

E-Commerce

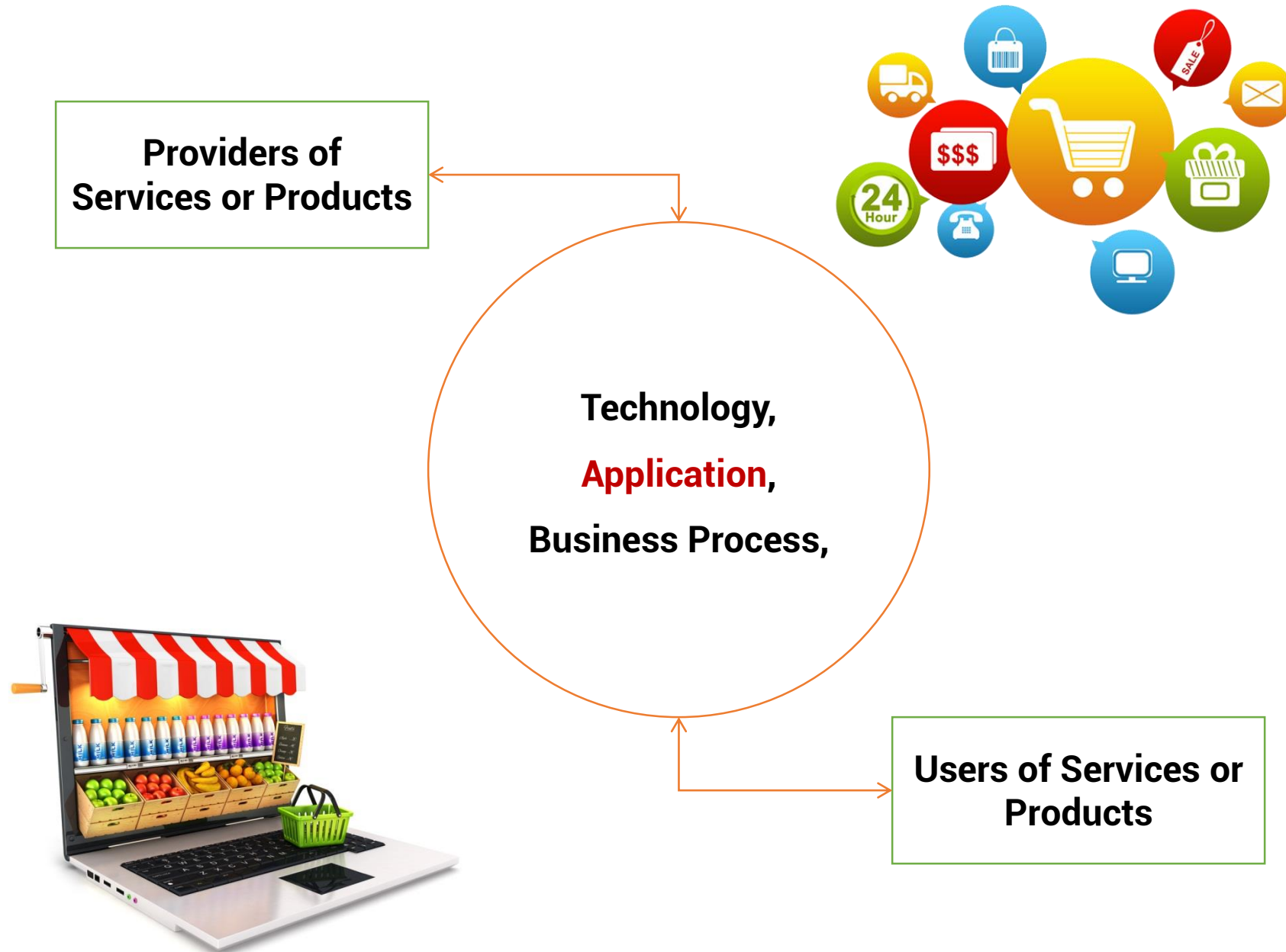
2 SKS | Semester 7 | UNIKOM

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Konsep E-Commerce

Pengenalan Pemrograman PHP







- ✓ Open 24 hours a day, 7 days a week, 365 days a year.
- ✓ Very low running costs.
- ✓ Opportunity to reach new markets.
- ✓ Limitless possibility for creation of new sales channels.
- ✓ More profit per item sold.
- ✓ Much higher level of intelligence about your customers behaviour.
- ✓ Better social media engagement.

