



## Comparative Relationship Of E-Commerce Growth Versus Trade (Indonesian And Singapore Case Studies)

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Article Information	ABSTRACT
<p>History of the article: Accepted: July 2023 Corrected: August 2023 Accepted: October 2023</p> <p><b>Keywords:</b> Bank Muamalat, Culture, Psychological, Personal, Social, Environment</p>	<p>The rapid development of technology is driving every human being to continue to innovate, one of which is in terms of shopping or trading to make it easier and faster. E-commerce has become one of the solutions to solving the issue of efficiency in doing sale-purchase transactions. The research is comparative to the qualitative approach with the data model used is SWOT, but since each SWOT component is not so clear then the literature study approach is used to define SWOT. The data used is e-commerce approach data from 2017 – 2022. E-commerce has a positive and beneficial effect on trade in both the States of Indonesia and Singapore, because with the increase of e-commerce in the two States then the value of transactions income through the trade sector has become and increased the rate of economic growth has become better in the respective countries.</p>

### Introduction

Trade or business is an activity of exchange of goods or services or both based on a common agreement that is to exchange goods for goods. In modern times the trade is carried out by money exchange. Every good is valued for a quantity of money. The buyer will exchange the good or service for the amount of money that the seller wants. According to Utoyo (2019), trade is the process of exchanging goods and services from one region to another. In Islam, trade is an aspect of life that is grouped into problems related to horizontal relationships in human life. It shall be in accordance with the ordinances of God, and it shall have the value of worship, which is recorded in the verse 29 of the book of An-Nisa. (Hai orang-orang yang beriman, janganlah kamu saling memakan harta sesamamu dengan jalan yang batil, kecuali dengan jalan perniagaan yang berlaku dengan suka sama-suka di antara kamu. dan janganlah kamu membunuh dirimu, Sesungguhnya Allah adalah Maha Penyayang kepadamu). According to Loudon (1998), e-commerce is a transaction process carried out by buyers and sellers in buying and selling various products electronically from companies to other companies using computers as intermediaries of business transactions. Nowadays, global trade through e-commerce is worth about \$4.2 trillion, e-business has never been so profitable before, and that's why the popularity of e-commerce today is also one of the highest among businessmen and sellers to market products online. But worldwide e-commerce sales are expected to reach US\$8.1 trillion by 2026. Meanwhile, Nasdaq predicts in a report that trading by 2040, 95% of global purchases will be done online. (nasdaq.com). With the advancement of information technology, from online shopping to ordering food online to online-based transportation is becoming easier for everybody. This phenomenon is a business opportunity for many parties to take advantage of the opportunity by offering a virtual trading system. (Elfanso & Monica, 2023). The e-commerce system of course has an impact on the trade in a country, the number of products sold with the ease given to the e-commerce system greatly benefits the trade sector. However, the availability of goods in e-commerce transactions must be available for supply to be sold in future periods. It is in line with the theory of absolute superiority trade that shows that the prosperity of a nation depends on the goods and services available to its country, rather than in the form of gold dominated by a sovereign government. More specifically, the availability of goods and services in trade transactions is better than the wealth of gold in a country.



