



Pertemuan 9



Teknologi Informasi dan e-commerce

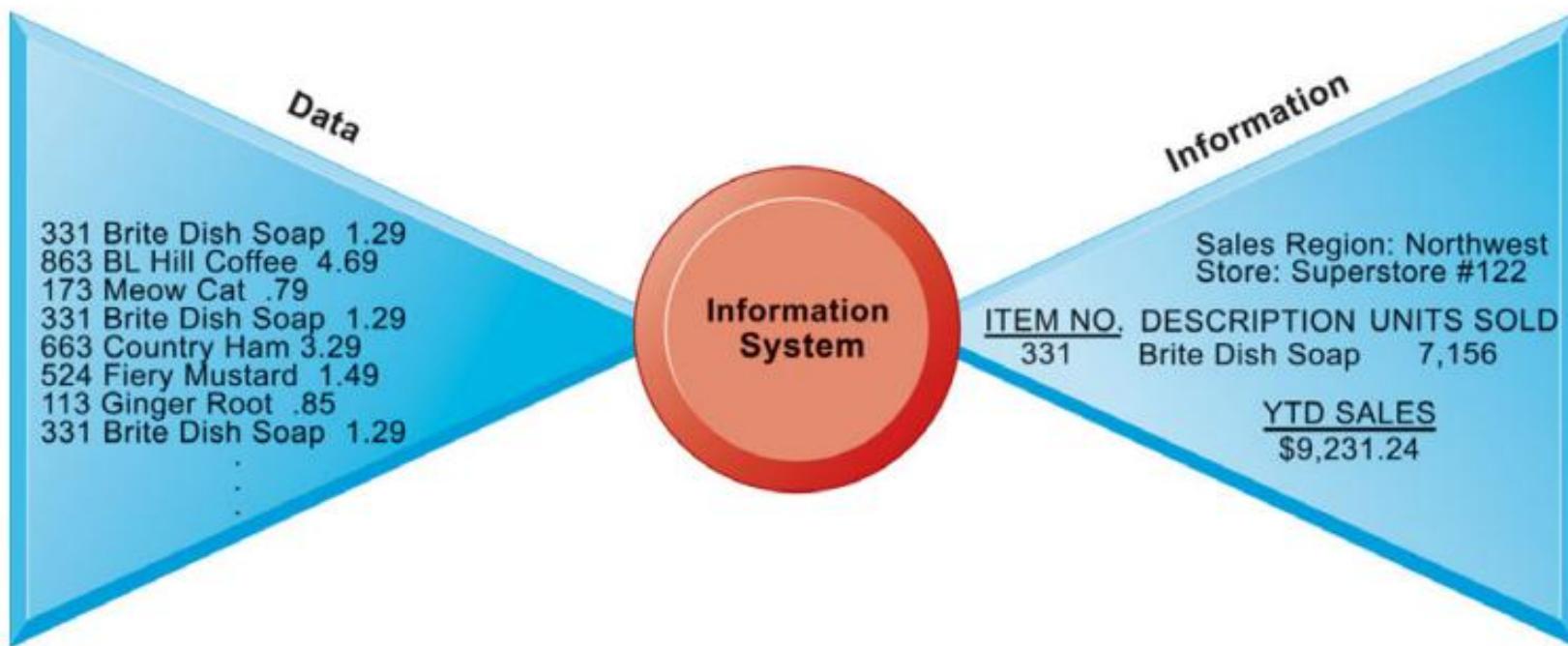


Data dan Informasi

- Data = data mentah
- Informasi = data yang sudah diolah untuk tujuan tertentu
- Teknologi Informasi = metode mengumpulkan, menyimpan, dan mengkomunikasikan informasi masa lalu, sekarang dan proyeksi masa depan pada operasi internal dan intellijens eksternal



FIGURE 1-3 DATA AND INFORMATION



Raw data from a supermarket checkout counter can be processed and organized to produce meaningful information, such as the total unit sales of dish detergent or the total sales revenue from dish detergent for a specific store or sales territory.

