

# INCITEST 2020

The screenshot shows a Gmail interface with a confirmation email from UNIKOM. The email content is as follows:

**Helo hetty hassanah**

Your registration to INCITEST 2020 has been completed, please click the button below to confirm your email

[Confirm Registration](#)

If that doesn't work, copy and paste the following link in your browser:  
<https://incitest.unikom.ac.id/confirmation/D7G2y8MdZk0wcO4Wvklzp3nC481Ms2fG>

Best Regards,

The interface also shows a taskbar at the bottom with several open documents: PARALLELESSIO..., CONFERENCE SC..., and YANG HARUS DIL...docx.

The screenshot shows a Gmail interface with an announcement email from the Organizing Committee of INCITEST 2020. The email content is as follows:

**Dear Anur Jannah, Hetty Hassanah,**

On behalf of the Organizing Committee, we would like to express our gratitude for the responses we received to our first call for papers and to those who have already submitted their full papers in advance of our 7 February, 2020 deadline.

Due to many requests, the deadline for full paper submission is extended until 14 February 2020. We hope this will give those who require it additional time to finalize their full papers.

We hope you will take advantage of the extended deadline.

We look forward to hearing from you.

Regards and thanks,  
The Organizing Committee of INCITEST 2020

The interface also shows a taskbar at the bottom with several open documents: PARALLELESSIO..., CONFERENCE SC..., and YANG HARUS DIL...docx.

Announcement of Revised Paper

mail.google.com/mail/u/0/?tab=rm&ogbl#inbox/FMfcgxwHMZQqdJQrvJKfChzbhGrNcfDs

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Labels +

Dear Anur Jannah, Hetty Hassanah,

We want to congratulate you on the acceptance of your paper, which is part of a strong and exciting conference program we have put together for INCITEST 2020. We look forward to seeing you at the conference.

Sincerely,

The Organizing Committee of INCITEST 2020

Direktorat Pengembangan Teknologi dan Sistem Informasi (PTSI)  
[Universitas Komputer Indonesia](http://www.unikom.ac.id)

INCITEST <noreply-incitest@email.unikom.ac.id>

Wed, Apr 1, 2020, 12:26 PM

PARALLEL SESSIO...docx CONFERENCE SC...docx YANG HARUS DIL...docx

Show all

11:36 11/07/2023

Information for Presenter - hetty

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Dear Anur Jannah, Hetty Hassanah,

We would like to congratulate on the acceptance of your paper. We looking forward your participation in INCITEST 2020 which will be held on 11 June 2020 in online format (the schedule will be delivered in the near future through email and website). Please prepare your presentation (PPT) on the paper entitled **E-commerce in Supply Chain** with the presentation duration of 5 minutes and 5 minutes after the presentation will be given to each of the presenter for the discussion session.

All sessions will be chaired in order to maintain the schedule of the conference. Presenters are therefore strongly encouraged to rehearse their presentation to ensure they have enough time to deliver all the content and allow good time for discussion within the allocated time slot.

We wish you a fruitful conference and great experience in this online conference.

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11:39 11/07/2023



# E-commerce in Supply Chain

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**Abstrak.** This study aims to minimize the losses obtained by e-commerce businesses because of the risk of changes in demand and supply of products that are not balanced through communication strategies. The approach taken is a qualitative approach, a case study method and data collection with literature studies, online journal research and observation of the problems that are the subject of research. Based on the result of research e-commerce electronic shopping transaction services in the network make it easy for consumers and business people with an indication that distance is not an obstacle, payments can be made through e-banking, does not require a place to sell and other things that make business transactions practical and easy.

## 1.Introduction

An increasingly advanced civilization can be analyzed using indications of technology that have evolved to become efficient and effective so as to make human work lighter, it also affects various sectors of human life to the realm of the profession. Business has existed since prehistoric times through various transactions that adapt to the needs of the times. If, usually buying and selling is done in the market with intrapersonal communication that is face to face directly between buyers and traders then the current efficiency of technology provides an easier alternative to the internet network without having to communicate directly.

