



ICT IN THE DIGITAL MARKETING

Mutia Delina

ICT TOOLS

- Radio
- Television
- **Internet**
- Email
- Computer
- Mobile phone (HP)
- Hardware
- Software
- other communication technologies.



ICT AND DIGITAL MARKETING

- Solusi memasarkan produk (Website, Market Place, Media Sosial)
- Perluasan pasar/promosi tanpa batas ruang dan waktu
- Peralihan dari pasar tradisional menjadi jual beli online (online shopping)



[Or try Advanced Search](#)

E-commerce shopping more frequent because of COVID-19

1 min read

Rob Clapp

WARC[^]

WARC Data Points, March 2020

TOPICS

PUBLIC HEALTH | AUSTRALIA | CANADA | CHINA | FRANCE | GERMANY | INDIA | ITALY | RUSSIAN FEDERATION | UNITED KINGDOM | UNITED STATES | VIETNAM | JAPAN | E-COMMERCE & MOBILE RETAIL | CRISIS MANAGEMENT

The novel coronavirus (COVID-19) outbreak has pushed more consumers to shift their shopping habits online, according to the **latest research** from Ipsos. In 11 of the 12 markets surveyed, consumers said they were **more frequently purchasing products online that they would normally buy in-store.**

The largest increase in e-commerce shopping is in Vietnam, where 57% of consumers are more frequently shifting their purchasing online. India (55%), China (50%) and Italy (31%) also see strong increases.

Germany is the only market where online shopping has become less common, with just 12% of consumers saying they are buying online more frequently. This compares to 15% who said less frequently.

www.warc.com

WARC brings together marketing information.

Health & Pharmaceuticals > State of Health

Have you deliberately purchased any of these products or services online instead of offline because of the COVID-19 / coronavirus pandemic?

(as of May 12, 2020)

Search:

Records: 13

	Germany	United Kingdom	United States
Restaurant delivery / takeaway	13%	18%	32%
Hygiene products (e.g. hand sanitizer, toilet paper)	13%	16%	30%
Food and drink delivery (e.g. from supermarket)	10%	26%	29%
Household cleaning products	9%	15%	24%
Health products (e.g. medicine)	13%	13%	18%
Clothing	19%	20%	18%
Games	8%	11%	14%
Books	13%	16%	14%

DOWNLOAD



Source

→ [Show sources information](#)

→ [Show publisher information](#)

Release date

May 2020

Region

Germany, United Kingdom, United States

Survey time period

May 6 to 12, 2020

Pelaku UMKM Harus Bisa Manfaatkan Digital Marketing Di tengah Pandemic Corona

Penulis **Timotius Aprianto** - 13/04/2020



Priyo Suyono, Ketua Asosiasi Penyelenggara Jasa Internet Indonesia (APJII).

Semarang, Idola 92,6 FM – Pelaku usaha mikro kecil menengah (UMKM) di Jawa Tengah harus bisa memanfaatkan penjualan secara online, untuk meningkatkan pendapatan mereka di tengah pandemic Virus Corona. Hal ini karena banyak masyarakat saat ini beralih ke *marketplace* seiring dengan himbauan pemerintah untuk melakukan *social distancing*.

Ketua Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), Priyo Suyono mencatat, saat ini *traffic* untuk *marketplace* mengalami peningkatan antara 20-30 persen sejak pandemic Virus Corona melanda Indonesia. Beberapa yang meningkat diantaranya *training online*, *learning online* dan *shopping online*.

INSTAGRAM FEED



@radioidolasmg

Mengikuti



IDR - Rupiah Indonesia	
USD	14.213,14
EUR	16.559,75
GBP	19.581,79
SGD	10.564,30
MYR	3.431,47
JPY	124,97

<https://www.radioidola.com/>

DIGITAL MARKETING

- Market Place
- Media Sosial
- Website



MARKET PLACE

Platform perantara penjual dan pembeli dalam melakukan proses transaksi produk secara online.









Safi Diskon s/d 70% 



Masker Tas Selempang Wanita Daster Sepatu Wanita Tas Sandal Wanita Jam Tangan Wanita Boneka Boba

PREMIUM
ANNIVERSARY
CELEBRATION
DISKON S/D 70%



-  100% ORI
-  EKSTRA HADIAH 3JT
-  BANK INSTALLMENT



 PAKET VOUCHER HEMAT
GRATIS ONGKIR
+3 VOUCHER HEMAT HINGGA **150RB**

KLAIM LANGSUNG DAPAT
UANG BELANJA
SPESIAL PENGGUNA BARU




Shopee Pilih Lokal



Elektronik 100% ORI



Pulsa, Tagihan & Hiburan



inFashion



Shopee Supermarket



Bayar Di Tempat



Murah Lebay



Gratis Ongkir & Voucher



Promo Bank



Semua



Shop by category

Search for anything

Makeup Products

Search

Advanced

eBay > Health & Beauty > Makeup Products

Makeup Products

Shop by Category

Health & Beauty

Makeup

Body

Eyes

Face

Lips

Makeup Bags & Cases

Makeup Sets & Kits

Makeup Tools & Accessories

Makeup Mixed Lots

Shop by Category



Face



Eyes



Lips



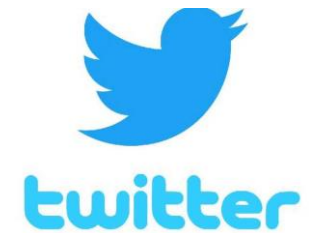
Makeup Tools & Accessories



Makeup Bags

MEDIA SOCIAL

Media sosial memudahkan penggunanya untuk melakukan interaksi sosial secara online.



