

DIGITAL TRANSFORMATION FOR THE TOKOPEDIA MARKETPLACE APPLICATION

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ABSTRACT

In the growth and development strategy of marketplace applications digital transformation has become a crucial element in the modern era. This article describes the efforts of digital transformation implemented by one of the emerging marketplace platforms, namely Tokopedia. To enhance user experience, operational efficiency, and market penetration will be the focus of this transformation. Through a case study approach, we provide an in-depth analysis of the strategies steps taken by Tokopedia, including the utilization of the latest technologies such as Artificial Intelligence (AI) and user interface optimization. The primary goal of this transformation is to enhance the platform's competitiveness in a highly competitive market. In this article, we also evaluate the positive impact of digital transformation on transaction growth, customer convenience, and Tokopedia's competitive advantage in the E-Commerce industry. The analysis highlights Tokopedia's significant achievements in creating a better user experience, improving operational efficiency, and expanding market penetration. The implications of this article not only provide insights into the latest developments in the marketplace ecosystem but also underscore the importance of digital transformation as a strategic pillar in achieving a competitive edge in the E-Commerce domain.

Keywords: Digital Transformation, Marketplace Application, Tokopedia

INTRODUCTION

It started with the Covid-19 pandemic which the government created policies to prohibit individuals from carrying out activities outside the home, where the policy affects one of the activities, namely buying and selling activities. Starting from the Covid-19 pandemic (Setiawan and Supriyanto, 2023), the government implements a restrictive policy involves prohibiting individuals from carrying out activities outside the home. This policy was taken in response to the spread of the virus and to protect public health. The most significant impact of this policy felt in various aspects of daily life, including buying and selling activities (Supriyanto, 2021). With the ban on activities outside the home, these types of businesses and industries face major challenges, especially related ones with physical or offline sales. This ban forced the closure of stores brick-and-mortar stores and shopping centers, limiting consumer access to these places. Businesses that depend on offline traffic, such as traditional retail stores, restaurants, and micro, small and medium enterprises (MSMEs) that do not have digital presence, was significantly impacted (Supriyanto, 2022). As In response to this situation, many businesses are trying to adapt by accelerating their digital transformation. A technology that is used very intensively by many people today. In

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promotion method, what is currently used is the internet, which is the largest network and freeway (Tirtayasa S, 2021). Shift focus to online platforms are the main solution to remain operational and maintain connections with customers (Faradannisa and Supriyanto, 2022). Businesses that already have an online presence, such as e-commerce platforms and delivery services, are becoming more vital and taking note significant improvement as it can facilitate transactions without involving physical contact. Digital transformation is not just an adaptation step, but also an urgent need for business continuity in the midst of a pandemic situation. Many companies are introducing new business models, improving their online capabilities, and optimize customer experience digital. In this context, the use of technology, mobile applications and strategies Online marketing is the key to maintaining and improving buying and selling activities (Nafira and Supriyanto, 2022). Thus, policy restrictions on activities outside the home implemented during the Covid-19 pandemic significantly encourage a paradigm shift in buying and selling activities, encouraging businesses to adopt more digital technology as a means main role in carrying out operations and maintaining relationships with the customers. From the implemented policy of limiting activities outside the home During the Covid-19 pandemic, there was a rapid acceleration in the economic industry creative, especially in developing online sales platforms. Creative economy players realize the importance of digital transformation as adaptation steps, competing to create and improve their E-Commerce platforms, with Tokopedia being one example significant. During the pandemic, there was an explosion of E-Commerce applications very crowded. Business people, especially MSMEs, are trying to take advantage the trend of consumers turning to online platforms to fulfill their needs (Supriyanto et al., 2023). For some people, online shopping is considered to be a solution, because consumers can obtain goods or services what you want without having to go to a shopping place, but simply choose what you want desired by opening the website provided by the online buying and selling provider and pay by transferring money to the seller (Fahmi, M, 2018).