The volume of e-commerce is predicted to compete with conventional trading volumes, not surprising if we look at the advantages of e-commerce, such as wide market reach and can reduce operating or promotion costs (overhead) because companies do not have to open showrooms in various places and place promotional ads in various media to introduce their products, just by creating a homepage or website that contains information about the company and its products. However, behind all the facilities and advantages offered, there are concerns about the responsibility of online companies to e-commerce consumers given so many online companies. (Paryadi, 2018). Based on a previous study conducted by Muhammad Suhaidi (2022) entitled *The Effect of Word of Mouth and E-Commerce on Increased Revenue According to the Islamic Economic Perspective*, this study concludes that word of mouth has no significant positive impact on the increase in revenue in Bandar Lampung City, while E-commerce has a significant positive effect on the rise in the revenue of Bandar Lampung City. Due to the dynamics of this problem, e-commerce has become one of the key factors in supporting the trade sector. Because of the importance of e-commerce growth for the trade sector that has a fairly wide impact in a country. Then we need to look at the conditions of the country of Indonesia with the countries around Indonesia one of the countries that is well valued trading position is the State of Singapore. Singapore is the most prosperous country in the world with business-friendly environmental regulations and low poverty rates. Countries with an e-commerce transaction revenue value of 61.1 trillion by 2021, fast-growing technology and implementing smart digital technologies, as well as countries with the largest number of local e-commerce users. While Indonesia is a country with a good e-commerce growth potential and has an e-commercial transaction revenue of 401 trillion by 2021, which continues to increase. The aim of the researchers comparing the two countries is to see the Indonesian e-commerce position is better, lower or balanced in both countries namely Indonesia and Singapore in relation to domestic trade in both the countries as well as the influence of e-commerce on the trade sector. In order for this research to help the government in accelerating, boosting e-commerce growth to be better so that domestic trade transaction revenues continue to increase and be better in the future.

According to Purwaningsih (2018), e-commerce is a company that uses electronic devices via the Internet to conduct business transactions. These transactions are some things like money transfers, purchases, sales, promotions, exchanges, information delivery, business cooperation agreements, and so on. So e-commerce is a combination of business processes with information technology where a businessman and a customer make an electronic transaction online. The behavior of e-commerce customers is slightly different from traditional consumer behaviour, for online consumers doing transactions with online marketers would consider uncertainty and risk when compared to traditional sales transactions. (Angga Hernawan, 2018). E-commerce makes it easier for consumers to shop for the goods/services they need without having to spend a lot of time and money. (Nurbaiti & Indah, 2021).

Trade is the activity related to transactions of goods and services within the country and beyond the territory of the country for the purpose of the transfer of the right to goods or services in order to obtain remuneration or compensation. (bps.go.id). According to the CBD defines the concept of trade as a matter of trade, trade affairs, or business. Trade is the activity involving the purchase and sale of goods and services, with compensation paid by the buyer to the seller, or the exchange of the goods or services between the parties. According to Marwati Djoened (2002), trade is the economic activity that connects producers and consumers. As a distribution activity, trade ensures the circulation, distribution, and supply of goods through market mechanisms. Trade is a series of activities related to the existence of transactions of delivery of goods/services that exist in the country or abroad with the purpose of carrying out the transfer of rights on such goods /services in order to obtain a remuneration for the transaction that has been carried out by the party that owns the goods or services with the party who needs them. (Veni, Annisa & Amin, 2023). Thus, trade is a very important thing in the economic activity of a country. The extent to which a country's trade activity is an indicator of the level of prosperity of its people as well as a measure of its own economy. So it can be said that trade is the momentum of a country's economy.

SWOT analysis is the systematic identification of various factors to formulate a company's strategy. (Masyuri & Dwi Nurjannah, 2020). According to Kotler and Armstrong (2008), SWOT analysis is a thorough assessment of the strengths, weaknesses, opportunities, and threats of a company. Or, in other words, SWOT is used to evaluate the strengths and weaknesses of the resources that a company has and the opportunities and external opportunities and challenges that it faces. (Hartono, 2005). Furthermore, Richard L Daft (2010), explains that SWOT analysis is an attempt to identify the strengths, weaknesses, opportunities, and threats that determine the performance of a company. External information on

opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banks, partners in other companies. SWOT analysis compares external factors of opportunity and threat with internal factors of strength and weakness. (weakness). This analysis is based on the assumption that an effective strategy will maximize its strengths and opportunities as well as minimize its weaknesses and threats. When applied accurately, this simple hypothesis has an enormous impact on the design of a successful strategy and the analysis of the business environment that provides the information needed to identify the opportunities and the threats within the company. (Astuti & Ratnawati, 2020).