FUNGSI Teknologi Informasi

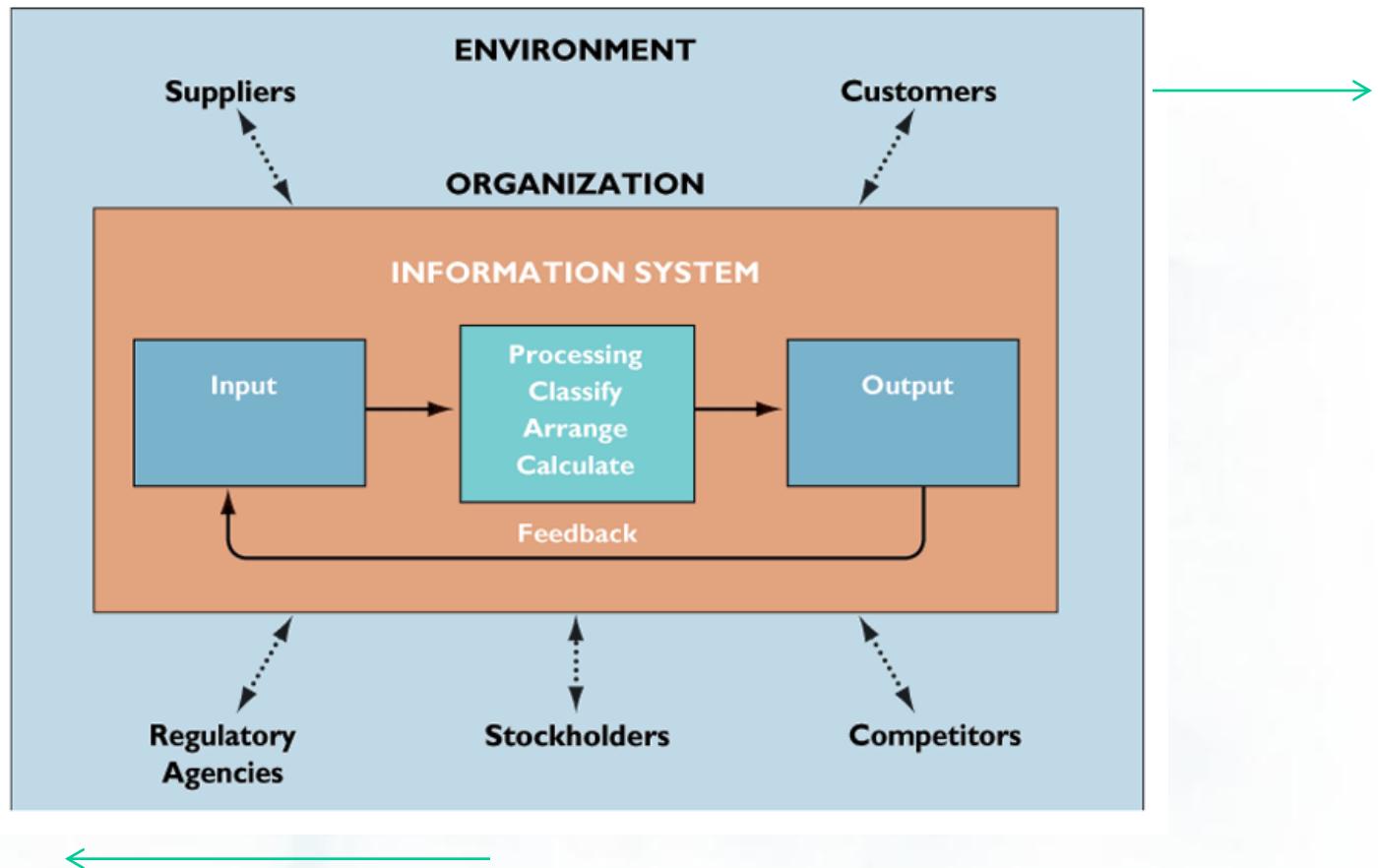


Figure 1-4

- **2010, bisnis Amerika membelanjakan \$ 562 miliar pada hardware, software dan telekomunikasi dan \$800 miliar untuk konsultasi dan jasa sim**
-