TYPES OF ECOMMERCE

	Business	Customer	Government
Business	B2B	C2B	G2B
Customer	B2C	C2C	G2C
Government	B2G	C2G	G2G

Types of e-Commerce in Indonesia (1)

CLASSIFIEDS/LISTING

Example:



Characteristics:

- ✓ The sites do not facilitate online transaction.
- ✓ Individual seller can use the service for free.

How they gain profit:

- ✓ Premium ads

C2C MARKETPLACE

Example:



Characteristics:

- ✓ Every transaction must go through the website.
- ✓ Can be used by individual seller.

How they gain profit:

- ✓ Premium ads
- ✓ Premium seller
- ✓ Commission

SHOPPING MALL

Example:



Characteristics:

- ✓ Similar characterization with marketplace, with stricter verification process for the seller.

How they gain profit:

- ✓ Commission

Source: Tech in Asia 2014, Spire Data & Analysis

Types of e-Commerce in Indonesia (2)

B2C ONLINE STORE

Example:

BHINNEKA.COM

LaZada

BERRYBENKA.COM
FASHION IS JUST A CLICK AWAY

Characteristics:

- ✓ Selling their own products.

How they gain profit:

- ✓ Profit from sales.

SOCIAL MEDIA STORE

Example:

 **Instagram**
facebook.

Characteristics:

- ✓ Selling their own products through social media platform.

How they gain profit:

- ✓ Profit from sales.

Source: Tech in Asia 2014, Spire Data & Analysis

Indonesia's E-commerce & Logistic Providers

Famous Indonesia e-Commerce Platform



e-Commerce Logistic Provider



Source: KOMINFO Tech in Asia 2014, idEA, eMarketer 2014, Statista 2014, Spire Data & Analysis