Strength (SWOT) is an analysis of the strength of a company. For example, analyze the advantages of a company in terms of technology, quality of output, strategic location, or other strengths that emphasize the company's superiority. Weakness, is to find out what weakness a company can be by comparing it to a competitor like what another company owns but doesn't own your company. Opportunity is a favourable external environmental condition. The opportunity element includes a list of anything that enables a business to survive and be accepted in society, both in the short and long term. Threats, is the analysis of threat elements that are very important because it determines whether a business can survive or not in the future. Some things include threat elements such as the number of competitors, the availability of resources, the time period of consumer interest, and so on.

## Method

This study uses a method of qualitative approach, which is comparative to the data model used is SWOT analysis, but since each SWOT component is not so clear then used the literary study approach to define SWOT. Comparative research is a study that compares two or more symptoms, between two samples that are independent (i.e. samples - the samples are separate from each other clearly where one sample member is not a member of the other sample. Samples are clearly separated but there are similarities and differences in them so that the sample can not be united from the other samples. Comparative research can find similarities – similarities and differences – differences about things, about people, about working procedures, ideas – ideas, criticism of people, groups, about an idea or a working procedure and can also compare similarities of views and changes – changes in the views of individuals, groups or states on cases, on people, events or ideas. According to Nazir (2005), it states that comparative research is a kind of descriptive research that seeks to find fundamental answers about causes and consequences, by analyzing the causes and factors of occurrence or the emergence of a particular phenomenon. Literature studies are research techniques carried out by researchers by collecting a number of books, magazines, journals, leaflets that relate to the problems and purposes of research. Search literature in particular journals that can be accessed online and by means of data collection in the form of electronic documents explaining facts – facts accessible online, both from Indonesia and Singapore. This study compares e-commerce between the countries of Indonesia and Singapore to trade by conducting a comparative study. Research aimed at describing, recording, analyzing, interpreting conditions - conditions that are currently occurring or existing. Researchers develop concepts and aggregate facts, but do not test hypotheses. Qualitative analysis is research that data is in verbal form without using statistical techniques in qualitative research. The steps of the new researchers are clearly known after the researchers have completed, in the analysis of the data, the author does simultaneously with the process of data collection. The data is collected and then analyzed jointly – the same results in a special question to be studied by the author so that the data obtained the author can be used as accurate research material. Based on a literature review, the model of the conceptual framework for this research is as follows:



