



Assoc. Prof. Dr. Ir. Damsir, M.T.A

# E-Business



# RPS

- **Gambaran Umum E-Business**
- **Trend dalam E-Business**
- **Pola E-Business**
- **Rancang Bangun E-Business**
- **Arsitektur E-Business**
- **CRM, SCM dan BI**
- **Mini Projek**

# Timeline of websites indicating innovation in business model or marketing communications approach

Year founded	Company/site	Category of innovation and business model
1994	Amazon	Retailer
1995 (March)	Yahoo! (yahoo.com)	Directory and portal
1995 (Sept)	eBay	Online auction
1995 (Dec)	AltaVista (altavista.com)	Search engine
1996	Hotmail (hotmail.com)	Web-based email Viral marketing (using email signatures to promote service) Purchased by Microsoft in 1997
1998	GoTo.com (goto.com) Overture (2001)	Pay-per-click search marketing Purchased by Yahoo! in 2003
1998	Google (google.com)	Search engine
1999	Blogger (blogger.com)	Blog publishing platform Purchased by Google in 2003
1999	Alibaba (alibaba.com)	B2B marketplace with \$1.7 billion IPO on Hong Kong stock exchange in 2007 (see case in Chapter 7)
1999	MySpace (myspace.com) Formerly eUniverse	Social network Purchased by News Corp. in 2005
2001	Wikipedia (wikipedia.com)	Open encyclopaedia
2002	Last.fm	A UK-based Internet radio and music community website, founded in 2002

## Timeline of websites indicating innovation in business model or marketing communications approach

2003	Skype (skype.com)	Peer-to-peer Internet telephony VoIP – Voice over Internet Protocol Purchased by eBay in 2005
2003	Second Life (secondlife.com)	Immersive virtual world
2004	Facebook (facebook.com)	Social network applications and groups
2005	YouTube (youtube.com)	Video sharing and rating
2009	Foursquare (foursquare.com)	A location-based social media website designed for mobile access.
2011	Pinterest	Social network offering image sharing
2014	Google Glass	An example of a wearable computing device
??	The future	??

# Gambaran Umum E-Business

# Definisi



*e-business* adalah kegiatan bisnis dengan melibatkan sistem informasi yang terhubung satu dengan lain dan terkomputer.



*e-commerce* mengacu pada melakukan aktivitas komersial secara online. Transaksi dilakukan melalui internet.



E-commerce dapat dikatakan satu potongan kecil dari e-business yang berfokus pada terlaksananya jual beli secara online.

# Definisi



E-BUSINESS MERUPAKAN SUATU  
ISTILAH PENGGUNAAN IT DALAM  
BISNIS.



E-COMMERCE : TRANSAKSI  
PERDAGANGAN LEWAT INTERNET.

# Perubahan dalam Bisnis

Pemasaran yang dilakukan lebih luas sehingga menuntut kompetisi yang tinggi.

Pertumbuhan dan perkembangan industry dan perusahaan sangat bergantung pada informasi dan pengetahuan.



# Social media marketing

- **Social media marketing** adalah strategi digital marketing dengan menggunakan platform social media untuk menggapai audience dengan tujuan membangun brand awareness, meningkatkan penjualan, dan mendapatkan website traffic dari brand atau bisnis Anda.

# Social media marketing



JAN  
2021

# INDONESIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL  
POPULATION



**274.9**  
MILLION

URBANISATION:

**57.0%**

MOBILE  
CONNECTIONS



we  
are  
social

**345.3**  
MILLION

vs. POPULATION:

**125.6%**

INTERNET  
USERS



**202.6**  
MILLION

vs. POPULATION:

**73.7%**

ACTIVE SOCIAL  
MEDIA USERS

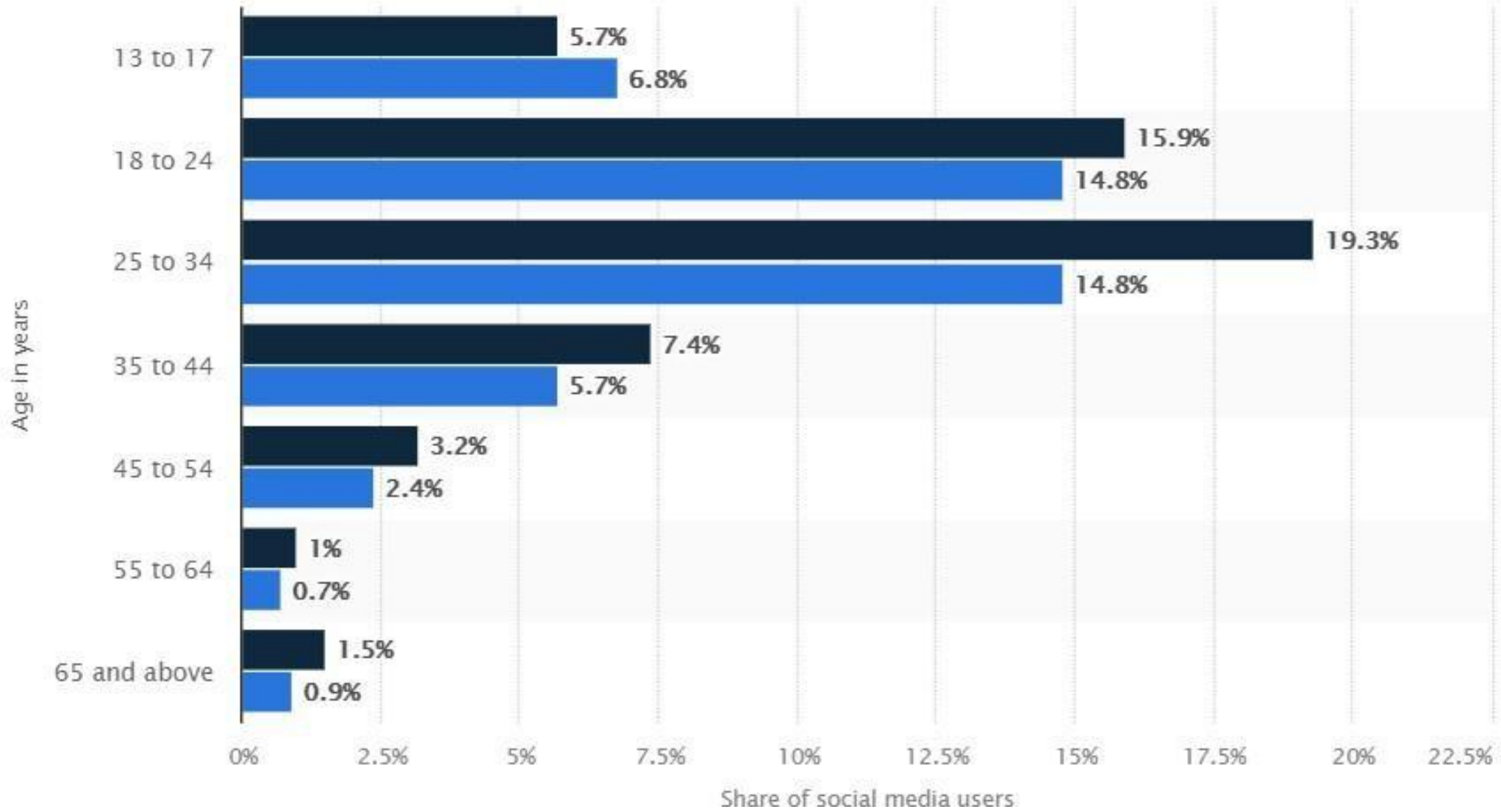


**170.0**  
MILLION

vs. POPULATION:

**61.8%**





# Manfaat Social Media Marketing Bagi Brand atau Bisnis

## 1. Branding & Meningkatkan Brand Awareness

Pada fase ini, Anda harus menonjolkan [Unique Selling Proposition \(USP\)](#) dari brand Anda.

## 2. Mendatangkan Leads & Meningkatkan Konversi

Followers social media Anda adalah mereka yang memang sudah tertarik dengan brand Anda.

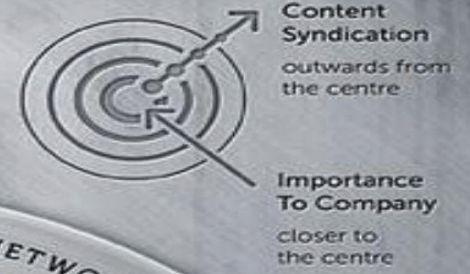
## 3. Menjalin Hubungan Baik dengan Customer

Bagi Anda yang tidak memiliki tim customer service, Anda bisa menggunakan social media sebagai penggantinya.

## 4. Belajar dari Kompetitor

Salah satu manfaat social media bagi brand atau bisnis Anda adalah mempelajari campaign apa yang sedang dilakukan oleh kompetitor Anda.

# SOCIAL MEDIA MARKETING RADAR



# social media than social networks



1. Social networking. The emphasis here is on listening to customers and sharing engaging content. Facebook tends to be most important for consumer audiences and LinkedIn for business audiences.



