E-Commerce

Lesson 1

2 SKS | Semester 7 | UNIKOM

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Konsep E-Commerce

Pengenalan Pemrograman PHP



Providers of Services or Products



Technology,

Application,

Business Process,



Users of Services or Products



- ✓ 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)

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The Knowledge to Decide

CLASSIFIEDS/LISTING

Example:

tokobagus.com
berniaga.com
OLX

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:

tokopedia
BukalaPak
lamido

Characteristics:
- ✓ Every transaction must gone through the website.
- ✓ Can be used by individual seller.

How they gain profit:
- ✓ Premium ads
- ✓ Premium seller
- ✓ Commission

SHOPPING MALL

Example:

blibli.com



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)

spire RESEARCH & CONSULTING
The Knowledge to Decide

B2C ONLINE STORE

Example:

BHINNEKA.COM
Lazada
BERRYBENKA.com

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.



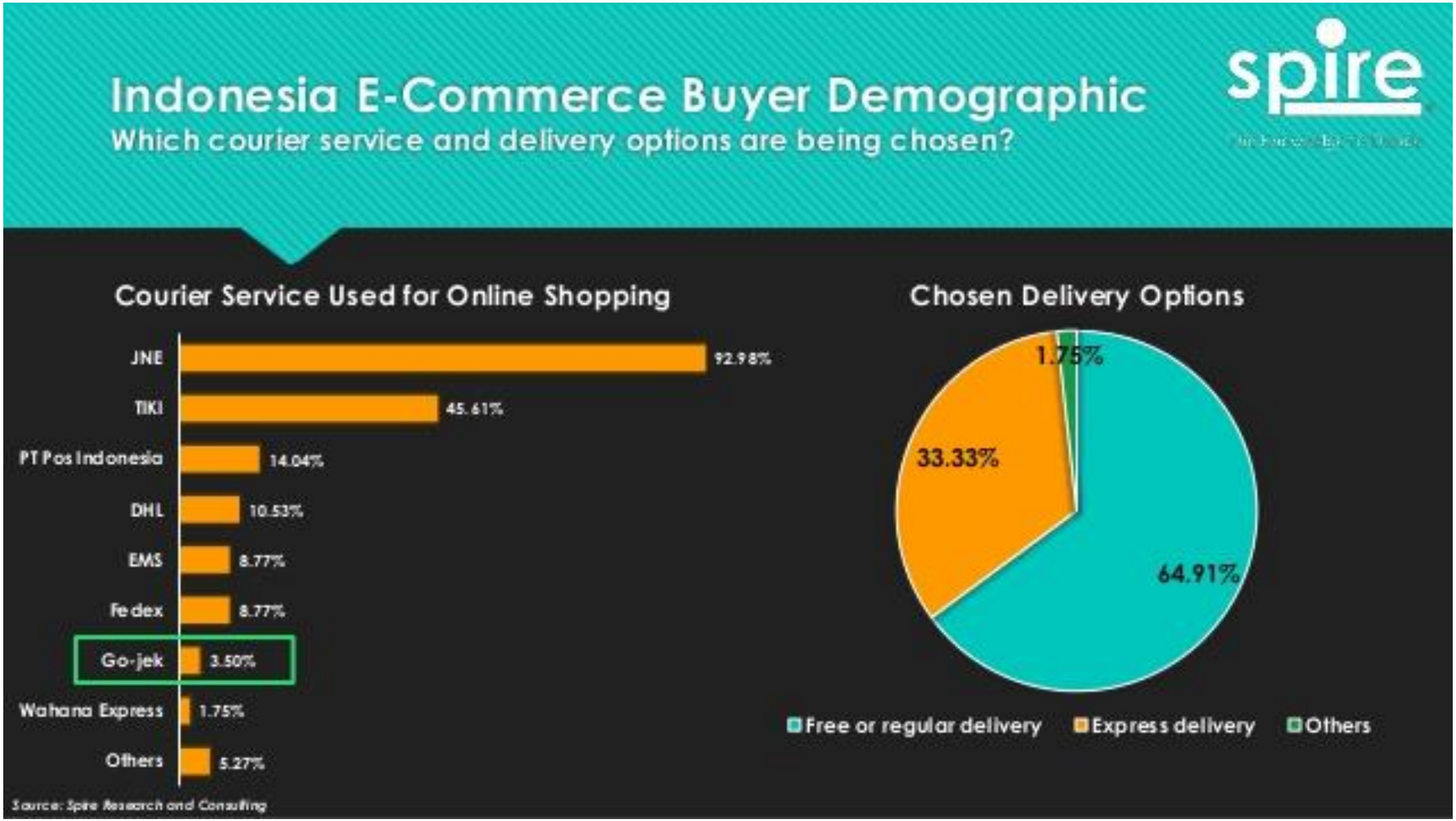
Source: Tech in Asia 2014, Spire Data & Analysis