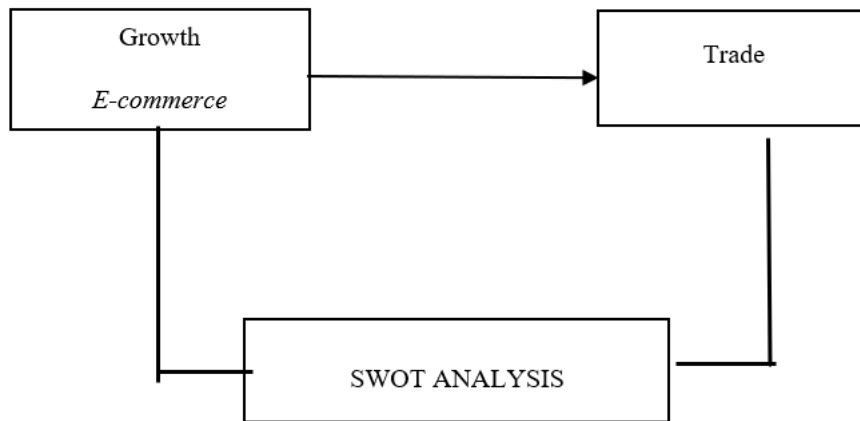


Figure 1. SWOT

Results

Table 1. Data Description Comparative Growth of E-Commerce versus Trade

Number	SWOT	Indonesian	Singapore
1.	(Strengths)	<ul style="list-style-type: none"> <li>a. Increasing Internet users reach 80% use of digital marketplace platforms to conduct online shopping</li> <li>b. Population growth increased to 273.8 million people by 2021. E-commerce trade in Indonesia recorded to reach US\$43,351 billion by 2021</li> <li>c. Financial technology companies are growing, the use of electronic money has increased by 32.3 percent or the equivalent of Rs. 66 trillion in this year 2021</li> <li>d. Startup innovation, Indonesia already has 2074 startups, there are at least 10 unicorn startup companies in Indonesia that are now starting to spread wings in Southeast Asian trading markets namely, Gojek, Traveloka, Bukalapak, Investree, and others.</li> </ul>	<ul style="list-style-type: none"> <li>a. Increasing Internet usage reaches 98% of the total e-commerce data in Singapore</li> <li>b. Population growth rises to 5.45 million. By 2021, the Singapore e-Commerce market is worth US\$5.9 billion</li> <li>c. A growing financial technology company, by 2021, digital payments receive revenues of more than 112 trillion, the use of fintech in Singapore has undergone rapid progress since its inception. Has reached a penetration rate of 30.4% by 2021</li> <li>d. Innovation startup, this neighbouring state has a recorded 1,013 startups. Singapore is the country with the most unicorns, 19 units are Zilingo, Lazada, Shopee, Bigo,</li> </ul>

2.           (*Weakness*)
- a. Shortage of skilled human resources. This skills gap is especially for new HR. So that e-commerce trade progressed slowly.
  - b. E-commerce taxes are uneven, causing less data on online business actors and resulting in tax collection from the online sector not being optimal.
3.           (*Opportunity*)
- a. Creating jobs, in fact, online trading opens up new job opportunities and causes people to lose their jobs. With the advancement of technology, one of the digital platforms that has opened up jobs is Tokopedia with 1.14 million new jobs. This is in line with the average increase in the number of sales partners on the e-commerce platform of 150.4%.
  - b. Global marketing opens up the global trade market for organizations to market their products, services and services. The value of Indonesia's online trading transactions over the last four years refers to data from Bank Indonesia, and is
- a. Lack of skilled SDMs in terms of digital talent, where Singapore is experiencing a digital talent crisis amidst a flood of investments from U.S. companies (US) to China causing Singapore's e-commerce trade to become obstructed.
  - b. Compared to Singapore, the Government of Singapore has so far exempted claims on e-trade transactions on buyers of goods whose transaction value does not exceed S\$ 400 or the equivalent of US\$ 300 per shipment but Singapore has high logistics charges.
- a. Opening up jobs, undergoing a flood of investment by 2020. There is a need for 60,000 prefectures in the communications and information sector over the next three years.
  - b. Global marketing, global e-commerce sales have shown steady growth by 2022. With over 460 million users and \$200 billion worth of dirty merchandise.
  - c. Opening the training, the government of Singapore partnered with Google under the Skill Ignition initiative, to provide job training for those seeking a career in the digital field.

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projected to reach Rs. 354.3 trillion by 2021.

- c. Opening training for promotional and trading tools for UMKM and traders, where the presence of e-commerce of course provides access or facilitation of transactions to UMKM perpetrators who are in Indonesia, thus facilitating consumers in transacting online business.

4. (Threats)

- a. The number of fraud, in the YLKI report, related to e-commerce in 2022, ranging from inappropriate goods (20%), refunds (32%), unilateral cancellations (8%), and goods not up to 7%). In Indonesia, the most common type of fraud is online shopping with a fraud rate of 19%, social media 18%, and investment fraud (15%). By 2022, Indonesia 190 online shopping fraud cases
- b. Increasing competition, increasing e-commerce in Indonesia requires or traders to continue to innovate both in terms of products, services, and strategies to retain and gain customers.
- c. Cybercrime, throughout 2019, the number of attacks is still below 100 thousand unique phishing sites per month. Then by 2020 – 2021 the number reaches the range of 200 thousand sites per monthly, and climb again to the range 300 thousand – 400 thousand websites per month to reach a record high.