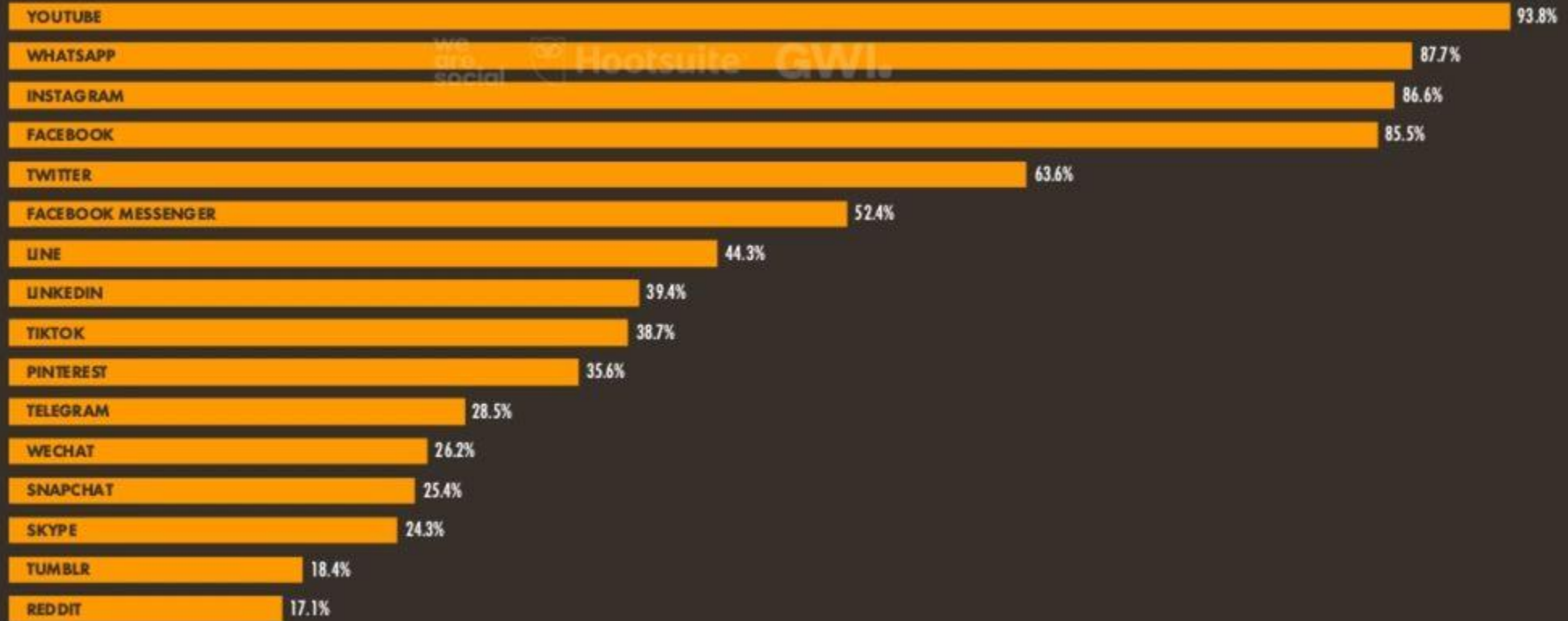
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



47

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.
NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

we
are
social



Hootsuite®

<https://wearesocial.com/uk/>
We are social is a creative agency.

Batik GAYA
Clothing (Brand)

Hi! Please let us know how we can help.

Ask Batik GAYA

- "Can I check if an item is available?" Ask
- "Can someone assist me?" Ask
- "How much do your items cost?" Ask
- "Can you recommend something for me?" Ask

Type a question

About See All

- Clothing
- 147,631 people like this including 31 of your friends
- 149,519 people follow this
- http://batikgaya.com/
- Typically replies within a day
- Send Message
- batikgaya2@gmail.com
- Clothing (Brand)
- batik.gaya

Photos See All

Videos See All

Koleksi Terbaru
Upload Kamis Malam pukul 00.00

*** Hati - Hati dgn Modus Penipuan Pe...
247
29.6K Views · 5 years ago

Batik GAYA
#Favorites · October 7 at 7:21 PM

196
43 Comments · 3 Shares

Like Comment Share

Most Relevant

Write a comment...

Sri Rochani Cek,hrp · 1
Like Reply · 2m

Batik GAYA
Sri Rochani: hanganya bisa dicek diwebsite www.batikgaya.com ya

BATIKGAYA.COM
Batik Gaya
Like Reply · 2m

Videos See All

Koleksi Terbaru
Upload Kamis Malam pukul 00.00

*** Hati - Hati dgn Modus Penipuan Pe...
247
29.6K Views · 5 years ago

Batik GAYA
#Favorites · 19

Shop See All

- Blouse B19 D7 Rp120.000
- Blouse Dhuha D15 Rp120.000
- Blouse + Celan Rp120.000
- Kelapa Acara D5 Rp120.000
- Dress Kemeja D3 Rp120.000
- Blouse + Rok M... Rp120.000
- Blouse + Celan... Rp120.000
- Blouse Kemeja D7 Rp120.000

Page Transparency See All

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - April 12, 2013

Add Your Business to Facebook
Connect your work, website and connect with customers or supporters.