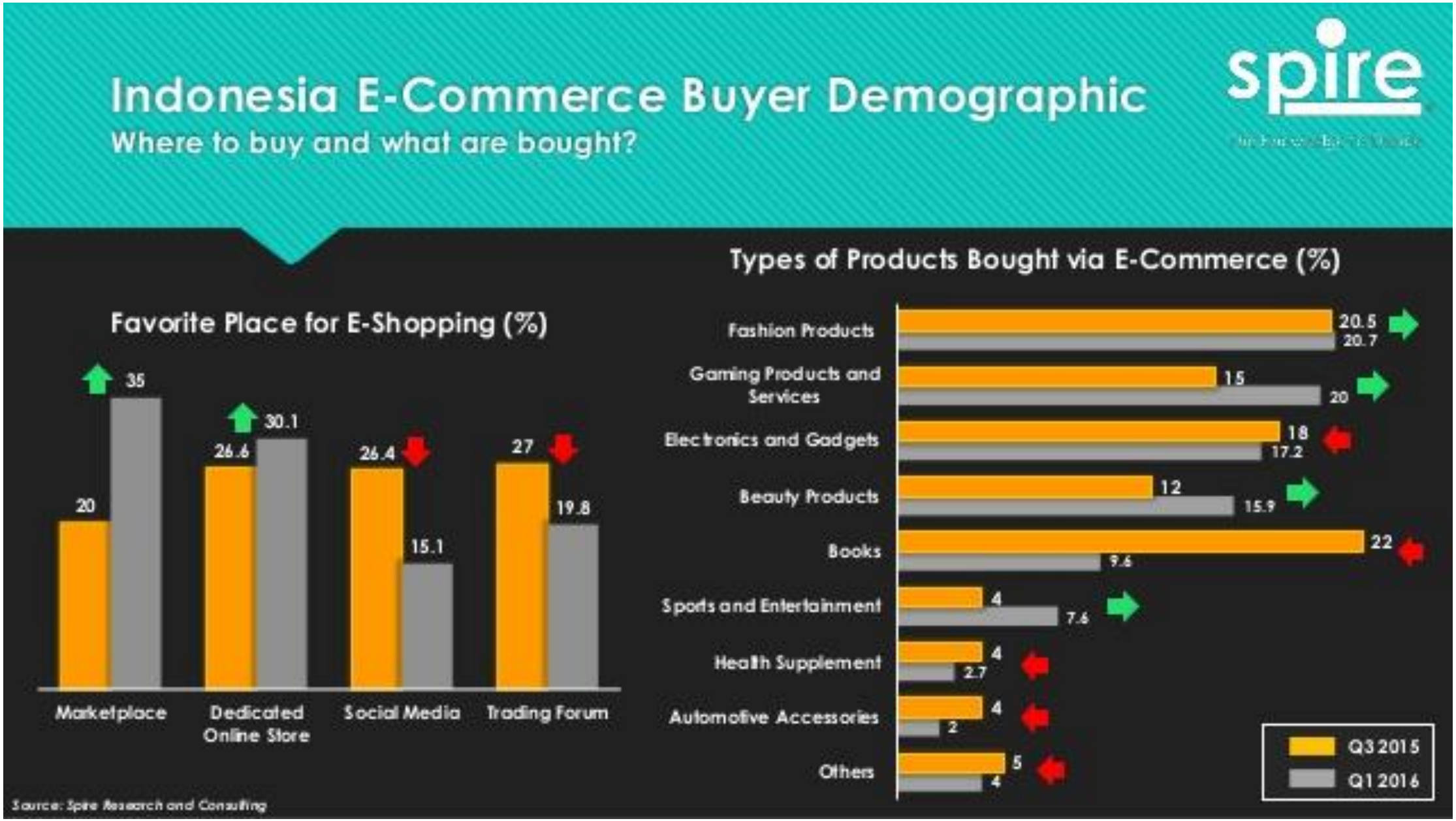
Indonesia's E-commerce & Logistic Providers