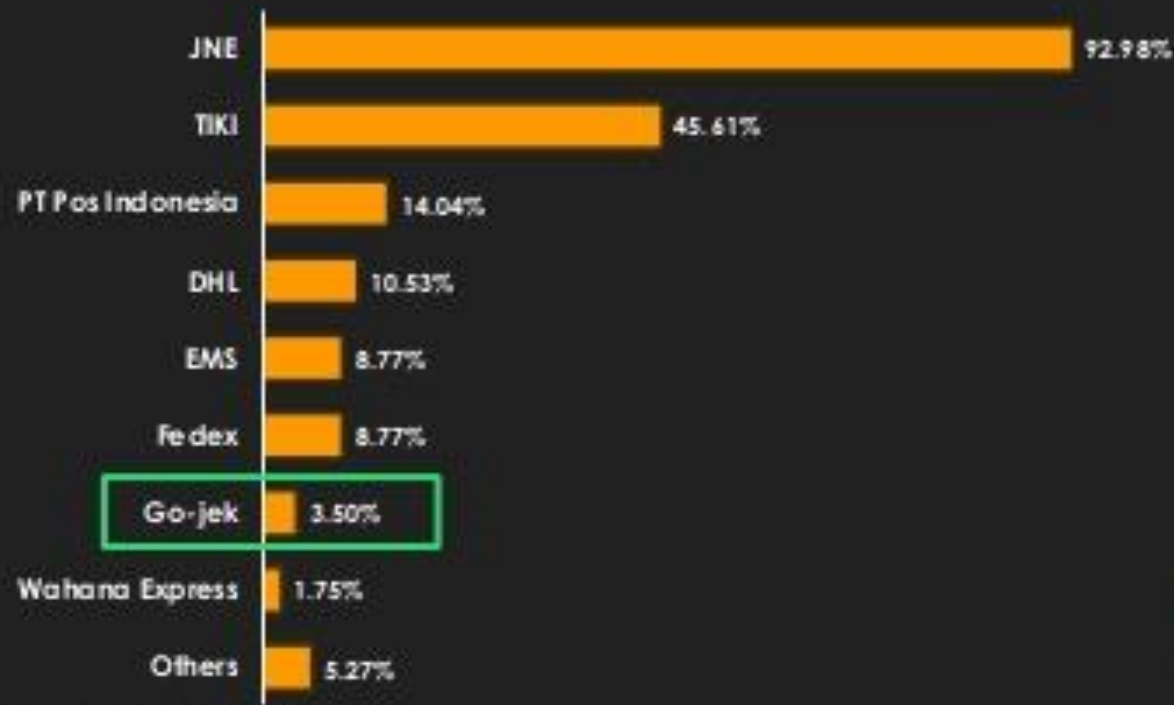
Indonesia E-Commerce Buyer Demographic

Which courier service and delivery options are being chosen?



Online Marketing & E-commerce

Courier Service Used for Online Shopping



Chosen Delivery Options



Source: Spire Research and Consulting

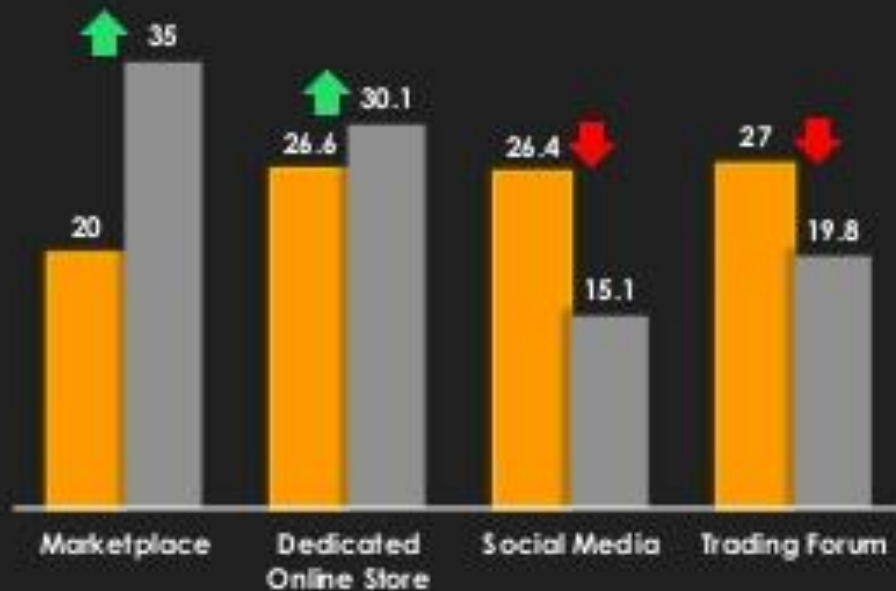
Indonesia E-Commerce Buyer Demographic

Where to buy and what are bought?