Create Page

Blouse B19 D7
Rp120.000

Blouse Dhuha D15
Rp120.000

Blouse + Celan
Rp120.000

Kelapa Acara D5
Rp120.000

Dress Kemeja D3
Rp120.000

Blouse + Rok M...
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Blouse + Celan...
Rp120.000

Blouse Kemeja D7
Rp120.000

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Create Page

FACEBOOK

INSTAGRAM

The screenshot shows the Instagram profile for 'batik.gaya'. At the top, the Instagram logo is on the left, a search bar in the center, and navigation icons on the right. The profile header includes the 'batik.gaya' logo (a yellow circle with a black batik motif and the text 'batikgaya'), a 'Message' button, and a dropdown menu. Below this, the profile statistics are listed: 5,427 posts, 238k followers, and 203 following. The bio identifies the brand as 'Batik GAYA', a clothing brand offering premium fashionwear. It specifies operating hours from 06.00 to 17.00 WIB, notes that it does not respond on weekends, and provides a link to 'batikgaya.com/links'. A row of seven circular icons represents different content categories: 'Tips IG LIVE', 'Made with ...', 'Testimonial...', 'LOOKS', 'BG hampers', 'Customer', and 'Scarf'. Below the header, a navigation bar shows 'POSTS' as the selected tab, with options for 'GUIDES', 'REELS', 'VIDEOS', and 'TAGGED'. The main content area is a grid of nine post thumbnails. The first row features a floral dress, a 'New Arrival' post with two models in green and orange outfits, and a grey patterned top. The second row shows a white top with colorful star patterns, a pink top and matching pants, and a pink top with wide-leg pants. The third row includes a floral dress, a black and white patterned dress, and a pink top and pants set with a 'SHOP NOW' button.

FUNGSI MEDIA SOCIAL DALAM BISNIS

- Memperluas jaringan dan peluang bisnis
- Meningkatkan popularitas produk
- Mendapatkan pelanggan baru dengan market yang lebih luas
- Feedback dilakukan secara tepat dan cepat
- Meningkatkan pengunjung website dan peringkat di mesin pencarian
- Menjaga hubungan baik dan kepuasan pelanggan

KONTEN

Soft selling

- Pendekatan yang lebih halus
- Calon pelanggan tidak merasa ditawarkan produk.
- Calon pelanggan memahami produk
- Memancing rasa penasaran calon pelanggan

Hard selling

- Lugas
- Fokus pada promosi produk



SUDAH MINUM MADU HARI INI ?

"Kemudian makanlah dari tiap-tiap (macam) buah-buahan dan tempuhlah jalan Tuhanmu yang telah dimudahkan (bagimu). Dari perut lebah itu ke luar minuman (madu) yang bermacam-macam warnanya, di dalamnya terdapat obat yang menyembuhkan bagi manusia. Sesungguhnya pada yang demikian itu benar-benar terdapat tanda (kebesaran Tuhan) bagi orang-orang yang memikirkan." (QS. An Nahl 69)



SOFT SELLING



MADU S J SAPU JAGA

Madu S Jaga mengandung Bahan-bahan terpilih dari alam yang sangat bermanfaat untuk tubuh. Madu S Jaga merupakan Produk yang diracik secara Khusus dari Madu, Sari kurma murni, Spirulina, Pegagan, Ilalang, Sambiloto dan Daun Sirsak dengan Komposisinya yang tepat.

Manfaat & kegunaanya:

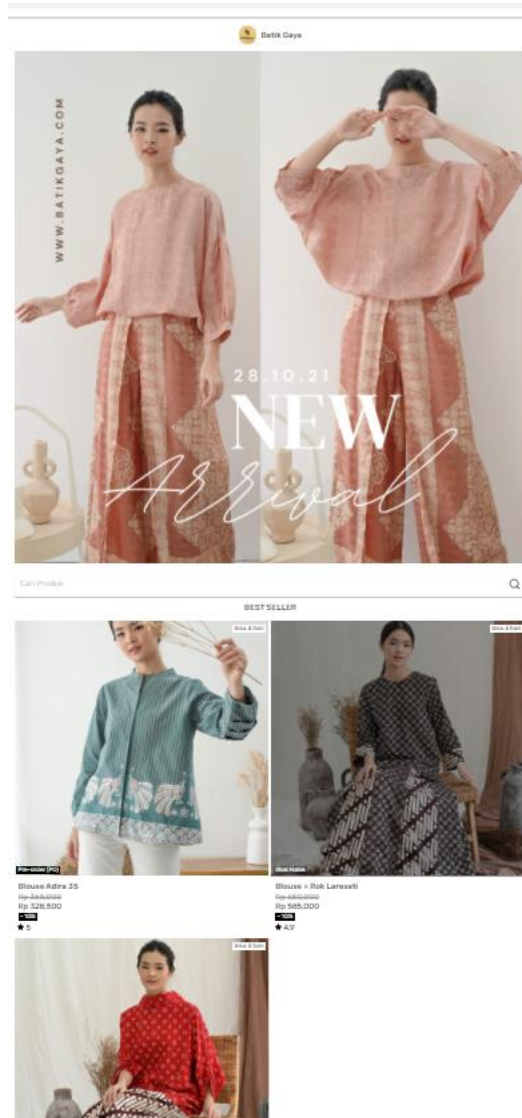
- ✓ Menambah Stamina tubuh
- ✓ Merawat Kulit Wajah
- ✓ Menambah Nafsu makan
- ✓ Melancarkan seni
- ✓ Menambah Nutrisi
- ✓ Menghambat Radikal Bebas
- ✓ Mengobati mimisan
- ✓ Mengobati Hipertensi
- ✓ Mengobati Demam Dan lain-lain.

