

Pertemuan

1

- Pemahaman
- Perkembangan
- Manfaat

INTERNET MARKETING

Disarikan Dari Berbagai Sumber

DEFINITION

“Use of the internet and related digital technologies to achieve marketing objectives”

(Chaffey, Mayer, Johnston & Ellis-Chadwick, 2003, p.7)



- Internet marketing is about using the Internet as another channel to market your business or organization
- It's about broadening your Web visibility
- Attracting qualified visitors to your website
- When visitors do come, you lead them to do what you want them to do:
 - fill out a form
 - register for an event
 - download a PDF
 - make a purchase from you

Internet Marketing Evolution

First Generation MARKETING CHANNEL

Search Engine and
Directory Listing



infoseek



The first generation of Internet marketing was centered on search engine and directory listings.



'95

'96

'97

'98

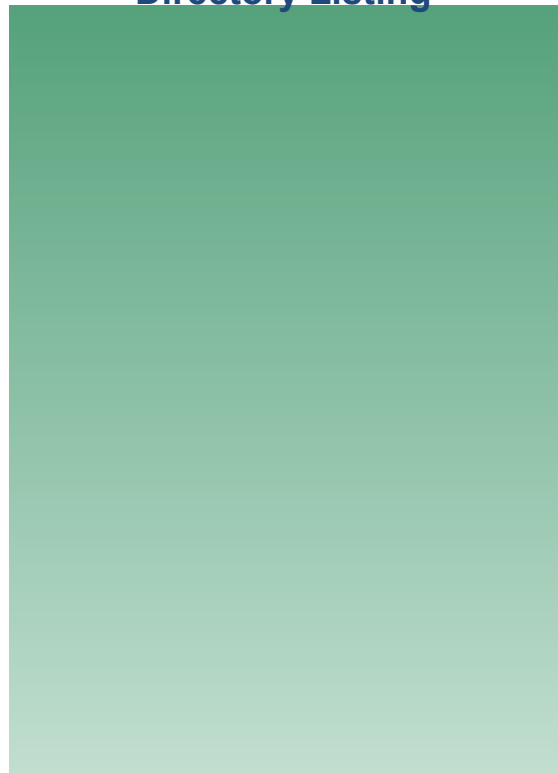
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2000

Internet Marketing Evolution

First Generation MARKETING CHANNEL

Search Engine and
Directory Listing



Second Generation MARKETING CHANNEL

Banner
Advertising



The next generation of
Internet marketing was
Banner Advertising.



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Internet Marketing Evolution