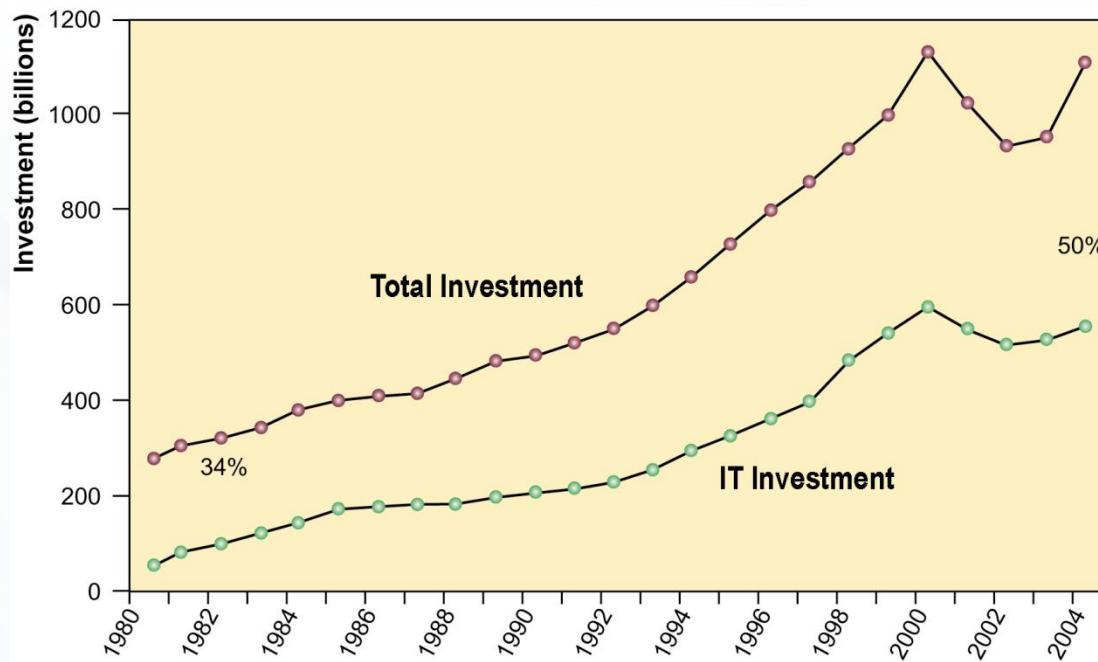


Management Information Systems

Chapter 1 Information Systems in Global Business Today

The Role of Information Systems in Business Today

Information Technology Capital Investment



Information technology investment, defined as hardware, software, and communications equipment, grew from 34% to 50% between 1980 and 2004.

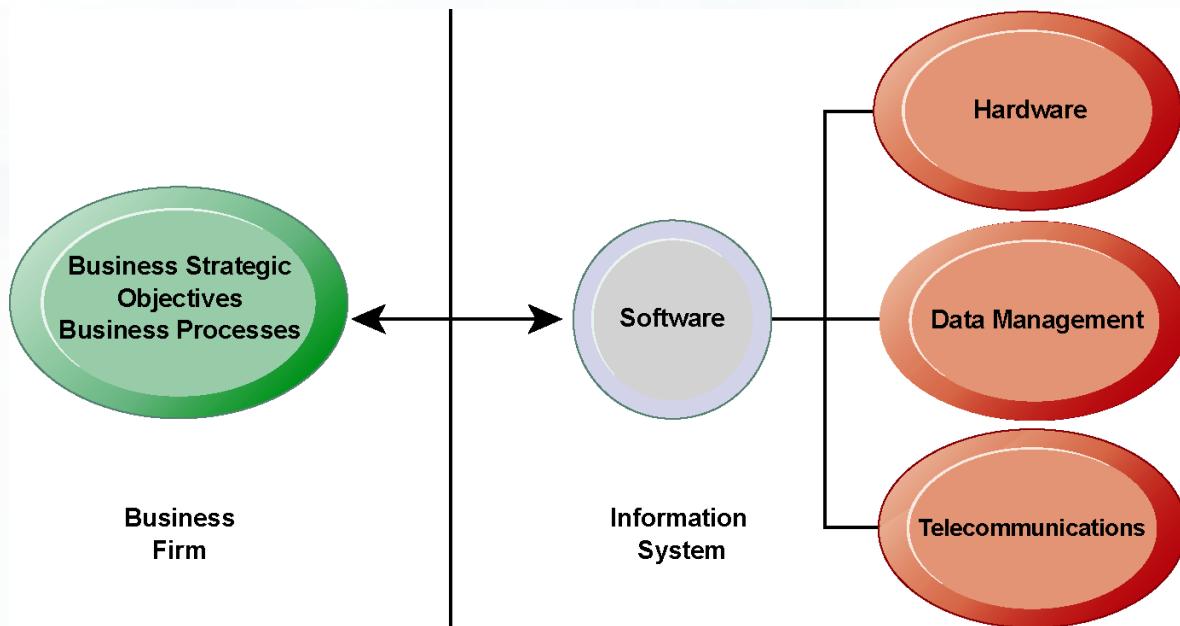
Source: Based on data in U.S. Department of Commerce, Bureau of Economic Analysis, *National Income and Product Accounts*, 2006.