120K/100K



HARD SELLING

WEBSITE



Batik Gaya

KEBAYA

Cari

Semua Produk
Produk Unggulan

Kategori
NEW ARRIVAL
DRESS
SET
KEBAYA
BLOUSE
DAILY WEAR

Urutkan produk berdasarkan

- Unggulan ✓
- Terbaru
- Terl lama
- Terpopuler
- Harga Terendah
- Harga Tertinggi
- Nama Produk (A-Z)

Sisa 3 hari

Stok menipis

Kebaya Aruni 01
~~Rp 550,000~~
Rp 495,000
-10%
★ 5

Sisa 3 hari

Ada Stok

Kebaya Aruni 08
~~Rp 650,000~~
Rp 585,000
-10%

Sisa 3 hari

Stok Habis

Kebaya Aruni 07
~~Rp 650,000~~
Rp 585,000
-10%
★ 5

Sisa 3 hari

Stok menipis

Kebaya Aruni 06
~~Rp 650,000~~
Rp 585,000
-10%

Sisa 3 hari

Stok menipis

Kebaya Aruni 05
~~Rp 550,000~~
Rp 495,000
-10%
★ 5

WEBSITE

A **website** is a collection of **web** pages and related content that is identified by a common domain name and published on at least one **web** server

The Weebly logo is displayed in a blue, rounded, sans-serif font with a white outline, set against a white background.The WordPress logo consists of a circular icon with a stylized 'W' and 'P' inside, positioned above the word 'WORDPRESS' in a bold, black, serif font.

The Weebly logo is displayed in a stylized, rounded font. The letters are orange with a white outline and a slight drop shadow, giving it a 3D effect. It is centered within a white rectangular box that has a thin grey border and a small grey rectangular shadow at the bottom center, suggesting it is a card or a piece of paper.

weebly

- Tampilan weebly.com *user friendly*.
- Membuat website dengan weebly **sangat mudah** walaupun user belum pernah membuat website.
- Weebly menyediakan subdomain gratis untuk user **tanpa batasan waktu**

Free Website Builder: Build a Free Website

weebly.com

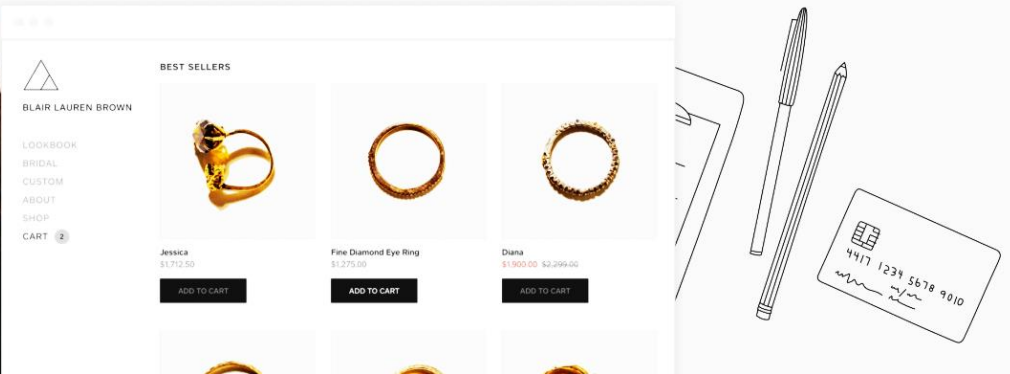

Websites Online Stores Pricing More

weebly
eCommerce by Square

Search Domains Log In **Sign Up**

Build a professional website that grows with your business.