**First Generation
MARKETING CHANNEL**

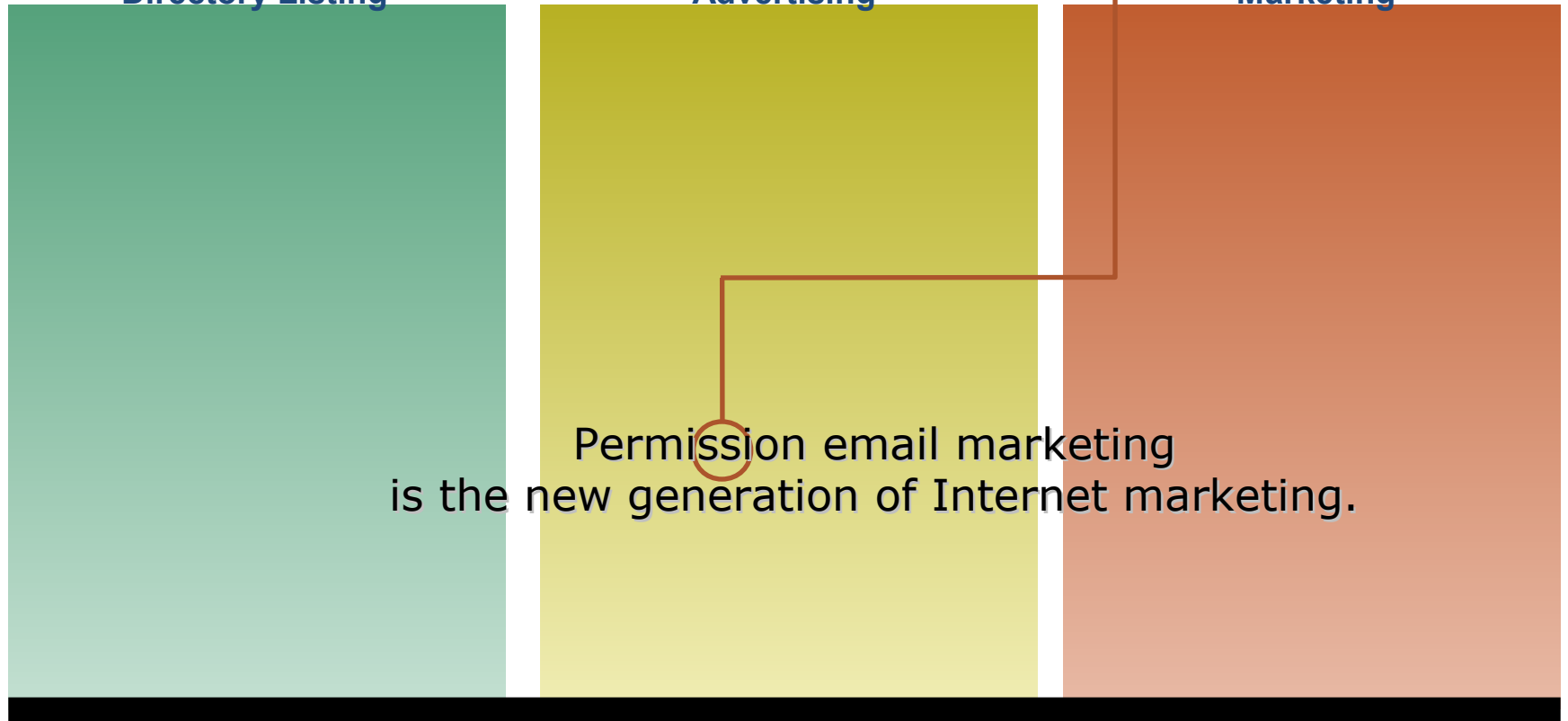
Search Engine and
Directory Listing

**Second Generation
MARKETING CHANNEL**

Banner
Advertising

**Third Generation
MARKETING CHANNEL**

Permission email
Marketing



Permission email marketing
is the new generation of Internet marketing.

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2003

Benefits of EC/Internet Marketing

➤ Benefits to organizations

- **Global reach**
- **Cost reduction**
- **Supply chain improvements**
- **Extended hours: 24/7/365**
- **Customization**
- **New business models**
- **Vendors' specialization**

- **Rapid time-to-market**
- **Lower communication costs**
- **Efficient procurement**
- **Improved customer relations**
- **Up-to-date company material**
- **No city business permits and fees**
- **Other benefits**

Keuntungan untuk Masyarakat

- Memungkinkan makin banyak individu untuk bekerja di rumah dan mengurangi melakukan perjalanan untuk belanja, hal ini akan mengurangi kemacetan jalan dan polusi udara.
- Memungkinkan beberapa barang dijual pada harga lebih rendah, menguntungkan buat orang yang kurang mampu.
- Memungkinkan orang di negara dunia ketiga dan wilayah terpencil menikmati produk dan jasa yang tidak ada di tempatnya.
- Memfasilitasi pengiriman jasa publik dengan harga murah, meningkatkan efektivitas, dan atau meningkatkan kualitas.

Keuntungan untuk konsumen

- Memungkinkan konsumen belanja atau melakukan transaksi lain selama 24 jam sehari, di manapun tempatnya berada.
- Memberi pilihan lebih banyak ke konsumen
- Memberikan konsumen produk yang lebih murah dengan mempersilakan konsumen belanja di banyak tempat lalu bisa membuat perbandingan dengan cepat.
- Memungkinkan pengiriman produk lebih cepat dan khususnya untuk produk digital
- Konsumen dapat menerima informasi lengkap yang dibutuhkan dalam hitungan detik, bukan hitungan hari bahkan minggu.
- Memungkinkan partisipasi dalam virtual auctions
- Memungkinkan konsumen berinteraksi dengan konsumen lainnya dalam komunitas elektronik dan saling bertukar ide atau pengalaman.
- Memfasilitasi kompetisi, yang akan mengarah kepada diskon