Tokopedia, as one of the E-Commerce platforms at the forefront, experienced rapid growth and attracted the interest of businesses and consumers with the various innovations and conveniences it offers. Although the Covid-19 pandemic has passed, digital transformation in the E-Commerce sector continues to develop in today's modern era. This is caused by change continuous consumer behavior, where people are increasingly comfortable and get used to making transactions online. Tokopedia's success and other E-Commerce platforms are not just the result of conditions pandemic emergency, but also because society is increasingly appreciating it the convenience and efficiency offered by the online shopping experience (Lestari and Supriyanto, 2022). The impact of previous pandemics has not only changed consumer habits in carrying out buying and selling activities, but also encouraging innovation and investment in digital infrastructure. This creates an environment where businesses, especially in the creative economy sector, see its importance integrate digital technology into their business models so they can continue to compete and develop amidst these changes. One of the applications The marketplace that is very widely used in Indonesia is the Tokopedia application. This Tokopedia application is very widely used in Indonesia, because of the application Tokopedia is very helpful in the buying and selling process and also in its use It's very easy which makes this app very popular. This article will discuss a Tokopedia marketplace platform.

METHOD

This research uses an analytical method based on literature studies as major approaches to understanding and evaluating conceptual frameworks as well as previous findings related to the research topic. The initial step involves the identification and selection of literature sources relevant through scientific databases, books, journals and related publications. This analysis is done by examining the research methodology, variables researched, significant findings, as well as interpretations of previous research. After that, data synthesis is carried out to develop an understanding comprehensive understanding of context, relevant theories, and relationships between variables. The advantages and disadvantages of previous research methods as well evaluated to provide a basis for future research. It is hoped that this analytical approach based on literature studies can provide a solid foundation for further theoretical development and research within the conceptual framework of this research.

RESULTS and DISCUSSION**Profile Tokopedia.com**

Tokopedia.com is a digital-based buying and selling company largest in Indonesia. Since it was officially launched, PT. Tokopedia succeeded to become one of Indonesia's fastest growing internet companies which is fast. By carrying out a marketplace and mall business model online, Tokopedia allows every individual, small shop and brand to open and manage an online store. Since launch until the end of 2015, Tokopedia's basic services can be used by everyone for free. Tokopedia has a vision to “Build A Better Indonesia Through the Internet”, Tokopedia has program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses with marketing products online. The history of the founding of Tokopedia.com was officially launched to the public on August 17 2009 under the auspices of PT. Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on February 6 2009. Pt. Tokopedia received seed funding from PT. Indonusa Dwitama in 2009. Later in the years Next, Tokopedia received another injection of funds from investors global ventures such as East Ventures (2010), Cyber Agent Ventures 2011), Netprice (2012), and SoftBank Ventures Korea (2013). Then on October 2014, Tokopedia succeeded in making history as a company the first technology in Southeast Asia, to receive SEB investment USD100 million or around Rp. 1.2 Trillion from Sequoia Capital and SoftBank Internet and Media Inc (SIMI). In April 2016, Tokopedia again reportedly received an investment of USD 147 million or around Rp. 1.9 Trillion ([http://republikpos.com/2016/10/profil company-tokopedia-dan-cerita-pendirinya](http://republikpos.com/2016/10/profil-company-tokopedia-dan-cerita-pendirinya) accessed on January 17 2017, at 12:56 WIB). Tokopedia is an internet company that makes everything possible individuals and business owners in Indonesia to develop and manage their online business easily and for free, all at once enabling a safer and safer online shopping experience comfortable. Tokopedia believes that the marketplace is a business model the most beautiful in the world, because the success of a marketplace is only can be achieved by making other people more successful. (<https://www.tokopedia.com/about?lang=id> accessed on January 17 2017).

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Vision and Mission Tokopedia

Vision

"Building a better Indonesia, via the internet."

Mission

To continue to strive to provide opportunities for everyone individuals in Indonesia to start a business easily and for free on Tokopedia. Always positive, Solve the problem, Be the best.

A Better Indonesian Generation

There are also many ways to make online shopping more economical. One of them, people can take advantage of a series of features on Tokopedia that can make online shopping for daily needs more efficient:

Sort feature

The Sort feature can be used to sort products based on lowest to highest price. This makes it easier for users to shop according to their needs and budget. Apart from sorting price options, users can also use the Sort feature to search for products with the most reviews. This can help get more in- depth information before buying the product you need.

