

CHAPTER I

INTRODUCTION

1.1 Background

In the 21st century globalisation has taken part and also a very crucial role in the daily lives of people around the globe, it can also be stated that globalisation is the driving force of today's society. Globalization itself is a word and also a phenomena, according to Peterson Institute for International Economics (2021, p.1)

Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. Countries have built economic partnerships to facilitate these movements over many centuries. But the term gained popularity after the Cold War in the early 1990s, as these cooperative arrangements shaped modern everyday life.

Major technological advancements are one of the outcomes or side effects that is caused by globalisation, but it is also the other way around. Without technological advancements, globalization would not be so rapid of a phenomenon like it is today, with the help of more advanced technology, the process of globalization becomes more rapid and more thorough throughout the globe. It can be concluded that globalization and the advancements of technology go hand in hand.

Technology affects every part or aspect of society and is based on the mathematics and science available from a society (McArthur, 2016), affecting aspects such as military, architecture, cities, health, communications, government, time or calendar, record keeping and language. The most widely used and familiar form of technology in this day and age is the Internet. The Internet itself is a

computer network, it is a system architecture that has revolutionized the way communications work among humans. The way people do business or commerce has also been revolutionized, by allowing several computer networks around the globe to interconnect with one another.

The Internet, is often times referred as the “network of networks”, this is due to the fact that most applications if not all, that are currently being used in a smartphone, tablet, laptop, or even computer use Internet as the basis or the foundation of that very application in order to function as it should be. The Internet first emerged in the United States of America, in the 1970’s, but it was not very visible to the general public back then. In the 1990’s, the general public in the United States started to become more aware and also familiar with what the Internet is (Dennis, 2021). In the year 2020 itself, approximately 4.5 billion people in the world were estimated to have access or connection to the Internet, that is more than half of the earth’s population.

By January 2021, the number of Internet users worldwide has increased again, now it is estimated to be about 4.66 billion users (Johnson, 2021). In the first quarter of 2021, the top five countries that have the highest usage of Internet users are China (854 million users), India (560 million users), United States of America (313.32 million users), Indonesia (171.26 million users), and lastly Brazil (149.06 million users). It can be seen from the data provided above that Indonesia as a country is ranked at number four with the most Internet users worldwide. This can be considered a staggering feat, since Indonesia is still considered by many as a

developing country, this means that there are many opportunities that can be obtained through the use of the Internet in the country of Indonesia.

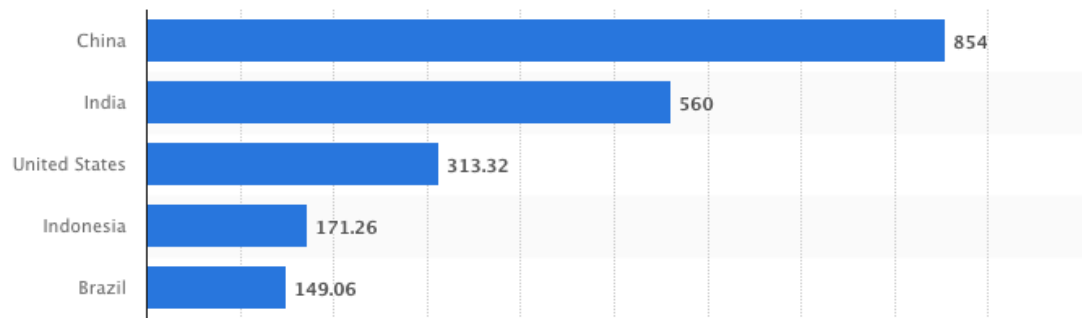


Table 1.1 Internet Users 2021

Source: *statista.com*

Currently, the most familiar technologies that are constantly being used by humans are communicational technologies, such as smartphones, laptops, computers, tablets, and etc. Communicational technologies have become almost inseparable with the daily lives of humans. Currently, the world population is around 7.89 billion, in the year 2021 alone, 3.8 billion people own and use a smartphone (48.16% of the world population), while 4.88 billion people in the world own and use a mobile phone (61.85% of the world population). The numbers or amount of smartphone users and mobile phone users keep increasing by the year since 2016 (Statista, 2021).

