 Tahun 1996 tentang larangan Praktek Monopoli dan persaingan usaha tidak sehat, dengan adanya undang-undang ini diharapkan kemerdekaan ekonomi serta tidak adanya rintangan dalam hal tersebut bagi masyarakat sehingga persaingan yang sehat dalam hal usaha dapat tercipta dengan baik.

**Kata Kunci :** e-commerce, revolusi industri, ekonomi kreatif

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OPTIMALISASI EKONOMI KREATIF MELALUI PENERAPAN E-COMMERCE UPAYA MEWUJUDKAN EKONOMI KERAKYATAN PADA REVOLUSI INDUSTRI 4.0 Asmah Universitas Sawengading Makassar Email: asmahunsa@yahoo.co.id Abstract The application of e-commerce in realizing a populist economy in the industrial revolution 4.0 is expected that people can be more creative in creating business activities so that they can generate profits and employment and not depend on the government, through e-commerce and industrial revolution 4.0 is expected to generate employment for all layers of society in the field of industry and creativity in terms of business can be further improved. In Law No. 5 of 1999 concerning the prohibition of Monopolistic Practices and unfair business competition, the existence of this law is expected to be economic independence and the absence of a barrier in terms of business for the community so that fair competition in terms of business can be created well. Keywords: e commerce, industrial revolution, creative economy Abstrak Penerapan e-commerce dalam mewujudkan ekonomi kerakyatan pada revolusi industri 4.0 diharapkan masyarakat dapat lebih kreatif dalam menciptakan kegiatan usaha sehingga dapat menghasilkan keuntungan dan lapangan kerja serta tidak tergantung pada pemerintah, lewat peranan e-commerce serta revolusi Industri 4.0 diharapkan dapat menghasilkan lapangan kerja kepada semua lapisan masyarakat dalam bidang industri serta kreatifitas dalam hal berusaha dapat lebih di tingkatkan lagi. Dalam Undang-Undang No 5 Tahun 1999 tentang larangan Praktek Monopoli dan persaingan usaha tidak sehat, dengan adanya undang-undang ini diharapkan kemandirian ekonomi serta tidak adanya sekat dalam hal berusaha baai masyarakat sehingga persaingan yang sehat dalam

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