Create Your Website



www.weebly.com

1. Nama Lengkap
2. Alamat Email
3. Password
4. Negara
5. Click “Sign Up for Free”

weebly
eCommerce by Square

Get Started with Weebly

Full Name

Email

Password

Select a country ▼

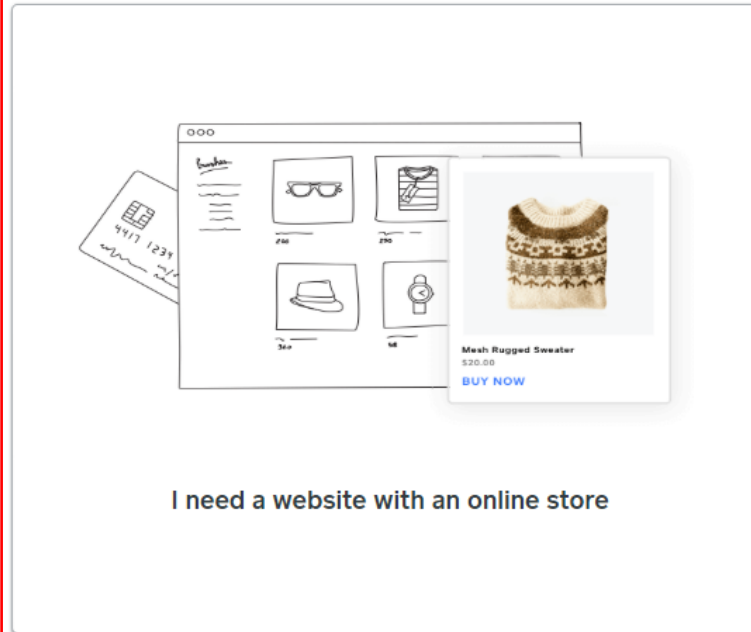
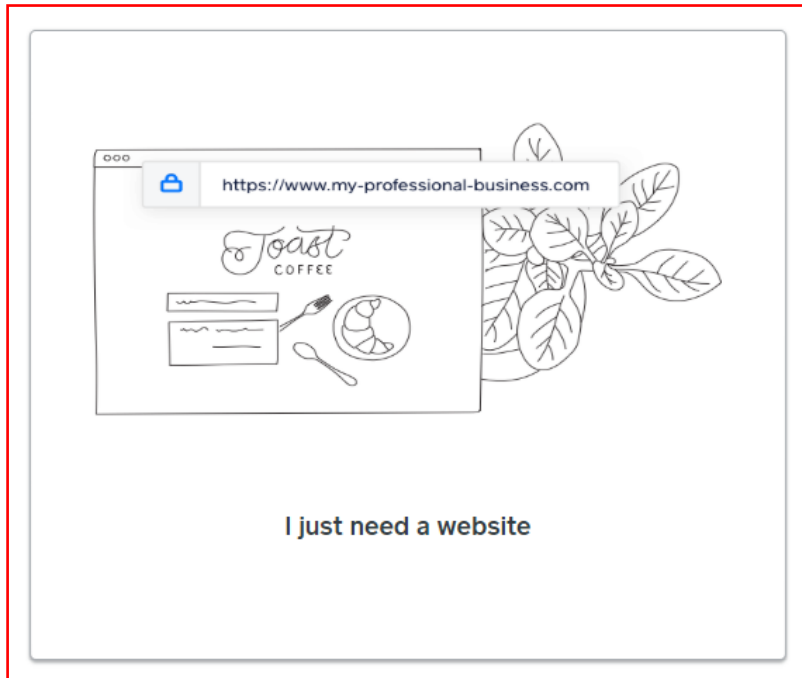
Sign up for free

By proceeding, you agree to Weebly's [Terms of Service](#) & [Privacy Policy](#) and Square's [Terms of Service & Privacy Policy](#).

Already have an account? [Log in](#)

What kind of website would you like to create?

We'll provide you with the right tools to get started



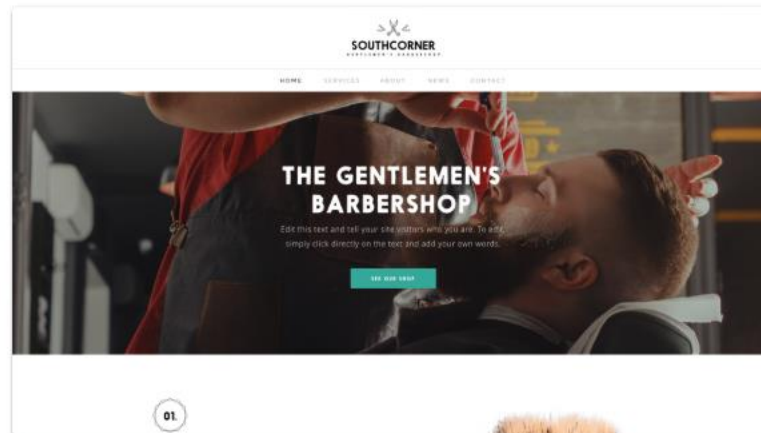
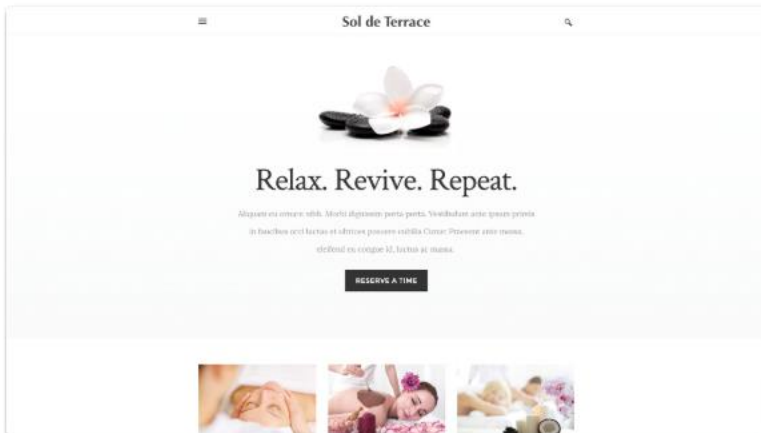
- Website toko
- Representasi toko
- Men-display produk toko

Click “I just need a website”

Pelatihan ini ditekankan pada membuat **website sebagai Landing Page yang informatif** saja, bukan website yang mengolah keseluruhan transaksi.

