

DEVELOPMENT OF SELF ECOMMERCE ADVERTISEMENT PLATFORM IN INDONESIA AND ITS IMPACT ON THE GROWTH OF COMMUNITY TRUST FOR SHOPPING ONLINE

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Abstract

The rapid development of information technology cannot be stopped anymore, the growth of electronic commerce is increasingly prevalent by promoting itself so that many attract traders and consumers. As a provider of transaction services between consumers and producers / sellers, building trust is the most important thing so that transactions between the two parties can run well. The purpose of this study is to provide an overview of the development of self-commerce advertisement platform in Indonesia and its impact on the growing public trust to shop online today. This research is exploratory research using qualitative descriptive methods, data collection methods namely observation, interviews, and literature studies. The number of observational samples is as many as 100 respondents who are ecommerce users of Shopee, Tokopedia and Bukalapak. The results show that in Indonesia, the growth of e-commerce has reached this growth, supported by the high promotion of e-commerce platforms on various media, both television, social media and print media, by offering transaction security guarantees, shopping points, free delivery, availability all types of products, seller reputation, recommendations and others. Trust is becoming increasingly marked by the growth of e-commerce currently in the range of 60% to 80% per year, thus in 2018 this will be a very positive momentum for investors to invest in the e-commerce or internet network-based trading sector in Indonesia

Keyword: e-commerce, Self Advertisement, Trus, Online

INTRODUCTION

Trust is important in this new digital world. Indonesia and the surrounding region continue to digitize, because it is very important for organizations to maintain a high level of consumer confidence in their digital offerings. Based on data from Experian and IDC in 2017 which is an ICT market research firm and world advisory, Indonesia

publishes Digital Trust Index (digital trust index) which is high in Asia Pacific and ranked 10th after Vietnam. Besides that, according to the latest Kaspersky Lab and B2B International research results released on May 30, 2016. Indonesia is the country with the highest number of online fraud victims, followed by Vietnam (26 percent) and India (24 percent).

The development of Indonesian e-commerce is fully supported by the high promotion carried out, using endorsers, through television media and social media and print media. The rise of this large-scale promotion made public understanding of what ecommerce was high. Supported by guarantees and free shipping, interest is getting higher to try shopping online. The development of the sector from digital payment systems to franchise companies such as indomart, banking services, namely e-banking is the main jack that can provide ease of transactions. Payment of products that are purchased can then be done anywhere and anytime, besides that also guarantees Security transactions that are given make the feeling of worry to be deceived reduced. Thus the impact of self-promotion actually has a high correlation to the progress of online transactions in Indonesia in recent years.