Figure 1-1



The Role of Information Systems in Business Today

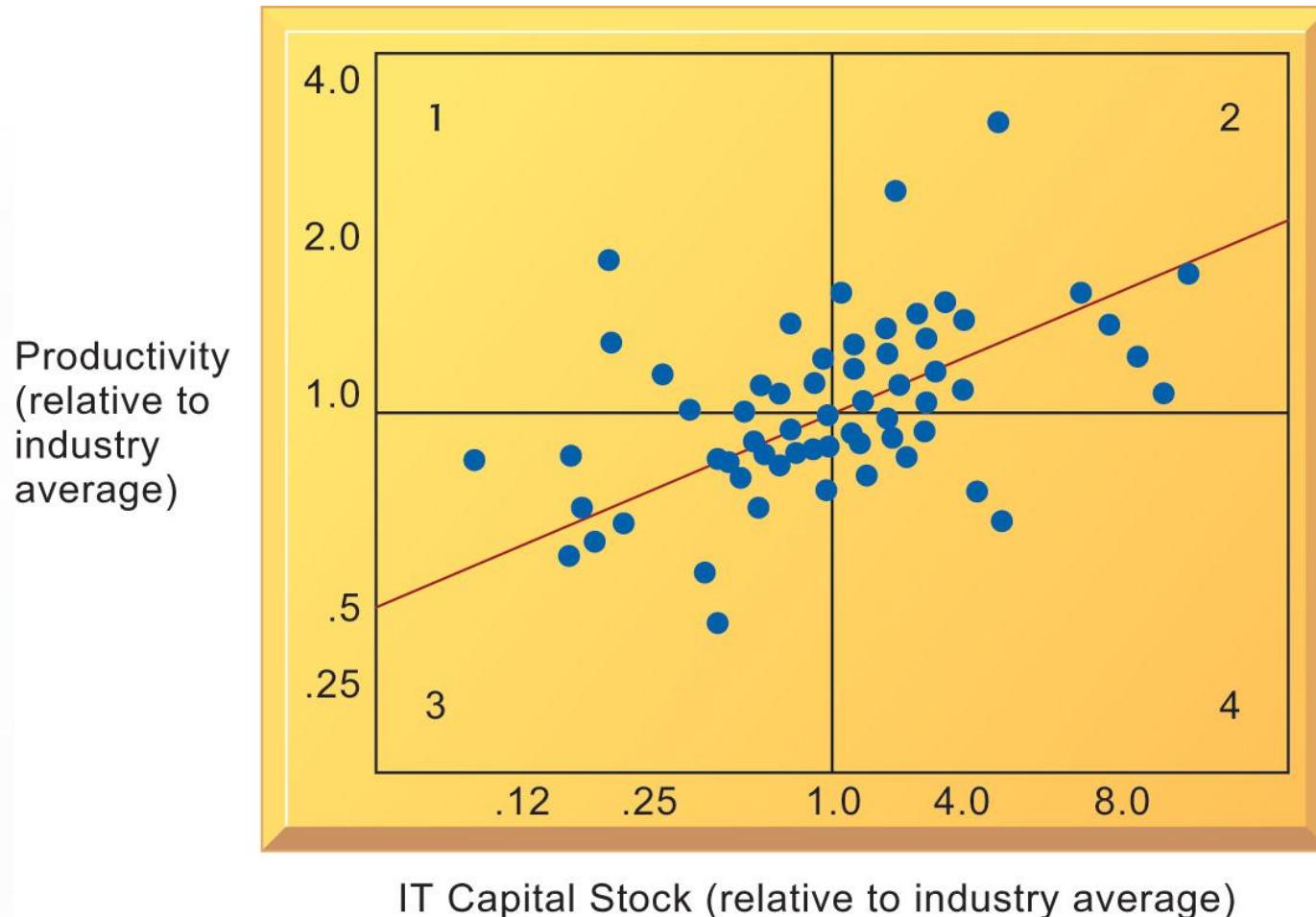
The Interdependence Between Organizations and Information Technology



There is a growing interdependence between a firm's information systems and its business capabilities. Changes in strategy, rules, and business processes increasingly require changes in hardware, software, databases, and telecommunications. Often, what the organization would like to do depends on what its systems will permit it to do.

Figure 1-2

Same Investment but Different Returns – Why?





Management Information Systems

Chapter 1 Information Systems in Global Business Today

Perspectives on Information Systems

Information Systems Are More Than Computers



Using information systems effectively requires an understanding of the organization, management, and information technology shaping the systems. An information system creates value for the firm as an organizational and management solution to challenges posed by the environment.

Figure 1-5



Positive Impacts of Information Systems

- Faster calculations and paperwork
- Analysis of customer purchase patterns and preferences
- More efficient business services
- Medical advances
- Instant global distribution of information



Negative Impacts of Information Systems

- Automation leading to job elimination
- Privacy concerns
- System outages and shutdowns
- Health problems, repetitive stress injury
- Illegal distribution of intellectual property



