

Perniagaan dan Pemasaran Atas Talian

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Oleh:

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ISBN 978-967-2276-18-0

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Kandungan

Pengenalan	1
Pengguna Internet di Malaysia	3
E-Perniagaan	5
Kedai Atas Talian Shopee	7
E-Pemasaran	11
E-Pemasaran Melalui Media Sosial	12
E-Pemasaran Melalui Blog	14
E-Pemasaran Melalui Facebook	14
Bibliografi	23

Pengenalan

Perniagaan adalah semua kegiatan urusan jual dan beli barang atau perkhidmatan dengan matlamat untuk mendapatkan keuntungan.



Merangkumi **EMPAT (4)** perkara penting:

1. Barangan atau perkhidmatan
2. Pertukaran nilai
3. Keuntungan perniagaan
4. Memuaskan keperluan dan kehendak pelanggan

Pengenalan

Internet adalah sistem rangkaian global komputer yang saling berhubungan untuk melayani pengguna di seluruh dunia.

World Wide Web adalah sistem dokumen *hypertext* yang dihubungkan melalui Internet.



Pengguna Internet *di Malaysia*

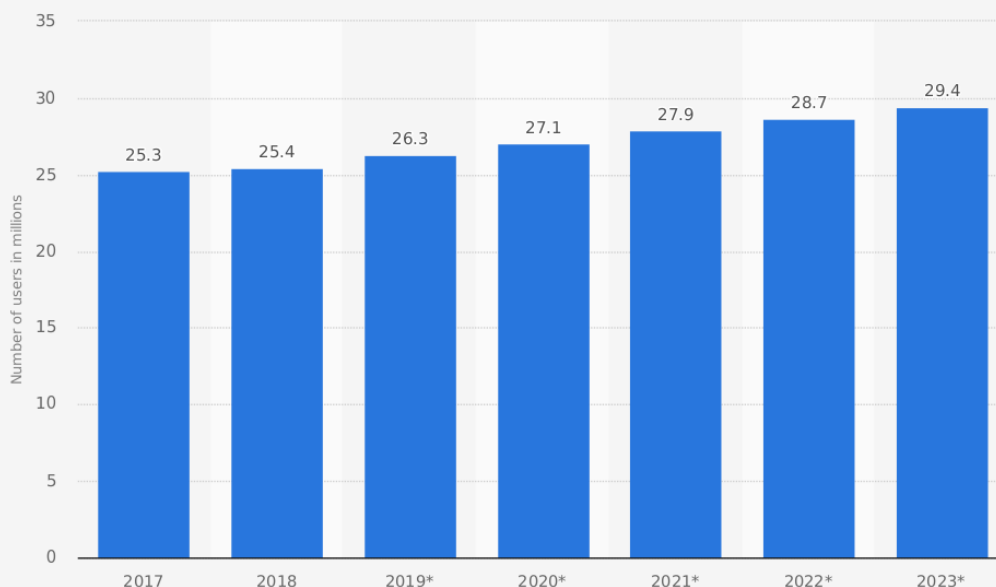
Statistik

28.7 Juta pengguna Internet 2018

2016: 24.5 Juta

Statistik menunjukkan jumlah pengguna Internet di Malaysia dari tahun 2017 hingga 2023. Pada tahun 2017, 25.3 juta pengguna menggunakan Internet. Angka ini diramal akan meningkat sehingga 29.4 juga dalam tahun 2023.

Number of internet users in Malaysia from 2017 to 2023 (in millions)



Sources

Statista; Statista DMO
© Statista 2019

Additional Information:

Malaysia; Statista DMO; 2017 to 2018

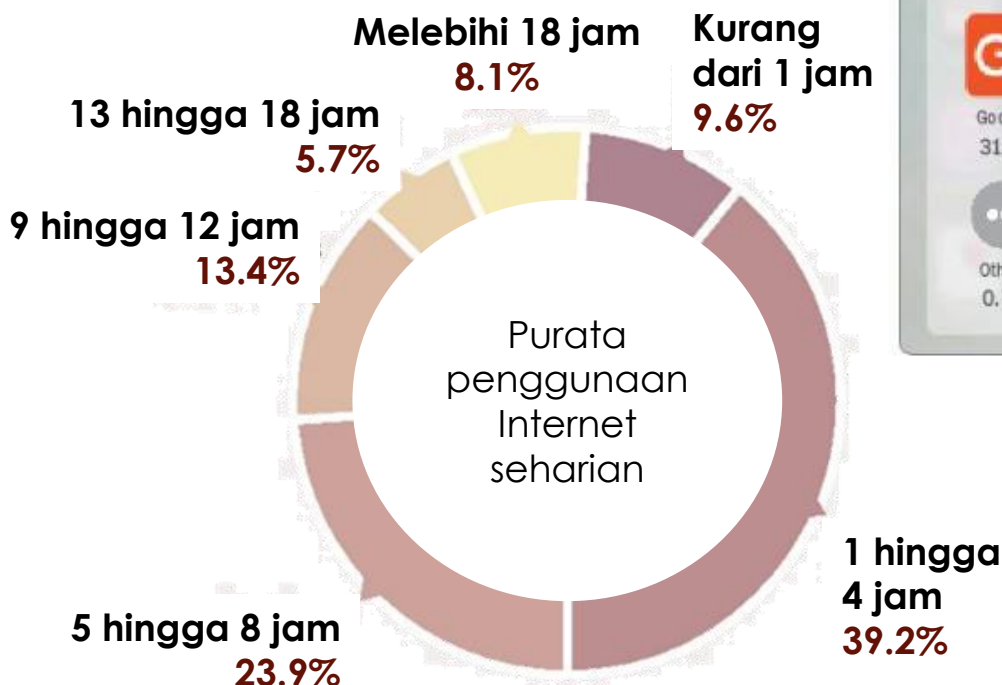
Pengguna Internet di Malaysia

Statistik

24.6 Juta pengguna rangkaian sosial

97.3% Pengguna Facebook

Secara purata majoriti masyarakat Malaysia menggunakan internet 1 hingga 4 jam sehari. Malah ada yang menggunakan Internet melebihi 18 jam sehari.