Famous Indonesia e-Commerce Platform

e-Commerce Logistic Provider

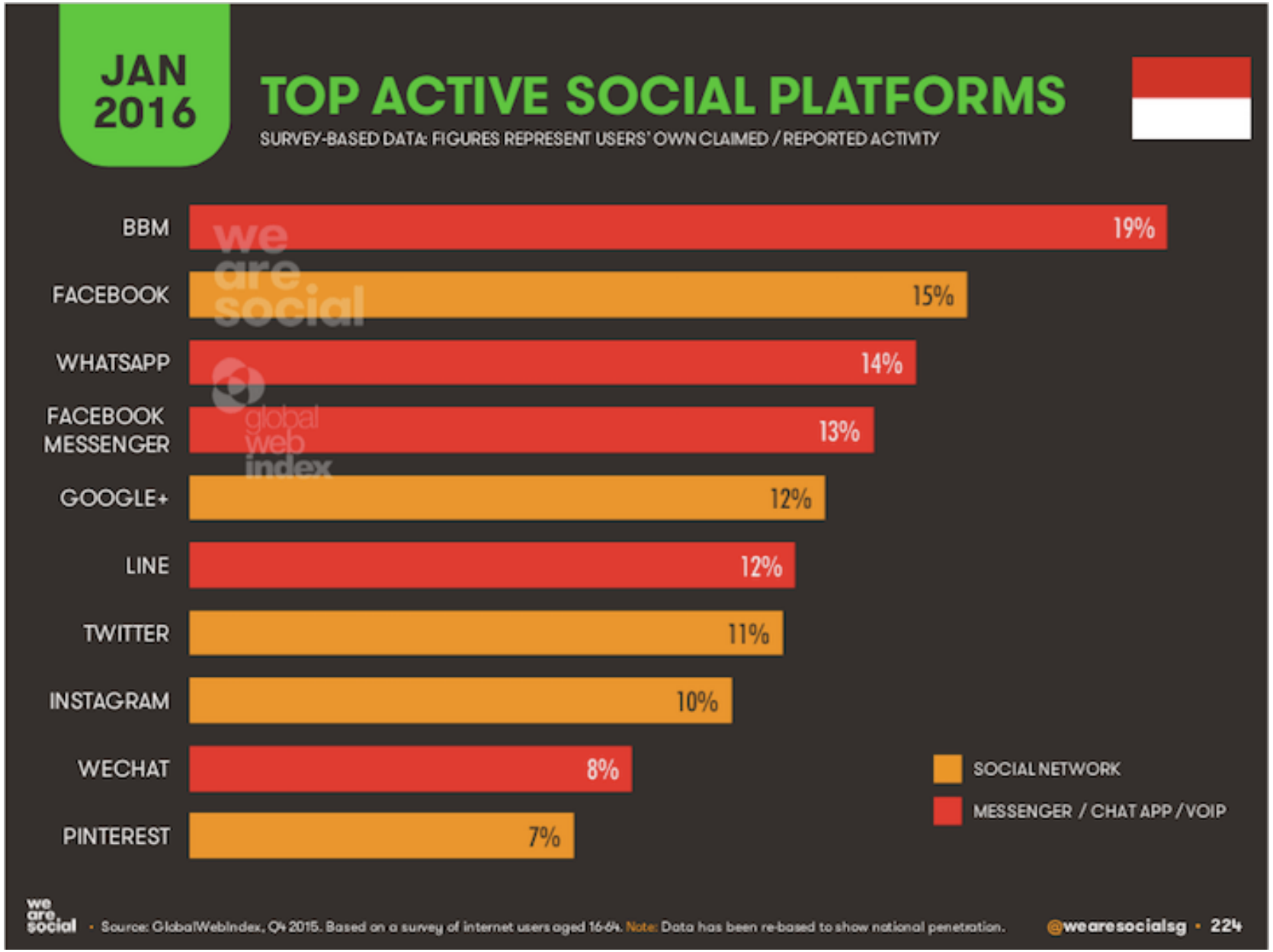
Source: KOMINFO, Tech in Asia 2014, idEA, eMarketer 2014, Statista 2014, Spire Data & Analysis


Indonesia E-Commerce Buyer Demographic
Which courier service and delivery options are being chosen?
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Courier Service Used for Online Shopping
JNE 92.98%
TIKI 45.61%
PT Pos Indonesia 14.04%
DHL 10.53%
EMS 8.77%
Fedex 8.77%
Go-jek 3.50%
Wahana Express 1.75%
Others 5.27%
Source: Spire Research and Consulting
Chosen Delivery Options
1.75%
33.33%
64.91%
Free or regular delivery
Express delivery
Others


Indonesia E-Commerce Buyer Demographic
Where to buy and what are bought?
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Favorite Place for E-Shopping (%)
20
35
26.6
30.1
26.4
15.1
27
19.8
Marketplace
Dedicated Online Store
Social Media
Trading Forum
Types of Products Bought via E-Commerce (%)
Fashion Products
20.5
20.7
Gaming Products and Services
15
20
Electronics and Gadgets
18
17.2
Beauty Products
12
15.9
Books
22
9.6
Sports and Entertainment
4
7.6
Health Supplement
4
2.7
Automotive Accessories
4
2
Others
5
4
Q3 2015
Q1 2016
Source: Spire Research and Consulting