Keterbatasan EC

- Keterbatasan Teknis
- Belum ada standar yang diterima umum untuk kualitas, keamanan, dan reliability
- bandwidth telekomunikasi masih belum cukup
- Software development tools masih terus berevolusi
- Ada kesulitan pengintegrasian Internet dan software EC dengan aplikasi dan database yang ada di perusahaan.
- Dibutuhkan Special Web servers sebagai tambahan atas network servers (menambah biaya).
- Akses Internet masih mahal dan atau kurang nyaman

Limitations of EC

Exhibit 1.5 Limitations of Electronic Commerce

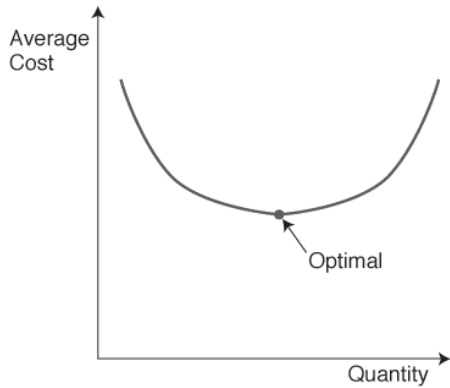
Technological Limitations

1. There is a lack of universally accepted standards for quality, security, and reliability.
2. The telecommunications bandwidth is insufficient, especially for m-commerce.
3. Software development tools are still evolving.
4. There are difficulties in integrating the Internet and EC software with some existing (especially legacy) applications and databases.
5. Special Web servers are needed in addition to the network servers (added cost).
6. Internet accessibility is still expensive and/or inconvenient.
7. Order fulfillment of large-scale B2C requires special automated warehouses.

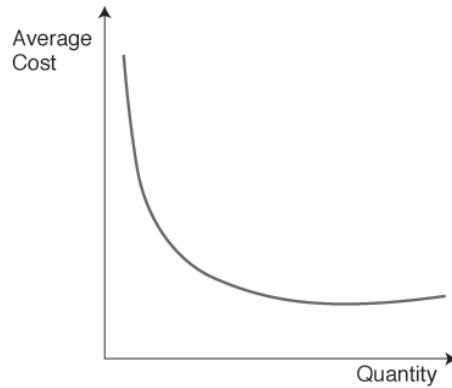
Nontechnological Limitations

1. Security and privacy concerns deter customers from buying.
2. Lack of trust in EC and in unknown sellers hinders buying.
3. Many legal and public policy issues, including taxation, are as yet unresolved.
4. National and international government regulations sometimes get in the way.
5. It is difficult to measure some benefits of EC, such as advertising. There is a lack of mature measurement methodology.
6. Some customers like to feel and touch products. Also, customers are resistant to the change from a real to a virtual store.
7. People do not yet sufficiently trust paperless, faceless transactions.
8. In most case, there is an insufficient number (critical mass) of sellers and buyers which are needed for profitable EC operations.
9. There is an increasing amount of fraud on the Internet.
10. It is difficult to obtain venture capital due to the dot-com disaster (failure of many dot-coms).

