SHOPEE AS THE MARKETPLACE FOR INDOMIE IN THE GLOBALIZATION ERA

Febriana Sakina1, Irma Rahmayani Marpaung2, M Iqbal Sitompul3, Mutia Sari Dewi4, Suhairi5

Islamic State University of North Sumatera, Medan, North Sumatera, Indonesia
1 febrianasakina20@gmail.com 2 irmarhmr@yahoo.com 3 sitompulmuhammadiqbal@gmail.com
4 mutiasari2011@gmail.com 5 suhairi@uinsu.ac.id

Abstract

One way of marketing online for your business that can guarantee increasing sales is to sell in the marketplace. This research aims to find out the use of Shopee as a marketing medium for Indomie products in the global era. This research model is a qualitative approach model. Data collection techniques use document studies where document studies are carried out by reviewing documents related to research topics. This subject and research is Indomie Products. The result of this research is the use of Shopee as an indomie marketing medium so that indomie marketing can cover a wider market and be able to compete with other products, Shopee provides free shipping and flash sale programs, can be sent throughout the region, and makes it easier for customers to shop and choose various flavors from Indomie.

Keywords: Shopee; marketing media; Indomie; globalization

INTRODUCTION

The rapid development of science helps humans in lightening the burden of daily activities and helps provide fast, precise, and accurate information. Technological development is also growing rapidly in Indonesia (Yoga, 2019). This is certainly influenced by several factors, such as the expansion of the internet coverage area, increasing internet bandwidth, the expansion of the latest internet and communication technology that is faster and more efficient, the development of smartphones, the emergence of various social media and also e-commerce, and the increasing number of people who understand and are active in using the internet (Jaya et al., 2019).

Currently, the role of technology is very influential in the economic world and its business, especially in sales (Khasanah et al., 2020). With the number of people who use the internet, it will open up great business opportunities as well (Ahmad & Nurhidaya, 2020). This is not without reason because of the internet so sellers can communicate with consumers anywhere and anytime enough to use their mobile devices and the internet (Febriyantoro & Arisandi, 2018).

Social media is a combination of sociology and technology to create opportunities for people to connect online both personally and in terms of business (Harahap & Adeni, 2020). Until now, many e-commerce sites or online buying and selling sites exist and certainly have their advantages and disadvantages (Prastwi & Fitria, 2021). However, the most popular in Indonesia such as Shopee, Bukalapak, Tokopedia, Lazada, Blibli, Zalora, Bhineka, and others.

Some of the buying and selling sites Shopee can be said to be a new marketplace in the realm of Indonesian e-commerce because it only existed in 2015 is relatively new compared to other
existing marketplaces. This Singapore-based marketplace claims that the online shopping service offered carries a special mobile marketplace concept from consumer to consumer. With the combination of social media elements, buyers or sellers can directly interact without having to leave the Shopee application. Shopee also presents a "Live Chat" feature that makes the Shopee marketplace different from others. Through this Live Chat feature, buyers can directly chat to the seller or store to negotiate the price of the goods they want to buy or can also ask for details of the goods sold.

Snapchat has been surveying shopping behavior in e-commerce in Indonesia. From the survey, there are 3 e-commerces that are beneficial to the community and the most widely used are Shopee, Tokopedia, and Lazada. Snapchat's research was conducted by survey methods through the app in January 2018 involving 6,123 respondents. Based on Snapchat's latest research, 37% of respondents answered they most often use Shopee to shop online in Indonesia. The economy is indicated by the depletion and loss of restrictions on economic activities between countries and between regions so that the economic activities that occur become a unified process and in it involve many countries. One example of economic globalization is the ASEAN Economic Community (AEC), as it is currently rolling out. The flow of goods and services and factors of production across countries or regions will become easier. Another form of economic globalization is the ease of access to investments as done by PT. Indofood Sukses Makmur.

Globalization in the economic dimension enters the market in a systematic way with stages of domestic, international, multinational, global, and transnational markets through products and services, technology, culture, and so on. This is certainly well utilized by PT. Indofood Sukses Makmur to expand its business not only domestically but also abroad. Related to economic globalization in general PT. Indofood Sukses Makmur is able to market well its superior products Indomie which has been widely circulated in foreign countries.