Pengguna Internet di Malaysia

Pembelian dalam talian

Data from **GlobalWebIndex** menunjukkan 80% pengguna Internet antara umur 16 hingga 64 tahun telah membuat pembelian dalam talian.

Data dari Kajian Statista **Digital Market Outlook** menunjukkan masyarakat Malaysia berbelanja dalam talian melebihi **US\$6 billion** dalam tahun 2018



Sumber: <https://datareportal.com/reports/digital-2019-e-commerce-in-malaysia>

E-Perniagaan

E-Perniagaan adalah urusan jual dan beli barang atau perkhidmatan melalui Internet.

Komputer

Keperluan utama:

1. Komputer dan perkakasnya
2. Sambungan Internet

Printer

Modem/Internet

Camera

E-Perniagaan

Kedai atas talian (**online marketplace**) merupakan laman web e-dagang yang menyediakan perkhidmatan jual beli barang dan perkhidmatan.



 Shopee

 LAZADA
COM•MY

 Lelong.my

 11ST
www.11street.my

 GO
SHOP

 ebay

 WOWSHOP

E-Perniagaan

Perbandingan Beberapa E-Perniagaan yang beroperasi di Malaysia



1. Lazada

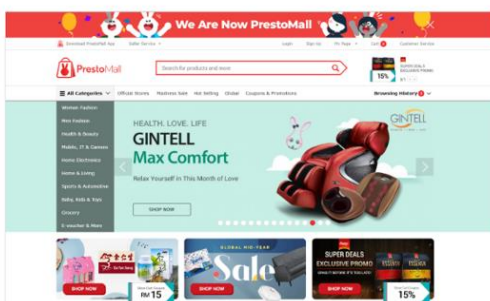
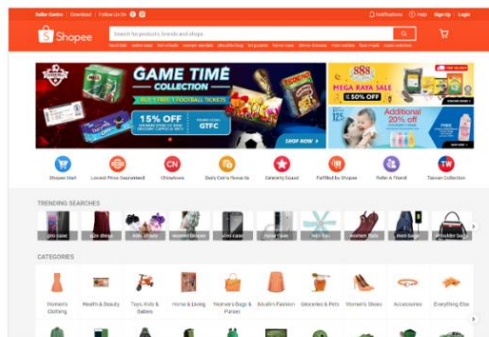
Monthly average estimated traffic (Jan 2020) : 12.44M
Average visit duration: 7 minutes 31 second

Lazada Malaysia started its operation in 2012. Today, Lazada Group has expanded to Indonesia, Philippines, Singapore, Malaysia, Thailand and Vietnam. It has become one of the biggest eCommerce company in South East Asia, selling a wide range of products from consumer electronics to household goods. Currently, **Alibaba Group** is the major shareholder and owns **83% of shares** of Lazada Group. That's why you can now purchase Taobao products via Lazada as well!

2. Shopee

Monthly average estimated traffic (Jan 2020) : 27.82M
Average visit duration: 10 minutes 33 second

Shopee was launched in 2015. Shopee has expanded to the countries including Singapore, Malaysia, Thailand, Indonesia, Vietnam and Philippines. There are approximately **89.4% of Malaysian** prefer to use smartphones to browse internet as compared to desktops and laptops. Recognizing the importance of mobile commerce, Shopee launched its own app and it **achieved 43% month-on-month (MoM) growth** in 2016. This has made Shopee to become one of the **top app** in mobile commerce. Besides that, Shopee also launched the **Shopee Coin** to help shoppers save more by collecting coins.



3. PrestoMall (Formerly known as 11street)

Monthly average estimated traffic (Jan 2020) : 175.01K
Average visit duration: 2 minutes 18 second

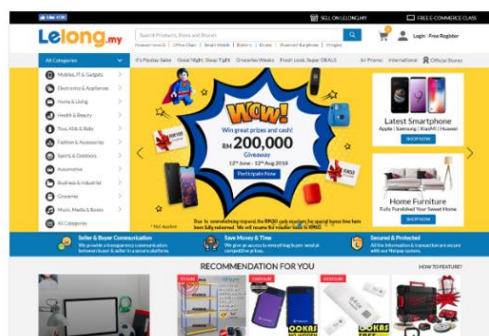
PrestoMall (previously known as 11street) is Malaysia's largest homegrown online marketplace. Currently, PrestoMall is operated by Presto Mall Sdn. Bhd. Besides being an online marketplace, PrestoMall also fulfills users' **shopping, entertainment, payment, credit, travel and food needs**. Shoppers can make **hassle-free mobile payments** via PrestoPay for online and offline retail purchases.

Sumber:
<https://www.sitegiant.my/malaysia-marketplace-comparison/>

4. Lelong.my

Monthly average estimated traffic (Jan 2020) : 1.35M
Average visit duration: 2 minutes 26 second

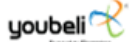
Lelong.my is a Malaysia's homegrown and the oldest online marketplace. Lelong.my offers widest products like mobile phones, camera and gadgets, home appliances, fashion and accessories, beauty and personal care, toys and even frozen food. Moreover, Lelong.my is currently using **Consumer to Consumer (C2C)** and **Business to Consumer (B2C)** business model.