Exhibit 1.5 Cost Curve of (a) Regular and (b) Digital Products



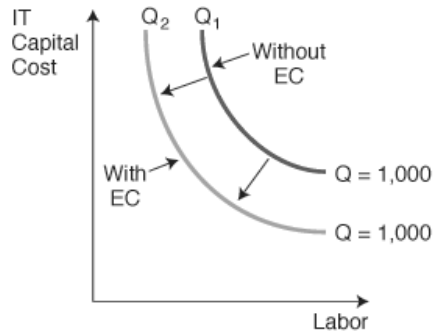
(a) Regular Products



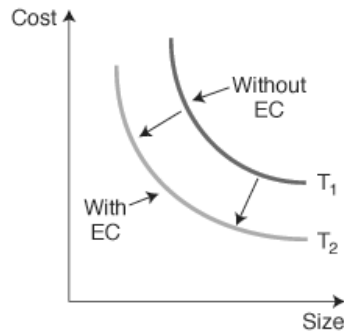
(b) Digital Products

Cost Curve of
Regular & Digital
Products

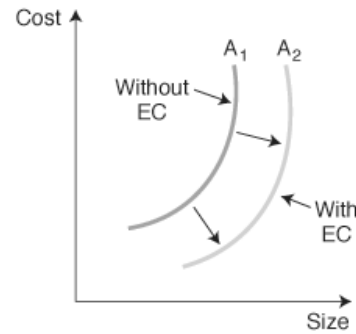
Exhibit 1.6 The Economic Effects of EC



(a) Production function



(b) Transaction cost



(c) Agency (administration) cost

The
Economic
Effects of EC

Overview

Overview of Global E-Marketing Issues

Emerging Economies

Importance of Information Technology

Country and Market Opportunity Analysis

Market Similarity

Credit Card Conundrum

E-Commerce Payment in the Czech Republic

Technological Readiness Influences Marketing

Computers and telephones

Internet Connection Costs

Slow Connection Speeds And Web Site Design

Electricity Problems

Wireless Internet Access

The Digital Divide

Technology and Marketing

Technology has affected marketing in a number of ways. For example;

- Products

- Increasing speed, acceptance and expectation(?) of innovation

- Promotion

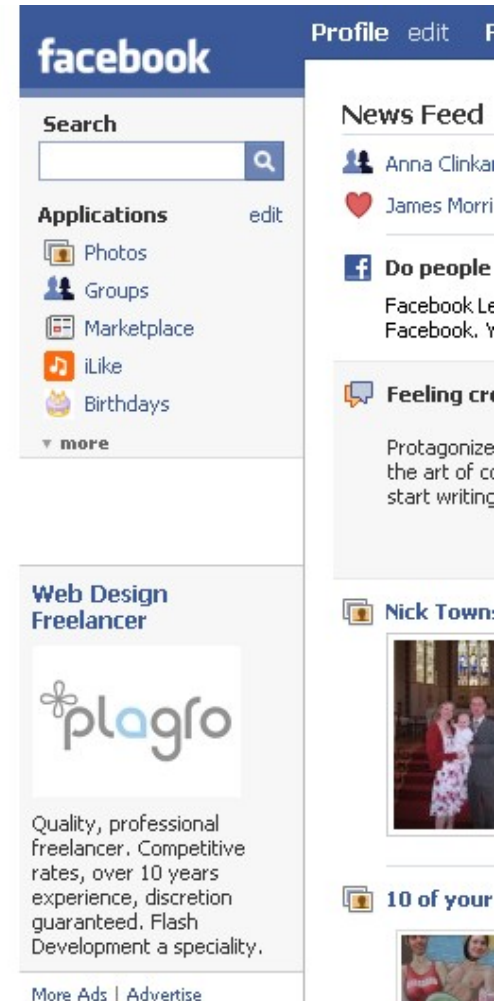
- Increasing media fragmentation
- Increased opportunities for information capture and manipulation



Technology and Marketing

- Place
 - New distribution channels
- Price
 - New technology becomes cheaper and more accessible, both B2C and B2B
 - Use of technology allows prices of various offerings to be decreased

