

CHAPTER I

INTRODUCTION

This chapter begins with the background of the problem explanation that is related to the topic then researcher explains the identification problems, this lead in more detail about the topic in why is it important for the researcher to research this question and become the focus research question to be investigated deeper.

I.1. Background of the Problem

The life of society today is not separated with the lifestyle that is more modern. People's lives now are more dependent to smartphone. There are numerous smartphone users in Indonesia. According to Indonesian Digital Association (IDA) the percentage of smartphone users in Indonesia is 96%. That is why the life of human cannot be separated from smartphone.



Figure 1.1 Statistic for internet and mobile users

Source: <https://wearesocial.com/special-reports/digital-in-2017-global-overview>

Figure 1.1 shows that the total population globally is 7.476 billion people and the amount of mobile users in 2017 is 4.917 billions people in the world and it is penetration is 66%. Smartphone is very important in supporting economic life as

in Indonesia. Human activities cannot be separated from smartphone anytime and anywhere. Smartphone therefore plays an important role in people lives.

Smartphone makes people's lives much easier. People nowadays use smartphone to access informations from the internet. According to Hastayadi (2016) "63.1 million people or 47.6% access internet from smartphone." The number of people using smartphone in Indonesia creates an opportunity for industry to go digitally.

Smartphones have become so much a part of people everyday lives that they have a significant impact on places of work and the business environment.

According to Bellissimo (2016)

Smartphones are a condensed device powerful enough to run an entire business from if you want to. You book transport and accommodation, speak to colleagues or clients 'face-to-face' across the globe, order stock, manage invoices and finances, use email and interact with customers via social media, share files and collaborate with colleagues and much more all with just one handheld, intuitive device. You can even pay with your mobile device in stores and online so forgetting your wallet isn't the headache it once was!

Nowadays you can even pay water, electricity or even phone credit through internet banking. Not only bank that already go digitalized but also stores, this online stores called E-commerce.

E-commerce is a platform for people to sell or buy goods and services through internet. According to Nugroho (2006, p. 1) "*Electronic Commerce (e-commerce) merupakan konsep baru yang biasa digambarkan sebagai proses jual beli barang atau jasa pada World Wide Web Internet atau proses jual beli atau pertukaran produk, jasa dan informasi melalui jaringan informasi termasuk internet.*" There are many players that work in e-commerce industry such as

Lazada, Matahari mall, Bukalapak, Shopee, Jd.id, Blibli, and Elevenia. One of the many players in Indonesia's e-commerce industry is Tokopedia.



Figure 1.2 Tokopedia website ranking
Source: <https://www.alexainfo.com/siteinfo/tokopedia.com>

Figure 1.2 shows that Tokopedia is one of the top 10 website in Indonesia and it is reach in the 6 rank. Tokopedia is the number one e-commerce website in Indonesia. According to Koran (2016) “Data dari Appnie juga menunjukkan bahwa aplikasi Tokopedia paling banyak dipakai ketimbang situs e-commerce lain, seperti Lazada (15), Bukalapak (17), Blibli (22), Elevenia (18), atau Mataharimall.com (20). Total pengguna aktifnya dua kali lipat pengguna situs e-commerce lain.” This data shows that Tokopedia has become the biggest e-commerce player in Indonesia.

Over the years Tokopedia has developed varieties of features as a part of it services. One of the features that Tokopedia creates is the digital goods. Digital goods features help people in paying for their bills such as phone credit, water bill, and electricity bill. Instead of going to ATM or stores, Tokopedia provide people to easily access paying bills in just a click a way.

I.2. Identification of the Problem

On February 2016 Tokopedia launched the digital goods feature. With the purpose in providing consumer easier to buy their daily bills such as phone credit, water bills, electricity bill, BPJS, cooking gas, online donation, telephone bill, TV cable, online streaming, and multi finance. Tokopedia is one of the e-commerce in Indonesia that provides this digital goods feature. With the presence of this feature, it made Tokopedia a new challenge in how to build relationship from its consumers to use this digital goods feature.

All this time, people pay their bills they must go to the ATM, store and etc, but with this feature you can easily access with your smartphone. As long there is smartphone with you, Tokopedia is also with you. Most of people feel insecure in giving their personal information such as credit card information as a payment method in Tokopedia. Where as when you pay bills in ATM people will feel more secure, but in online website is hard to build that relationship to push people in paying bills through Tokopedia.

I.3. Research Question

How does the marketing communication strategy of Tokopedia in building consumer participant in using digital goods feature?

I.4. Purpose of the Study

1. To describe the marketing communication strategies of Tokopedia in building consumer participant in using digital goods feature
2. To describe the characteristic of the target consumer in Tokopedia

I.5. Significance of the Study

I.5.1. For Academic

1. As references for the next researcher to do the similar research, especially in the field of communication with the resembling topic
2. To know the market strategy of Tokopedia in building consumer participant in using digital goods feature

I.5.2. For Practitioners

The results of this study are expected to help Tokopedia to be put into a form of thoughtful contribution that may be useful in helping evaluate the implementation of marketing activities, and can be used as a tool for marketing strategy planning in the future.

I.5.3. For Social

Provide the information to the general public regarding the marketing communication strategy of Tokopedia to build consumer participant in using digital goods feature.

I.6. Organization of the Study

Chapter one begins with the background of the problem explanation that is related to the topic then researches explain the identification problems, this leads in more detail about the topic in why is it important for the researcher to research this question and become the focus research question to be investigated deeper.

In Chapter two, researcher explains in detail about the object of study. This chapter consists of all information related about the topic, in this term about Tokopedia and its market strategy.

In the third chapter, the researcher describes in detail about the concepts related to the topic as a basic to answer research questions on chapter one.

In the fourth chapter, the researcher explains the methodology used to do the research and get information to answer research questions in the first chapter.

Chapter five explains the results findings and the analysis of data and information that has been obtained from the field and literature review. The results of the analysis describes in detail to provide a clear picture to answer the research question in chapter one.

Chapter six consists the conclusions of the research results and suggestions from the researcher to improve the quality of the research.