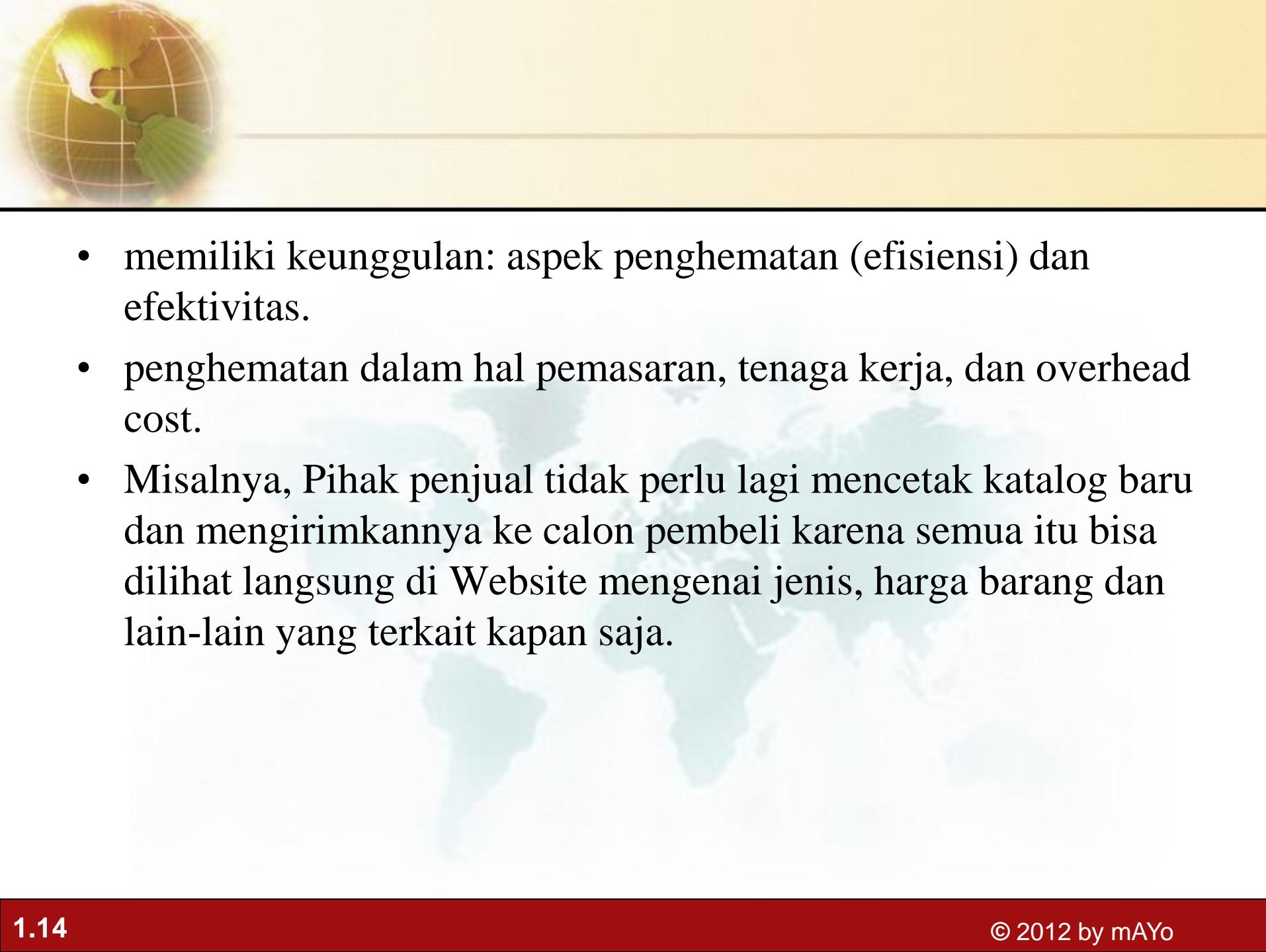
SIM TO ORGANISASI

- Antara sistem informasi dan organisasi harus saling mempengaruhi dan membutuhkan karena sistem informasi dibentuk untuk melayani kebutuhan organisasi, kegiatan yang dilakukan, tujuan, budaya, politik dan kepentingan manajemen. Semuanya dimaksudkan untuk membuat penghematan biaya agency dan mengurangi kegiatan transaksi langsung. Akhirnya, jaringan komunikasi global seperti internet dapat diaplikasikan untuk mendukung proses bisnis organisasi.
- Fungsi organisasi, Perencanaan, pelaksanaan, organizing, controlling, coordination, pembuatan keputusan



E-commerce

- Definisi e-commerce, secara umum, merujuk pada semua bentuk transaksi komersial yang menyangkut organisasi dan individu yang didasarkan pada pemrosesan dan transmisi data yang digitalisasikan, termasuk teks, suara dan video.
- Loudon dan Loudon mendefinisikannya bahwa e-commerce sebagai proses membeli dan menjual barang-barang yang dilakukan secara elektronik, yang bentuknya adalah perusahaan ke perusahaan (B2B), bisnis ke konsumen (B2C), atau konsumen ke konsumen (C2C) melalui transaksi terkomputerisasi.