E-Perniagaan

Ringkasan Perbandingan

Summary of Malaysia Marketplace Comparison

Malaysia Marketplaces						
 Background	Marketplace which was started by Rocket Internet from Germany and currently owned by Alibaba	Mobile-First Marketplace owned by SEA group (formerly known as Garena)	Formerly known as 11street	Malaysia's Local Marketplace since 1998	Giosis is the company behind Qoo10. It is a joint venture eBay Inc. and Gmarket Inc	Local marketplace in Malaysia since 2015
 Average Traffic (Aug 19 - Jan 20) Source: similarweb	12.44m	27.82m	175.01k	1.35m	301.99k	183.26k
 Commission	0%	3-5%	Rate is varied based on product category	0-10%	9-12%	4%
 Payment gateway Fee	2%	2% (Starting from 15 July 2019)	2%	2%	9-12%	2%
 Store set up cost	Free	Free	Free	RM498 per year (Promo with SiteGiant RM399 per year)	RM50	Free

Sumber:
<https://www.sitegiant.my/malaysia-marketplace-comparison/>

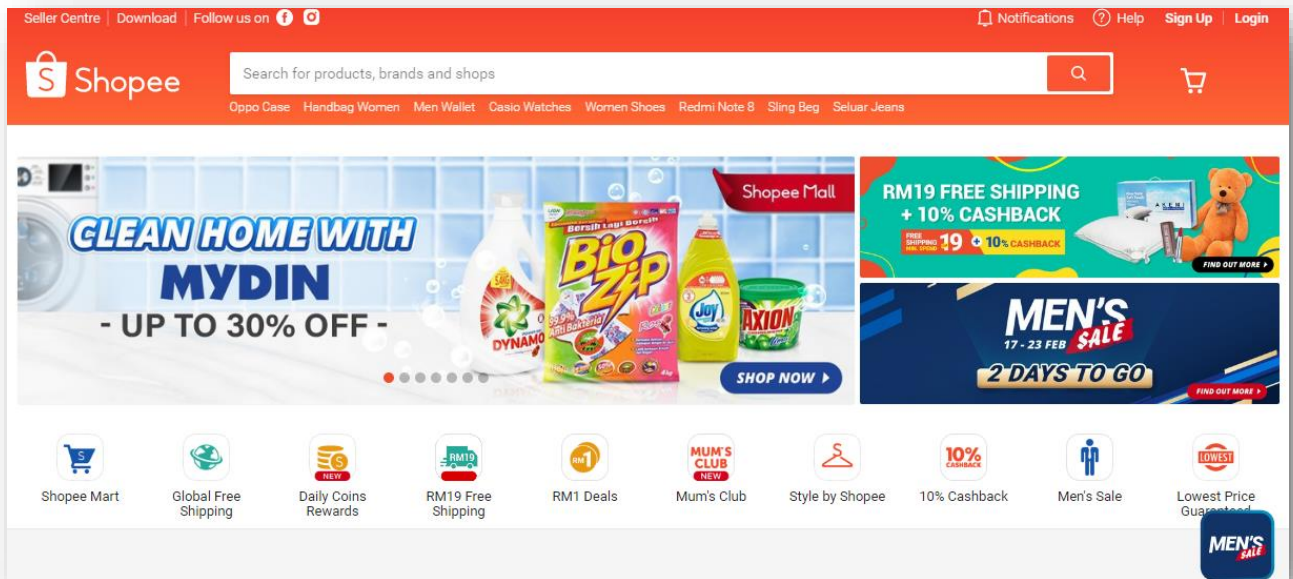
Kedai Atas Talian Shopee



Laman web

<https://shopee.com.my/>

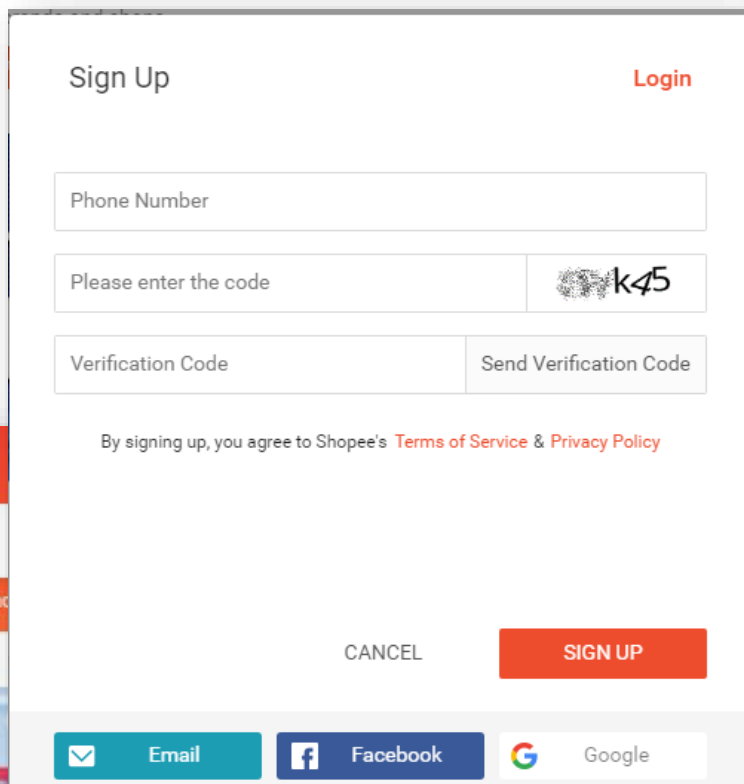
Logo



Shopee merupakan salah satu pelantar e-dagang yang popular. Ianya mula diperkenalkan di Singapura pada tahun 2015. Negara lain yang turut menggunakan Shopee adalah Malaysia, Thailand, Taiwan, Indonesia, Vietnam, Filipina, and Brazil.

