INOVASI DAN KEWIRAUSAHAAN
TECHNOLOGY BASED BUSINESS
TECHNOPRENEUR

By: Intan Oktafiani, S.Kom, M,T

Tim Dosen Inovasi dan Kewirausahaan

2022

Universitas Pertamina

CAPAIAN PEMBELAJARAN MATA KULIAH (CPMK)

CPMK-2

1. Mahasiswa dapat mahami pengaruh teknologi di era 4.0 terhadap perkembangan bisnis

2. Mahasiswa mampu melihat peluang bisnis berbasis teknologi

"12½ TRILIUN JAM DIHABISKAN ONLINE, TONGGAK BARU DALAM ADOPSI INTERNET, DAN REKOR BARU UNTUK PENGGUNAAN MEDIA SOSIAL"

Digital 2022 Global Overview Report – published in partnership
between We Are Social and Hootsuite

DIGITAL INFORMATION

DIGITAL 2022 GLOBAL OVERVIEW REPORT

- Sebagian besar dunia yang terhubung lebih cepat dari pada sebelum pandemi.

- Pertumbuhan dua digit dalam pengguna media social, keuntungan besar untuk YouTube, Instagram, dan TikTok

- Wawasan baru tentang preferensi media sosial dunia

- Munculnya perdagangan social

- Peningkatan signifikan dalam biaya iklan media social

- Beberapa kebenaran yang tidak menyenangkan tentang iklan

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE
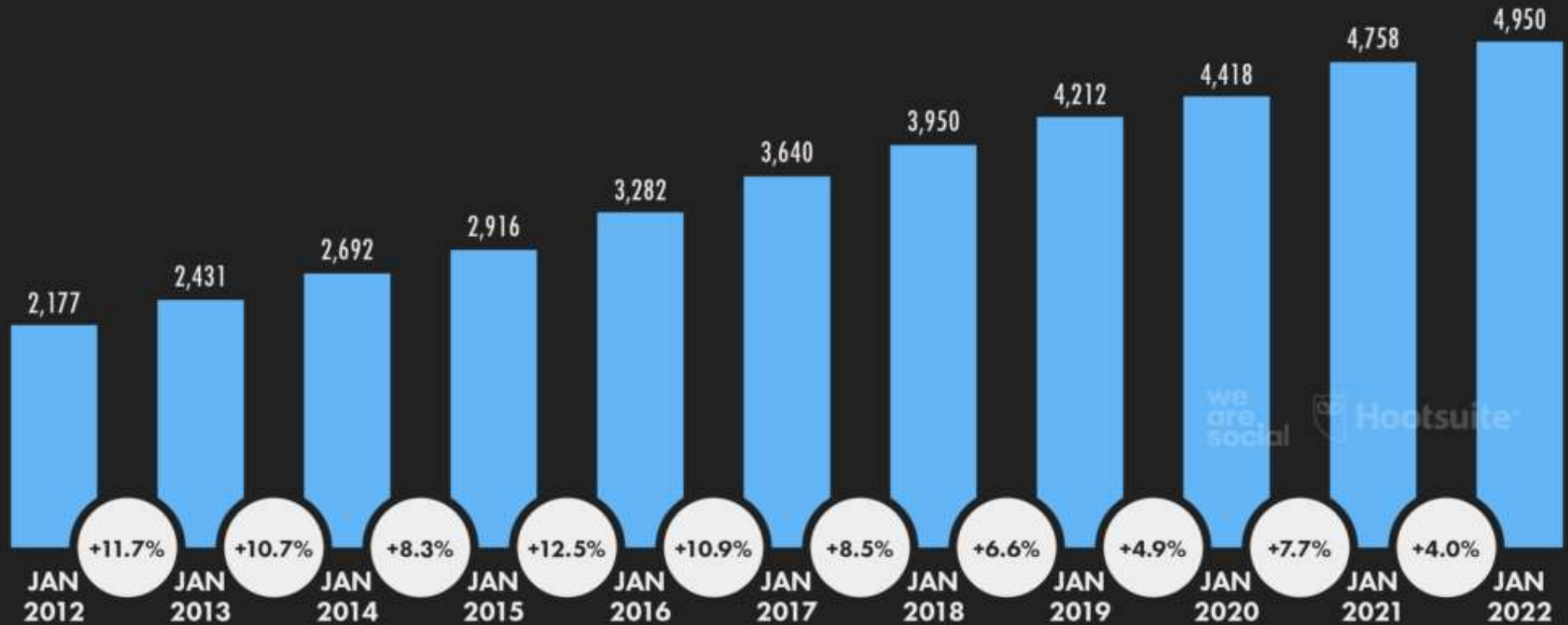
JAN 2022

GLOBAL OVERVIEW

Date	Users	YoY Change
JAN 2012	2,177	+11.7%
JAN 2013	2,431	+10.7%
JAN 2014	2,692	+8.3%
JAN 2015	2,916	+12.5%
JAN 2016	3,282	+10.9%
JAN 2017	3,640	+8.5%
JAN 2018	3,950	+6.6%
JAN 2019	4,212	+4.9%
JAN 2020	4,418	+7.7%
JAN 2021	4,758	+4.0%
JAN 2022	4,950	

21

we are social

Hootsuite

MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW

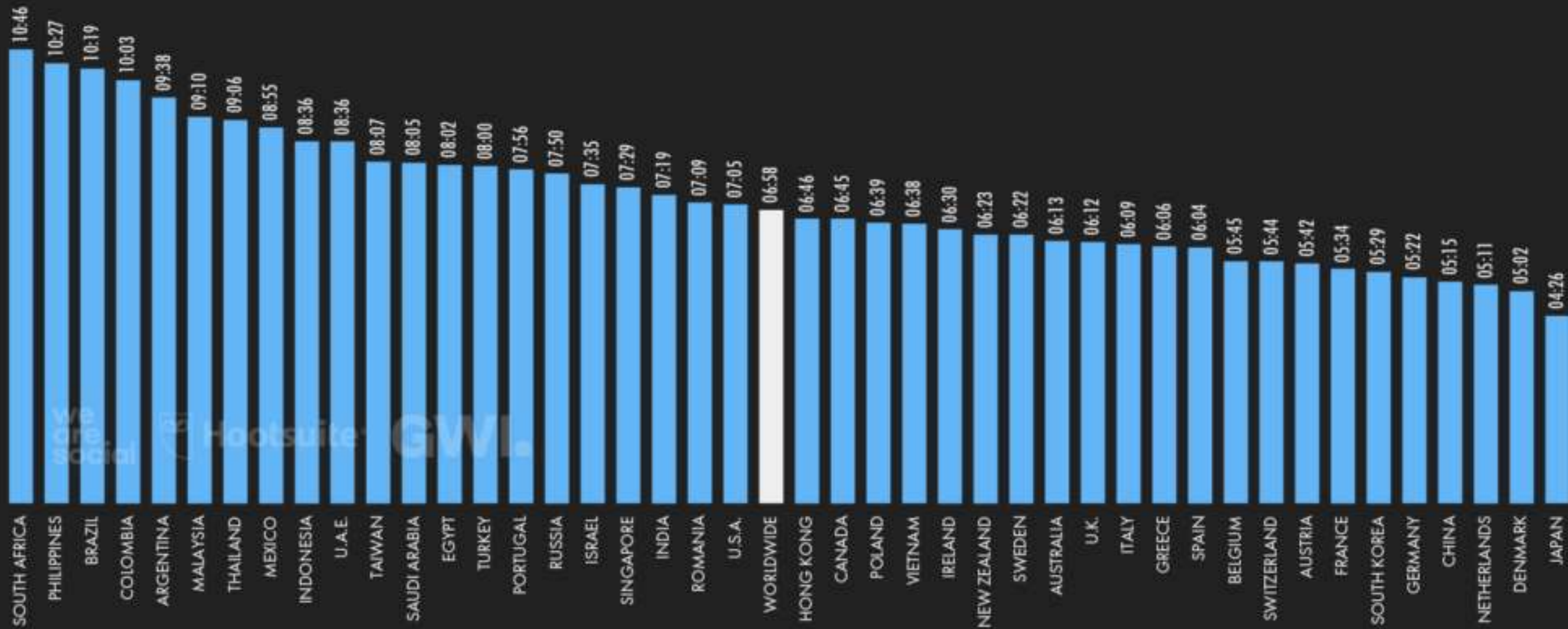| Country	Speed
U.A.E.	136.42
SOUTH KOREA	104.98
CHINA	96.84
NETHERLANDS	94.93
SAUDI ARABIA	91.06
DENMARK	81.58
AUSTRALIA	81.14
SWITZERLAND	78.57
CANADA	72.87
SINGAPORE	63.41
SWEDEN	59.61
TAIWAN	54.00
U.S.A.	53.31
FRANCE	52.73
GREECE	52.59
GERMANY	51.03
AUSTRIA	50.31
BELGIUM	47.98
U.K.	47.00
NEW ZEALAND	46.77
PORTUGAL	45.77
HONG KONG	42.75
JAPAN	40.89
POLAND	37.79
VIETNAM	35.14
ITALY	34.53
SPAIN	34.30
ROMANIA	33.76
THAILAND	31.91
TURKEY	30.97
SOUTH AFRICA	30.54
WORLDWIDE	29.06
IRELAND	27.96
MOROCCO	27.59
ISRAEL	24.80
MALAYSIA	24.56
BRAZIL	22.60
MEXICO	22.21
ARGENTINA	21.09
PHILIPPINES	18.68
RUSSIA	17.84
NIGERIA	17.38
EGYPT	17.28
INDONESIA	15.82
INDIA	14.39
COLOMBIA	13.34
KENYA	13.19
GHANA	8.09