The business transaction process with a digital trial is done through Electronic Commerce or E-commerce. People involved in this field carry out activities and activities such as sellers providing heterogeneous goods and buyers with differences placed in the payment process. E-Commerce Business also has an interest that will question businesses finding such changes in demand and supply of products in the market does not qualify. [1] In his current E-Commerce and Business Social Media studies, a discussion on the role of technology and the internet as a medium of communication in e-commerce. [2] Senior Researcher Michael G Harvey from the Department of Marketing, University of Arizona, America. In his research Developing Effective Intercultural Relationships: The Importance of Communication Strategies for understanding global culture and the important role of communication strategies. [3] Podomoro University Lecturer Adhi S and CEO Babylonia.com Arlo E. In his research Customer Loyalty in the Collaborative Consumption Model: Empirical Study of CRM for Products and Services Based on e-Commerce Systems in Indonesia the aim is the exploration of a colaroborative consumption system using

e-commerce start -up Babylonia.com with 266 transaction data. [4] University of California lecturer J. Miguel in his research of Communication Strategy and Product Line Design aims to emphasize that communication strategies determine the product lines that will be offered to the public. [5] Bina Nusantara University Lecturer Toga and Bina Nusantara Students who have graduated from Hendra. In his research the factors that influence customer satisfaction in e-commerce: the case of Indonesia aims to find out what factors make customers satisfied then what will determine loyalty. [6] The aim is to change and influence the communication strategy that must be carried out after the digital evolution in the luxury industry. [7] Assistant Professor Shintaro and Professor Javier from Universidad Pontificia Comillas de Madrid. In his research evaluating the level of online communication standardization of multi-national companies so that it requires a new approach to communication strategies. [8] Benjamin, Frazinska from Christian Albrechts University Kiel and Stoyan, Felix from the Bulgarian Academi of Sciene. In his research Mapping the supply, demand, and budget of ecosystem services, the purpose of the demand and supply of ecosystem services can be moved to many spaces using a temporal scale on the problem of the impact of human activities on the environment [9] Students Achmad, Arfian, Nur and Yudho from the University of Indonesia. In his research the determinants of customer confidence in e-commerce and its impact on purchases and word of mouth: the case of Indonesia. The goal is to find out the case of customers in e-commerce is more difficult to trust the seller than the physical transactions. [10] In his study, the Effect of Supply and Demand on the Objeka Value Rating. The aim is to know the demand and supply will be interconnected and influence the supply of products. [11] Jhon from the University of Tennessee and Bridget from Northern Kentucky University. In his research, the Effect of Supply and Demand on Objeka Value Rating. The goal is to broaden the results of thinking about the concepts of demand and supply integration (DSI) in environmental responsibility and green marketing. [12] Lecturer Richardus from Bina Nusantara. In his research Demand and Supply Aspects of Information Systems. The goal is the analogy of demand as information systems and supply as information systems technology in creating hardware or software technology products.

From the source research in the previous paragraph, communication strategies are often used by various fields as solutions to deal with problems and they are adapted to the circumstances of each business. Supply and demand are interrelated and then have an impact on the supply of goods and services owned by business people, while e-commerce as an evolution of technology becomes the consumption of modern society with risks that cannot be avoided by business people. This study aims to minimize the losses obtained by e-commerce businesses because of the risk of changes in demand and supply of products that are not balanced through communication strategies.