Kedai Atas Talian Shopee

Untuk daftar akaun
baharu klik pada
[Sign Up]
Isi maklumat yang
diperlukan.



Sign Up Login

Phone Number

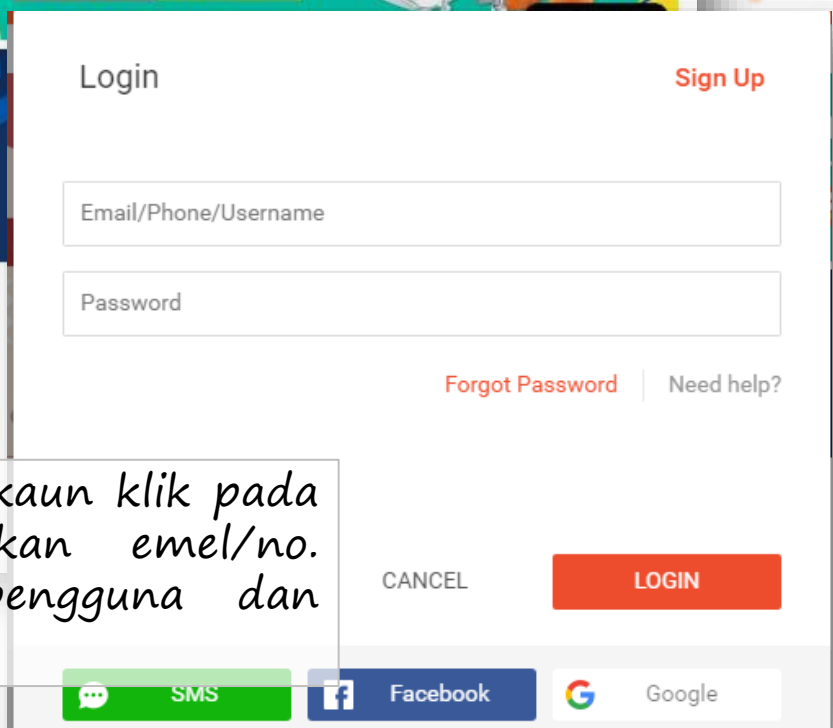
Please enter the code 

Verification Code Send Verification Code

By signing up, you agree to Shopee's [Terms of Service](#) & [Privacy Policy](#)

CANCEL SIGN UP

 Email  Facebook  Google



Login Sign Up

Email/Phone/Username

Password

[Forgot Password](#) | [Need help?](#)

CANCEL LOGIN

 SMS  Facebook  Google

Untuk masuk ke akaun klik pada
[Login]. Masukkan emel/no.
telefon/ nama pengguna dan
katakunci

Kedai Atas Talian Shopee

Membuat pembelian di Shopee

(1)

Masukkan nama produk yang dicari.
Contoh: ikan bilis

(2)

Pilih produk dan klik untuk mendapatkan maklumat penuh.

(3)

Paparan maklumat penuh.
Klik [Add To Cart] atau [Buy Now] untuk buat pembelian.

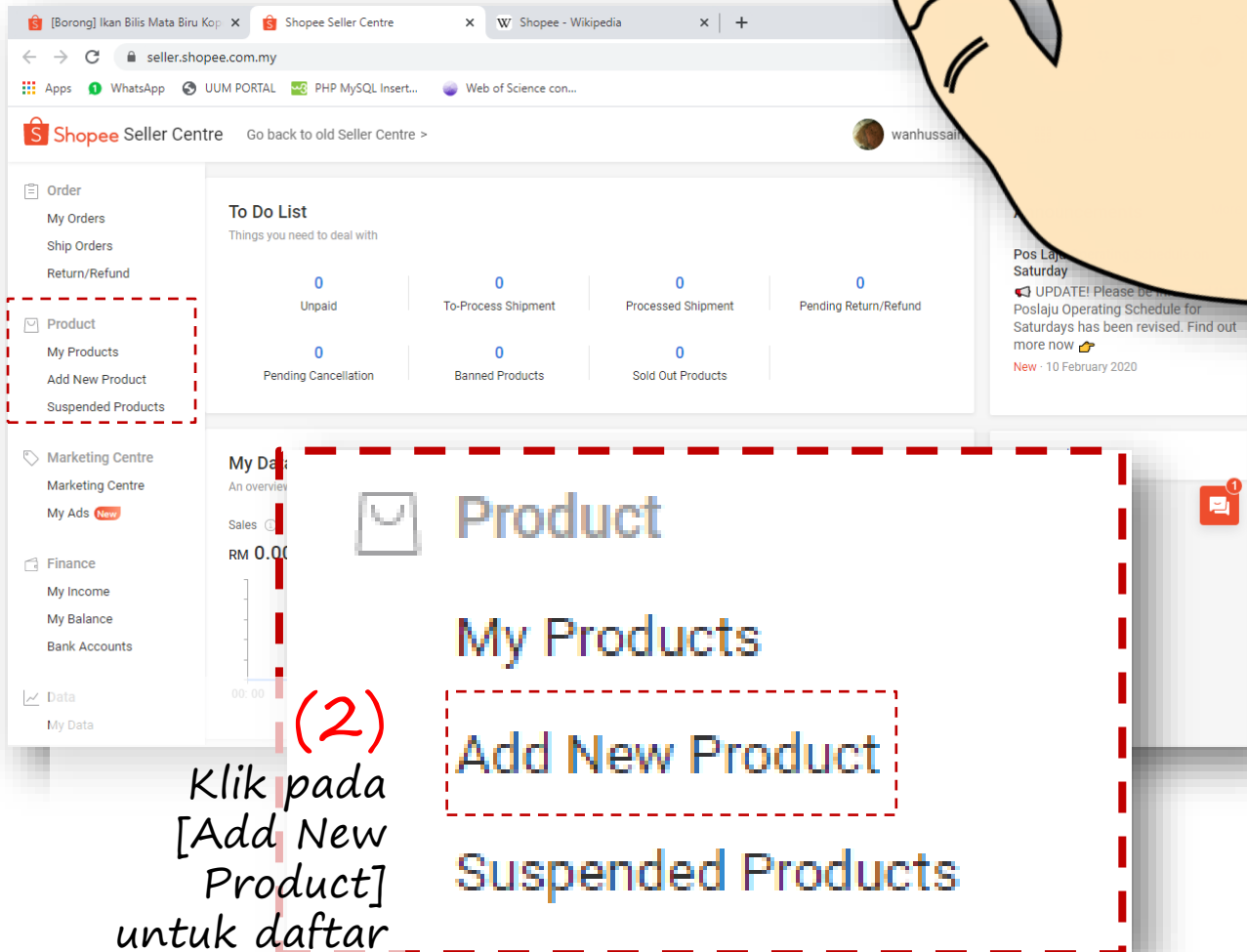
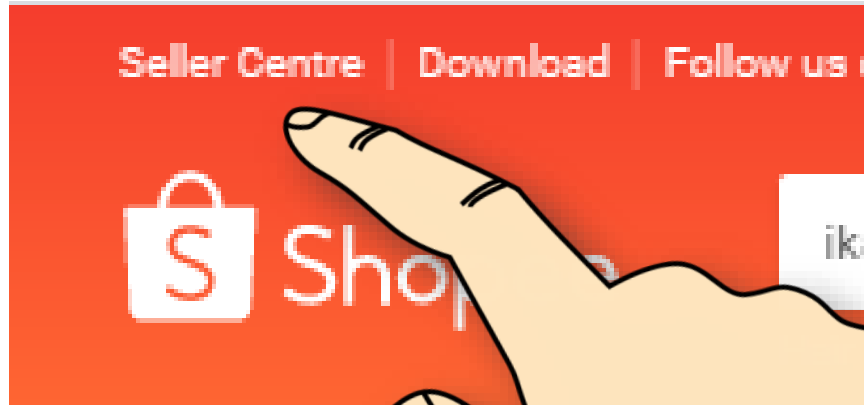