Number Of Smartphone & Mobile Phone Users Worldwide (Billions)

	Number of smartphones	Number of mobile phones
2021	3.8	4.88
2020	3.5	4.78
2019	3.2	4.68
2018	2.9	4.57
2017	2.7	4.43
2016	2.5	4.30

Table 1.2 Smartphone and Mobile Phone Users Worldwide 2021

Source: Bankmycell.com

In total there are around 5.28 billion people on earth that have mobile devices today, that means 66.92% of earth's population, it's more than half of it. From those 7.89 billion, there are a total 10.41 billion mobile connections worldwide. The amount of mobile connections around the world is larger than the amount of population the earth currently contains (GSMA Real Time Intelligence Data, 2021), this data means there are 2.52 billion more mobile connections than people worldwide. Between the year 2016 - 2021, global smartphone users increased by 40%, and that can be said that it is not a small percentage of increase. It has been predicted that by the year 2023, mobile device users around the globe will reach or increase to 7.33 billion , this includes devices such as smartphones, tablets, and also IoT (Internet of Things). It has also been predicted 2 years from 2023, which will be the year 2025, that 72,6% (WARC, 2021) of all Internet users around the globe will solely use smartphones to access or surf the web.

The highest number of smartphone users in the world is currently held by China, China is the leading country with the most smartphone users in the world at 851 million people with 59,9% market penetration, but of course this is due to the

fact that China has an enormous population size. While the lowest number of smartphone users in the world is currently held by Switzerland, at only 6.2 million of its citizens use a smartphone with 72,9% market penetration. So, that makes China the number 1 country with the most smartphone users in the world, while Switzerland is ranked at number 50 out of 50 countries that were being researched. Of those 50 countries that are on the list, Indonesia ranked on number 6 out of 60 (Newzoo, 2021), Indonesia currently has a population 270 million and 83.9 million of its citizens own and use a smartphone. Indonesia currently only has a 31,1% smartphone penetration, it could be said that the number is quite low, not as high as China.

Cell Phone Usage Worldwide, by Country

Tip: Filter table columns by clicking on the headings

RANK	COUNTRY/MARKET	TOTAL POPULATION	SMARTPHONE USERS	SMARTPHONE PENETRATION
1	China	1.42B	851M	59.9%
2	India	137B	346M	25.3%
3	United States	329M	260M	79.1%
4	Brazil	212M	96.9M	45.6%
5	Russian Federation	144M	95.4M	66.3%
6	Indonesia	270M	83.9M	31.1%
7	Japan	127M	72.6M	57.2%
8	Germany	82.4M	65.9M	79.9%
9	Mexico	132M	65.6M	49.5%
10	United Kingdom	67.0M	55.5M	82.9%
11	France	65.5M	50.7M	77.5%
12	Iran	82.8M	45.4M	54.8%
13	Turkey	83.0M	44.8M	54.0%
14	Vietnam	97.4M	43.7M	44.9%
15	Philippines	108M	36.3M	33.6%
16	South Korea	51.3M	36.1M	70.4%

Table 1.3 Cell Phone Usage Worldwide 2021

Source: Bankmycell.com

There are a lot of applications that are available and can also be used by these technologies (smartphones, tablets, laptops, computers, etc). The most

familiar and prominent to people would be the social media applications, such as Instagram, YouTube, LINE, WhatsApp, Skype, Zoom, and many more. It is a fact that so many people are using social media nowadays, the latest global data from July 2021 shows that 4.48 billion people own and use social media, that means 57% of the total global population uses social media (Data Reportal, 2021), that is more than half of the global population. The top five countries in the world that have the most social media users are as follows (Statista, 2021):

1. Mainland China with 999.95 million users
2. India with 639.47 million users
3. United States of America with 295.48 million users
4. Indonesia with 193.43 million users
5. Brazil with 159.01 million users

The data above is from July 2021 and the growth of social media usage among people will continue to grow in the coming years or future.

One of the most popular and most used social media networking applications among people is Instagram. Currently, among the many social media platforms that are available out there, Instagram is ranked number 4 out of 17 most popular social media platforms (Statista, 2021). As a social media platform or application, Instagram can be downloaded, used, and also accessed with all mobile devices (Smartphones, tablets, computers, laptops, etc). Instagram has more or less 1,3 billion users worldwide. Indonesia as a country is currently ranked at number 4 out of 20 with the most active Instagram users in the world, with 93 million active users. Brazil is currently ranked at number 3, United States is ranked at number 2,

while the most active users of Instagram is the country of India with 180 million users (Statista, 2021).

