



**Indonesian Finance Association International Conference 2020  
in conjunction with 43<sup>rd</sup> Indonesia Capital Market Anniversary**

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Subject : Letter of Acceptance

August 31, 2020

**LETTER OF ACCEPTANCE**

With respect to the review process by the Board of Reviewers of the 6<sup>th</sup> Indonesian Finance Association (IFA) International Conference 2020 on your paper titled:

**Strategy of Accounting Transformation Behavior of Micro, Small and Middle Entrepreneur Users of E-Commerce Products at PT Omegasoft Surabaya to Survive Event The Covid-19 Pandemic**

**Author: Verawati Onggowidjojo**

We are pleased to announce that your article has been accepted for presentation in the Conference in the wake of a thorough evaluation by our high-calibre reviewer in the field.

Please confirm your attendance for presentation and if you wish to have your paper included in the proceeding no later than two weeks upon the posting of this letter by replying to this email.

Congratulation and thank you for your contribution, and we look forward to seeing you in the Conference.

Yours sincerely,

**Prof. Irwan Adi Ekaputra, Ph.D.**

*President of Indonesian Finance Association*

**Prof. Eduardus Tandelilin, Ph.D.**

*Chair of Advisory Board*

# Strategy of Accounting Transformation Behavior of Micro, Small and Middle Entrepreneur Users of E-Commerce Products at PT Omegasoft Surabaya to Survive Event The Covid-19 Pandemic

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## Abstract

This research discusses a phenomenon occurring in Indonesia related to the development or create of e-commerce which is growing very rapidly, especially after entering the industrial revolution 4.0 era. It is known that a lot of micro, small and medium enterprises in order to survive requires a strategy based on behavioral accounting data, namely the use of e-commerce as a media transaction. The purpose of this research is to provide a solution that by implementing e-commerce in the service products of PT Omegasoft Surabaya, it is hoped that it can help micro, small, and medium enterprises, usually known as UMKM at Indonesia, to able to promote and boost sales that were suspended due the Corona virus pandemic.

Data were obtained through interviews, observation, and documentation using electronic media. The results are e-commerce products released by PT Omegasoft Surabaya can help micro, small and medium businesses to immediately transform from offline to online in effective, systematic, and structured manner for sustainability of business.

**Keywords:** Behavioral Accounting, and E-Commerce.

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<sup>1</sup> <https://katadata.co.id/ariayudhistira/infografik/5e9a4e601630e/kesiapan-indonesia-hadapi-era-industri-40>, accessed Agustus 2020.