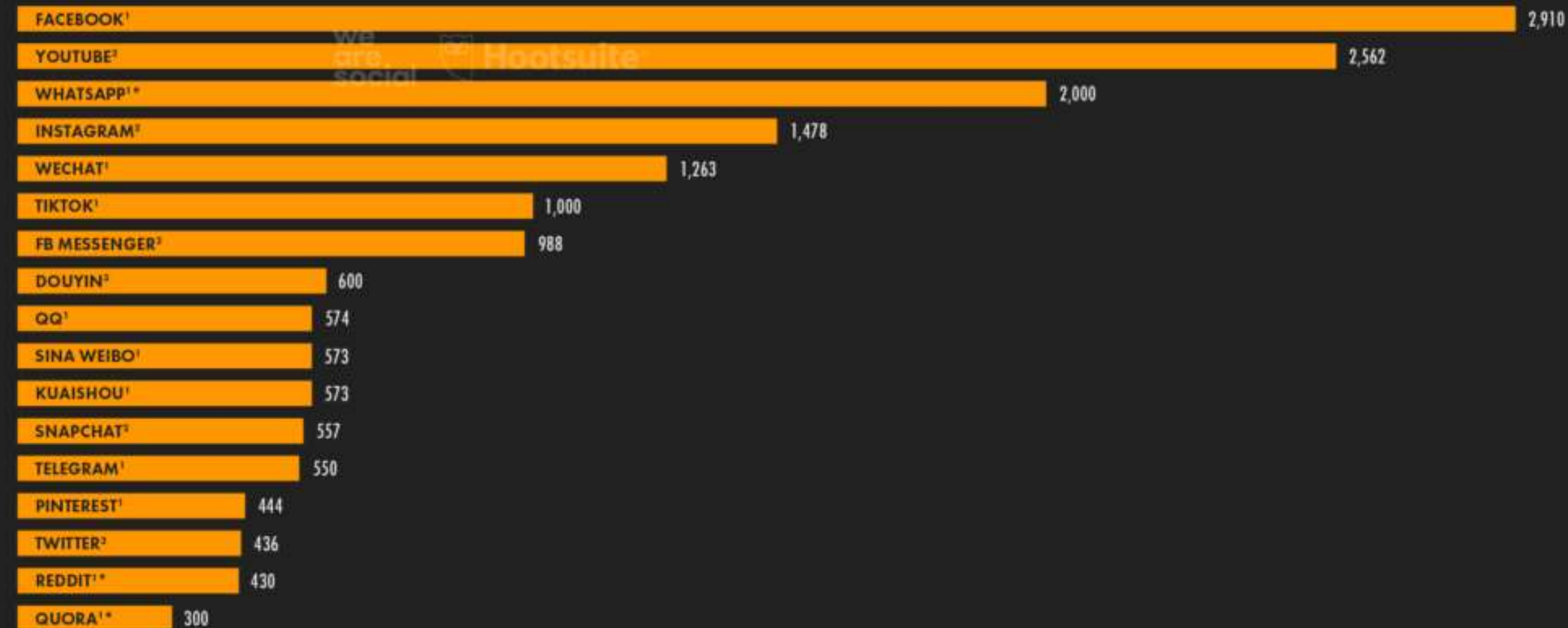we are social

Hootsuite

DAILY TIME SPENT USING THE INTERNET

JAN 2022

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

GLOBAL OVERVIEW

Country	Time
SOUTH AFRICA	10:46
PHILIPPINES	10:27
BRAZIL	10:19
COLOMBIA	10:03
ARGENTINA	09:38
MALAYSIA	09:10
THAILAND	09:06
MEXICO	08:55
INDONESIA	08:36
U.A.E.	08:36
TAIWAN	08:07
SAUDI ARABIA	08:05
EGYPT	08:02
TURKEY	08:00
PORTUGAL	07:56
RUSSIA	07:50
ISRAEL	07:35
SINGAPORE	07:29
INDIA	07:19
ROMANIA	07:09
U.S.A.	07:05
WORLDWIDE	06:58
HONG KONG	06:46
CANADA	06:45
POLAND	06:39
VIETNAM	06:38
IRELAND	06:30
NEW ZEALAND	06:23
SWEDEN	06:22
AUSTRALIA	06:13
U.K.	06:12
ITALY	06:09
GREECE	06:06
SPAIN	06:04
BELGIUM	05:45
SWITZERLAND	05:44
AUSTRIA	05:42
FRANCE	05:34
SOUTH KOREA	05:29
GERMANY	05:22
CHINA	05:15
NETHERLANDS	05:11
DENMARK	05:02
JAPAN	04:26

we are social

Hootsuite

THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

GLOBAL OVERVIEW

Platform	Users (millions)
FACEBOOK[1]	2,910
YOUTUBE[2]	2,562
WHATSAPP[1]*	2,000
INSTAGRAM[2]	1,478
WECHAT[1]	1,263
TIKTOK[1]	1,000
FB MESSENGER[2]	988
DOUYIN[3]	600
QQ[1]	574
SINA WEIBO[1]	573
KUAISHOU[1]	573
SNAPCHAT[2]	557
TELEGRAM[1]	550
PINTEREST[1]	444
TWITTER[2]	436
REDDIT[1]*	430
QUORA[1]*	300

we are social

Hootsuite

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH
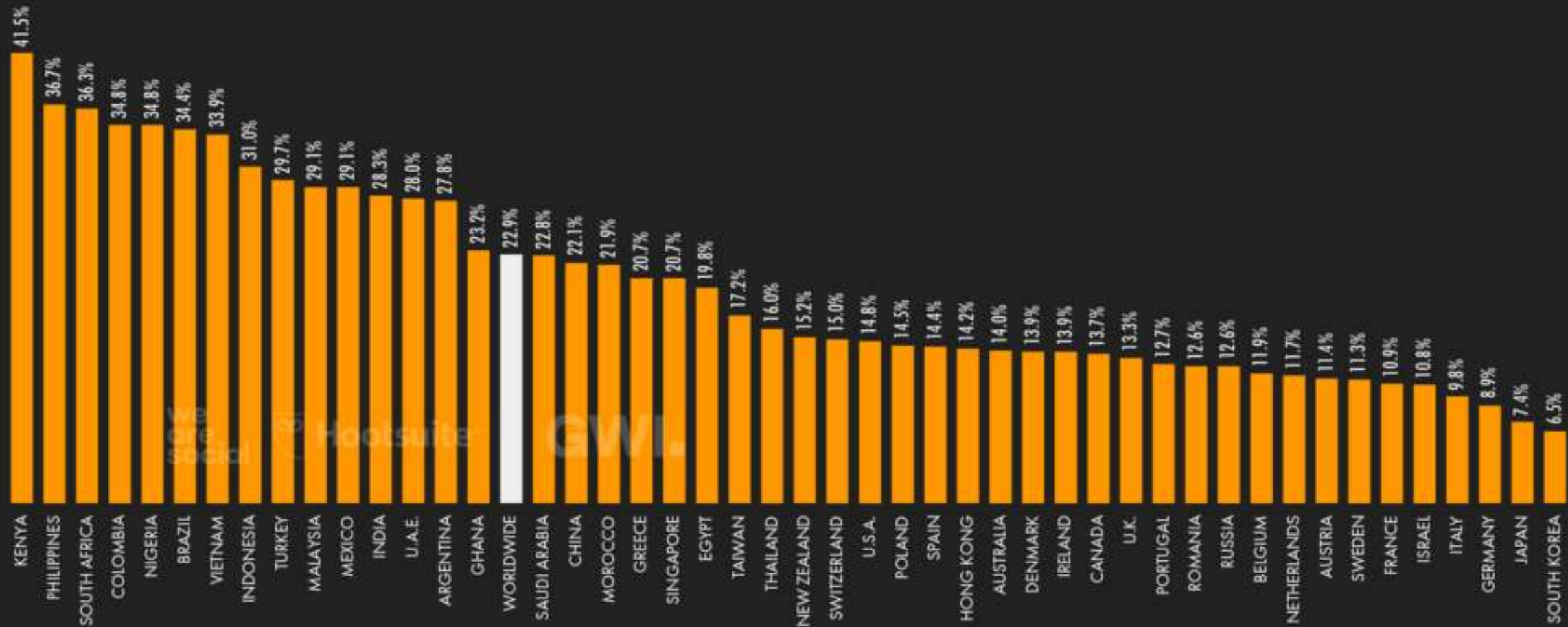
GLOBAL OVERVIEW

Country	%
KENYA	41.5%
PHILIPPINES	36.7%
SOUTH AFRICA	36.3%
COLOMBIA	34.8%
NIGERIA	34.8%
BRAZIL	34.4%
VIETNAM	33.9%
INDONESIA	31.0%
TURKEY	29.7%
MALAYSIA	29.1%
MEXICO	29.1%
INDIA	28.3%
U.A.E.	28.0%
ARGENTINA	27.8%
GHANA	23.2%
WORLDWIDE	22.9%
SAUDI ARABIA	22.8%
CHINA	22.1%
MOROCCO	21.9%
GREECE	20.7%
SINGAPORE	20.7%
EGYPT	19.8%
TAIWAN	17.2%
THAILAND	16.0%
NEW ZEALAND	15.2%
SWITZERLAND	15.0%
U.S.A.	14.8%
POLAND	14.5%
SPAIN	14.4%
HONG KONG	14.2%
AUSTRALIA	14.0%
DENMARK	13.9%
IRELAND	13.9%
CANADA	13.7%
U.K.	13.3%
PORTUGAL	12.7%
ROMANIA	12.6%
RUSSIA	12.6%
BELGIUM	11.9%
NETHERLANDS	11.7%
AUSTRIA	11.4%
SWEDEN	11.3%
FRANCE	10.9%
ISRAEL	10.8%
ITALY	9.8%
GERMANY	8.9%
JAPAN	7.4%
SOUTH KOREA	6.5%