a. As fraud, e-commerce fraud is the highest case, the number of fraud increased by 73.8% to 2.089 in the first half of 2022, up from 1.202 in the same period in 2021.

b. As competition increases, the more brands enter, the greater the need to implement marketing strategies to distinguish themselves from competitors. As seen from average ecommerce companies, some ecommerce trading companies attract customers and sellers by offering low prices and high margins.

c. Cybercrime, the Singapore Cyber Landscape 2019 report states that cybercrime accounts for 26.8% of the total crime that occurred in Singapore. The total number of cyber crimes was 9,430 during the year 2019. That figure is up 51.7% from 2018, which recorded 6,215 cases.

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(Source: BPS Statistick 2021, CNBC.com, kominfo.go.id, imf.org.id; katadata.co.id: hopstack.com; reogma. co.id.: kemenkeu; go.id.: statista.com: citasco.com.: traffv.com==References====External links==).

Based on table 1. above describes data obtained using SWOT analysis models, (Strengs, Weakness, Opportunity, Threngs) of both countries. E-commerce has a positive and good effect on trade in both the countries of Indonesia and Singapore, because with the increase of e-commerce in both these countries then the value of transactions income through the trade sector has increased and the rate of



economic growth has become better in the respective countries. This influence and balance can be known from:

First. Strength (Strengs) Internet Users Increasing in Indonesia, digital report Indonesia (2020), shows, that there are 175.4 Internet users in Indonesia counted in January 2020, an increase of 17% from 2019, making Internet penetration in Indonesia at 64%. The increase in the number of Internet users is significantly related to the total digital platform users such as social media and marketplace in Indonesia. As of 2021, against 160 million users of digital platforms, i.e. social media in Indonesia as communication media and expanding the network with penetrations of 59%, while in the marketplace of total Internet users of Indonesia, 80% of its users use the digital marketplace platform to make online sales transactions. According to Deloitte's Technology-empowered Digital Trade in Asia Pacific report, Indonesia's total volume of e-commerce revenue reached US\$43,351 billion by 2021. (CNBC.com). Singapore also has the same strength (strengs) as Indonesia, where Singapore is also experiencing increased Internet usage, taking the first place with the share of local e-commerce reaching 98% of the total e-commerce data available in the country, based on research conducted by the Iprice period-I 2022. Singapore has two unicorn companies namely Shopee and Lazada, which currently lead e-commerce market share in Southeast Asia (katadata.co.id), making the value of ecommerce transactions against Singapore's trade rise to 61.1 trillion by 2021. (statista.com).

According to data from the Indonesian Statistical Agency (BPS), the population of Indonesia grew in the middle of 2017 to 261.355 million. Again, the growth in 2018 increased to 264.26 million. Then, the number of Indonesians rose again to 266.91 million in the mid-2020. By mid-2020, the population was recorded as 270.20 million. The number again grew to 273.8 million by 2021. This increase in population has influenced online shopping activity. The number of transactions carried out on the marketplace increased by 23% from 2018 to 2019. (kominform.go.id). Similarly with Singapore also experiencing increased Internet usage, Singapore ranks first with a local e-commerce share of 98% and a smartphone penetration rate of 93% as well as the rate of the population making online purchases of the entire e-business data available in the country, Singapore also experienced increased population growth, in 2021 the National Population and Talent Division of Singapore the population of the country reached 5.46 million, again increased to 5.64 million in 2022. By 2021, the Singapore e-Commerce market is worth US\$5.9 billion and will increase to US\$10 billion by 2026. (trade.gov).