Kedai Atas Talian Shopee

Menjual Produk di Shopee

(1)

Klik pada [Seller Centre] di penjuru kiri laman utama Shopee.



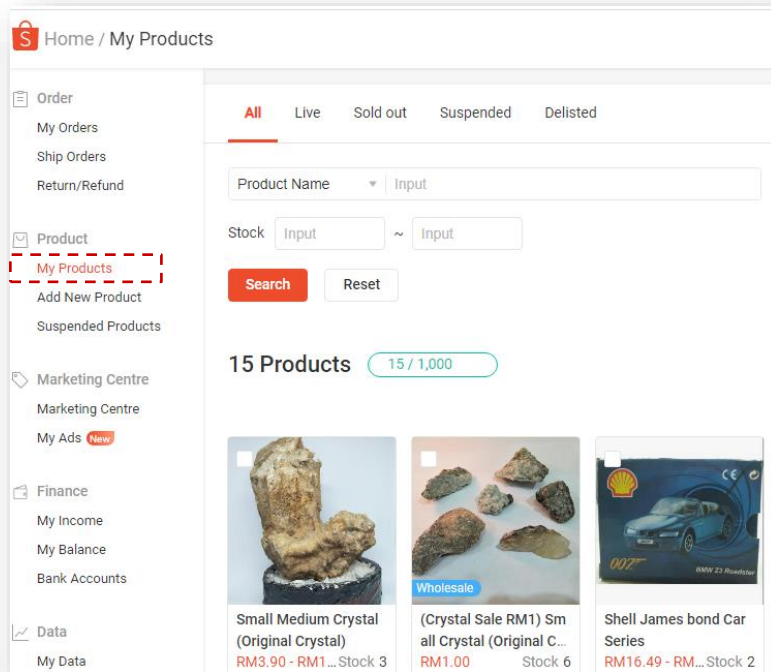
(2)

Klik pada [Add New Product] untuk daftar masuk produk.

Kedai Atas Talian Shopee

Menjual Produk di Shopee

(3)
Klik pada [My Product]
untuk melihat
senarai produk
yang telah
dimasukkan
dalam Shopee.



Tiga maklumat penting bagi kedai di Shopee:

1) Nama kedai

Pilih nama kedai yang bersesuaian yang mencerminkan produk dan perkhidmatan yang ditawarkan.

2) Gambar dan video

Muat naik maksimum 5 gambar dan video yang bersesuaian.

3) Penerangan mengenai kedai

Tulis penerangan ringkas mengenai kedai bagi menarik perhatian pembeli.