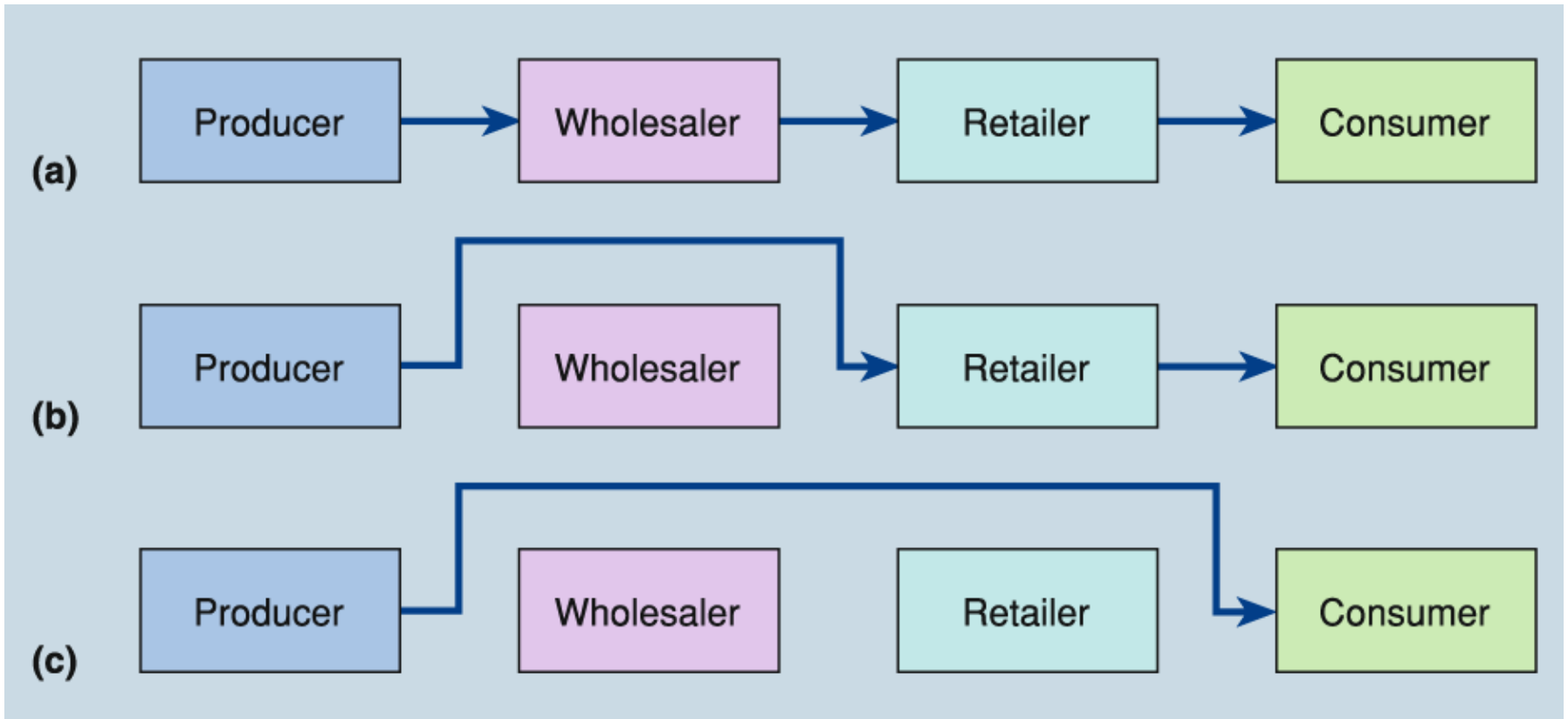
Will concentrate on
promotion and place



Perbedaan Media Lama dan Baru

Media lama	Media baru
One-to-many communication model	One-to-one or many-to-many communication model
Mass marketing	Individualised marketing or mass customisation
Monolog	Dialog
Branding	Communication
Supply side	Demand side
Pelanggan sebagai target	Pelanggan sebagai partner
segmentasi	Komunitas

Disintermediation



Disintermediation of a consumer distribution channel showing:
(a) the original situation, (b) disintermediation omitting the wholesaler, and
(c) disintermediation omitting both wholesaler and retailer