Financial technology companies are growing in Indonesia, according to BI Governor Perry Warjiyo, a factor that accelerates digital economy transactions is the increase in the number of transaction via e-commerce, not despite government policies in promoting digital acceptance to the public, as well as continuing to accelerate the development of fintech and digital banking in the world of virtual commerce (Indonesia).go.id). According to the Bank of Indonesia, not only are e-commerce-based growing, the use of electronic money has increased by 32.3 percent or the equivalent of Rs. 66 trillion in this year in 2021. By 2022, the central bank's estimate said that the usage of e-money has reached Rs. While in Singapore, a growing financial technology company, Singapore's fintech has been progressing quite rapidly since its inception. To date, Singapore by 2022 remains an open and global fintech hub, with Singapore's digital financial sector reaching 112 trillion. Singapore has effectively leveraged its financial strengths, technology, regulations, and other resources, as well as deployed its resources to grow and develop the fintech industry rapidly. According to data from the start-up as of March 21, 2019, Indonesia is ranked fifth as the country with the most startups in the world. By that time Indonesia already had 2074 startups, there are at least 10 start-ups in Indonesia that are now starting to spread wings in Southeast Asian trading markets namely, Gojek, Traveloka, Bukalapak, Investree, and others. While Singapore's Innovation start-up, according to the Startup Ranking report, District State recorded 1,013 start-ups. Where Singapore is the country with the most unicorns, 19 of them Zilingo, Lazada, Shopee, Bigo, Qoo10 and others.

Second. Weakness Indonesia has weakness, lack of skilled HRM becomes an obstacle to the growth of Indonesian companies, because it cannot increase its production capacity. This skill gap is especially for the new SDMs. So e-commerce is slowing down. Meanwhile, Singapore also has a shortage of SDM skills in terms of digital talent, with Singapore experiencing a digital talent crisis amid a flood of investments from U.S. corporations (US) to China causing Singapore's e-commerce trade to become obstructed. Similar conditions occur in Indonesia. However, the tech giant present in the average



homeland provides training. The inequal taxation of e-commerce in Indonesia, causing less vulnerability of online entrepreneurs also resulted in the collection of taxes from the online sector becoming unoptimal. The ineffectiveness of the tax application of such online enterprises is very unfortunate considering the tax potential that can be obtained is very large and can not be equalized specifically by the taxation system due to weak efforts in addressing this potential so that income from Indonesian trade tax becomes uneven. (Valentino, 2018). Compared to Singapore, the Government of Singapore has so far exempted purchasers of goods whose transaction cost does not exceed S\$400 or the equivalent of US\$300 per shipment from the penalty for e-commerce transactions. (citasco.com). However, Singapore's e-commerce has high logistical costs, which is the most pressing weakness Singaporean traders or companies have to face in running e-business in Asia-Pacific where Singapore has remote access to malls and stores everywhere. With centralized settings, a product has to travel further to different locations to the retailer. Certainly will increase shipping costs and overall exit costs.

Third. Opportunity, Creating jobs for Indonesian e-commerce, with the marked growth of digital platforms or e-trade, many companies are stuck on today's business model. In fact, online trading opens up new job opportunities and causes people to lose their jobs. With the advancement of technology, one of the digital platforms that has opened up jobs is Tokopedia with 1.14 million new jobs. This is in line with the number of sales partners on that e-commerce platform that averaged an increase of 150.4% (katadata.co.id). Similarly, Singapore's e-commerce opportunity to open up employment, the state of Jiran is experiencing a flood of investment by 2020. There's a rise in technology vacancies in Singapore. The average company opened a job vacancy. Singapore's Foreign Minister Vivian Balakrishnan estimates there will be a need for 60,000 prefectures in the communications and information sector over the next three years. Indonesia's global e-commerce marketing, based on the fact that products, products and services are accessible anytime and anywhere in the world, opens up the global trade market for organizations to market their products, services and services. The value of Indonesia's online trading transactions over the last four years refers to data from Bank Indonesia, and is projected to reach Rs. 354.3 trillion by 2021. The economy of a country can be measured by the quantity of goods and services both from the point of view of consumption and production. If the economic growth of a country is good then the problems - the economic problems that exist in that country will be solvable (Khairina Tambunan et al., 2019). Singapore is also doing global marketing, with global e-commerce sales showing steady growth by 2022. With over 460 million users and \$200 billion worth of dirty merchandise. Singapore is improving its infrastructure capacity to manage large sales orders internationally, Ling of OCBC Singapore explains where the Singapore government has led by implementing a smart country strategy. The three main pillars of a smart country are the right to have a digital economy, also a digital society. So, it covers all the requirements to have a successful e-commerce trading strategy (ocbc.com). Opening training for promotional and trading means for UMKM and Indonesian traders, where the presence of e-commerce of course provides access or facilitation of transactions to UMKM perpetrators who are in Indonesia, thus facilitating consumers in trading online business (kemenkeu.go.id). While Singapore opens training, King explains in a CNBC.com article that the government of Singapore is partnering with Google under the Skill Ignition initiative, to provide job training for those seeking a career in the digital field. Giving them the opportunity to practice for six or nine months. The government is developing skills for the development and evolution of e-commerce throughout the Singapore region.