E-Pemasaran

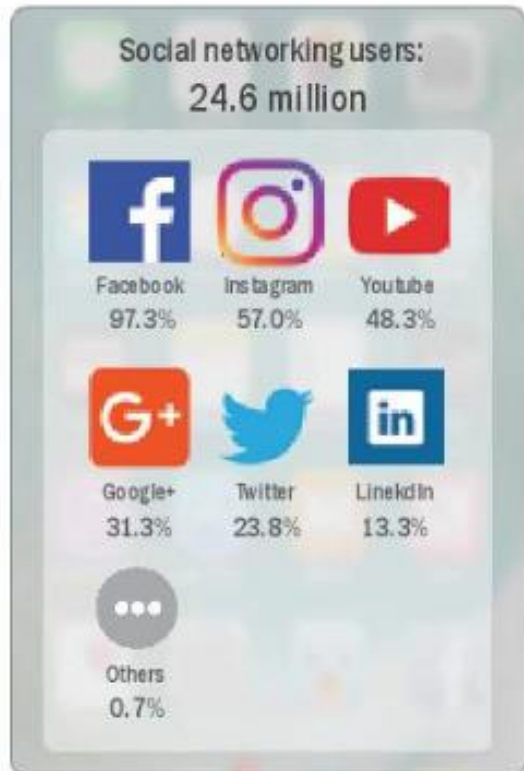


Pemasaran ialah proses menyampaikan nilai terhadap produk dan perkhidmatan kepada pelanggan bagi tujuan menjual produk atau perkhidmatan.

E-Pemasaran menggunakan Internet untuk menyampaikan mesej promosi kepada pelanggan.

- ✓ Pemasaran melalui email
- ✓ Laman web
- ✓ Sosial media
- ✓ Pay-per_click
- ✓ Enjin carian berbayar
- ✓ Blog

Pemasaran melalui Media Sosial



- ✓ Proses mendapatkan perhatian melalui media sosial.
- ✓ Hasilkan kandungan yang boleh menarik perhatian dan menggalakkan pembaca berkongsi dalam rangkaian social mereka.
- ✓ mulut ke mulut elektronik (eWoM)

Pemasaran melalui Media Sosial



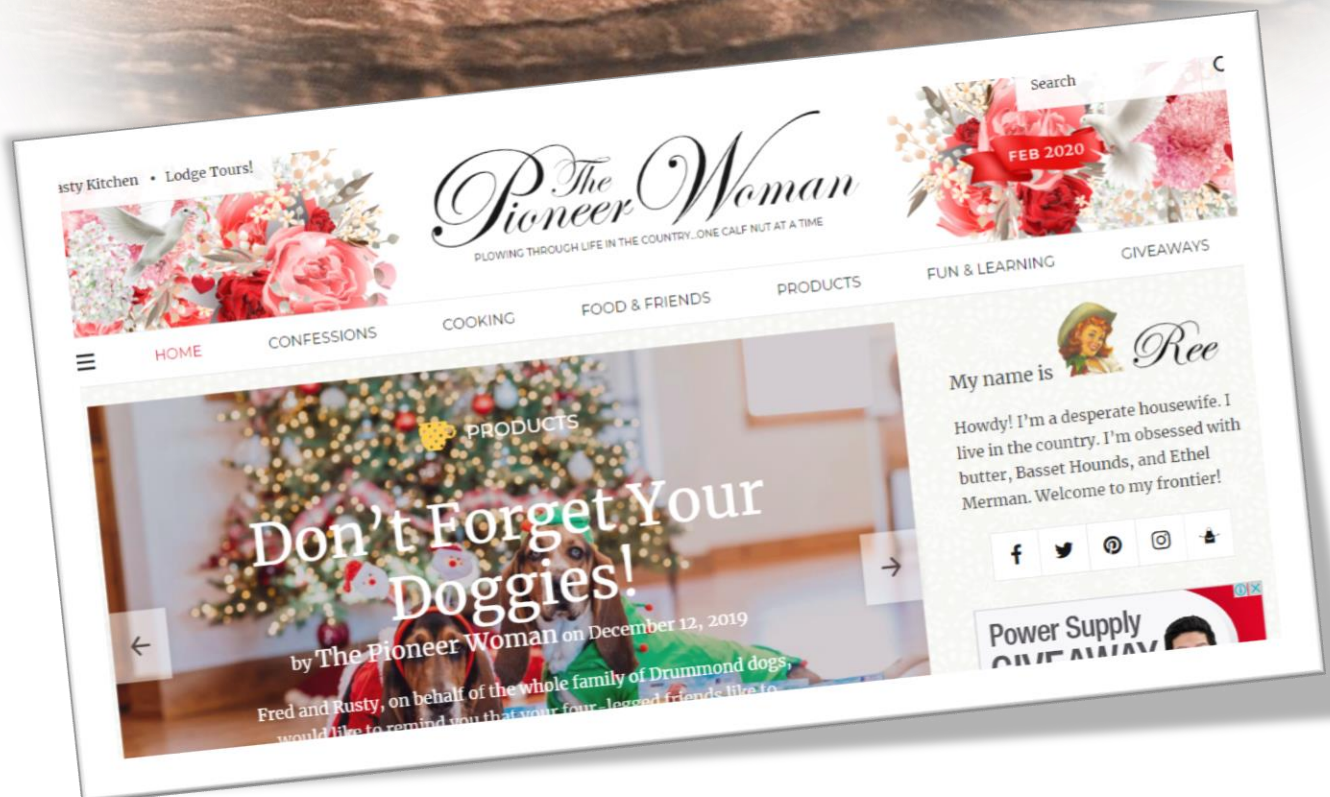
Kelebihan

- ✓ Meningkatkan komunikasi dengan pelanggan
- ✓ Mengalakkan kedatangan pengunjung
- ✓ Meningkatkan potensi produk
- ✓ Meningkatkan pengaruh dalam talian
- ✓ Menyampai mesej kepada pelanggan dan rakan-rakan
- ✓ Masa nyata
- ✓ Menaikkan penarafan SEO

E-Pemasaran *melalui* Blog

Apa itu blog?

Blog atau juga dikenali sebagai weblog, merupakan laman perbincangan atau maklumat yang diterbitkan di World Wide Web (WWW).