Leading countries based on Instagram audience size as of July 2021 (in millions)

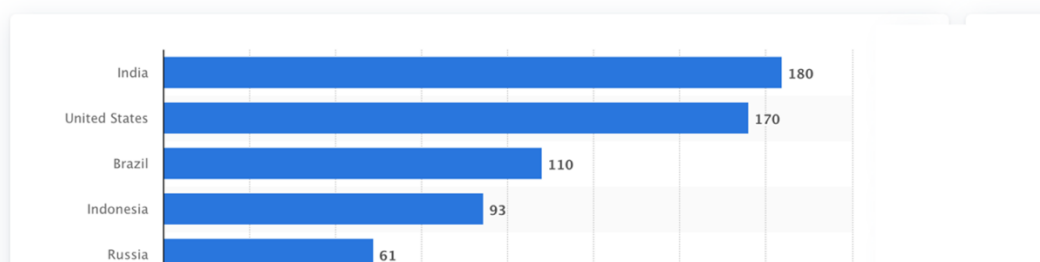


Table 1 .4 Leading Countries based on Instagram audience July 2021

Source: Statista.com

Three other social media platforms above Instagram are, WhatsApp, YouTube, and at the top or at the first position is Facebook. With such advancement in the social media industry, especially Instagram, there are a lot of opportunities that can be achieved through the benefits of taking advantage of social media. Many companies and organizations can grow and expand their businesses through the use of Instagram or other social media applications, especially through amazing and interactive content making. There is a problem though, quite a big problem if one could say. Even though Instagram, Instagram for business, and other social media platforms can be used, also accessed by everyone (Companies and brands alike), not every single brand or company has the ability or knowledge to use Instagram for business and also how to make great quality content that can boost their product sales, their brand awareness, and also engage their audience.

Some companies and brands may have the skill to do such assignments, but the reality is that not all companies have the capacity or the abilities to handle such tasks. Instagram business tools or Instagram for business is not restricted to a certain type of businesses, that means many brands, companies, or even individuals can use Instagram for business to their own advantage. Let's say one brand is offering to sell a certain product, while other brands are offering services, or even an individual using Instagram for business simply just to promote themselves, Instagram for business is suitable for each and every one of them. It is just up to them on how to capitalize and use the Instagram business tools wisely and effectively.

Due to the circumstances mentioned above, there are a lot of demands in the market for a good content creator and also copywriter. Thus this is the reason why there are a lot of digital agencies that currently exist right now. Digital agencies do not reach prominent until the late 2017's, this is due to the fact that companies back then just started realizing the benefits of promoting or marketing their products through social media such as Instagram, Facebook, Google Ads, and also TikTok, even though TikTok has not reach prominent back then, unlike today in which TikTok is a very popular social media application that can also be utilized for boosting one's business. Depino (2021) states that :

A digital agency focuses primarily on marketing your business, products and services in the digital world. This is done through website design and development, search engine optimization (SEO), content marketing, paid online advertising, social media, email marketing and other services.

Ever since the year 2017 new digital agencies kept increasing in numbers, this is because every year these social media applications keep evolving, they keep changing, adding new tools, new features, and also new ways on how to use and optimize them. Not all companies can keep up with this kind of trend, because it is so dynamic and always ever changing (Shepherd, 2021), that is why more and more digital agencies are needed to accommodate this demand. Digital agencies specialized in optimizing social media to their absolute best or full potential, it is their focus to help brands around the world increase their brand awareness, boost their product sales, make great quality contents, even website design.

It is up to the clients to tell the particular digital agency they are using what their goal is/are, what they want to achieve, and the digital agency shall do their best to achieve the client's goal. Each client is different from one another, not all their goals are the same, some clients maybe only need help in content making (Depino, 2021), some in digital marketing, some in website design/making, or some of them need help in all of those. This is why digital agency is needed and important, because digital agency acts as a bridge between the products that the companies are selling to the consumers that are out there.

1.2 Purpose of the Internship

The objectives that the intern wants to achieve in the implementation of this internship are:

1. To understand the role of the Social Media Specialist at Üreka Co in building the brand awareness of the Kedai Mart application through the social media of Instagram.
2. To understand how important and crucial the role of copywriters is in a digital agency.
3. To understand how Üreka Co. as a digital agency help to assist their clients.

1.3 Scope and Limitation

1.3.1 Scope

On this occasion or internship, the intern will carry out an internship at Üreka Co, which is a digital agency. The intern will work within the Social Media Specialist department of Üreka Co. as a copywriter.

1.3.2 Limitation

As for the limitations of the apprentice, which is to assist in compiling/creating social media content on Instagram social media every month. The intern will write and make content that shall be turned into a caption when it is uploaded to Kedai Mart's Instagram feed. The intern shall also write and make content that will be uploaded in Kedai Mart's Instagram story section. The contents that will be uploaded into Kedai Mart's feed and story will mostly be related to the

products that Kedai Mart are selling. The intern will also provide interesting ideas in welcoming the national day event as well as several events made by Kedai Mart.

1.4 Period and Location of the Internship

The location for the internship was conducted at Ruko Seasons City Blok B-25, Jl. Prof. Dr. Latumenten No.33, Besi Bridge, Tambora Seasons City Jakarta, ID. Meanwhile, the internship period carried out by the intern is approximately 3 months or 640 hours in accordance with the provisions of the faculty, starting from April 2021 to July 2021.