Select a Theme

Business Portfolio Personal Event Blog Coming Soon Other



TEMA WEBSITE

1. Pilih Tema “Business”
2. Pilih salah satu tema business yang tersedia misalnya “Barney’s Burgers”

LOCAL BURGERS DONE RIGHT

Join us for your next meal. We get the juices flowing

[OUR MENU](#)



always expect

GREAT TASTE, GOOD TIMES

Here at Barney's Burgers we take pride in the quality of the meat used for each and every burger. If it's not perfect and grilled just the way you ordered it, we won't send it out. We guarantee the burger delivered to your table is the best burger you could have ordered.

[SEE OUR FRESH INGREDIENTS](#)

local craft

BARLEY & HOPS

No good burger is complete without that refreshing taste of local Bounder craft beer. We have over 20 beers on tap, and a full bar for your liquor lovers. From Bud light to Whiskey, we have the liquids to quench your thirst.

[SEE OUR BEER LIST](#)



THEME PREVIEW

Theme Preview

Start Editing



BARNEY'S



LOCAL BURGERS DONE RIGHT

Join us for your next meal. We get the juices flowing

OUR MENU



MENG-
EDIT
WEBSITE

Click “Start Editing”

Sura....pdf



Show all

Build

×

Select your domain name

Already own a domain? No problem, [connect or transfer it now](#).

PROFESSIONAL DOMAIN *Included free with a 1-year plan*

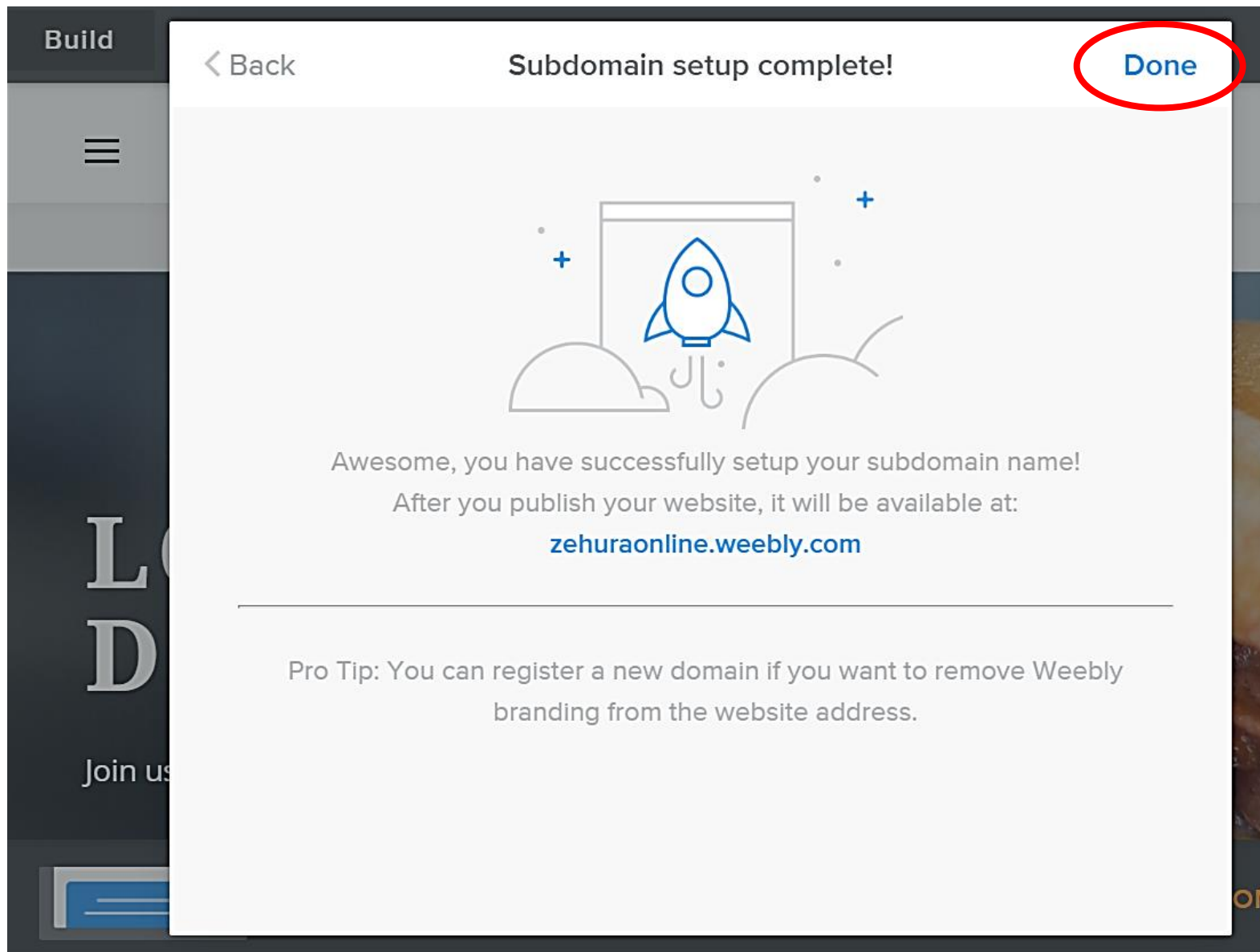
<input type="text" value="zehuraweebly.online"/>	<input type="button" value="Choose >"/>
<input type="text" value="zehuraonlineweebly.com"/>	<input type="button" value="Choose >"/>
<input type="text" value="zehurawebweebly.org"/>	<input type="button" value="Choose >"/>
<input type="text" value="zehuraonlineweebly.co"/>	<input type="button" value="Choose >"/>