spire

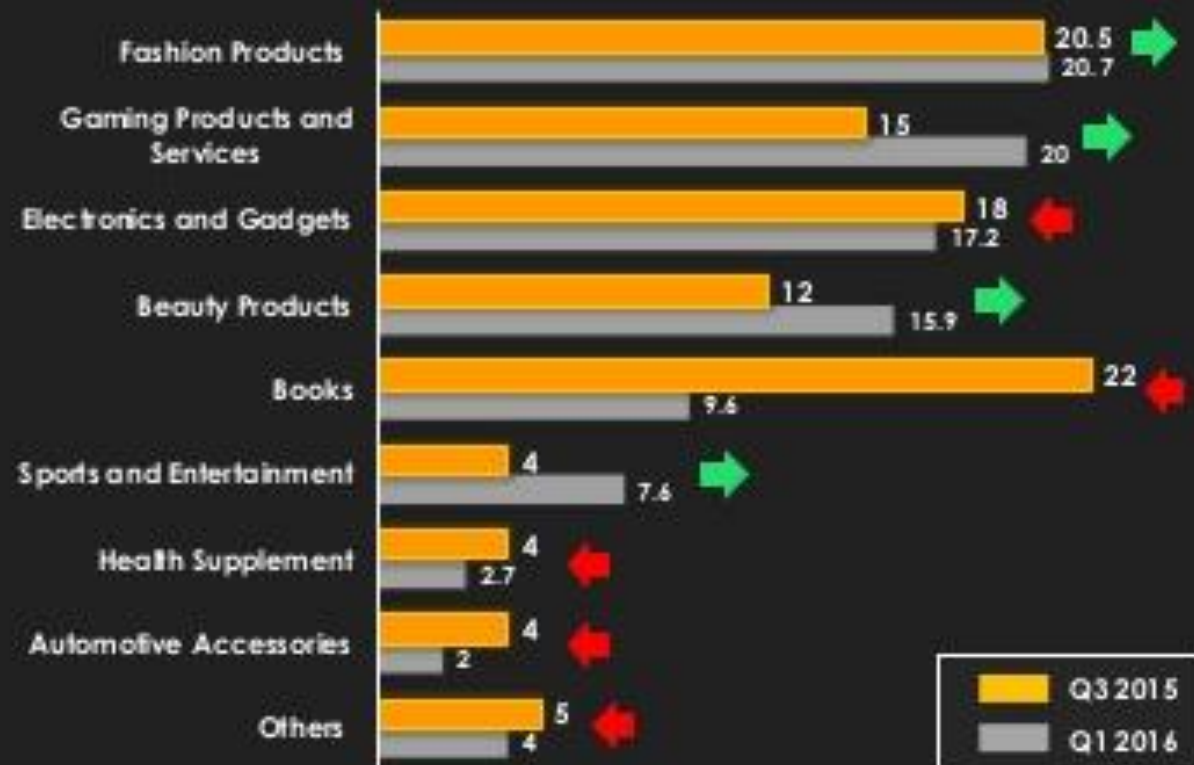
an Indonesia E-commerce

Favorite Place for E-Shopping (%)



Source: Spire Research and Consulting

Types of Products Bought via E-Commerce (%)



Q3 2015
Q1 2016

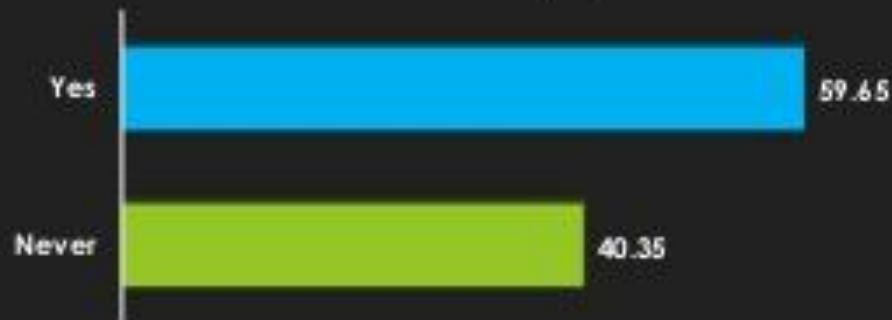
Indonesia E-Commerce Buyer Demographic

Purchasing from Abroad



The Future of E-commerce

E-Shopping Experience from Other Countries (%)