E-Pemasaran *melalui* Blog

Perbezaan Blog dengan Laman Web

Ciri-ciri	Blog	Laman Web
Sifat	Santai	Formal
Jenis bahan	teks, video dan audio	teks, video dan audio
Sifat kandungan	Dinamik	Statik dan Dinamik
Kekerapan kemaskini	Kerap	Bergantung kepada keperluan
Jangka hayat kandungan	Pendek	Panjang
Interaktiviti	Pelawat boleh menulis maklum balas terhadap kandungan yang dimuatkan dalam blog	Tidak mempunyai kemudahan maklum balas
Susunan kandungan	Berdasarkan tarikh dan masa	Mengikut keutamaan pemilik

E-Pemasaran *melalui* Blog

Kelebihan Blog

- ❑ Iklan baharu, produk baru, atau maklumat tambahan berkenaan produk boleh ditambah secara berterusan. Tambahan ini akan dipapar di bahagian paling atas agar pelawat boleh membaca maklumat terkini dengan segera apabila blog dibuka.
- ❑ Pelawat boleh membuat tempahan, pesanan, atau memberi komen terhadap produk atau perkhidmatan anda.
- ❑ Pelawat boleh juga membuat pautan kepadanya atau menghantar emel kepada anda.
- ❑ Mudah untuk papar maklumat samada dalam teks, grafik, gambar, video dan pelbagai lagi ke Internet jika dibandingkan dengan laman web tradisional.
- ❑ Tidak memerlukan perisian pengarang web yang khusus, mudah dibina dan mudah disenggara dari mana-mana sahaja asalkan ada sambungan ke Internet.

E-Pemasaran *melalui* Blog

Aplikasi bagi Membangunkan Blog

Blogger
<https://www.blogger.com>

Publish your passions, your way
Create a unique and beautiful blog. It's easy and free.

CREATE YOUR BLOG

My cooking blog
Thursday, 18 January
Delicious dessert recipe

WordPress
<https://wordpress.com/>

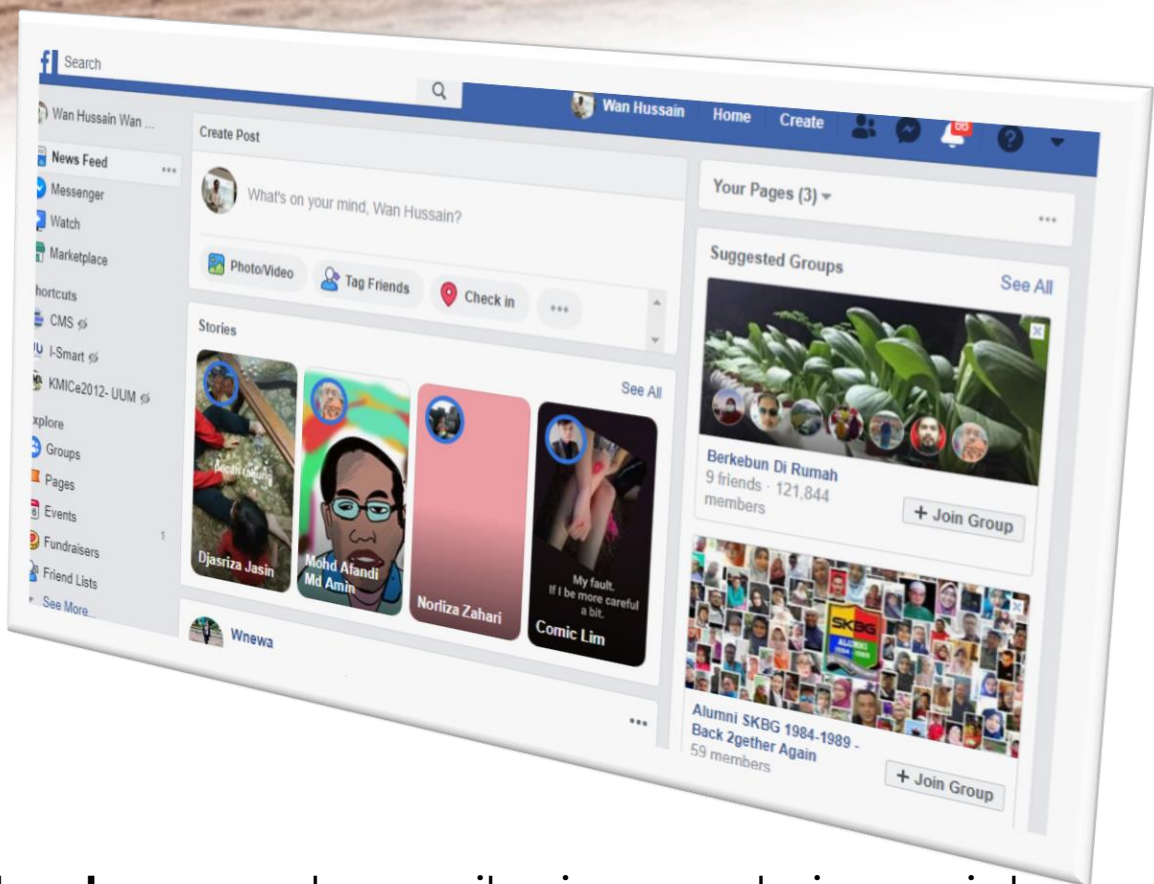
36% of the web is
built on WordPress.

Unlock the power of the most flexible website builder.

Start your website

WordPress
<https://wordpress.com/>

E-Pemasaran *melalui* Facebook



- ✓ **Facebook** merupakan aplikasi perangkaian sosial.
- ✓ Menghubungkan rakan-rakan dan keluarga secara maya.
- ✓ Pengguna boleh meletakkan komen, berkongsi gambar, video, berita dan sebagainya.