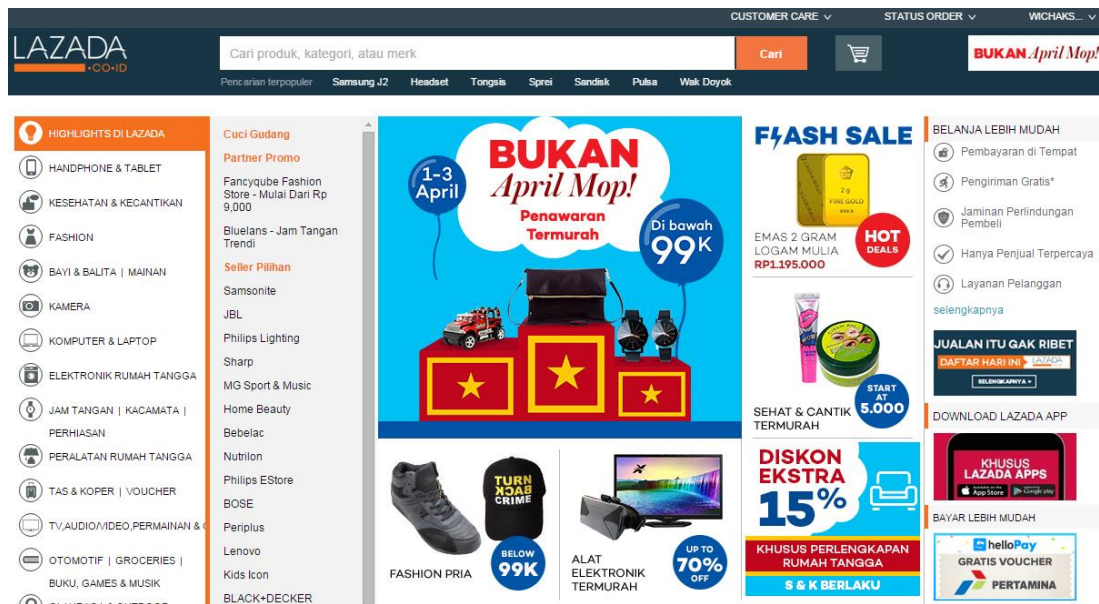
## **2. Method**

The method used by researchers is a literacy study that is looking for sources that are relevant to research, then qualitative methods through descriptive description that has the nature of analysis and prioritizes the process of seta meaning or perspective of the subject and finally case studies with the aim of making a research draw. While data collection techniques are used online search with international journal references in accordance with the research topic.

## **3. Results and Discussion**

The era of technology has occurred more than a few decades, humans are slowly getting used to the development of technology that is entering various fields of life. One of them is the field of business, transactions that in ancient times had to be done directly between traders and buyers through intrapersonal communication or group communication, now changing more efficiently and effectively. E-commerce

electronic shopping transaction services in the network make it easy for consumers and business people with an indication that distance is not an obstacle, payments can be made through e-banking, does not require a place to sell and other things that make business transactions practical and easy, can be seen in figure 1.



**Figure 1.** Display of one e-commerce site in Indonesia. This image was adopted from <http://marcellariesta.blogspot.com/> on October 24, 2019.

Based on figure 1 above, the consumers easier to check the product before decision do the transaction on electronic commerce.