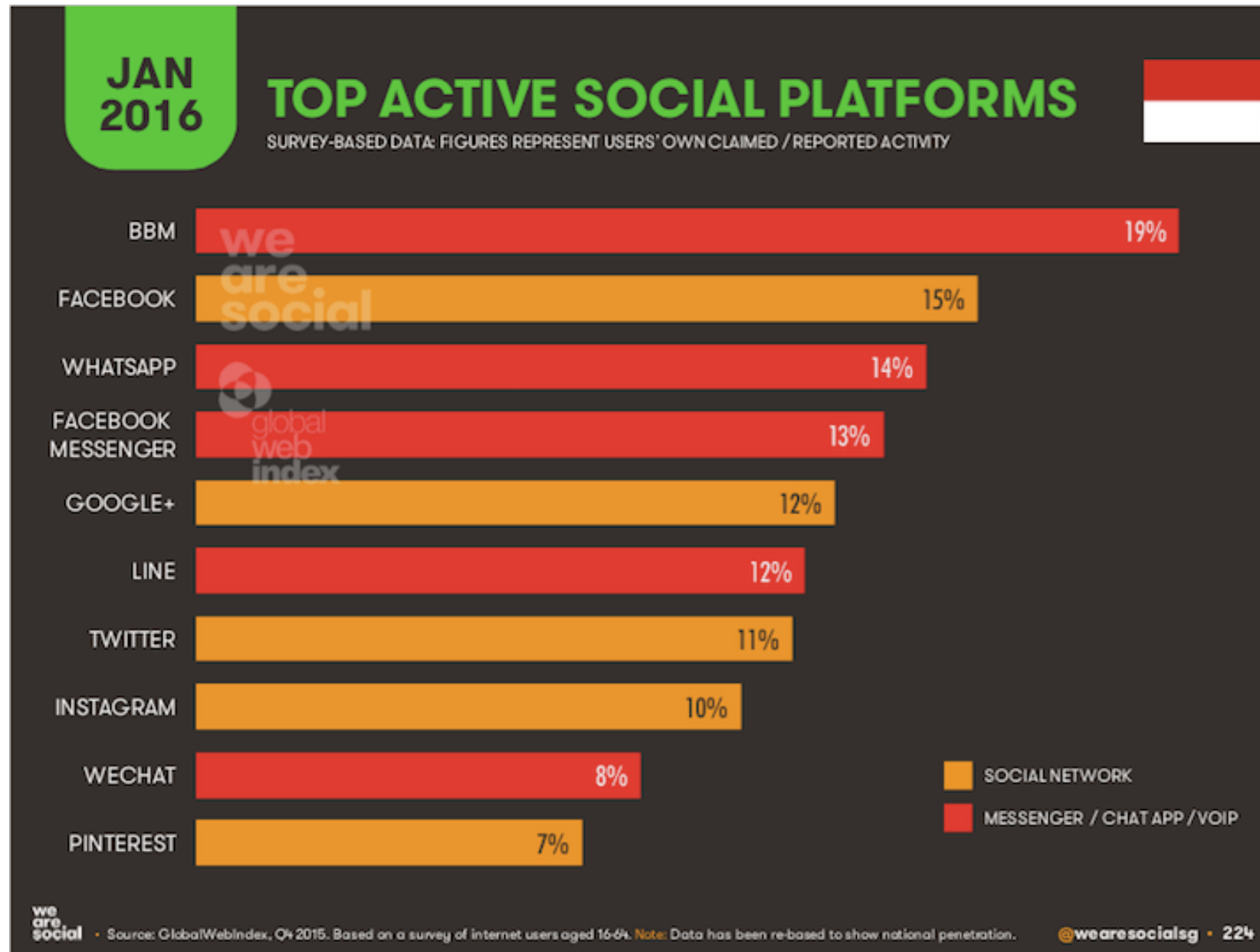


Worries Over Shopping from Abroad (%)



Source: Spire Research and Consulting





Mata kuliah “E-Commerce”

- ✓ Memahami Konsep Dasar E-Commerce
- ✓ Mempelajari cara pembuatan Web
- ✓ Mengembangkan Aplikasi E-Commerce Berbasis Web

