



# Digital Business & E Commerce

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# RULES

<i>Online Business Project</i>	<i>Online Business Paper</i>
1. Buat kelompok maksimal 2 mahasiswa	1. Buat kelompok maksimal 2 mahasiswa
2. Buat “ <i>START UP ACTION</i> ”	2. Pilih model bisnis yang akan diamati ( <i>e-commerce, online shop, marketplace</i> )
3. Cari informasi dan data mengenai <i>start up</i> bisnis anda	3. Cari informasi dan data mengenai model bisnis tersebut
4. Paparkan setiap pertemuan perkembangan dari <i>start up</i> yang dibuat sesuai topik	4. Paparkan hasil pencarian tersebut sesuai topik pada setiap pertemuan
5. Buat laporan sesuai ketentuan dari <i>start up</i> yang telah dibuat	5. Susunlah <i>paper</i> anda sesuai ketentuan dengan menambahkan masukan dan pendapat dari hasil paparan.
6. Buktikan dengan keberhasilan <i>start up</i> anda dalam bertransaksi dengan menyertakan bukti konkrit pada lampiran laporan.	6. <i>Paper</i> sebagai tagihan akhir akan dipublikasikan

# START UP ACTION TIME LINE

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Start Date :

Estimated Start Up Date:

Action	Comments
Finalize / validate business idea	
Business Plan	
Select Products	
Select Business Name	
SWOT	
Marketing Plan	
Create Content for Web	
Develop Web	
Publish	

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Organisations have now been applying technologies based on **the Internet**, **World Wide Web** and **wireless communications** to transform their businesses for over 20 years since the creation of the first website (<http://info.cern.ch>) by Sir Tim Berners-Lee in 1991.

Deploying these disruptive digital technologies has offered many opportunities for innovative businesses to transform their services.

# The Internet

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**The Internet** refers to the physical network that links computers across the globe. It consists of the infrastructure of network servers and wired and wireless communication links between them that are used to hold and transport data between the client devices and web servers.

## **Disruptive digital technologies**

Technologies which offer opportunities for business for new products and services for customers and can transform internal business processes. Danneels (2004) defined disruptive technologies as 'a technology that changes the bases of competition by changing the performance metrics along which firms compete. Customer needs drive customers to seek certain benefits in the products they use and form the basis for customer choices between competing products'

# 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

2005	Last.fm	A UK-based Internet radio and music community website, founded in 2002
2001	Wikipedia (wikipedia.com)	Open encyclopaedia

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	??

?? The future ??  
2014 Google Glass An example of a wearable computing device

# The impact of electronic communications on traditional businesses

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businesses have had to determine how to apply new electronic communications technologies to transform their organisations. As we will see later in this chapter, existing businesses have evolved their approaches to digital business through a series of stages. Innovation is relentless, with the continuous introduction of new technologies, new business models and new communications approaches.

## **Digital business transformation**

Significant changes to organisational processes, structures and system implemented to improve organizational performance through increasing the use of digital media and technology platforms

# Zero Moment of Truth (ZMOT)

A summary of today's multichannel consumer decision-making for product purchase where they search, review ratings, styles, prices and comments on social media before visiting a retailer.