112

we are social

Hootsuite

DIGITAL ADVERTISING

FABRIKAM

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

1.48 BILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

18.7%

QUARTER-ON-QUARTER CHANGE IN INSTAGRAM AD REACH

+6.1%
+85 MILLION

YEAR-ON-YEAR CHANGE IN INSTAGRAM AD REACH

+21.0%
+257 MILLION

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

29.9%

INSTAGRAM AD REACH vs. POPULATION AGED 13+

23.9%

FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH

49.3%

MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH

50.7%

we are social

142

we are social

Hootsuite®

INSTAGRAM ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, IN MILLIONS OF USERS

GLOBAL OVERVIEW

	JAN 2020	APR 2020	JUL 2020	OCT 2020	JAN 2021	APR 2021	JUL 2021	OCT 2021	JAN 2022
Reach	928	970	1,082	1,158	1,221	1,287	1,386	1,393	1,478
Change	+4.5%	+11.5%	+7.1%	+5.4%	+5.4%	+7.7%	+0.5%	+6.1%	

144

we are social

Hootsuite

INDONESIA

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

INDONESIA

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)

106.9
MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION

38.8%

QUARTER-ON-QUARTER CHANGE IN TIKTOK AD REACH

+7.9%
+7.8 MILLION

YEAR-ON-YEAR CHANGE IN TIKTOK AD REACH

[N/A]
[NEW DATA POINT]

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS

50.4%

TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+

55.6%

FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

66.0%

MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH

34.0%

KEPIOS

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

GLOBAL OVERVIEW

POTENTIAL REACH OF ADS ON YOUTUBE

2.56 BILLION

YOUTUBE AD REACH vs. TOTAL POPULATION

32.4%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS

51.8%

YEAR-ON-YEAR CHANGE IN YOUTUBE AD REACH

+11.9%
+271 MILLION

YOUTUBE'S ADVERTISING REACH: USERS AGED 18+

2.09 BILLION

YOUTUBE'S AD REACH AGE 18+ vs. TOTAL POPULATION AGE 18+

37.7%

FEMALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+

46.1%

MALE YOUTUBE AD REACH AGE 18+ vs. TOTAL YOUTUBE AD REACH AGE 18+

53.9%

we are social

Hootsuite

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

GLOBAL OVERVIEW

Source	Percentage
SEARCH ENGINES	31.7%
ADS ON TV	31.1%
WORD-OF-MOUTH RECOMMENDATIONS FROM FRIENDS AND FAMILY	28.1%
ADS ON SOCIAL MEDIA	27.6%
BRAND AND PRODUCT WEBSITES	25.9%
ONLINE RETAIL WEBSITES	23.9%
ADS ON WEBSITES	23.8%
TV SHOWS AND FILMS	23.6%
RECOMMENDATIONS AND COMMENTS ON SOCIAL MEDIA	22.8%
CONSUMER REVIEW SITES	22.5%
ADS IN MOBILE OR TABLET APPS	21.5%
IN-STORE PRODUCT DISPLAYS OR PROMOTIONS	20.9%
PRODUCT COMPARISON WEBSITES	19.7%
ADS BEFORE ONLINE VIDEOS OR TV SHOWS START TO PLAY	18.3%
PRODUCT SAMPLES OR TRIALS	17.3%
BRANDS' SOCIAL MEDIA UPDATES	16.5%

we are social

Hootsuite

ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH

GLOBAL OVERVIEW

Action	Percentage
VISITED A BRAND'S WEBSITE	44.2%
WATCHED A VIDEO MADE BY A BRAND	24.8%
FOLLOWED A BRAND ON A SOCIAL NETWORK	23.2%
VISITED A BRAND'S SOCIAL NETWORK PAGE	21.0%
READ AN EMAIL OR NEWSLETTER FROM A BRAND	20.9%
DOWNLOADED OR USED A BRANDED APP	17.8%
USED A SOCIAL NETWORKING "SHARE" BUTTON ON A WEBSITE	17.1%
CLICKED ON A PROMOTED OR SPONSORED SOCIAL MEDIA POST	16.1%
CLICKED ON AN ONLINE AD ON THE TOP OR SIDE OF A WEBSITE	15.9%
LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	15.3%
ASKED A QUESTION TO A BRAND ON A SOCIAL NETWORK	13.9%
PLAYED A BRANDED GAME	13.9%
STOPPED FOLLOWING A BRAND ON A SOCIAL NETWORK	13.4%
READ A BRANDED BLOG	13.3%
UPLOADED CONTENT TO A BRAND'S SOCIAL MEDIA PAGE	12.6%
SHARED A BRAND'S POST ON A SOCIAL NETWORK	12.2%

we are social

Hootsuite®

JAN 2022

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW

Country	%
THAILAND	68.3%
MALAYSIA	66.6%
SOUTH KOREA	64.9%
MEXICO	64.5%
CHINA	64.4%
TURKEY	64.0%
TAIWAN	63.8%
SINGAPORE	62.8%
PHILIPPINES	62.5%
INDIA	62.2%
INDONESIA	60.6%
U.K.	60.4%
BRAZIL	59.7%
U.A.E.	58.9%
POLAND	58.7%
GREECE	58.5%
WORLDWIDE	58.4%
VIETNAM	58.2%
U.S.A.	57.8%
ARGENTINA	54.7%
SPAIN	54.4%
IRELAND	52.9%
AUSTRALIA	52.7%
HONG KONG	52.4%
SWEDEN	51.3%
CANADA	51.1%
FRANCE	50.7%
ISRAEL	49.9%
NEW ZEALAND	49.9%
COLOMBIA	49.8%
KENYA	49.2%
SAUDI ARABIA	49.1%
NIGERIA	48.9%
JAPAN	48.2%
NETHERLANDS	48.0%
ITALY	47.6%
SOUTH AFRICA	46.7%
PORTUGAL	45.5%
ROMANIA	45.1%
SWITZERLAND	44.4%
BELGIUM	43.4%
RUSSIA	42.5%
DENMARK	41.8%
GERMANY	41.7%
EGYPT	41.3%
AUSTRIA	30.3%
MOROCCO	29.0%
GHANA	28.2%

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW

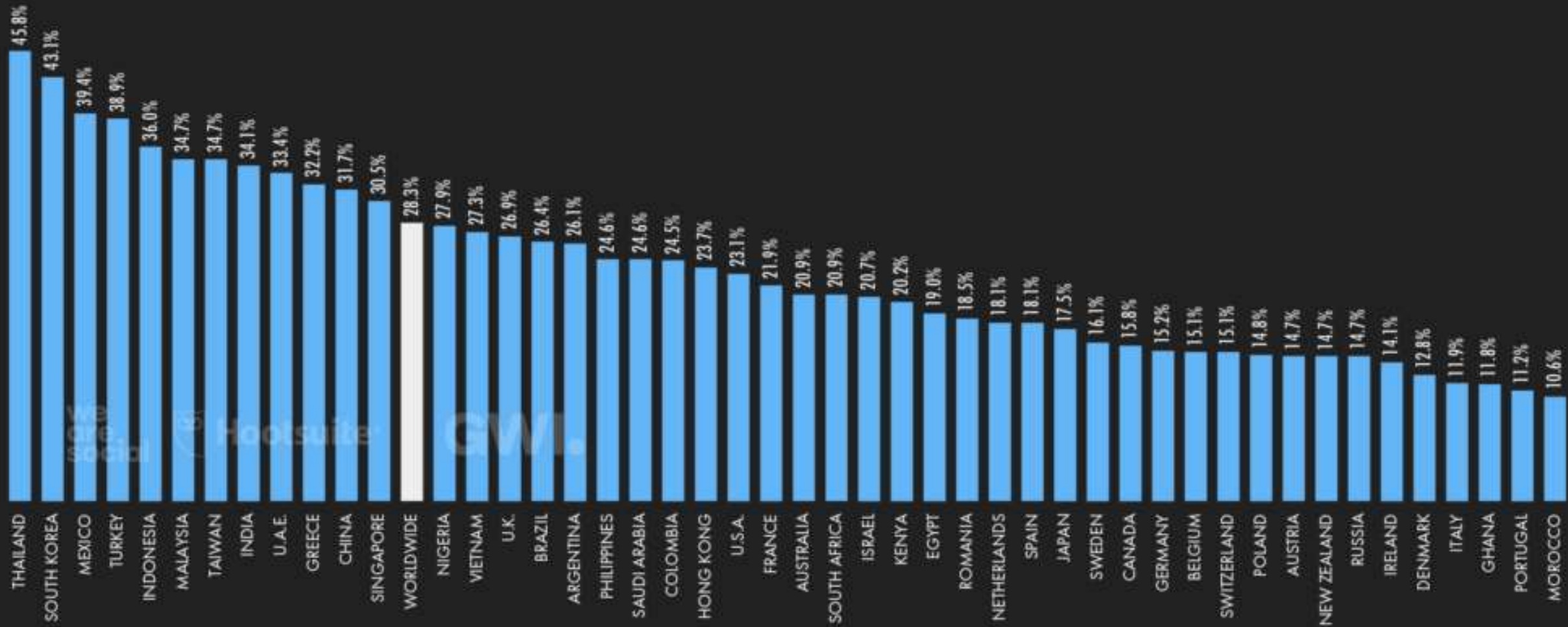| Country	Percentage
THAILAND	45.8%
SOUTH KOREA	43.1%
MEXICO	39.4%
TURKEY	38.9%
INDONESIA	36.0%
MALAYSIA	34.7%
TAIWAN	34.7%
INDIA	34.1%
U.A.E.	33.4%
GREECE	32.2%
CHINA	31.7%
SINGAPORE	30.5%
WORLDWIDE	28.3%
NIGERIA	27.9%
VIETNAM	27.3%
U.K.	26.9%
BRAZIL	26.4%
ARGENTINA	26.1%
PHILIPPINES	24.6%
SAUDI ARABIA	24.6%
COLOMBIA	24.5%
HONG KONG	23.7%
U.S.A.	23.1%
FRANCE	21.9%
AUSTRALIA	20.9%
SOUTH AFRICA	20.9%
ISRAEL	20.7%
KENYA	20.2%
EGYPT	19.0%
ROMANIA	18.5%
NETHERLANDS	18.1%
SPAIN	18.1%
JAPAN	17.5%
SWEDEN	16.1%
CANADA	15.8%
GERMANY	15.2%
BELGIUM	15.1%
SWITZERLAND	15.1%
POLAND	14.8%
AUSTRIA	14.7%
NEW ZEALAND	14.7%
RUSSIA	14.7%
IRELAND	14.1%
DENMARK	12.8%
ITALY	11.9%
GHANA	11.8%
PORTUGAL	11.2%
MOROCCO	10.6%