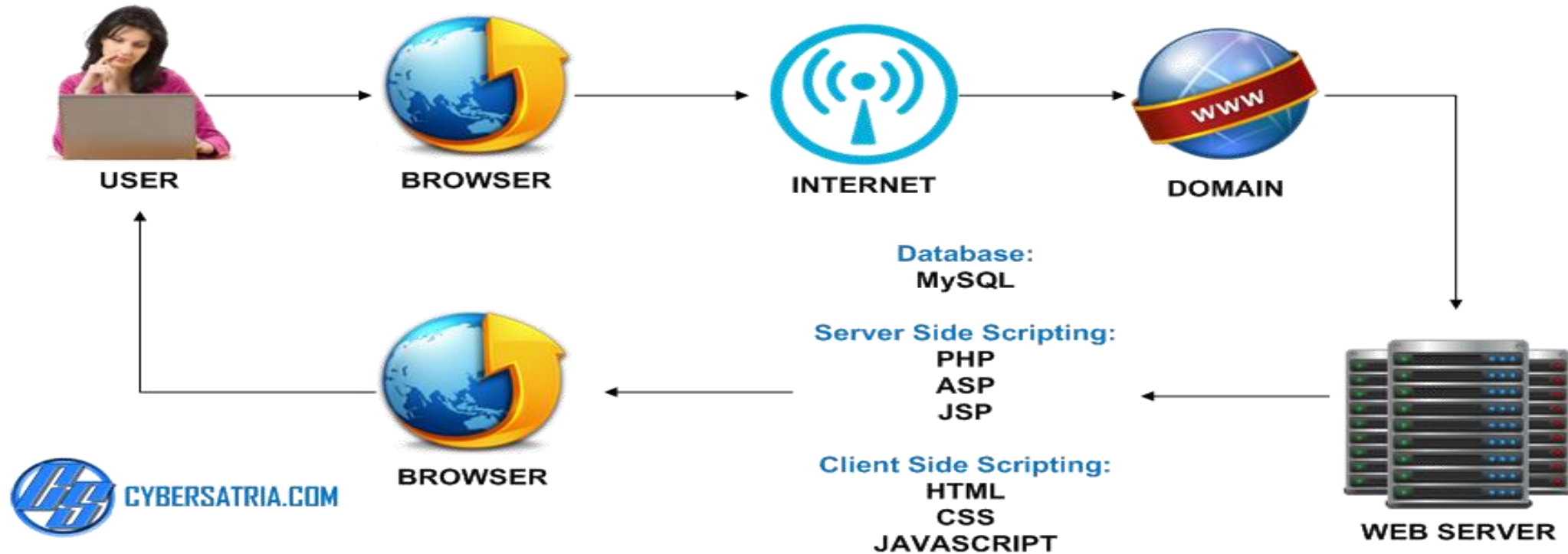


SILABUS

- Pengantar Perkuliahan
- PHP : Variable, Constant, Data Type, Operator
- PHP Conditional & PHP Loops
- Array & Functions
- Session
- PHP Forms
- Pengenalan Database
- Pengenalan Structured Query Language (SQL)
- PHP & MySQL
- Pengembangan Web E-Commerce
- Hosting Domain



Cara Kerja Web





What is PHP?

- PHP is an acronym for "PHP: Hypertext Preprocessor"
- PHP is a widely-used, open source scripting language
- PHP scripts are executed on the server
- PHP is free to download and use



What is a PHP File?

- PHP files can contain text, HTML, CSS, JavaScript, and PHP code
- PHP code are executed on the server, and the result is returned to the browser as plain HTML
- PHP files have extension ".php"



What Can PHP Do?

- PHP can generate dynamic page content
- PHP can create, open, read, write, delete, and close files on the server
- PHP can collect form data
- PHP can send and receive cookies
- PHP can add, delete, modify data in your database
- PHP can be used to control user-access
- PHP can encrypt data



Why PHP?

- PHP runs on various platforms (Windows, Linux, Unix, Mac OS X, etc.)
- PHP is compatible with almost all servers used today (Apache, IIS, etc.)
- PHP supports a wide range of databases
- PHP is free. Download it from the official PHP resource: www.php.net
- PHP is easy to learn and runs efficiently on the server side



Set Up PHP on Your Own PC

However, if your server does not support PHP, you must:

- install a web server
- install PHP
- install a database, such as MySQL

The official PHP website (PHP.net) has installation instructions for PHP: <http://php.net/manual/en/install.php>

or Install XAMPP





What is XAMPP?

- XAMPP is the most popular PHP development environment
- XAMPP is a completely free, easy to install Apache distribution containing MySQL & PHP. The XAMPP open source package has been set up to be incredibly easy to install and to use.
- Download: <https://www.apachefriends.org/download.html>



PHP Syntax

```
<!DOCTYPE html>
```

```
<html>
```

```
<body>
```

```
<h1>My first PHP page</h1>
```

```
<?php
```

```
echo "Hello World!";
```

```
?>
```

```
</body>
```

```
</html>
```

NEXT:

PHP : Variable, Constant, Data Type, Operator