SUBDOMAIN *Free with Weebly branding on your website*

<input type="text" value="zehuraonline.weebly.com"/>	<input type="button" value="Choose >"/>
--	--

ALAMAT TOKO ONLINE

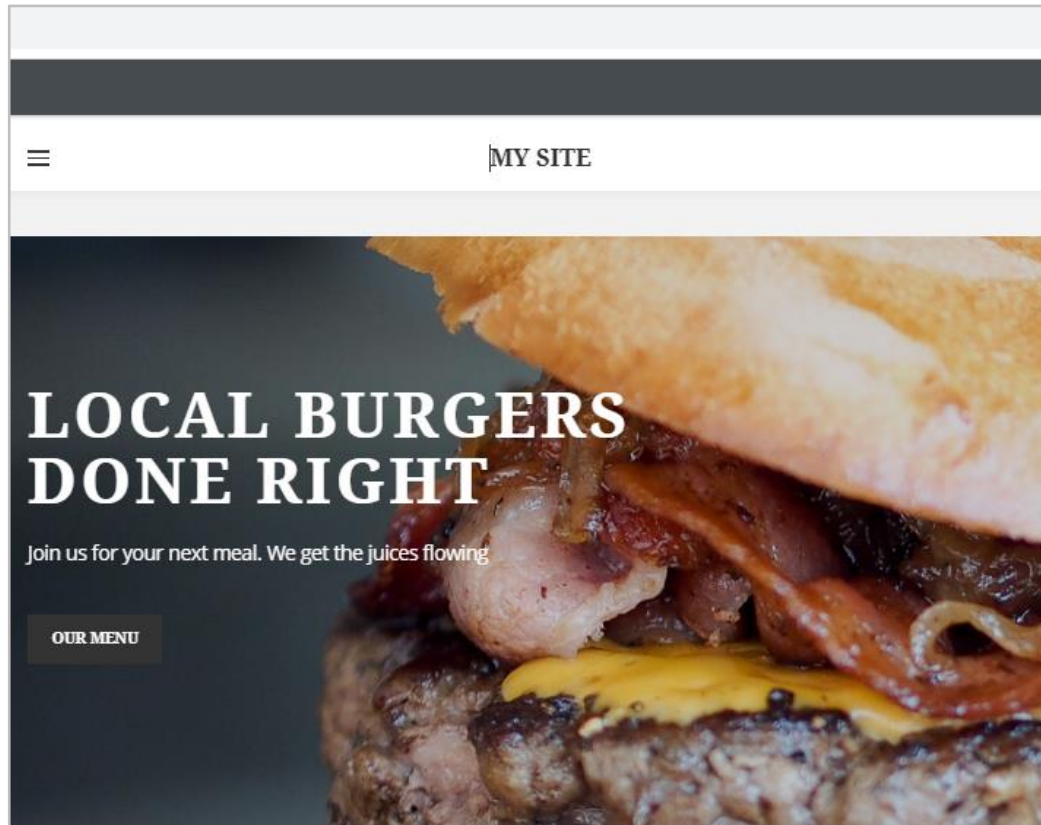
1. Pilih subdomain weebly (free of charge)
2. Click “Choose”



ALAMAT
WEBSITE
DAPAT
DIGUNAKAN

Click "Done"

MENG-EDIT HALAMAN WEBSITE



MERUBAH FOTO BACKGROUND

The screenshot shows the Weebly website editor interface. At the top, there is a navigation bar with options: Build, Pages, Theme, Apps, Settings, Help, Upgrade, and Publish. The main workspace displays a website preview for a burger menu titled "MENU MAKANAN". The preview includes a large image of a burger, a text box with the phrase "always expect", and a headline "GREAT TASTE, GOOD TIMES". Below the headline, there is a sub-headline "Here at Barney's Burgers we take pride in the quality of the". A light blue box with a lightbulb icon is visible in the bottom right corner of the preview. In the bottom left corner of the preview, there is a small blue button with a white icon. The left sidebar contains a "Section" button and a list of "INDIVIDUAL ELEMENTS" including Title, Text, Image, and Gallery. At the bottom of the editor, there is a footer area with a blue button and the text "Remove Weebly branding and customize the footer on your website by subscribing to a plan." and a lightning bolt icon with the text "CUSTOMIZE YOUR FOOTER".

