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POLITEKNIK NEGERI MALANG
JURUSAN TEKNOLOGI INFORMASI
Jl. Soekarno Hatta No. 9, Jatimulyo, Lowokwaru, Malang 65141
Telp. (0341) 404424 – 404425, Fax (0341) 404420
https://jti.polinema.ac.id

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Kelas	:	TI - 2A
NIM	:	244107020171
Nama	:	Indhira Yuantika Christy
Pertemuan Ke-	:	4

UNIT 4

Exercise 1: Work in pairs. Explain the definition of e-commerce. Is it the same as online shopping? Share it with the class.

- E-commerce refers to the activity of buying and selling goods or services over the internet, whereas online shopping is a from of e-commerce that primarily focuses on consumer purchases.

Exercise 2: Share your experience while doing online shopping.

What products or services do you usually buy online?

- I usually purchase books online, and I also frequently use food delivery services when I prefer not to go out.

What product do you not buy online?

- I do not usually purchase clothing online because, in my cases, the products that arrive are quite different from what is shown in the pictures, which often leads to disappointment.

What are the considerations you have before deciding to buy an item through online shopping?

- Before buying an item online, I usually check several things such as the product reviews, the seller's rating, the price compared to other stores, and whether the website provides secure payment options. I also make sure the product description and the pictures look reliable\

Do you have any bad experiences in buying an item online? What happened?

- Yes, I once had a bad experience when I bought clothing online. The picture on the website looked very nice, but when the item arrived, it was completely different in terms of color and material. The quality was poor, and it didn't match my expectations. Since then, I have become more careful and selective when shopping online.

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Exercise 4: Read the following text about How to buy on the Internet and do the exercise.

What are the steps in buying products online? Number these sentences in the correct order.

e. The customer goes to the website.

f. The customer searches and/or browses the website.

g. The customer chooses the item(s) to buy.

c. The customer puts the item(s) in a shopping cart.

b. The customer goes to the checkout.

h. The customer checks the order.

a. The customer opens an account.

d. The customer pays for the product (s) with a credit or debit card.

Exercise 5: Read about the information about types of e-commerce and do the exercise.

Types of E-commerce

Companies whose activity is cantered on the internet are called dotcoms, after their web addresses. However, most e-commerce businesses are bricks and clicks, as they have both physical and online presence. Although there are some examples of B2B commerce, business-to-business, e-commerce is mainly used for B2C, business-to-customer, or even for C2C, consumer-to-consumer. Internet auction websites like eBay, where people offer products and sell them to the highest bidder, are an example of C2C e-commerce.

Taken from English Professional in Use ICT, pp. 64

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Match the type of business in the box to the correct column 1-4. Add another example of each type.

Types of Business	B2B Business-to-Costumer	B2C Business-to-Business	C2C Costumer-to-Customer	M-commerce
Explanatoin	Companies exchange information and make wholesale transactions.	Companies sell products or services to customers over the Internet.	People sell or exchange second-hand, used items or collectibles.	Customers purchase products and services via mobile devices.
Examples	Coffee supplier to Nestlé	Amazon	eBay	News, sports results

Exercise 8: Work with your group. Examine the picture. Identify features of the website (http://www.zalora.co.id). Do you think it is a good e-commerce website? Why? Give your reasons.

The Zalora website has several useful features such as clear product categories, a search bar, product filters (by size, color, brand, and price), detailed product descriptions, customer reviews, and a secure checkout system. It also provides promotions and discounts on the homepage, which attract customers.

Yes, I think it is a good e-commerce website because it is user-friendly. It offers a wide range of products, clear picture, and secure payment options such as credit card and COD. These feature make the shopping experience convenient and trustworthy for customers.

Exercise 9: Still work with the same group. Discuss an e-commerce website you know and like. Give reasons why you like it (its design, features, safety, etc).

One e-commerce website that I know and like is Shopee. I like it because the design is simple and attractive, with bright colors and easy navigation. The search and filter feature make it easy to find product quickly. It also offers many promotions, discounts, and free shipping, which are very helpful for customers.

Another reason is safety. Shopee has a secure payment system and an escrow service, so the money is only transferred to the seller after the customer confirms receiving the product. This makes me feel safe when shopping online. Overall, Shopee is convenient, reliable, and user-friendly.

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Exercise 10: Complete these sentences using appropriate Adverbs of Frequency.

1. Many shops have online presence. They offer a lot of products online.

2. Many companies offer customer services an advice on their E-commerce websites.

3. I don't have much knowledge of computers, but I can still shop online.

4. Companies spend a lot of money on E-commerce security.

5. Even when companies only have a little money online marketing, they should spend it.

6. The company gathered plenty of data on customer behavior.

7. We have many customers visiting our website daily.

8. They received a lot of feedback after launching the product.

9. Only few orders were delayed due to shipping issues.

10. There isn't much information about the new product yet.

Exercise 11: Work in pairs. Use the words on the box (Exercise 13) to talk about your own online shopping habits.