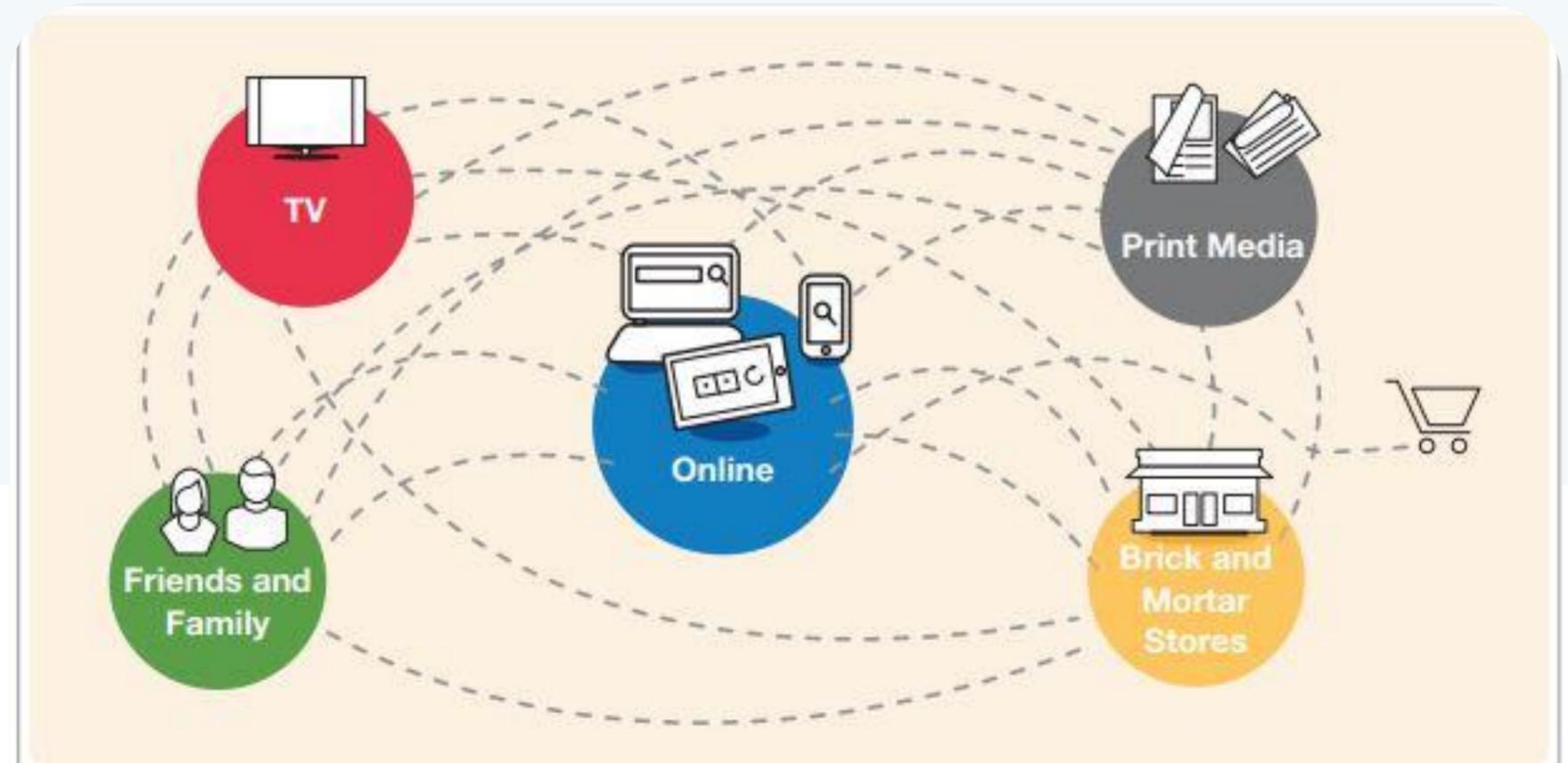


Figure 1.2

Zero Moment of Truth  
Source: Google, Lecinski (2012).

Figure 1.2

Source: Google, Lecinski (2012)  
Zero Moment of Truth

# S o c i a l m e d i a m a r k e t i n g

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The growth in popularity of **social media** is a major trend in digital business. In particular **social network sites (SNS)** such as Facebook, Google+, Twitter and for business-to-business users LinkedIn

The popularity of different social platforms in different countries constantly changes. Visit this compilation to find out the latest in your region or country: <http://bit.ly/smartsocialstats>

- 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](http://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.

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# E - c o m m e r c e

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The scope of **electronic commerce (e-commerce)** is narrower than digital business. It's often thought simply to refer to buying and selling using the Internet; people immediately think of consumer retail purchases from companies such as Amazon

All electronically mediated information exchanges between an organization and its external stakeholders

# Digital business

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**Digital business** is broader in its scope than e-commerce. It is similar to the term e-business (which was first coined by IBM), who described it in 1997 as: *e-business (e'biz'nis) – the transformation of key business processes through the use of Internet technologies*