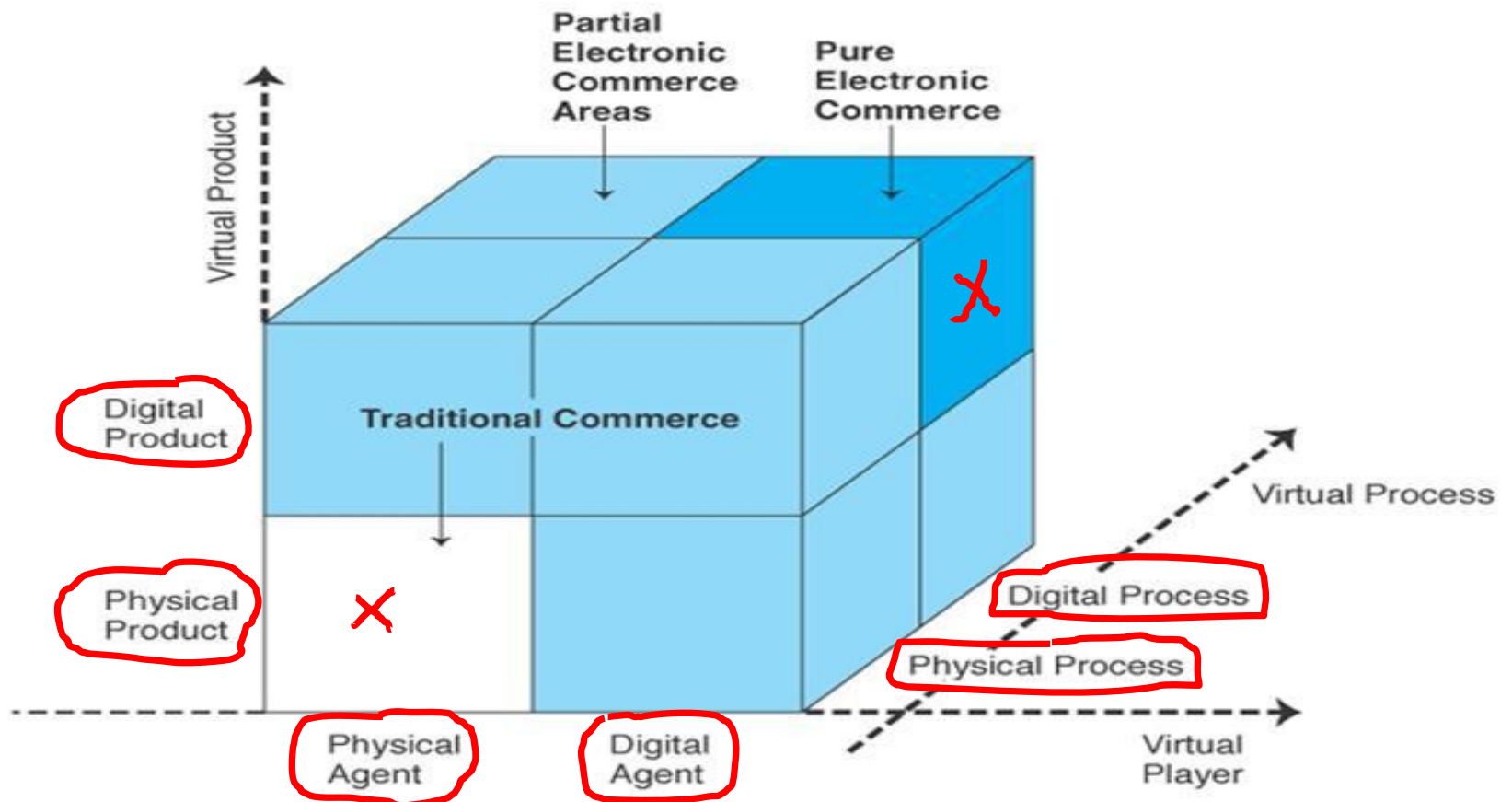
Kategorisasi e-Commerce

- **Pure vs. Partial EC** tergantung dari derajat digitasi (transformasi dari fisik ke digital):
 1. *produk* (jasa) yang dijual;
 2. *proses bisnis*; dan
 3. *agen penyalur* (dengan *digital intermediary*)
- **Perusahaan Brick & Mortar** yaitu perusahaan model “ekonomi lama” yang melakukan sebagian besar aktivitas bisnisnya secara manual (*off-line*), menjual produk fisik melalui agen penyalur fisik

Kategorisasi e-Commerce (lanjut)

- **Perusahaan Virtual (*pure-play*)** semua aktivitas bisnis dilakukan *online*
- **Perusahaan *Click & Mortar*** melakukan aktivitas EC, tetapi aktivitas bisnis utama dilakukan di dunia fisik
- **Pasar elektronik (*e-marketplace*)** pasar online dimana pembeli dan penjual bertemu untuk bertukar produk, jasa, uang, atau informasi

Dimensi e-Commerce



Source: *Economics of Electronic Commerce*, 1/E by Choi/Stahl/Whinston, ©1997. Reprinted by permission of Pearson Education, Inc., Upper Saddle River, NJ.