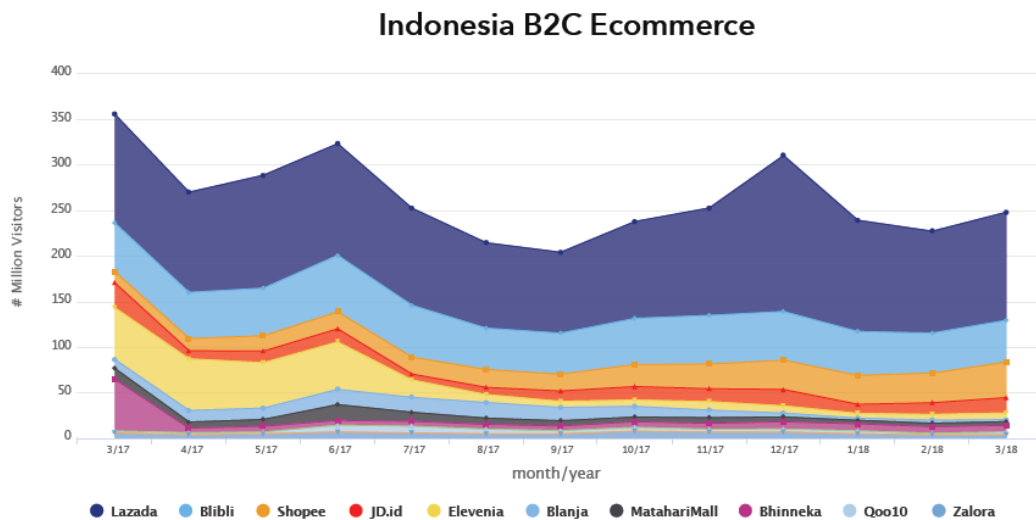
In Indonesia there are various kinds of e-commerce that provide needs ranging from food, clothing, household appliances, to various kinds of goods such as cars and two-wheeled vehicles. Businesses must be smart in understanding the conditions of market demand and supply that is done, it is related to the benefits that business people will get, then can be seen in figure 2.



**Figure 2.** Display of various e-commerce brands in Indonesia. This image was adopted from <http://www.vondanote.com/> on October 24, 2019

Based on figure 2 above, it is about display of various e-commerce brands in Indonesia. There are many brands that can be choose by consumers.

From the Indonesian Central Statistics Agency based on their economic census, in 2016 there were data results while the number of e-commerce in Indonesia has increased by 17% since the last 10 years with a total of 26.2 million. One sector that can optimize its performance is B2C or Business to Consumer through indication of customer experience, then can be seen in figure 3.

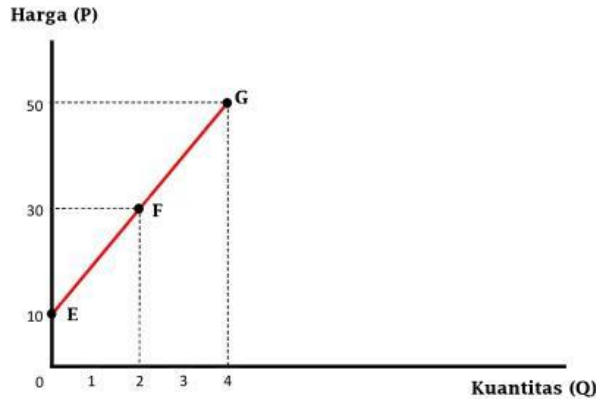


**Figure 3.** Display the B2C e-commerce competition curve in Indonesia. This image was adopted from <https://dailysocial.id/> on 24 October 2019

Based on figure 3 above, there is a display of B2C on many market places in e-commerce. Then the consumers can be choose the market place which they like and they need.

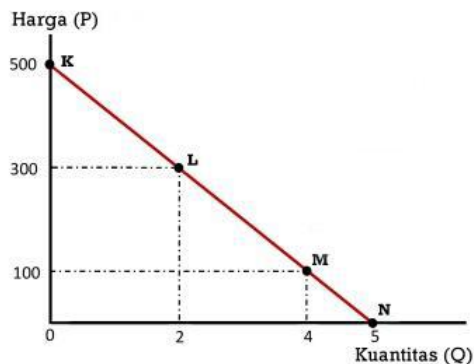


Although e-commerce provides convenience, businesses cannot stay away from the risk of changing supply and demand for unbalanced products. Classical economics provides an explanation of the demand and supply will affect product prices in the market. On the other hand the products available with the level of production affect prices and demand, in such situations it is necessary to take appropriate steps to make the price and income conditions stable through a communication strategy, can be seen in figure 4 and 5.