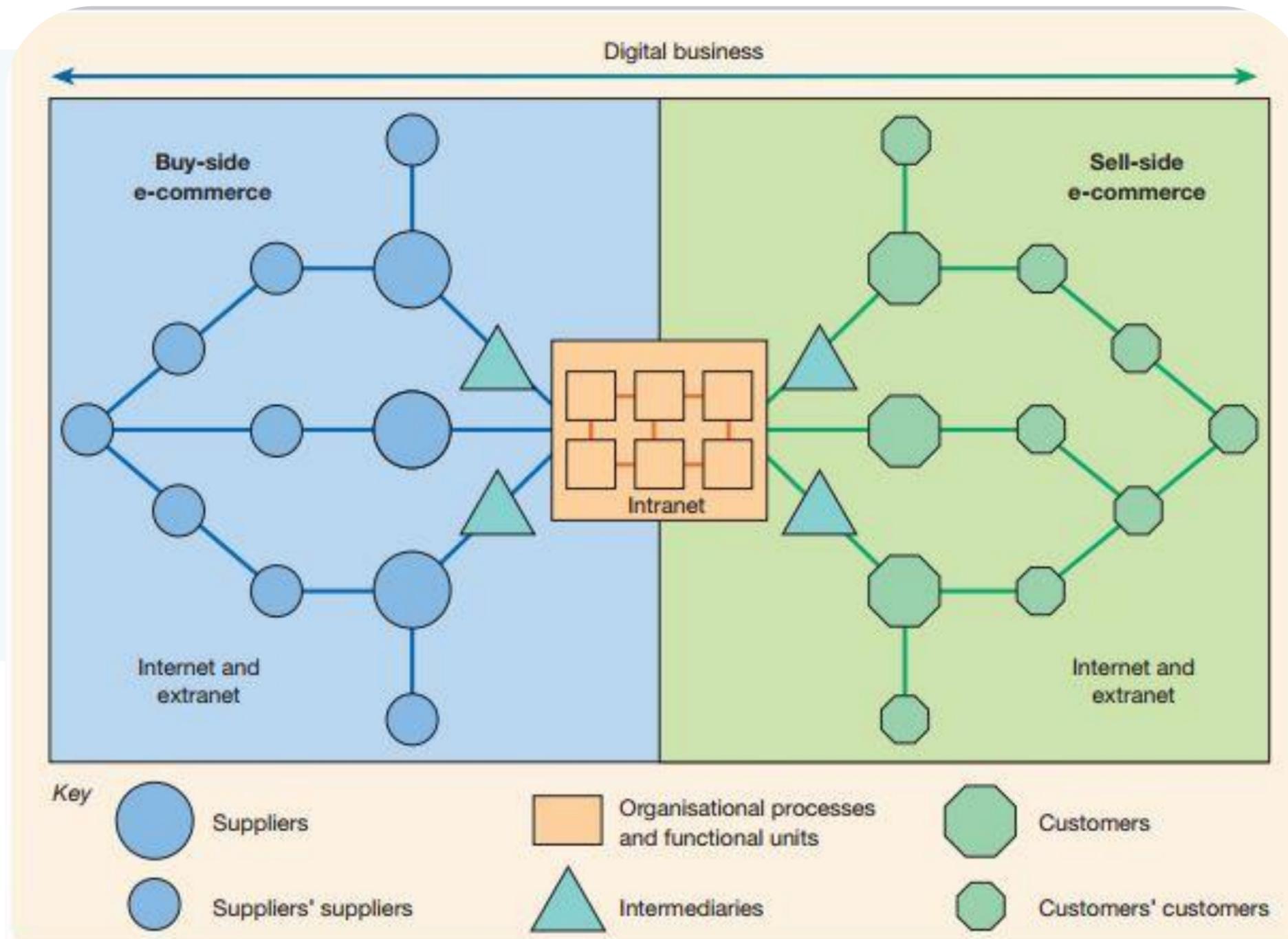


Figure 1.4

The distinction between buy-side and sell-side e-commerce

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The distinction between buy-side and sell-side e-commerce