LANGKAH

1. Click Foto Background
2. Click "Edit Background"
3. Click "**Replace**" untuk mengganti foto. Click "**Edit**" jika ingin merubah zoom, blur, darken dan filter.
4. Upload foto dari computer anda
5. Sesuaikan zoom, blur, darken dan filter sesuai kebutuhan

NEW Section

INDIVIDUAL ELEMENTS

T Title

≡ Text

🖼 Image

🗃 Gallery

🖼 Slideshow

⚡ 🎥 HD Video

🏠



ZEHURA ONLINE SHOP



SAJIAN LEZAT UNTUK KELUARGA

Fresh from the oven

MENU MAKANAN



Remove Weebly branding and customize the footer on your website by subscribing to a plan.

⚡ CUSTOMIZE YOUR FOOTER

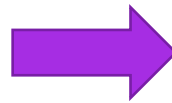
ZEHURA ONLINE SHOP

only the best

MENU MAKANAN

Our menu ranges from your old school to some mind blowing custom burgers and sides.

Classic Cheese Burger	\$13
Baconator Burger	\$15
Slap Your Face Burger	\$12
French Fies	\$6
Boiled Peanuts	\$2
Chili Slices	\$2



ZEHURA ONLINE SHOP

only the best

MENU MAKANAN

Menu makanan yang kami sajikan adalah perpaduan masakan Eropa dan masakan tradisional Indonesia

Sirloin Steak (150 g)	Rp. 50.000
Salmon Steak (150 g)	Rp. 50.000
Nasi Uduk	Rp. 20.000
Rendang Padang (500 g)	Rp. 100.000

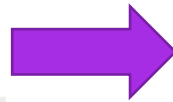
come dine in

HOURS & LOCATION

Monday — Friday	Saturday	Sunday
11am — 9pm	12pm — 6pm	12pm — 5pm

Barney's Burgers
1327 East Halik Street
Pearland, TX 99387

(818) 033-2016

TOKO ONLINE ZEHURA

LOKASI DAN WAKTU OPERASIONAL

SELASA-JUM'AT	SABTU DAN MINGGU	SENIN
12.00— 21.00 WIB	12.00-22.00 WIB	TUTUP

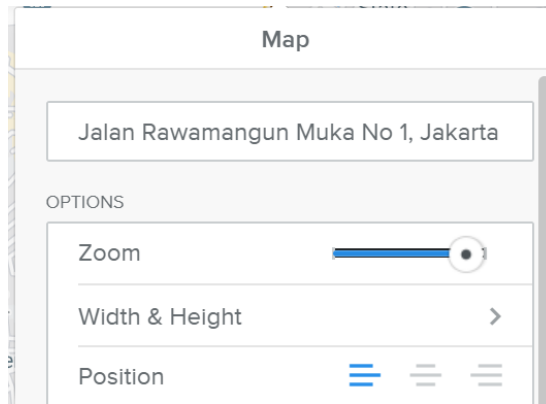
ZEHURA
Jl. Rawamangun Muka No 1
Rawamangun
Jakarta

Telp. 021 400000



MERUBAH MAP, ALAMAT DAN WAKTU OPERASIONAL

MERUBAH ALAMAT TOKO



ZEHURA ONLINE SHOP

3 Locations Ready to Serve You in Pearland

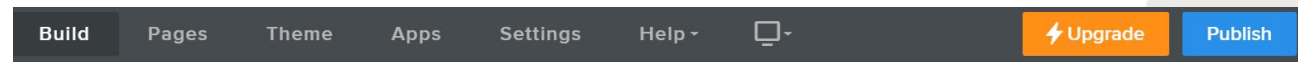
Select this theme to customize and add content to this page.



185 Cedar St
713.237.2485

17 Brookside Rd
713.394.2834

124 W Orem Dr
713.364.8462



ZEHURA ONLINE SHOP



Jalan Rawamangun Muka No 1
Jakarta Timur, Indonesia



The image shows a screenshot of the Weebly website builder interface. At the top, there is a browser address bar with "Search Google" and a "Paused" notification. Below the browser, the Weebly navigation bar includes "Build", "Pages", "Theme", "Apps", "Settings", and "Help". On the right side of this bar, there are two buttons: "Upgrade" (orange) and "Publish" (blue), with the "Publish" button circled in red. A left sidebar contains a "Section" button and "INDIVIDUAL ELEMENTS" such as "Title", "Text", "Image", "Gallery", and "Image". The main workspace displays a page titled "ONLINE SHOP" with a sub-header "MENU ZEHURA". Below the header, there is a paragraph: "Berikut ini adalah menu makanan yang disajikan oleh Toko Online Zehura". At the bottom of the workspace, there is a banner for "Remove Weebly branding and customize the footer on your website by subscribing to a plan." with a "CUSTOMIZE YOUR FOOTER" button. A lightbulb icon is visible in the bottom right corner of the workspace.

Click “**Publish**” untuk menyimpan perubahan yang telah dilakukan

Build Pages Theme Apps Settings Help

NEW

Section

INDIVIDUAL ELEMENTS




PREVIEW WEBSITE

Text


Gallery

Website Published!

<https://zehuraonline.weebly.com>

Share:   

Pro Tip: Membership

 Membership makes it easy to create private pages with members-only content or special offers so you can build a robust membership program. Available when you upgrade. [Learn more.](#)

Upgrade

website by subscribing to a plan.

alamat website untuk melihat
new website

THANK YOU