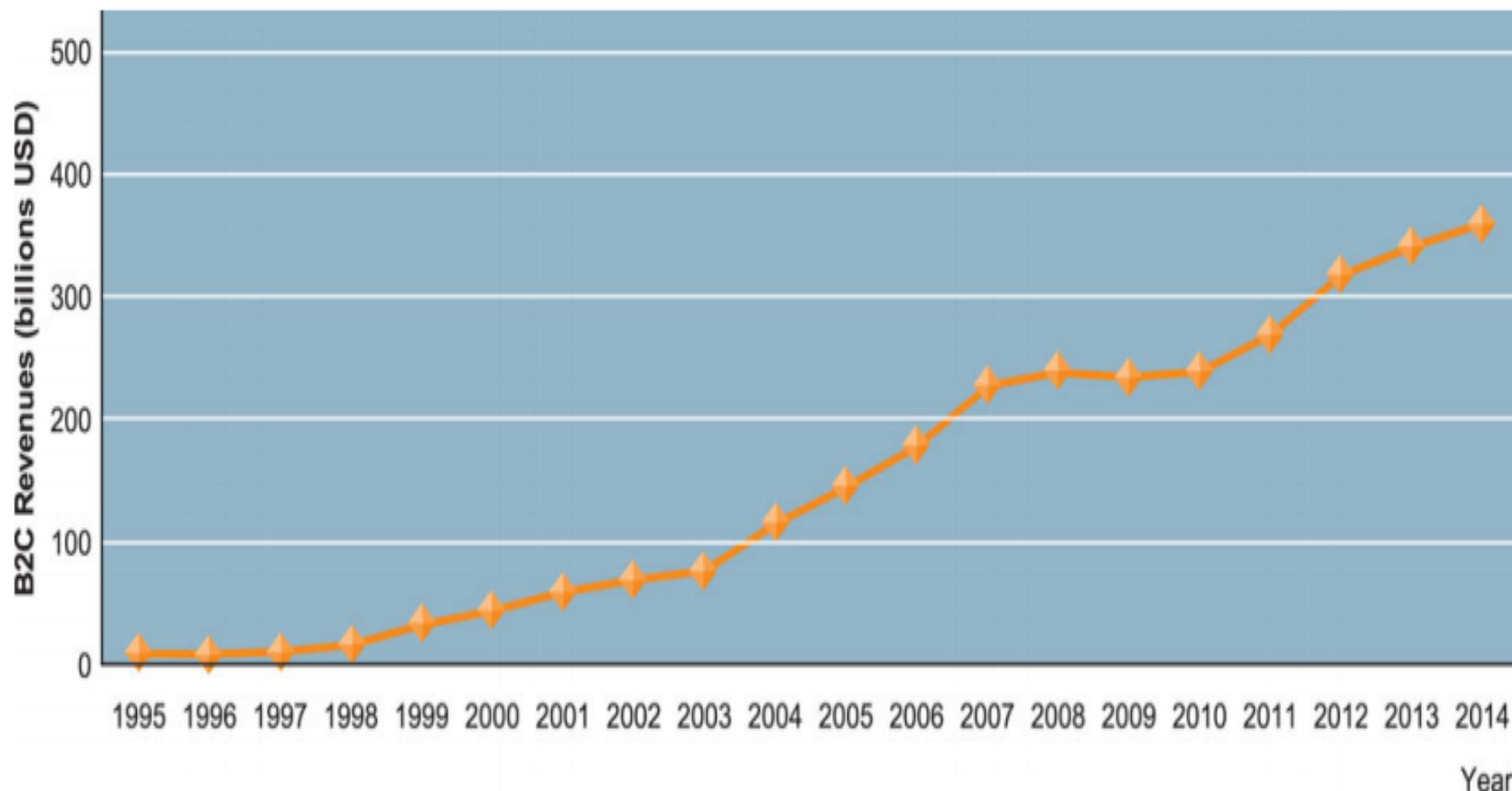
- memiliki keunggulan: aspek penghematan (efisiensi) dan efektivitas.
- penghematan dalam hal pemasaran, tenaga kerja, dan overhead cost.
- Misalnya, Pihak penjual tidak perlu lagi mencetak katalog baru dan mengirimkannya ke calon pembeli karena semua itu bisa dilihat langsung di Website mengenai jenis, harga barang dan lain-lain yang terkait kapan saja.



- E-commerce dimulai 1995, Netscape.com, menerima iklan pertama dari korporasi dan mempopulerkan ide tersebut
- Pertumbuhan 2x sd 3x setiap tahun.