Formulation of research problems

1. How is the Self-Ecommerce Platform Framework in Indonesia

2. How is the Development of Ecommerce in Indonesia

3. How to impact the development of e-commerce on public trust in shopping online

Research purposes

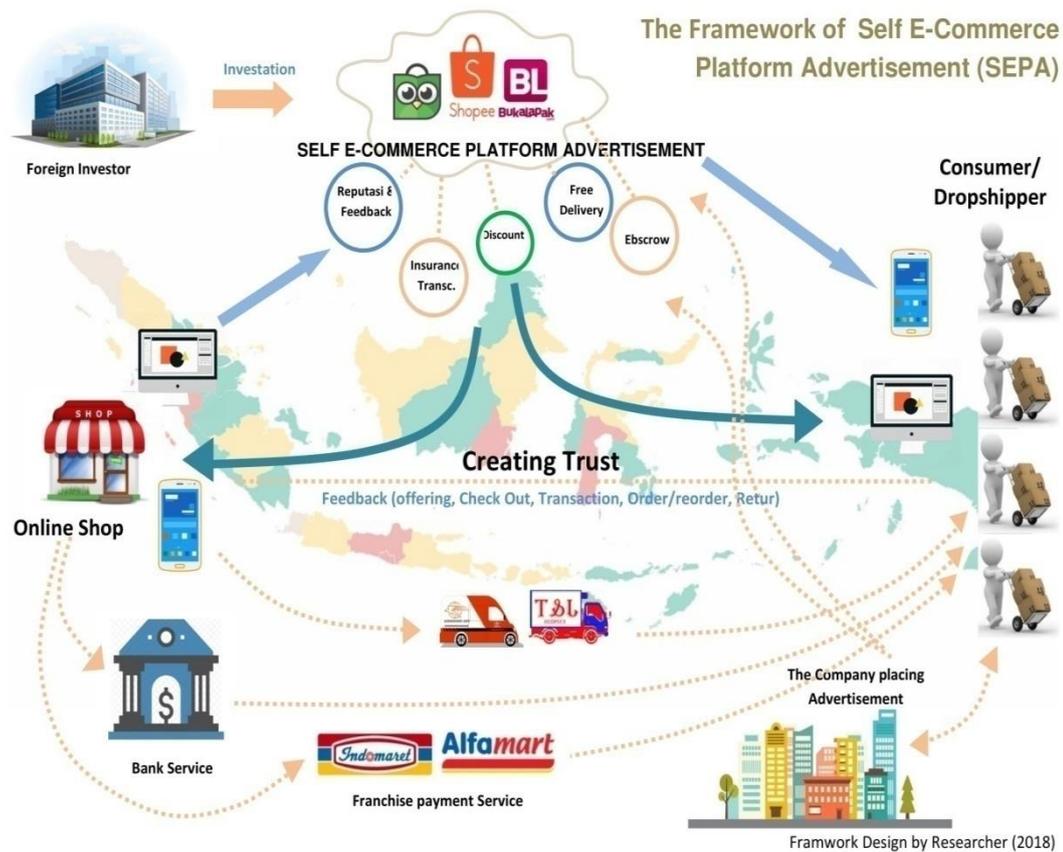
To provide an overview of the development of Self-commerce advertisement platform in Indonesia and its impact on the growing public trust in shopping online

Research methods

This research method is explorative using qualitative descriptive, data collection methods namely observation, interviews, and literature studies. The number of observational samples is as many as 100 respondents who are ecommerce users of Shopee, Tokopedia and Bukalapak.

Research result

The framework for developing self-e-commerce platform advertisements and their impact on public trust in online transactions can be illustrated in Figure 1 below:



Development of E-commerce in Indonesia

Currently the development of business startups that are engaged in e-commerce platforms has begun to emerge, this business platform is becoming a third party that guarantees consumers in the transaction. The many emerging e-commerce platforms such as Bukalapak, Tokopedia, OLX, Shopee, JD.id, Lazada and some others

Growth Self-e-commerce platform advertisement

Self Ecommerce Platform Advertisement is a self-promotion by the e-commerce platform to popularize its name by using the role of endorse as. This ad usually contains unique, strange, and interesting notes, which indirectly actually aims to popularize the e-commerce. Some of these platforms introduce security advantages, price negotiations and some that show the authenticity of products sold. This advertising process actually

aims to promote itself to increasing business market share and consumer market share. The more known the e-commerce platform, the more the number of MSMEs that will join the platform will increase, the more the benefits will be, the more interested consumers will search for e-commerce products.

Public trust in online shopping today

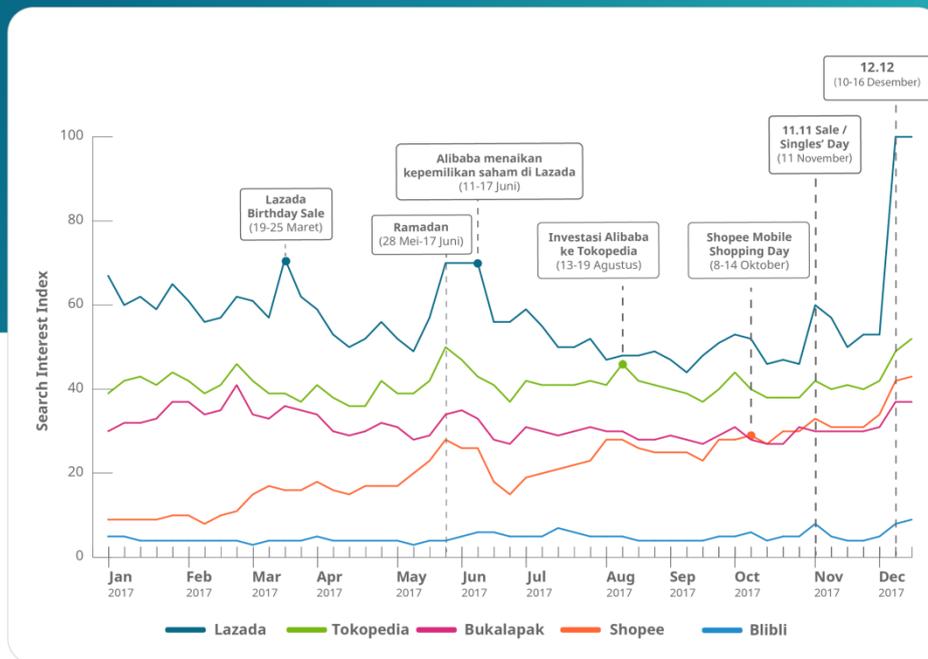
Several previous studies related to measuring consumer trust, such as research by Pavlou & Gefen (2002: 668) and Corbit et al. (2003: 204) states that trust factors become key factors rather than other factors. Only customers who have trust will dare to make transactions via the internet. Teo & Liu (2005) formulated that there are 4 e-commerce characteristics that can influence consumer confidence, namely perceived

