



THE NATIONAL ONLINE SHOPPING DAY (HARBOLNAS) TREND OVER THE YEARS AND MORE:

AN ANALYTICAL REPORT

By Suprpto

WHAT IS HARBOLNAS 12 . 12 ?

National Online Shopping Day or Harbolnas is an annual event organized by six e-commerce companies in Indonesia since **12 December 2012** and this event is only held on **12 December each year**. The initiating companies are **Lazada Indonesia, Zalora, Blanja, PinkEmma, Berrybenka, and Bukalapak**.

HISTORY

2012

The first time it was held on December 12, 2012. It aims to encourage and educate Indonesians about the convenience of online shopping.

2013

After receiving such positive responses, e-commerce companies such as Tokopedia, Shopee and Bukalapak are holding this event annually. Since then it has been known as Harbolnas or Hari Belanja Nasional.

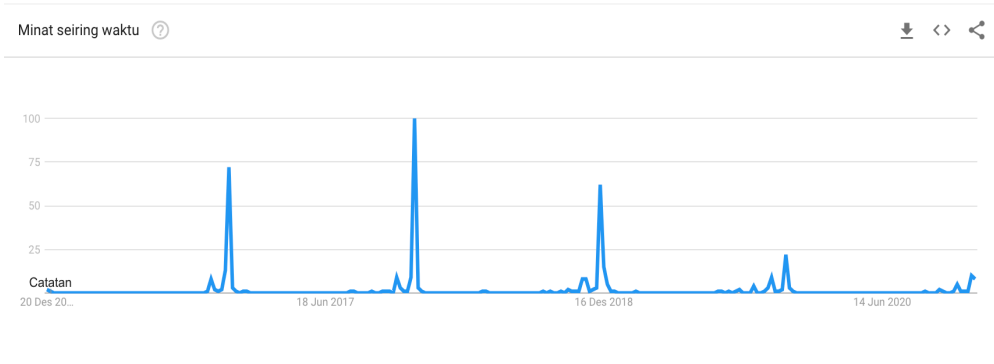
2019

This trend continues to date. According to a survey by Nielsen Indonesia, estimates have shown that the value of Harbolnas transactions will exceed 9 trillion rupiah.

2020

Harbolnas is now facilitated by the Indonesian E-Commerce Association(idEA) with more than 250 online shopping platforms present.

GOOGLE SEARCH TRENDS FOR 'HARBOLNAS'



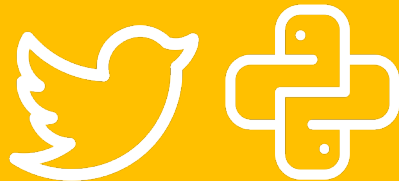
- Google searches with the query 'harbolnas' have been increasing since 2015, peaked at 2017, and went down ever since
- Although the search trends went downhill since 2017, transactions for online shopping keep increasing, reaching a record high of 328% increase this year
- This may indicate that people are starting to be familiar with online shopping as searches begin to drop while transactions are rising
- In that case, the mission to educate people about online shopping by holding Harbolnas annually can be seen as successful

Source: [Google Trends](https://trends.google.com/trends/?q=harbolnas)

TWITTER WEB SCRAPING ANALYSIS USING PYTHON

- Scraped 1000 Tweets about that contains the word 'harbolnas' from Twitter
- Utilized Sentiment Polarity Analysis to classify the posts as 'positive', 'negative', or 'neutral'

*samples of Tweets are attached in a separate file



Results:



3.0%
Positive



96%
Neutral



1%
Negative

WHAT MAKES HARBOLNAS APPEALING?



Special Offers

Special offers with large discounts



Huge Cashbacks

Attractive cashbacks ranging from Rp 100.000 to Rp 500.000



Free delivery

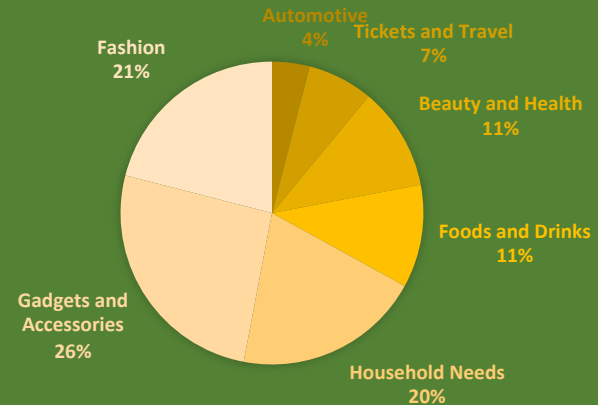
Most e-commerce companies provide free shipping vouchers



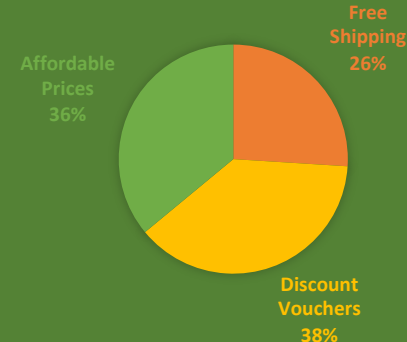
Flash sale

Limited high-value items sold at a very low price by the e-commerce sites to those who gets them first

MOST DEMANDED PRODUCT CATEGORIES IN HARBOLNAS2



MAIN REASONS FOR SHOPPING



INFLUENCE OF COVID-19 TOWARDS PEOPLE'S PURCHASING POWER

- The transaction value during Harbolnas 2020 has risen by 328% compared to 2019
- Transactions originating outside Java has quadrupled compared to 2019
- Orders witnessed a rise during 1 PM to 2 PM
- Total orders in one hour duration increased three times higher than last year's at the same time
- The weekend is one of the causes of soaring orders during the day.
- Unlimited online shopping at Harbolnas.

Harbolnas Transaction Value in 2013 to 2020



INSIGHTS ABOUT COVID-19 RELATED TO HARBOLNAS

- Acceleration in new customer counts: 12 Million new customers since the start of the pandemic
- A shift in payment methods is noticed: Usage of digital wallets rose by 11%, Credit cards and bank transfers went down by 10% and 2% respectively
- Growth in the *social commerce* trend: 94% Customers stated that social media influenced their buying decisions

Source : [Sirclo](#)