METHOD

This research model is a qualitative approach model. Data collection techniques use document studies where document studies are carried out by reviewing documents related to research topics. This subject and research are Indomie Products.

RESULT AND DISCUSSION

If you look at its history, Indomie products are actually not the first instant noodle products in Indonesia. Previously there were Supermi products that had been circulating in the market. Even recorded in 1968 Supermi products began to be produced by PT Supermi Indonesia. While the new Indomie product was created in 1970 by PT Sanmaru Foods Manufacturing Co Ltd. At that time Indomie began to be marketed in 1972 with two choices of flavor variants, namely chicken flavor and shrimp flavor.

Along with the times, Indomie products turned out to be able to become the most recognized brand in the community as instant noodle products. In fact, I still remember how the people around me are more familiar with calling "Indomie" when buying instant noodles. Although actually the
instant noodles they chose were not Indomie brands. Instant noodle production began to be unstoppable and slowly began to dominate the world market. Especially Indomie products which until now have become a favorite product of the People of Indonesia.

At first, the countries that became Indofood's main target for indomie expansion were Hong Kong, Taiwan, Singapore, Malaysia, and Saudi Arabia because they had the most migrant workers. Then followed by other countries such as the United States and Australia because it has the most number of Indonesian students.

To date, Indomie has reached more than 180 countries, both in Europe, Eastern Europe, the Middle East, Southeast Asia, East Asia, Australia, America, South America, to Africa. In West Africa precisely in Nigeria, Indomie became the food of a million people ranging from the bottom to the top. This was expressed by Enggartiasto Lukita, Minister of Trade. He greatly admires the popularity of Indomie in Nigeria which is the daily food of the people there.

One way of marketing online for your business that can guarantee increasing sales is to sell in the marketplace. The trend of selling in the marketplace today cannot be separated from the behavior of consumers who spend more time browsing online shopping sites or applications, be it by using their desktop or mobile phone. Of course, this is a target for brands and companies to reach their consumer market by joining the marketplace. Well, one of the online marketplaces that attract the most interest from consumers today is Shopee. The marketplace app can be accessed using Android and iOS-based phones.

The use of Shopee as an indomie marketing medium so that indomie marketing can cover a wider market and be able to compete with other products. Here are some of the benefits of Shopee as an indomie marketing medium, namely:

1) Shopee has a free shipping program to all regions;
2) Shopee provides a live chat feature that sellers can use to communicate directly to their consumers. For example; When the stock of goods ordered has run out or is waiting for new stock, you can ask directly to the buyer whether you want to wait for the goods or change the variant of the goods, so the purchase is not canceled immediately. Thus, the risk of getting an ugly rating from the customer can be reduced because of good communication;
3) Shopee provides an advertising feature for its sellers to promote so that their products can appear at the top of the list when there are potential buyers who are looking for products with certain keywords. This feature can be used to increase product sales;
4) Shopee has system support that makes it easy and profitable for its sellers;
5) Shopee has great transaction potential because it has more consumers, so automatically the possibility of the products you sell is also getting bigger and better selling on Shopee;
6) Shopee organizes many interesting programs, both for sellers and consumers, for example, free ongkos kirim programs, and flash sales;
7) Shopee has been integrated with the package delivery system, making it easier for sellers to take care of buyers’ ordered goods.
8) Shopee has a very fair Sundul System. Everyone who sells on Shopee will get the opportunity to promote their products on the front page.
9) Shopee provides reward features for sellers, such as Star Seller, or Shopee Mall;
10) Shopee customers to shop with various variants of Indomie flavors.

CONCLUSION
Indomie has reached more than 180 countries, both in Europe, Eastern Europe, the middle east, southeast Asia, East Asia, Australia, America, South America, to Africa. The use of Shopee as Indomie’s marketing media so that indomie marketing can cover a wider market and be able to compete with other products, Shopee provides free shipping and flash sale programs, can be sent throughout the region, and makes it easier for customers to shop and choose various flavors from Indomie.

REFERENCE