we are social

Hootsuite®

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

GLOBAL OVERVIEW

ELECTRONICS	FASHION	FURNITURE	TOYS, HOBBY, DIY
$988.4 BILLION	**$904.5 BILLION**	**$436.8 BILLION**	**$392.9 BILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+13% (+$110 BILLION)	+17% (+$134 BILLION)	+13% (+$49 BILLION)	+18% (+$59 BILLION)

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$381.5 BILLION	**$376.6 BILLION**	**$211.5 BILLION**	**$155.0 BILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+21% (+$66 BILLION)	+38% (+$103 BILLION)	+35% (+$55 BILLION)	+11% (+$15 BILLION)

we are social

Hootsuite

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW

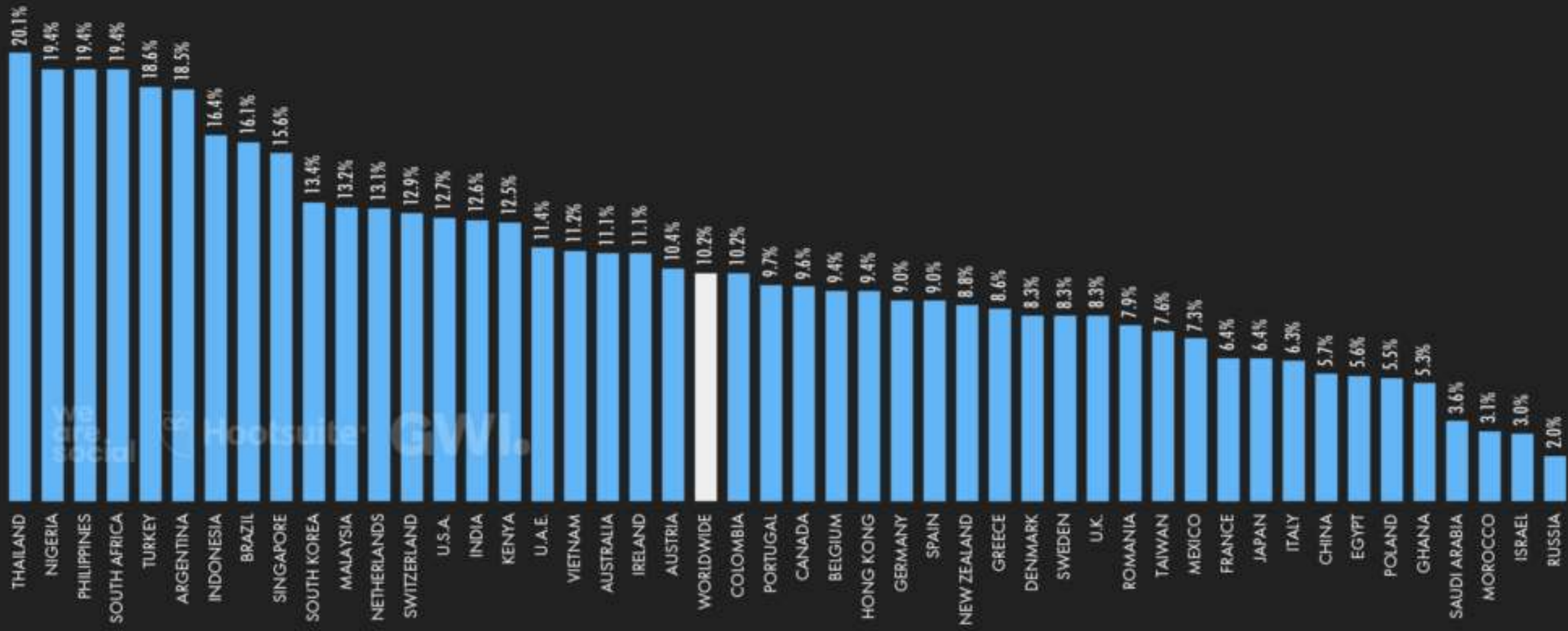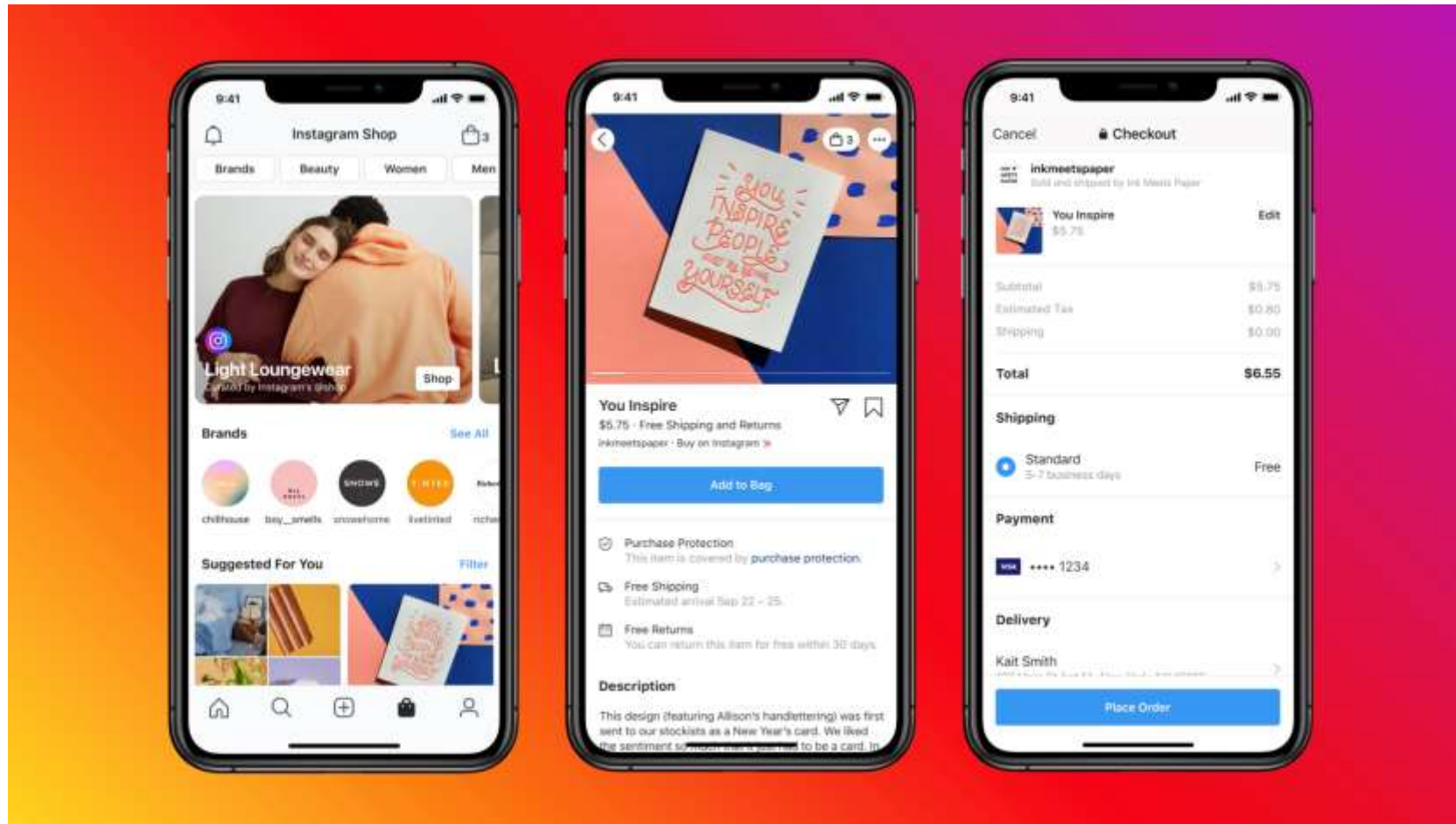| Content Type	Percentage
MOVIE OR TV STREAMING SERVICE	31.8%
MUSIC STREAMING SERVICE	24.1%
MUSIC DOWNLOAD	20.3%
MOVIE OR TV DOWNLOAD	17.9%
MOBILE APP	17.4%
MOBILE GAME	16.7%
STUDY PROGRAMS AND LEARNING MATERIALS	14.4%
E-BOOK	12.9%
IN-APP PURCHASES	11.8%
NEWS SERVICE	11.6%
SOFTWARE PACKAGE	10.5%
PREMIUM WEB SERVICE	9.8%
SUBSCRIPTION TO AN ONLINE MAGAZINE	9.3%
DIGITAL GIFTS	9.0%
DATING SERVICE	6.9%