FIGURE 10-1 THE GROWTH OF E-COMMERCE



Retail e-commerce revenues grew 15–25 percent per year until the recession of 2008–2009, when they slowed measurably. In 2010, e-commerce revenues are growing again at an estimated 12 percent annually.



Perbedaan e-commerce

- Ubiquity = tersedia dimana saja
- Global reach = transaksi lintas budaya dan nasional
- Universal standard
- Richness
- Interactivity
- Information density
- Personalization/customization
- Social technology

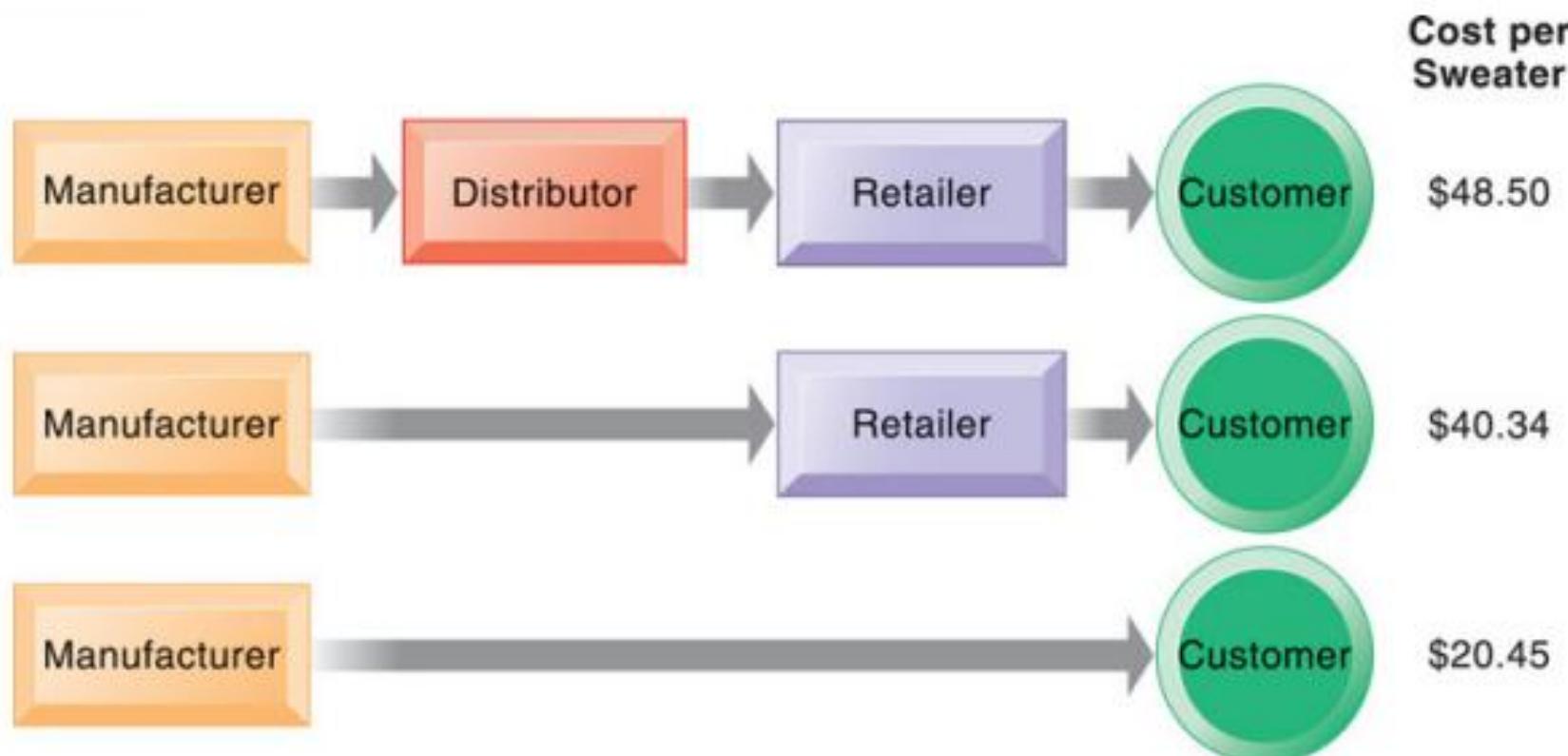


PASAR

- Marketplace: karakter konsumen yang tidak sekedar membutuhkan barang atau jasa tapi juga interaksi sosial dengan penjual maupun masyarakat ketika berbelanja.//////digital marketplace
- Marketspace: produk atau jasa tertentu dijual melalui transaksi secara on-line.
- Customerspace produk atau jasa yang membutuhkan jaminan kualitas terbaik dan bisa memenuhi standar atau nilai yang dibutuhkan pelanggan.