Gambar 5. Kurva Penawaran

**Figure 4.** Example of a supply curve display in business. This image was adopted from <https://www.ajarekonomi.com/> on October 24, 2019



Gambar 1. Kurva Permintaan

**Figure 5.** Example of the display of demand curve in business. This image was adopted from <https://www.ajarekonomi.com/> on October 24, 2019

Based on figure 4 and 5, there are about display of demand curve in business. It is very helpful to know more information about price and quantity.

In the risk of demand and supply separate analyzes need to be carried out to produce indications that can be evaluated and determine the communication strategy to be carried out.

1. Demand, the standard for measuring consumer demand for products can be divided into two things: First how much is the target of searches carried out by consumers, for example on a scale of how many times the name of a product brand is searched on e-commerce sites, then the accumulation of results from searches that can be data to find out what brand names most consumers want on e-commerce sites. Second, consumer buying interest for the product through keyword analysis, if words such as cheap, discount and price come along with the name of the product in the search, then the consumer is in a state of interest to buy besides that special services offered by e-commerce by entering goods the choice in the queue that consumers will pay is also included in buying interest.

Web quality design plays important role to attract, gain and retain customers. A high quality website not only determines customer decision to purchase, but also becomes a main reason whether a customer will purchase online or not (Liao et al., 2006). Low quality of website could impact on customer lost, cost escalation and profit reduction. Therefore, it is important to know how web quality impact on customer trust of the website, that eventually determines purchasing decision. Some of web quality elements, they are information quality, response time and visual attraction, impact to what customers perceived (Liao et al., 2006). If customers feel the website has high quality, then they tend to have high trust to seller. They believe the seller has competence, integrity, benevolence and they have willingness to depend to the seller (Liao et al., 2006). [9]

2. Supply, in this process the quantity of goods and business opponents is not the main focus, but business people must be able to make strategic steps in Google search, a business person will benefit more if the name of his product and store are included in the first 10 articles compared to the first article. 30. Customer value perceptions are theorized to be an important reflection of the level of DSI in a firm (Heikkilä, 2002). When a firm's marketing and supply chain functions are managed in such a way that their coordination ensures customers receive what they are promised (e.g. a reduction in the firm's carbon footprint), then customers perceive value from the firm's products and services (Fisher et al., 1997; Jüttner et al., 2007). While customer perceptions are a component of the broader concept of stakeholder perceptions, how customers perceive a firm are of particular interest, as these perceptions are directly affected by how the organization presents itself (Luo and Bhattacharya, 2006; Post et al., 2002), including information regarding a firm's products and operations that are deliberately communicated. [11]

Then the communication strategy is to create a good image for consumers by creating advertisements, giving discounts and maintaining product quality and improving service. If the conditions of consumer demand are quite consistent in searching for goods and stores, create a higher consumer buying interest by offering discounts and cheap but quality product offerings. Meanwhile, in the process of offering, advertising, service and consumer trust is very important to make the company's rating increase.

#### **4. Conclusion**

Business has existed since prehistoric times, the form of transactions that were originally only intrapersonal communication or face to face is now increasingly revolutionizing and improving functions to be more effective and efficient. E-commerce is one of the results of technological developments that humans have felt in the past few decades, business people get various conveniences with the presence of the digital network business sector. However, risks remain present and cannot be avoided such as unbalanced changes in product supply and demand, so the analysis is carried out to make the right stages of communication strategies so that in the long run the business can be controlled.

## 5. Acknowledgement

Acknowledgments the most important researchers give to Allah SWT the most compassionate, the most compassionate for providing health and good fortune so that researchers are able to do and complete the task of scientific papers smoothly despite facing some obstacles. Then, the researchers would like to thank the researchers' parents especially the mother who provided prayer and moral assistance to the researcher during the scientific paper process. Then, fellow researchers who could not be mentioned by researchers one by one, thanks to their input and direction the researchers could complete the paper better. As well as the last thanks the researcher conveyed to the previous researchers who had helped provide references about the research and made the researchers think more thoroughly about the problems that became the topic of research

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