Indonesia E-Commerce Buyer Demographic
Purchasing from Abroad
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E-Shopping Experience from Other Countries (%)
Yes
59.65
Never
40.35
Worries Over Shopping from Abroad (%)
Difficult Payment System
22.1
Long delivery time
18.3
Worried over product quality
16.3
Worried over scam possibility
15.4
Worried over safe delivery
13.5
Limited payment options
9.6
Not interested with the products
4.8
Payment-related
Delivery-related
Source: Spire Research and Consulting


JAN 2016
DIGITAL IN INDONESIA
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS
TOTAL POPULATION
ACTIVE INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE CONNECTIONS
ACTIVE MOBILE SOCIAL USERS
we are social
259.1 MILLION
88.1 MILLION
79.0 MILLION
326.3 MILLION
66.0 MILLION
URBANISATION: 55%
PENETRATION: 34%
PENETRATION: 30%
vs POPULATION: 126%
PENETRATION: 25%
FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS
FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS
we are social • Sources: UN, US Census Bureau; APJII, Facebook, GSMA Intelligence.
@wearesocialsg • 215


JAN 2016
TOP ACTIVE SOCIAL PLATFORMS
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
BBM 19%
FACEBOOK 15%
WHATSAPP 14%
FACEBOOK MESSENGER 13%
GOOGLE+ 12%
LINE 12%
TWITTER 11%
INSTAGRAM 10%
WECHAT 8%
PINTEREST 7%
SOCIAL NETWORK
MESSENGER / CHAT APP / VOIP
we are social
Source: GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. Note: Data has been re-based to show national penetration.
@wearesocialsg • 224

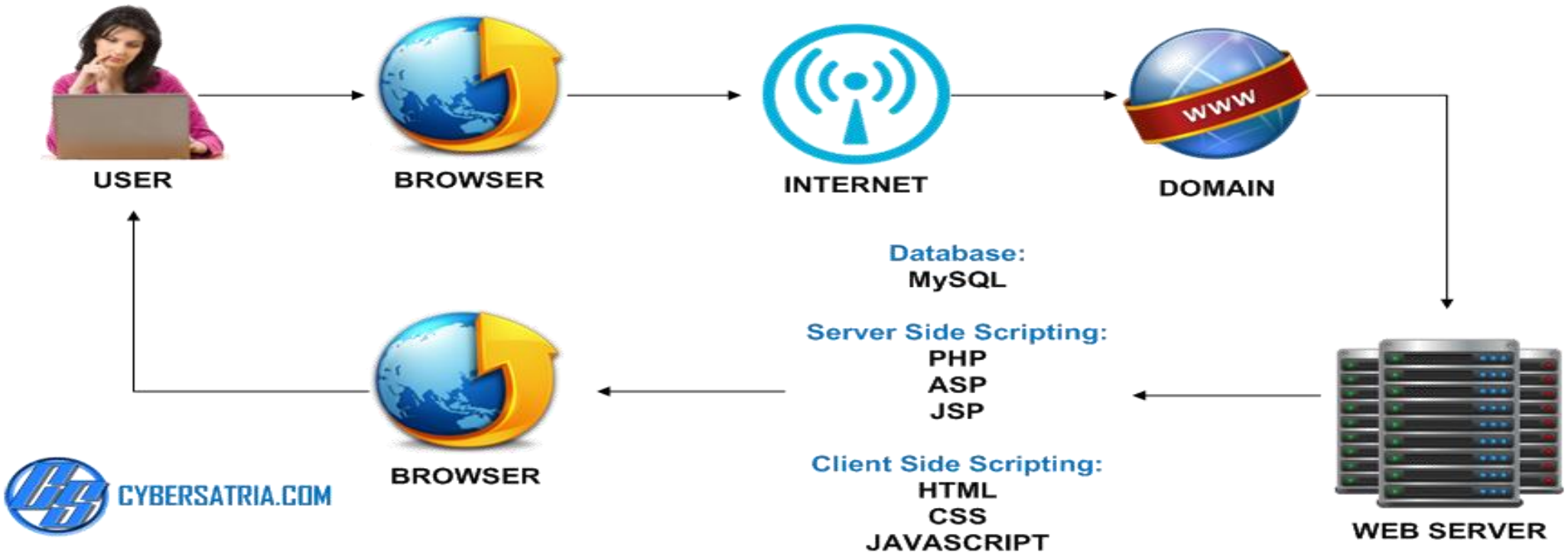
Mata kuliah "E-Commerce"

- ✓ 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