FIGURE 10-2 THE BENEFITS OF DISINTERMEDIATION TO THE CONSUMER



The typical distribution channel has several intermediary layers, each of which adds to the final cost of a product, such as a sweater. Removing layers lowers the final cost to the consumer.



DIGITAL GOODS

- Buku, perangkat lunak, cd, dvd, dll
- Pelayanan antar barang
- Digital goods tidak mempunyai marjin nilai produksi untuk produk kedua dan seterusnya



TABLE 10-3 DIGITAL MARKETS COMPARED TO TRADITIONAL MARKETS

	DIGITAL MARKETS	TRADITIONAL MARKETS
Information asymmetry	Asymmetry reduced	Asymmetry high
Search costs	Low	High
Transaction costs	Low (sometimes virtually nothing)	High (time, travel)
Delayed gratification	High (or lower in the case of a digital good)	Lower: purchase now
Menu costs	Low	High
Dynamic pricing	Low cost, instant	High cost, delayed
Price discrimination	Low cost, instant	High cost, delayed
Market segmentation	Low cost, moderate precision	High cost, less precision
Switching costs	Higher/lower (depending on product characteristics)	High
Network effects	Strong	Weaker
Disintermediation	More possible/likely	Less possible/unlikely



Tipe e-commerce

- Business-to-Customer (B2C)
 - Business-to-Business (B2B)
 - Consumer-to-Consumer (C2C)
- 



TABLE 10-4 HOW THE INTERNET CHANGES THE MARKETS FOR DIGITAL GOODS

	DIGITAL GOODS	TRADITIONAL GOODS
Marginal cost/unit	Zero	Greater than zero , high
Cost of production	High (most of the cost)	Variable
Copying cost	Approximately 0	Greater than zero, high
Distributed delivery cost	Low	High
Inventory cost	Low	High
Marketing cost	Variable	Variable
Pricing	More variable (bundling, random pricing games)	Fixed, based on unit costs



MODEL BISNIS e-commerce

- Portal (google, yahoo, bing, MSN, AOL, Ask)
- e-tailer (online retail store) (Amazon)
- Content provider (all intellectual property...internet-based distributor)
- Transaction broker
- Market creator
- Service provider
- Community provider

 TABLE 10-5 INTERNET BUSINESS MODELS

CATEGORY	DESCRIPTION	EXAMPLES
E-tailer	Sells physical products directly to consumers or to individual businesses.	Amazon RedEnvelope.com
Transaction broker	Saves users money and time by processing online sales transactions and generating a fee each time a transaction occurs.	ETrade.com Expedia
Market creator	Provides a digital environment where buyers and sellers can meet, search for products, display products, and establish prices for those products. Can serve consumers or B2B e-commerce, generating revenue from transaction fees.	eBay Priceline.com ChemConnect.com
Content provider	Creates revenue by providing digital content, such as news, music, photos, or video, over the Web. The customer may pay to access the content, or revenue may be generated by selling advertising space.	WSJ.com GettyImages.com iTunes.com Games.com
Community provider	Provides an online meeting place where people with similar interests can communicate and find useful information.	Facebook MySpace iVillage , Twitter
Portal	Provides initial point of entry to the Web along with specialized content and other services.	Yahoo Bing Google
Service provider	Provides Web 2.0 applications such as photo sharing, video sharing, and user-generated content as services. Provides other services such as online data storage and backup.	Google Apps Photobucket.com Xdrive.com



Model PENDAPATAN e-commerce

- Periklanan
 - Penjualan
 - Pendaftaran
 - Free/freemium
 - Transaksi
 - afiliasi
- 

TABLE 10-6 ONLINE MARKETING AND ADVERTISING FORMATS (BILLIONS)

MARKETING FORMAT	2010 REVENUE	DESCRIPTION
Search engine	\$12.3	Text ads targeted at precisely what the customer is looking for at the moment of shopping and purchasing. Sales oriented.
Display ads	\$5.8	Banner ads (pop-ups and leave-behinds) with interactive features; increasingly behaviorally targeted to individual Web activity. Brand development and sales.
Classified	\$1.9	Job, real estate, and services ads; interactive, rich media, and personalized to user searches. Sales and branding.
Rich media	\$1.57	Animations, games, and puzzles. Interactive, targeted, and entertaining. Branding orientation.
Affiliate and blog marketing	\$1.5	Blog and Web site marketing steers customers to parent sites; interactive, personal, and often with video. Sales orientation.
Video	\$1.5	Fastest growing format, engaging and entertaining; behaviorally targeted, interactive. Branding and sales.
Sponsorships	\$.4	Online games, puzzle, contests, and coupon sites sponsored by firms to promote products. Sales orientation.
E-mail	\$.27	Effective, targeted marketing tool with interactive and rich media potential. Sales oriented.