we are social

Hootsuite®
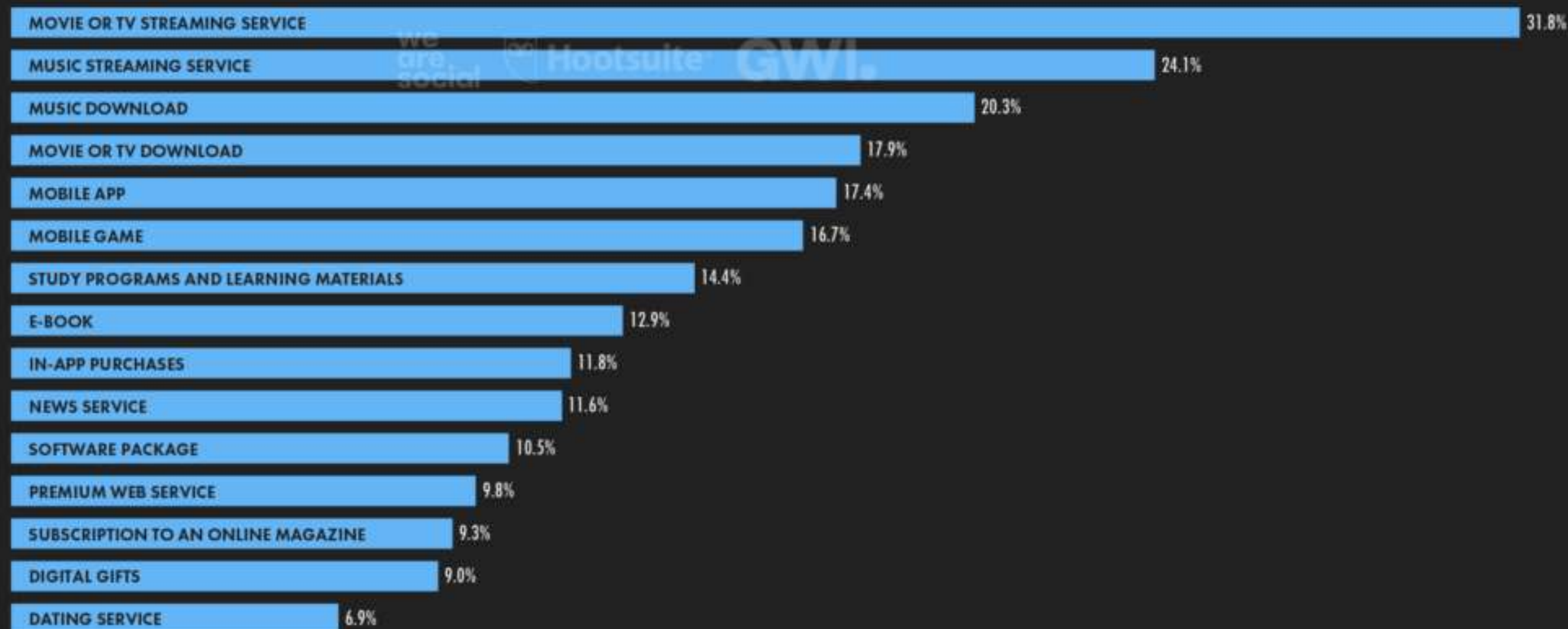
POPULARITAS E-COMMERCE DI INDONESIA Q1 2022

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	157,233,300	#2	#3	1,000,000	5,194,660	6,518,940	7,409
2 Shopee	132,776,700	#1	#1	778,100	8,518,710	25,087,130	6,232
3 Lazada	24,686,700	#3	#2	464,000	3,132,270	31,833,880	1,447
4 Bukalapak	23,096,700	#7	#7	239,300	1,857,790	2,511,780	2,915
5 Orami	19,953,300	n/a	n/a	5,690	16,200	350,680	247
6 Blibli	16,326,700	#6	#5	573,600	2,152,230	8,676,930	2,768
7 Ralali	8,883,300	#22	n/a	3,830	53,190	90,740	196
8 Zalora	2,776,700	#4	#8	7,460	756,890	8,012,210	271
9 JD ID	2,546,700	#8	#6	57,300	646,160	1,021,070	1,577
10 Bhinneka	2,360,000	#16	#12	66,100	42,220	1,028,810	606
11 Sociolla	1,456,700	#5	#4	8,180	1,033,660	18,480	887
12 Jakmall	825,000	#19	#13	3,600	53,810	99,020	101

https://iprice.co.id/insights/mapofecommerce/
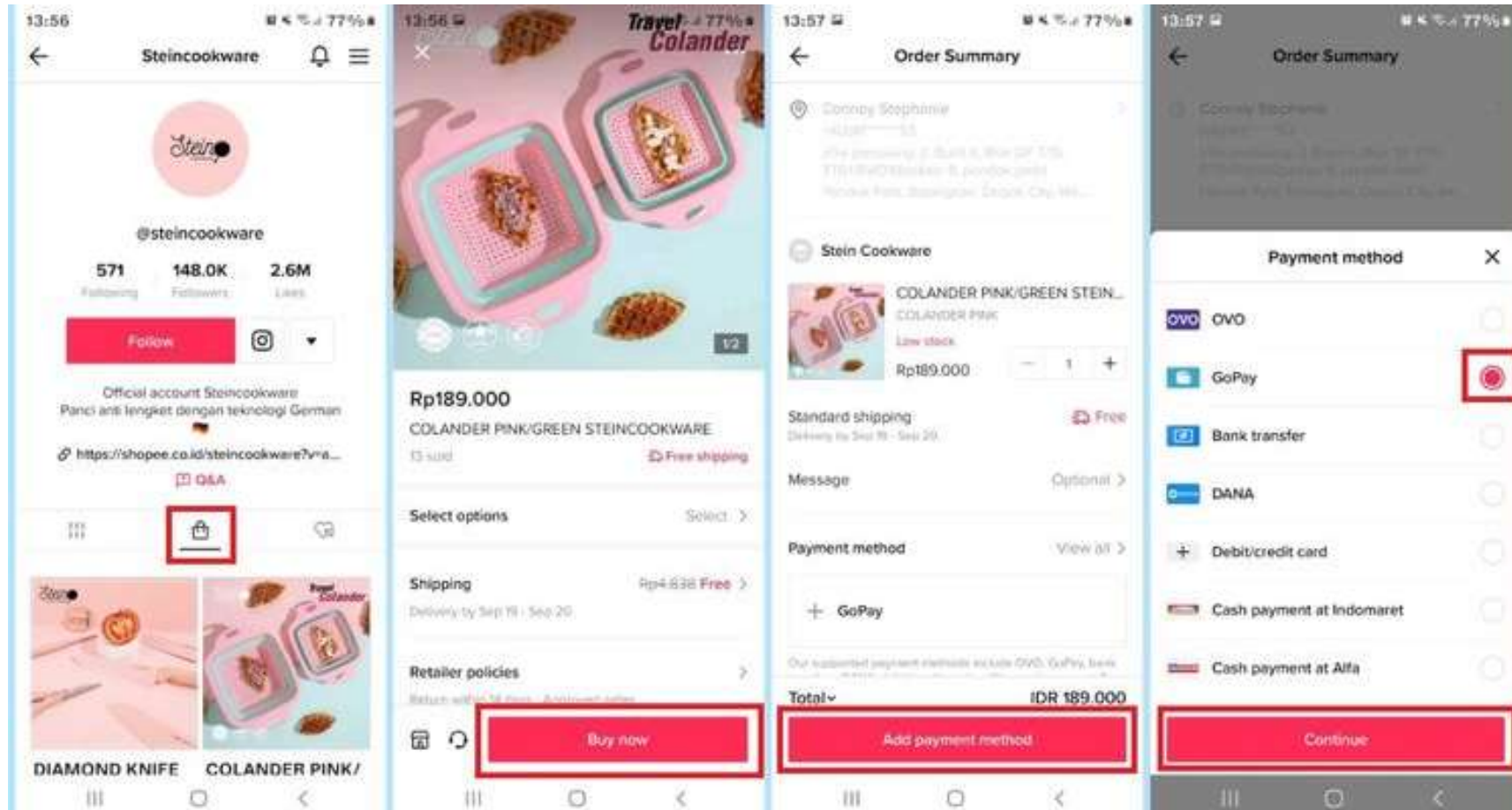terakhir diperbarui pada 09/02/2021