I buy a lot of books online because they are usually cheaper than in local stores. I also order many food items from delivery apps when I am too busy to cook. However, I don't spend much money on clothes online because I prefer to try them in the shop. I have bought a few electronic devices online, and so far, the quality has been good. Sometimes I get some discounts, which makes online shopping more enjoyable. Overall, there are plenty of options online, and I usually find enough products to meet my needs.

Exercise 12: Complete this text with the words in the box.

Companies want to reach more customers, (1) so they go online. It is easy to set up an online business (2) but it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) and software provides basic infrastructure for E-commerce. Networking, customer interface, and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) or they will go somewhere else to buy things.

Taken from English for Information Technology 1, pp.39

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Exercise 13: Match the first half of the sentences (1-6) to the second half (A-F)

1. Effective product information and

- F. promotions attract customers

2. Customers can use their credit cards, PayPal, or

- B. electronic cheques to pay for transactions

3. We used a lot of promotions, so

- D. our sales improved a lot.

4. I don't know how to buy online but,

- A. I'll check online tutorials

5. They want to buy a Cat 5e cable, so

- E. they search the internet.

6. In e-commerce you can look at a picture of a product, but

- C. you can't touch it.

Exercise 14: Read this email, then answer the following questions.

To: All employees
From: IT Director
Subject: Online transactions security

We are developing new website security features. We will have a virtual private network with a firewall which will help stop cyber-attacks on the network perimeter. The web application protection firewall (WAF) will protect our website from hacker attacks on customer contacts and login boxes. Secure Socket Layer (SSL) will create a secure connection for the users. We will have two-factor authentication (2FA). Website administrators will go through two layers of security before they access the hosting environment. This will prevent password leaks. All data will have encrypted backup to protect sensitive information.

I am sure the company will benefit from the new security measures.

Thanks, Hamda Banna

Taken from English for Information Technology 1, pp.40

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Exercise 14: Read this email, then answer the following questions.

1. What is the email about?

- The email is about developing new website security feature to make online transactions safer for the company and its customers.

2. Who is Mr. Banna?

- Mr. Hamda Banna is the IT Director who is responsible for improving the company's online security system

3. How many security features will the company have?

- The company will implement five new security features in total ensure stronger protection.

4. Which security feature will stop attacks on the company network?

- The firewall will stop cyber-attacks on the company's network perimeter and protect the internal system from unauthorized access.

5. What solution will protect customer contacts and login boxes?

- The web Application Firewall (WAF) will secure customer contact forms and login boxes from hacker attacks.

6. What will protect private user information sent over the network?

- Secure Socket Layer (SSL) will create a safe and encrypted connection, so private user information remains protected when sent through the network.

7. What will the factor authentication protect?

- The two-factor authentication (2FA), will protect administrators accounts by adding an extra layer of security, preventing hackers from stealing or leaking passwords.

8. What will protect information?

All sensitive information will be protected through encrypted backup, ensuring that even if date is stolen, it cannot easily read or misused

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Exercise 15: Read the text about Online Security and do the exercises.

Online Security

Most online banks have introduced the concept of two-factor authentication, the simultaneous use of at least two different devices or layers of security to prevent fraud. When you open an Internet account, you are given a confidential PIN, Personal Identification Number, and a password and username. For some transactions, customers are required to use a TAN, Transaction Authorization Number, from a list provided by the bank. It can only be used once, and it acts as a second password. Security tokens are microchip-based devices that generate a number that has to be typed by the user or read like a credit card. They are becoming a common form of two-factor authentication. One of the best methods of identifying a user's bank account is biometric authentication, the use of physical traits, such as a fingerprint, to allow a person to log in. Some laptops have built in fingerprint readers, which makes online banking easier and more secure.

Taken from English Professional in Use ICT, pp. 64.

Complete this text with words from the text above.

Most financial institutions offering Internet-based products should use two-factor (1) authentication to reduce the risks of account fraud and identity theft. At present, most authentication methodologies involve three basic factors:

● Something the user knows, for example a password (2), the confidential number given by the institution.

● Something the user has, for example a token (3), the keyring-like identification number generator.

● Something that shows who the user is, that is biometric (4), for example a fingerprint. Authentication methods that depend on more than one factor are more reliable; for example, the use of a TAN (5), a TAN (something the user knows) to log in, and then a token (something that user has) to transfer funds.

Adapted from Federal Institutions Examination Council.