# Connections between informatio

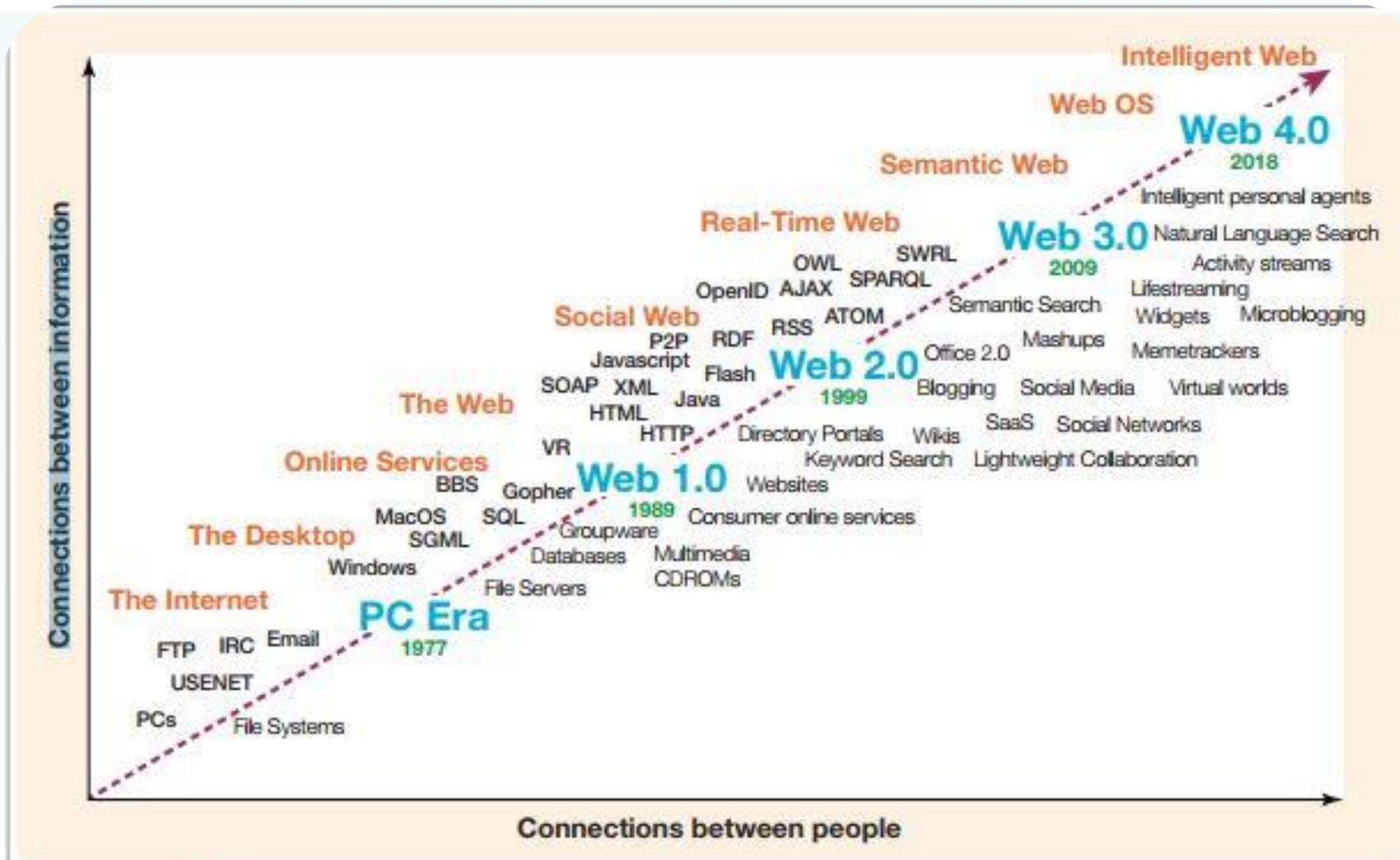


Figure 1.10

Evolution of web technologies  
 Source: Adapted from Spivack (2009).

		From: Supplier of content/service		
		Consumer or citizen	Business (organisation)	Government
To: Consumer of content/service	Consumer or citizen	<b>Consumer-to-Consumer (C2C)</b> <ul style="list-style-type: none"> <li>• eBay</li> <li>• Peer-to-Peer (Skype)</li> <li>• Blogs and communities</li> <li>• Product recommendations</li> <li>• Social networks: MySpace, Bebo</li> </ul>	<b>Business-to-Consumer (B2C)</b> <ul style="list-style-type: none"> <li>• Transactional: Amazon</li> <li>• Relationship-building: BP</li> <li>• Brand-building: Unilever</li> <li>• Media owner – News Corp</li> <li>• Comparison intermediary: Kelkoo, Pricerunner</li> </ul>	<b>Government-to-Consumer (G2C)</b> <ul style="list-style-type: none"> <li>• National government transactional: Tax – inland revenue</li> <li>• National government information</li> <li>• Local government services</li> </ul>
	Business (organisation)	<b>Consumer-to-Business (C2B)</b> <ul style="list-style-type: none"> <li>• Priceline</li> <li>• Consumer-feedback, communities or campaigns</li> </ul>	<b>Business-to-Business (B2B)</b> <ul style="list-style-type: none"> <li>• Transactional: Eurooffice</li> <li>• Relationship-building: BP</li> <li>• Media Owned: Emap business publications</li> <li>• B2B marketplaces: EC21</li> </ul>	<b>Government-to-Business (G2B)</b> <ul style="list-style-type: none"> <li>• Government services and transactions: tax</li> <li>• Legal regulations</li> </ul>
	Government	<b>Consumer-to-Government (C2G)</b> <ul style="list-style-type: none"> <li>• Feedback to government through pressure group or individual sites</li> </ul>	<b>Business-to-Government (B2G)</b> <ul style="list-style-type: none"> <li>• Feedback to government businesses and non-governmental organisations</li> </ul>	<b>Government-to-Government (G2G)</b> <ul style="list-style-type: none"> <li>• Inter-government services</li> <li>• Exchange of information</li> </ul>

Figure 1.11

Summary and examples of transaction alternatives between businesses, consumers and governmental organisations

Figure 1.11

Summary and examples of transaction alternatives between businesses, consumers and governmental organisations



# REFLEKSI

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- 1. Informasi penting hari ini**
- 2. Manfaat penting dari informasi penting hari ini**
- 3. Tindak lanjut yang dapat saudara lakukan**

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THANK YOU!

ANY QUESTIONS?