SOCIAL COMMERCE
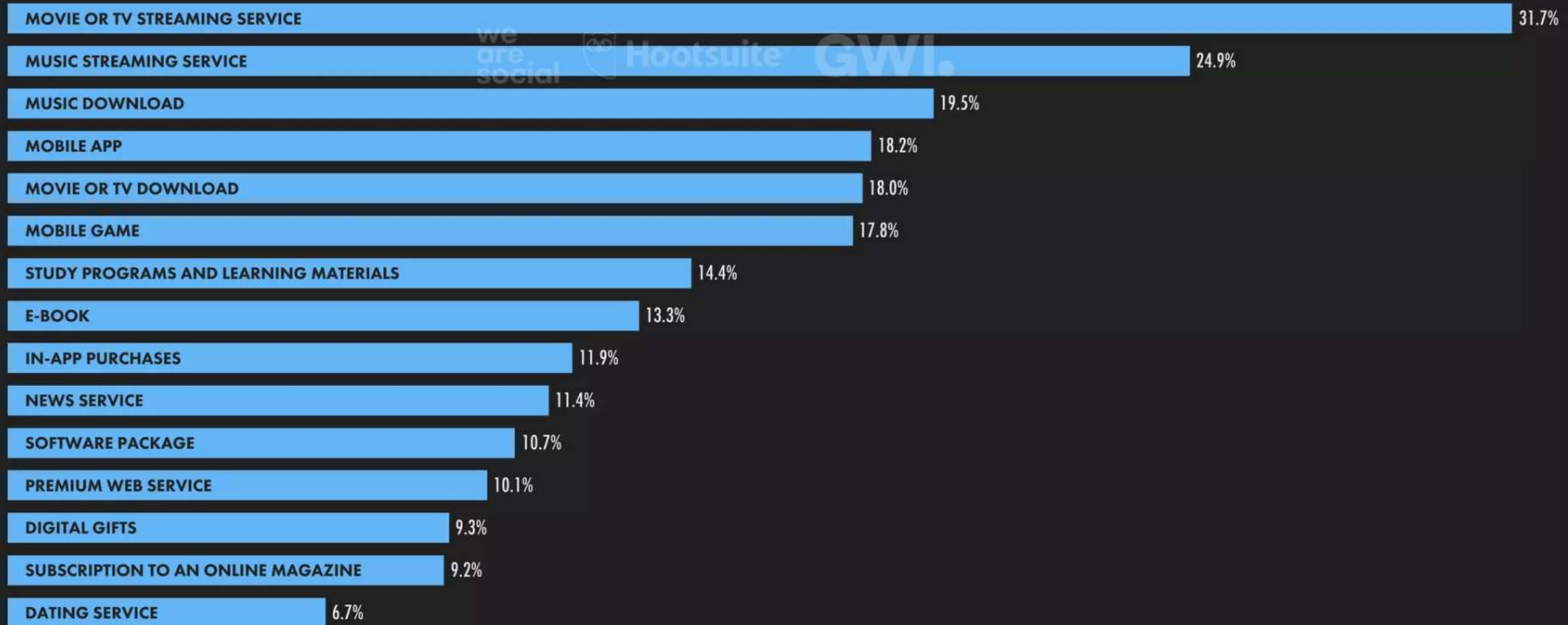
SOCIAL COMMERCE

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW

Type	Percentage
MOVIE OR TV STREAMING SERVICE	31.7%
MUSIC STREAMING SERVICE	24.9%
MUSIC DOWNLOAD	19.5%
MOBILE APP	18.2%
MOVIE OR TV DOWNLOAD	18.0%
MOBILE GAME	17.8%
STUDY PROGRAMS AND LEARNING MATERIALS	14.4%
E-BOOK	13.3%
IN-APP PURCHASES	11.9%
NEWS SERVICE	11.4%
SOFTWARE PACKAGE	10.7%
PREMIUM WEB SERVICE	10.1%
DIGITAL GIFTS	9.3%
SUBSCRIPTION TO AN ONLINE MAGAZINE	9.2%
DATING SERVICE	6.7%

we are social

Hootsuite®

DIGITAL MARKETING

Online marketing communications are typically less costly than traditional mass media marketing.

Online sales can generally be directly correlated with online marketing efforts, unlike traditional marketing communications tactics.

https://dizitalads.com/traditional-marketing-vs-digital-marketing/

Inovasi dan Kewirausahaan - UP

Traditional **Marketing**

Content **Marketing**

Interrupts Client

Gives Valuable Information

3 Fatal Flaws

✗ Interrupts instead of offering something valuable

✗ Only holds attention for a short time

✗ Tends to be expensive, especially all if the campaigns are not successful

Advantages

✔ Provides value to the client creating loyalty to the brand

✔ Blog or video educates the client so he/she can buy in future

✔ Attracts client just by writing in your blog

✔ Creates viral content that links with the website

✔ Creates reciprocity among client that may buy out of gratitude

http://www.gmbgiinc.com/digital-marketing-vs-traditional-marketing/

DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

THE WEBSITE AS A MARKETING PLATFORM: ESTABLISHING THE CUSTOMER

RELATIONSHIP

- A *website* is the major tool for establishing the initial relationship with the customer.

FABRIKAM

DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

- TRADITIONAL ONLINE MARKETING AND ADVERTISING **TOOLS**

  - **Search engine marketing and advertising** allows firms to pay search engines for inclusion in the search engine index (formerly free and based on "objective" criteria), receiving a guarantee that their firm will appear in the results of relevant searches.

  - **Display ads** are promotional messages that users can respond to by clicking on the banner and following the link to a product description or offering. Display ads include banner ads, rich media, video ads, and sponsorships.

  - **E-mail marketing** sends e-mail directly to interested users, and has proven to be one of the most effective forms of marketing communications.

  - **Lead generation marketing** uses multiple e-commerce presences to generate leads for businesses who later can be contacted and converted into customers.

  - **Affiliate marketing** involves a firm putting its logo or banner ad on another firm's website from which users of that site can click through to the affiliate's site.

  - **Viral marketing** is a form of social marketing that involves getting customers to pass along a company's marketing message to friends, family, and colleagues.

DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

- SOCIAL, MOBILE, AND LOCAL MARKETING AND ADVERTISING

    - **Social marketing and advertising** involves using the social graph to communicate brand images and directly promote sales of products and services.

    - **Mobile and local marketing and advertising** involves using display ads, search engine advertising, video ads, and mobile messaging on mobile devices such as smartphones and tablet computers, often using the geographic location of the user.

- MULTI-CHANNEL MARKETING: INTEGRATING ONLINE AND OFFLINE MARKETING

    - **typically the most effective**. Although many e-commerce ventures want to rely heavily on online communications, marketing communications campaigns most successful at driving traffic have incorporated both online and offline tactics.

DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

- OTHER ONLINE MARKETING STRATEGIES

  - **Customer retention techniques** for strengthening customer relationships include personalization, one-to-one marketing, and interest-based advertising, customization and customer co-production, and customer service (such as CRMs, FAQs, live chat, intelligent agents, and automated response systems).

  - **Online pricing strategies** include offering products and services for free, versioning, bundling, and dynamic pricing.

  - **Long Tail Marketing**

INTERNET MARKETING TECHNOLOGIES

Web transaction log

records that document user activity at a website. Coupled with data from the registration forms and shopping cart database, these represent a treasure trove of marketing information for both individual sites and the online industry as a whole.

Tracking file

Various files, like cookies, web beacons, Flash cookies, and apps, that follow users and track their behavior as they visit sites across the Web.

Databases, data warehouses, data mining, and profiling

technologies that allow marketers to identify exactly who the online customer is and what they want, and then to present the customer with exactly what they want, when they want it, for the right price.

CRM systems

a repository of customer information that records all of the contacts a customer has with a firm and generates a customer profile available to everyone in the firm who has a need to "know the customer."

FABRIKAM

E- BUSINESS

TRADITIONAL vs DIGITAL

BUSINESSES

E-COMMERCE

E-commerce adalah pertukaran informasi di seluruh jaringan elektronik, pada setiap tahap dalam rantai pasokan, baik di dalam organisasi, antara bisnis, antara bisnis dan konsumen, atau antara sektor publik dan swasta, baik dibayar atau tidak dibayar.

Definisi ini menunjukkan bahwa perdagangan elektronik tidak hanya terbatas pada pembelian dan penjualan produk yang sebenarnya, tetapi juga mencakup kegiatan pra-penjualan dan pasca-penjualan di seluruh rantai pasokan.

PERSPEKTIF E-COMMERCE

Kalakota dan Whinston (1997) mengacu pada berbagai perspektif yang berbeda untuk e-commerce:

1. Perspektif komunikasi – penyampaian informasi, produk atau layanan atau pembayaran melalui sarana elektronik.

2. Perspektif proses bisnis – penerapan teknologi menuju otomatisasi transaksi bisnis dan alur kerja.

3. Perspektif layanan – memungkinkan pemotongan biaya sekaligus meningkatkan kecepatan dan kualitas penyampaian layanan.

4. Perspektif online – pembelian dan penjualan produk dan informasi secara online

THE RELATIONSHIP BETWEEN INTRANETS, EXTRANETS AND THE INTERNET
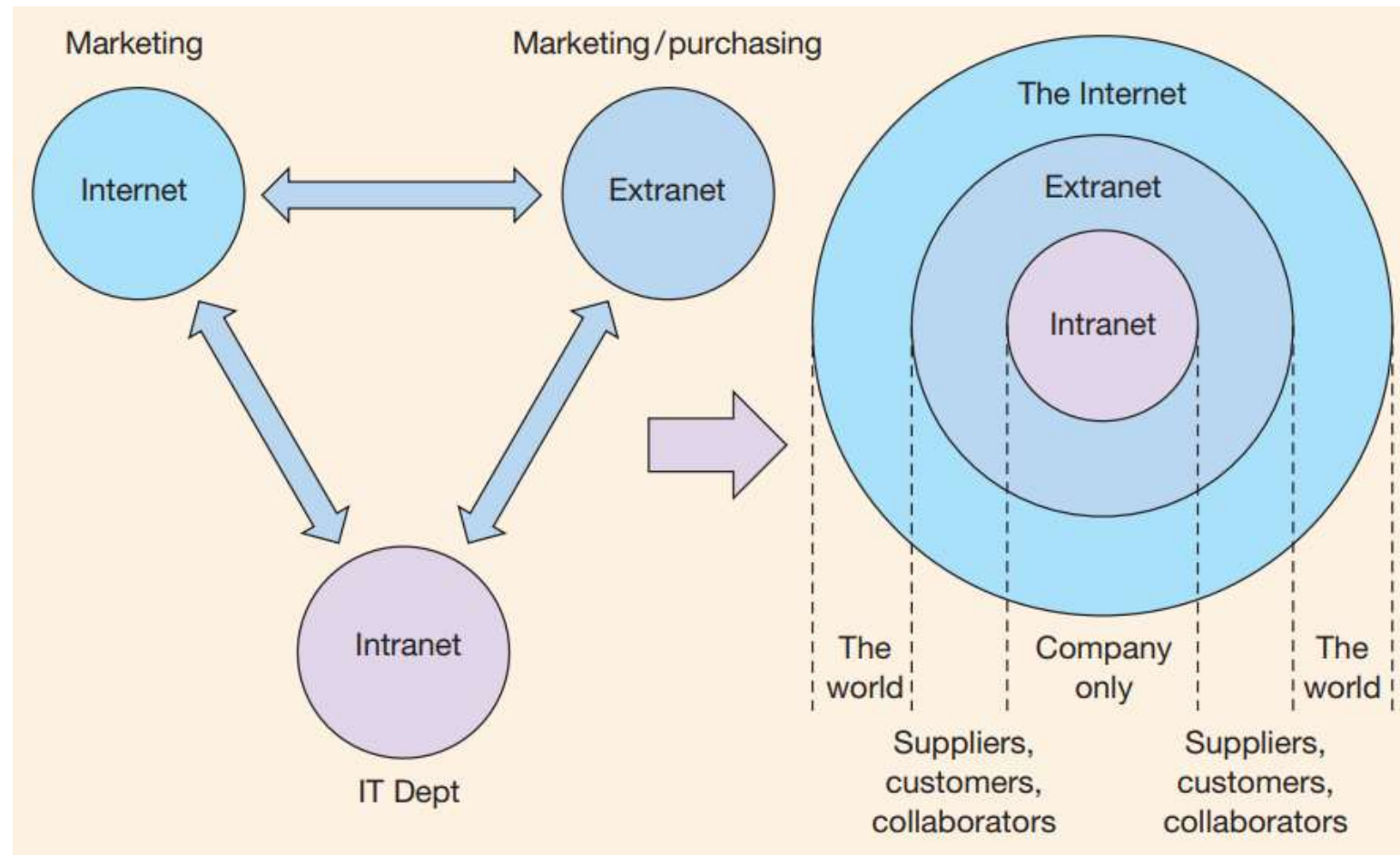
THE DISTINCTION BETWEEN BUY-SIDE AND SELL-SIDE E-COMMERCE
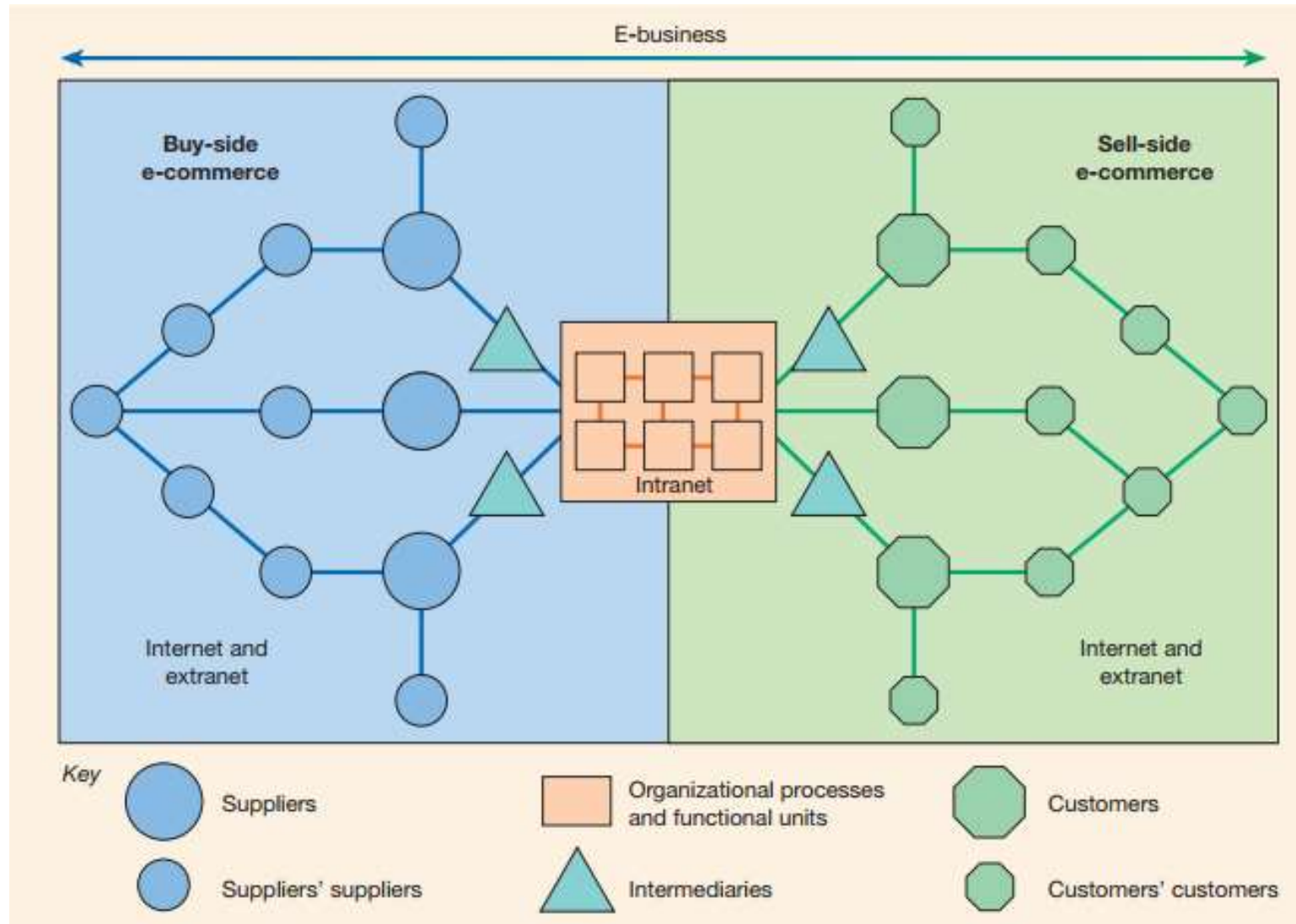
DIFFERENT TYPES OF SELL-SIDE E-COMMERCE

- Transactional e-commerce sites

- Services-oriented relationship-building web sites

- Brand-building sites

- Portal, publisher or media sites

FABRIKAM

E-BUSINESS OPPORTUNITIES

Penggerak biaya/efisiensi

- Meningkatkan kecepatan memperoleh persediaan

- Meningkatkan kecepatan pengiriman barang

- Mengurangi biaya penjualan dan pembelian

- Mengurangi biaya operasi.

Pendorong daya saing

- Permintaan pelanggan

- Meningkatkan jangkauan dan kualitas layanan yang ditawarkan

- Menghindari kehilangan pangsa pasar karena bisnis yang sudah menggunakan e-commerce

FABRIKAM

E-BUSINESS

- E-business (electronic business) is the conducting of business on the Internet, **not only buying and selling** but also servicing customers and collaborating with business partners.

- The others E-Business:
  - E-banks
  - E-trade
  - E-consulting
  - E-engineer
  - E-learning
  - E-marketing
  - E-transactions
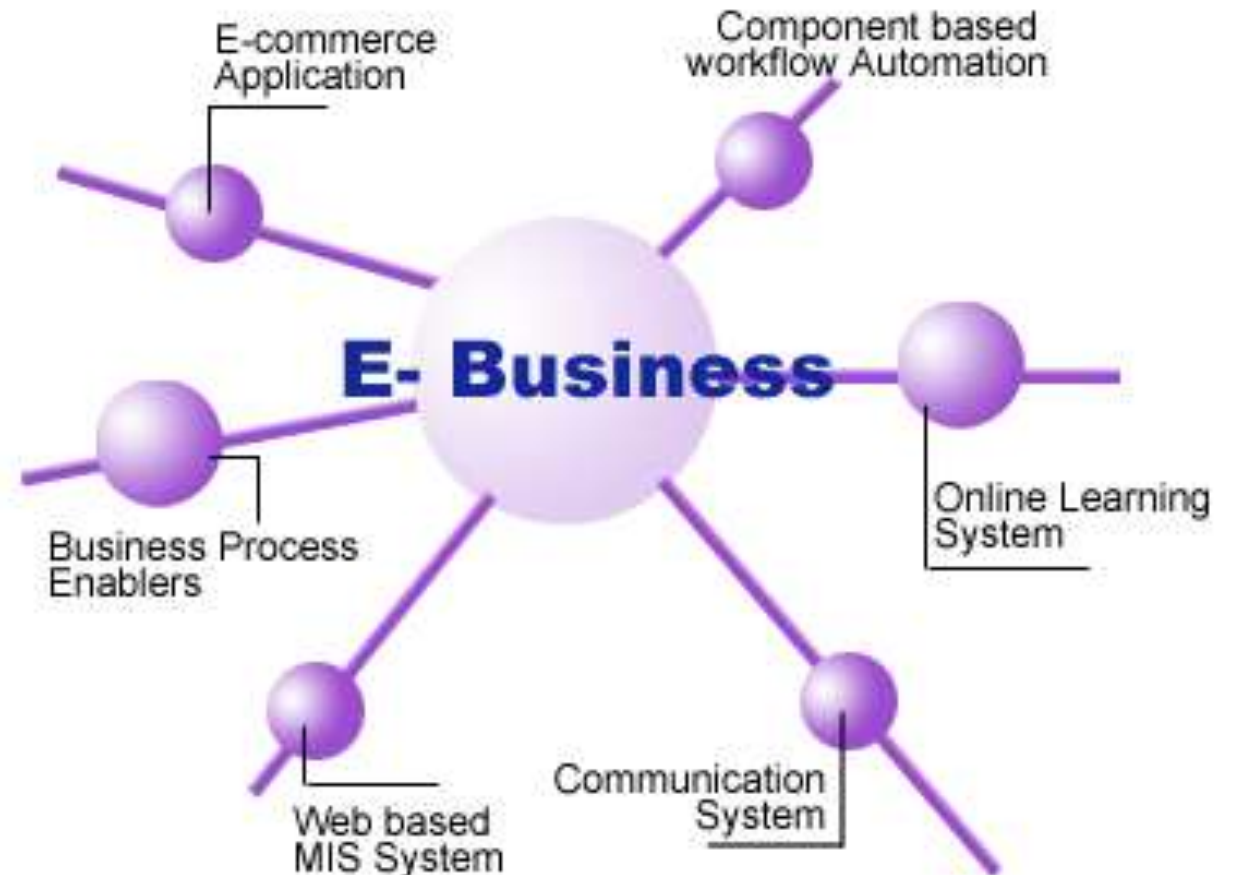
HAPPENING NOW: ONLINE LEARNING