2 Social knowledge. These are informational social networks like Yahoo! Answers, where you can help an audience by solving their problems and subtly showing how your products have helped others. Wikipedia is another site in this category, although it has relatively little

application for marketing.



3 Social sharing. These are social bookmarking sites like Delicious (www.delicious.com) which can be useful for understanding the most engaging content within a category.



4 Social news. Twitter is the best-known example.

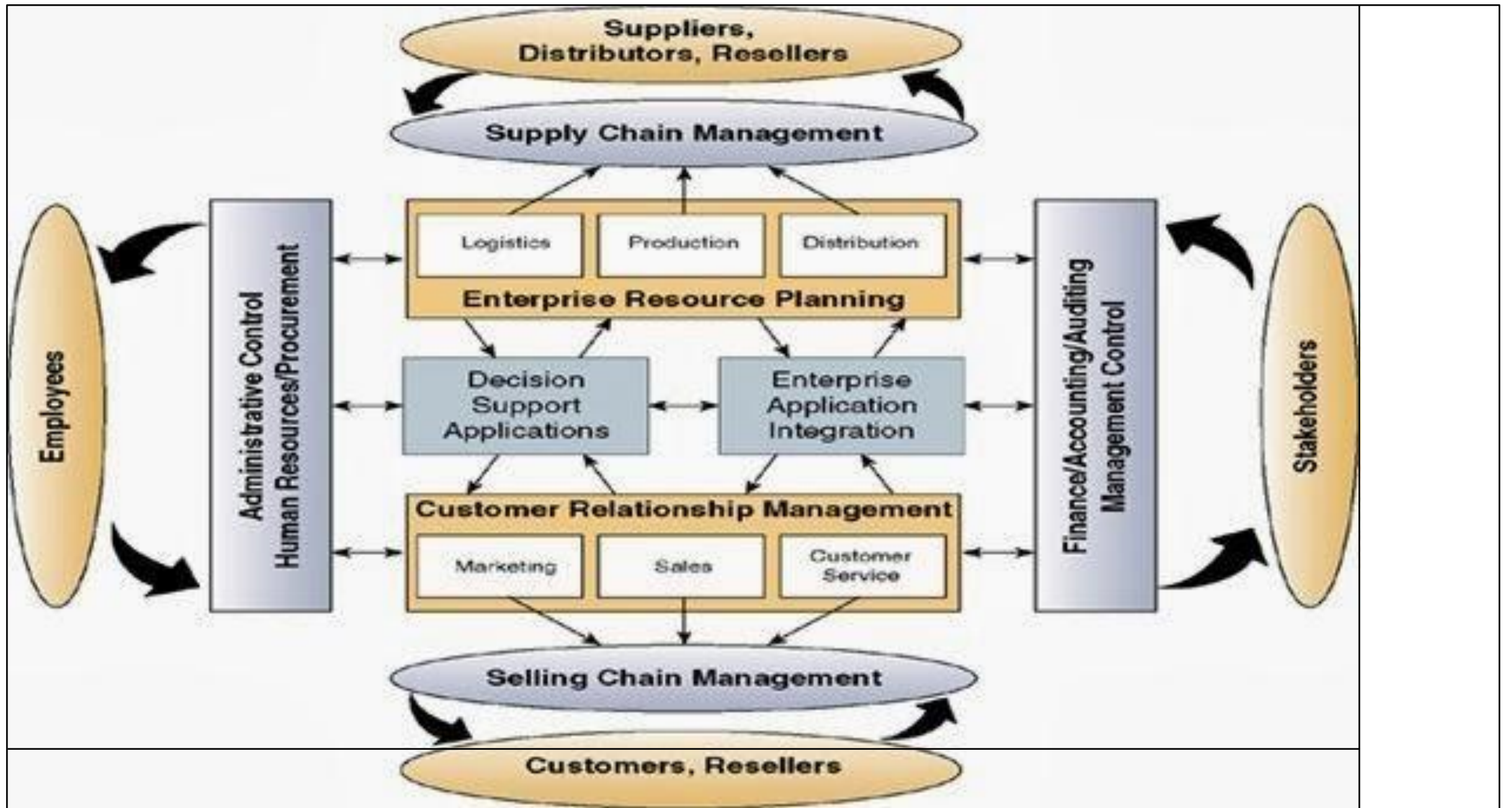


5 Social streaming. Rich and streaming media social sites for sharing photos, video and podcasting.



6 Company user-generated content and community. Distinct from the other types of social presence which are independent of companies, these are the company's own social space which may be integrated into product content (reviews and

ratings), a customer support community or a blog.



Terima Kasih

<https://www.youtube.com/watch?v=kqHTowrMOyQ>