reputation and size, multichannel integration, and assurance systems.

Community interest to buy through Online

The high public interest can be seen from the growth in the number of transactions through Bukalapak, Tokopedia, and Shopee. Not only people who have higher education are interested in shopping online. In 2017 Lazada took the lead in product search, with growth in the fourth quarter of 2017 of 100%, followed by second place, Tokopedia, the highest growth in the fourth quarter of 45%. In the third position is Bukalapak, with a growth rate of 40% and fifth place is Shopee.co.id with a fourth quarter growth rate of 38% and the lowest is blibli.com with a growth of around 9% in the fourth quarter. The following can be illustrated picture :

E-Commerce Indonesia yang Paling Banyak dicari Tahun 2017



Total Rata-rata Ranking Search Interest



Metodologi:

1. Index popularitas pencarian mencerminkan rata-rata dari total pencarian dari kata kunci tertentu
2. Membandingkan hasil search interest berdasarkan "interest over time" pada Google Trends untuk kata kunci "Lazada"; "Bukalapak"; "Shopee"; "Tokopedia"; dan "Blibli"
3. Nilai 100 berarti puncak popularitas untuk kata kunci tersebut. Nilai 50 berarti istilah itu setengah populer

Sumber : iPrice 2018

Opportunities and Challenges in the future

The value of online transactions in the future is expected to continue to skyrocket. Based on the study of the Ministry of Communication and

Information with an independent consultant, the value of e-commerce transactions in Indonesia in 2020 will exceed US \$ 130 billion, or around Rp 1,755 trillion. With the potential of the transaction, the government

wants to regulate e-commerce, including to protect consumers and of course for taxes. While business people, both old and new actors, are competing to get the maximum opportunity from e-commerce's growth potential. But it's not a challenge, e-commerce actually has many obstacles.

Currently the internet has penetrated into the countryside and the charity is getting better. Ownership of smart phones and internet access continues to grow until even hard-working people have used smartphone. In 2016, there were around 132 Indonesians accessing the internet. All of this can be a business engine for e-commerce growth that is increasingly easily accessed via mobile phones.

The second obstacle is the process of paying e-commerce transactions that generally require bank accounts. This is a challenge for online businesses. Even though at present some minimarkets have also provided online payment payment

services so as to facilitate low-cost payments. Bank Indonesia (BI) stated, public interest in the use of debit cards continues to increase. Until the beginning of 2018 the number of ATM cards (debit cards) debit 167 million cards, "the number of debit cards in circulation increased by 20.84 percent compared to the same period the previous year. The use of debit cards in Indonesia will grow further.

In addition, the number of cards outstanding debts will also increase, in line with better interoperability. Not only debit cards, the growth in the number of electronic cards in circulation also increased. this shows that non-cash transactions in Indonesia are growing very rapidly. Thus, the velocity of money is expected to be faster and encourage economic acceleration. However, all this time the significant increase in usage and number of debit cards has been accompanied by fragmentation and efficiency.

**High Investor Support
compared to other countries
in Asia**

Along with the mushrooming of startups in Indonesia, the injection of funds also continued to flow to finance the technology-based startup companies. In the second quarter of 2016, Indonesia ranked second in the number of startup funding in Southeast Asia with a value of Rp 2.09 trillion.

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