- Zenius

- Ruangguru

- Skill Academy

- Quipper School

- Kelas Pintar

- Rumah Belajar

- Brainly

- edX

- Alison

- TEDEd

- Udemy

- Coursera

- Codecademy

OTHER SYSTEM TO SUPPORT E-BUSINESS

SUPPLY CHAIN MANAGEMENT (SCM)

management of the flow of goods and services and includes all processes that transform raw materials into final products. It involves the active streamlining of a business's supply-side activities to maximize customer value and gain a competitive advantage in the marketplace.

FABRIKAM

ENTERPRISE RESOURCE PLANNING (ERP)

business management software that allows an organisation to use a system of integrated applications to manage and integrate a company's financials, supply chain, operations, reporting, manufacturing, and human resource activities.

ERP

- Financial Management/Accounting
- Order Management
- Production Management
- Supply Chain Management
- Warehouse Management and Fulfillment/Inventory Management
- Procurement

Relational Databases

SaaS

CRM

- Sales Force Automation
- Customer Service/Contact Center
- Marketing Automation
- Customer Self-Service
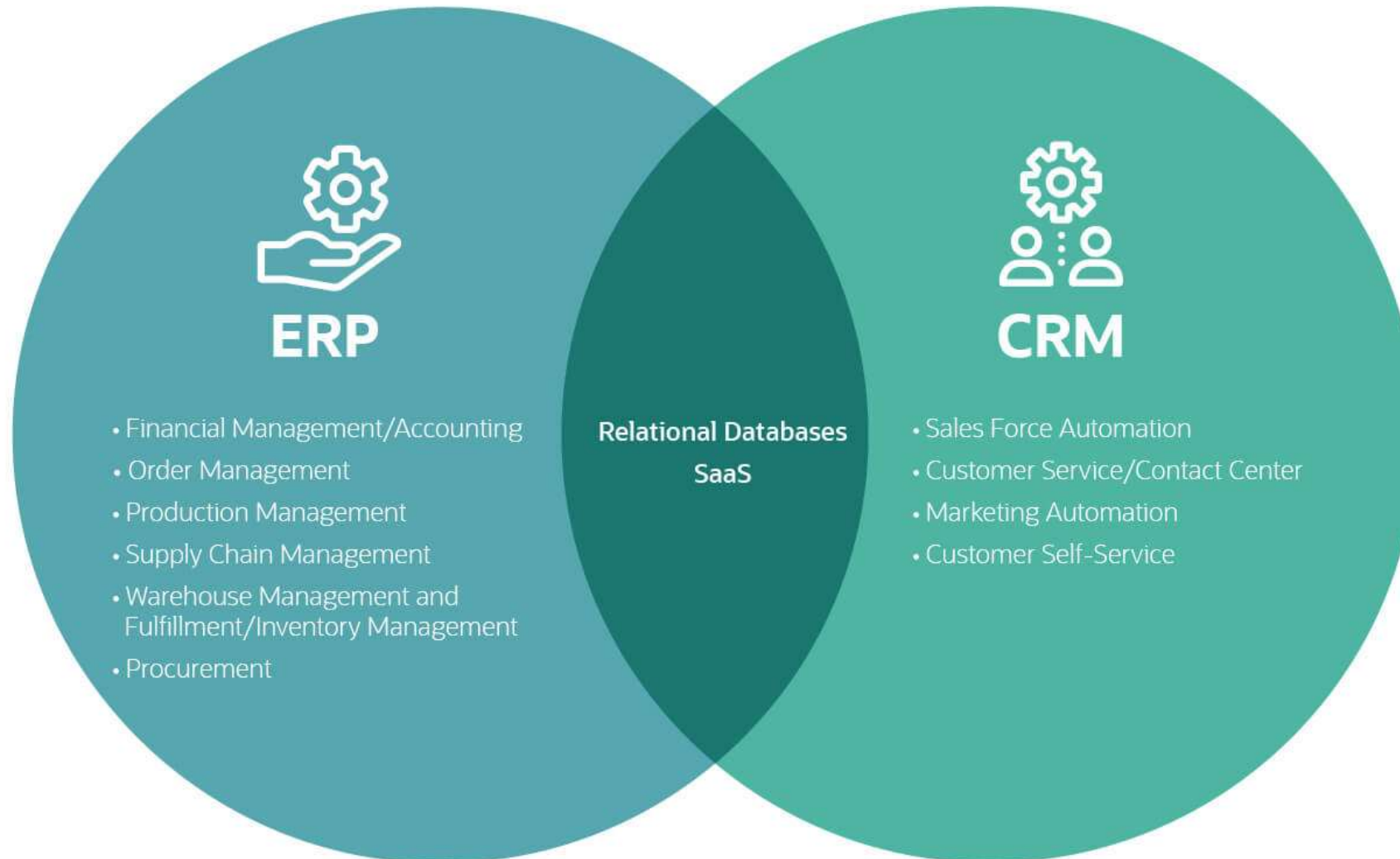
JENIS ERP

On-Premise ERP Software

Cloud ERP Software

Hybrid ERP Software

KEGUNAAN ERP

Optimizing
Efficiency

Enhance
Collaboration

Save Operational
Cost

Improve Data
Security

Making Accurate
Business Forecasts

MICROSOFT DYNAMIC

BANGKRUTNYA PERUSAHAAN RETAIL?

Sebutkan offline store apa lagi yang saat ini terancam bangkrut/sudah tutup?

ACTUAL BUSINESS ISSUE

Shopping Pattern Change
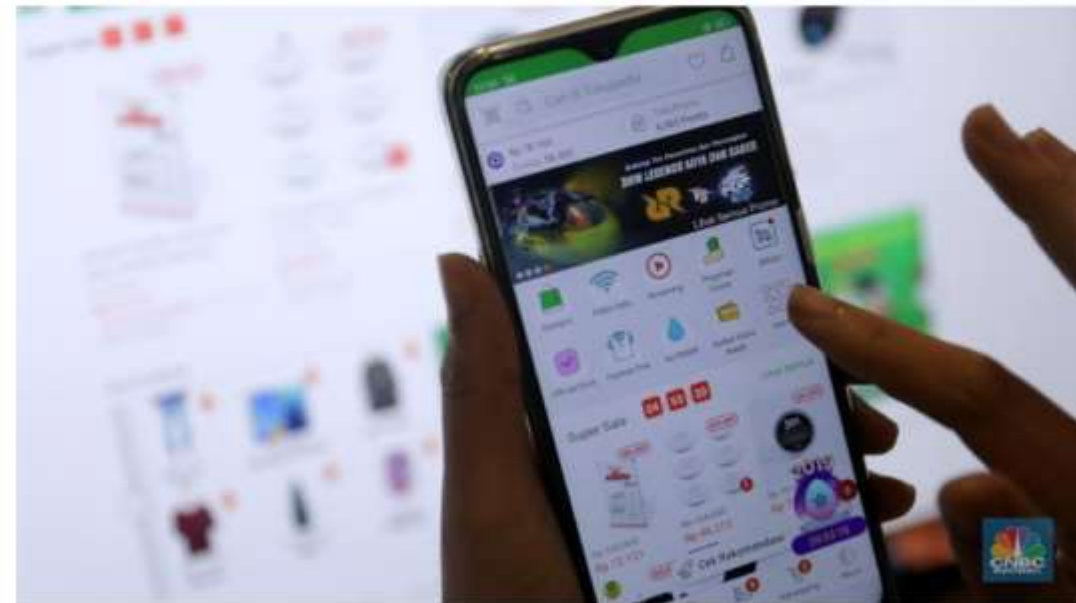
Changing pattern of public needs

https://www.cnbcindonesia.com/tech/20210329124334-37-233619/begini-perubahan-pola-belanja-di-toko-online-selama-pandemi

FABRIKAM

ACTUAL BUSINESS ISSUE

Shopping Pattern Change

Changing pattern of public needs

Seluruh Gerai Giant Tutup per Juli 2021, 5 Toko Jadi Ikea

tim, CNN Indonesia | Rabu, 26/05/2021 08:49 WIB

PT Hero Supermarket Tbk mengumumkan akan menutup seluruh gerai Giant pada akhir Juli mendatang. (CNN Indonesia/Andry Novelino)

https://www.cnnindonesia.com/ekonomi/20210526083032-92-646987/seluruh-gerai-giant-tutup-per-juli-2021-5-toko-jadi-ikea