

30 - September - 2023

No.:

Date.:

NAMA : BINGGI WILATAMA

NPM : 2113046062

Prodi : Pendidikan b. Lampung

Tugas :

Lika lika digital Information

Digitalization adalah necessary evil

1. industry ritel dan fmcs

Retail dan fmcs

- E-commerce represents
 - 5-10 % of total retail (China - 20-25 %, US - 15-20 %)
- E-commerce is only seen as a way to get cheapest prices (Indonesia sering mencari mungadukan diskon).
- Marketing spending in digital channels between 5 to 10 %
- Poor online ad recall

Telco

- Shifting to digital due to decline in legacy services
- Internet Utilization rate grows but revenue stalls or declines
- Profitable business model for data/digital services remain elusive
- Infrastructure still a priority but Telco unable to justify investment

TECH

- customer acquisition costs very high due
- Business model clearly defined but profitability remain elusive
- Industry consolidating with the exits of smaller players
- Despite benefiting some companies pandemic threatens to burst the tech bubble

Partial digital transformation itu memiliki alasan utamanya adalah karena endgame-nya itu adalah omni end game dari pemasaran itu adalah kombinasi antara pemasaran online dengan pemasaran offline.