Fourth. Threats The alleged fraud, the Chief Daily Manager of the Indonesian Consumer Association Foundation (YLKI), explained that complaints about e-commerce that consumers alleged were predominantly related to non-delivered goods. Consumers have purchased the goods and paid for them, but they haven't arrived. In YLKI's report, e-commerce related in 2022, starting with inappropriate goods (20%), refunds (32%), unilateral cancellations (8%), and goods that did not reach (7%). In Indonesia, the most common type of fraud is online shopping with a fraud rate of 19%, social media 18%, and investment fraud (15%). While Singapore also suffered from fraud, in 2021, the ScamAlert report placed Singapore e-commerce fraud as one of the top fraud in the online trading market that concerned Singapore customers. E-commerce fraud was the highest case, with fraud numbers increasing by 73.8% to 2,089 in the first half of 2022, up from 1,202 in the same period in 2021. It seems that the fraud has kept Singaporeans wary of online shopping on digital platforms even though Singapore is a trusted country and a competent in cyber. Increasing competition in Indonesia, increasing e-commerce in Indonesia requires or traders to continue to innovate both in terms of products, services, and strategies to





retain and gain customers. Similarly, as experienced by Singapore's e-commerce, the increasing competition the more brands enter, the more there is a need to implement marketing strategies to differentiate itself from competitors. As can be seen from average e-commerce companies, some e-business trading companies attract customers and sellers by offering low prices and high margins. Cybercrime, threats in Indonesian e-commerce transactions are very dangerous and can attack perpetrators including consumers. The case of data leakage, which has been circulated in various media about the sale of consumer data through internet, phishing and trail audit. Thro 2019, the number of attacks remained below 100,000 unique phishing sites per month. Then by 2020-2021, the number reached the range of 200,000 websites per month, and jumped again to 300,000 – 400,000 sites a month to reach a record high in December 2022. While Singapore's latest threat of cybercrime, the Singapore Cyber Security Agency (CSA) revealed that the country's cyber crime cases have increased by 51.7% over the year 2019. The Singapore Cyber Landscape 2019 report states that cyber crimes account for 26.8% of all crimes that occurred in Singapore. The most common cybercrime is fraud in e-commerce with 2,809 cases throughout 2019, up 30% from the previous 2,161 cases.

## Conclusion

E-commerce growth has become one of the indicators that a country can use to assess and evaluate the state of its domestic trade sector. Trade can be defined as economic activities related to the sale or purchase of goods. The purpose is to make a profit. With the existence of online trading system a country can increase revenue within the country. Based on the analysis of the results of the survey and the discussions described above, it can be drawn satisfaction that the data obtained using the SWOT analysis model, (Strengths), (Weaknesses), (Opportunities), and (Threats), the e-commerce position of the State of Indonesia is balanced with the state of Singapore towards trade in the respective States. Thus, the relationship of e-commerce to trade has a positive and good effect on trade in both the countries of Indonesia and Singapore, because with the increase of e-commerce within the State has increased the rate of economic growth as well as revenue from the trade sector.

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