Filter Feature

By using the Filter feature, buyers can select the nearest seller's location area so that shipping costs are cheaper. Apart from that, buyers can also set minimum to maximum price limits according to a predetermined budget. The Filter feature on the other hand can help buyers choose shops that offer various added values, such as cashback, discounts, wholesale prices and free shipping which can be obtained very easily - just by spending a minimum of IDR 50 thousand.

Homepage Banner

So that online shopping can be more efficient, users can also periodically check the Homepage Banner at the top of the Tokopedia platform to get the latest offers every day

Tokopedia Pay

Integrated with the Tokopedia application, users can enjoy an entertaining live shopping experience through Tokopedia Play. Apart from providing a variety of creative, interactive and informative content, people can also take various quizzes to get a series of discounts and other added values.

Member store

Member Store is a Tokopedia loyalty program that allows users to obtain various added values offered by various Tokopedia Official Store partners. These benefits include cashback coupons, free shipping and so on. Users can take advantage of these benefits by registering as members at no additional cost. Users can shop and collect stamps from a number of Tokopedia Official Stores that participate in the TokoMember program.

The role of technology in Tokopedia's success

The e-commerce company Tokopedia presents a number of digital technology innovations on its platform to help more than 11 million local MSMEs and more than 100 million monthly active users, including users of the Android and iOS mobile operating systems. The behaviour of user in shopping by using Artificial Intelligence (AI), machine learning, and data management technology to provide a personalized experience that is relevant to each user's needs for examples: from the logistics & fulfillment side, Tokopedia utilizes AI with demand prediction technology to present a smart warehouse network called Served by Tokopedia. With this demand prediction, Served Tokopedia can predict demand and provide information to sellers about which locations have high demand for their products; AI also allows Tokopedia to provide product recommendations that are more personal and relevant to user interests. Tokopedia presents 'TANYA', an AI-based Tokopedia virtual assistant programmed to help answer all Tokopedia users' questions. Android users can take advantage of various features, including Dark Mode, Chromecast Support, Voice Assistant and NFC which allows users to buy and update electronic money card balances more easily and quickly on Tokopedia. To provide a more comfortable shopping experience, Tokopedia also presents Picture in Picture technology which allows users to watch content on the Tokopedia PLAY video streaming channel while shopping on the Tokopedia platform at the same time."There are also Dynamic Features where the Tokopedia application will only download features that users actually use. This feature can save storage space on Android devices, reducing the average application size by 27 percent, from 49.9MB to 36MB. Tokopedia continues to improve personalization and recommendations, digital payment methods and delivery systems that are adapted to the changing habits and needs of Indonesian consumers, especially in the midst of the pandemic. "One of our newest innovations, namely the Voice Over feature, makes it easier for visually impaired Tokopedia users to use the Tokopedia application, both in meeting daily needs and creating online business opportunities, especially in the midst of a pandemic. Through the Tokopedia Widget on iOS 14 that is presented, users can experience the ease of accessing the Tokopedia main page without having to open the application. Now, users can also access the Tokopedia application directly from their Apple Watch. Apart from that, there are also various features such as In App Events iPad Layout Optimization, NFC, and Shared Shopping which provides a shopping experience via FaceTime while sharing application use with friends.

CONCLUSION

This research can conclude that digital transformation is something which cannot be avoided. One of the digital transformations in the field of buying and selling namely the Tokopedia Marketplace. Tokopedia is one of the growing applications from the impact of the Covid-19 pandemic because when the pandemic hit the process Online transactions are one of the efforts to prevent the spread of the Covid 19 virus. Tokopedia offers convenience in the transaction process as well as Tokopedia has many superior features that make the Tokopedia application even better popular than other E-Commerce applications. Even though the pandemic has After that, the marketplace application is still widely used because it has changed people's habits in buying and selling. The Tokopedia application is able to

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survive until now because this application continues to develop its application and updating the features in it, which can make things easier users in the transaction process, so that this application is increasingly popular and It is very widely used both to sell a product or buy something product. The Tokopedia application is an application that really helps the process transaction until now.

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