E-Pemasaran *melalui* Facebook



"It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many."

Mark Zuckerberg
Pengasas & CEO



'f' Logo

- ✓ **Facebook** diluncurkan pada Februari 2004.
- ✓ Dimiliki dan dikendalikan oleh Facebook.



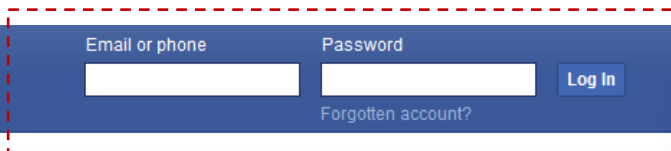
Butang Like

E-Pemasaran *melalui* Facebook

1) Layari:

http://www.facebook.com

Kawasan log masuk



Email or phone Password Log In
Forgotten account?

Create an account

It's quick and easy.

First name

Surname

Mobile number or email address

New password

Birthday

15 Feb 1995 ?

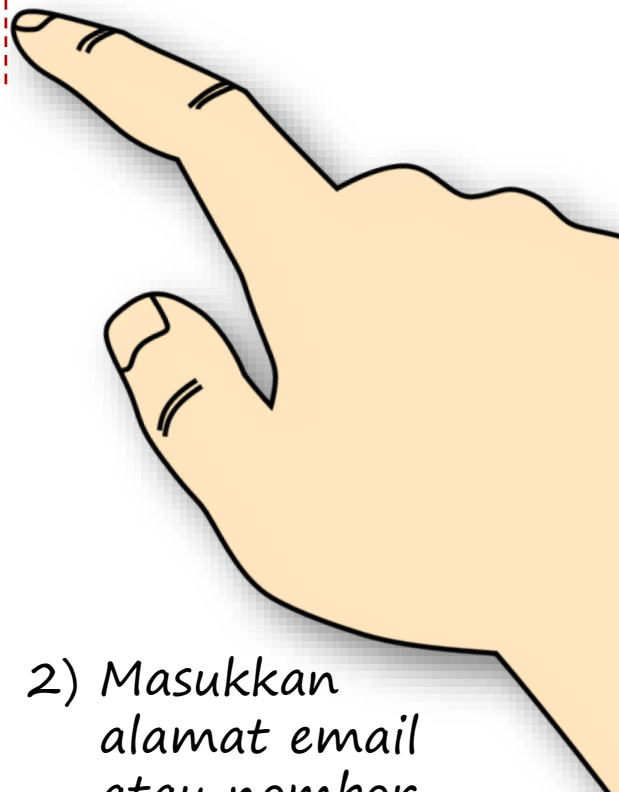
Gender

☐ Female ☐ Male ☐ Custom ?

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookie Policy](#). You may receive SMS notifications from us and can opt out at any time.

Sign Up

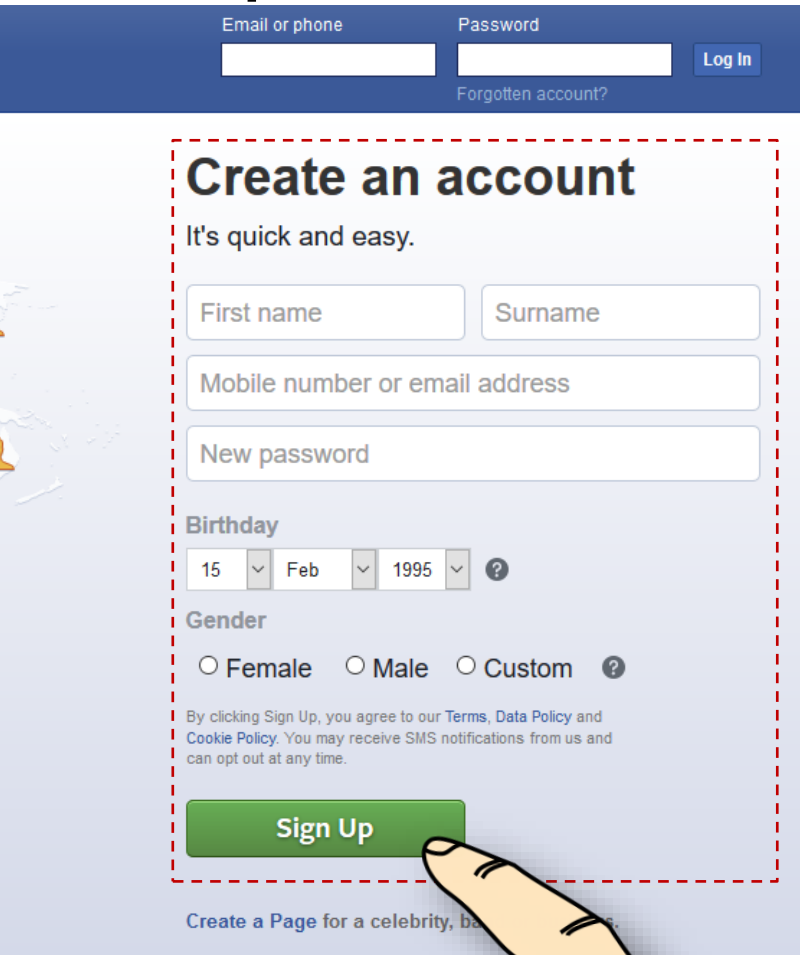
[Create a Page](#) for a celebrity, band or business.

- 
- 2) Masukkan alamat email atau nombor telefon.
 - 3) Masukkan katakunci.
 - 4) Klik [Log In].

E-Pemasaran *melalui* Facebook

1) Layari:

<http://www.facebook.com>

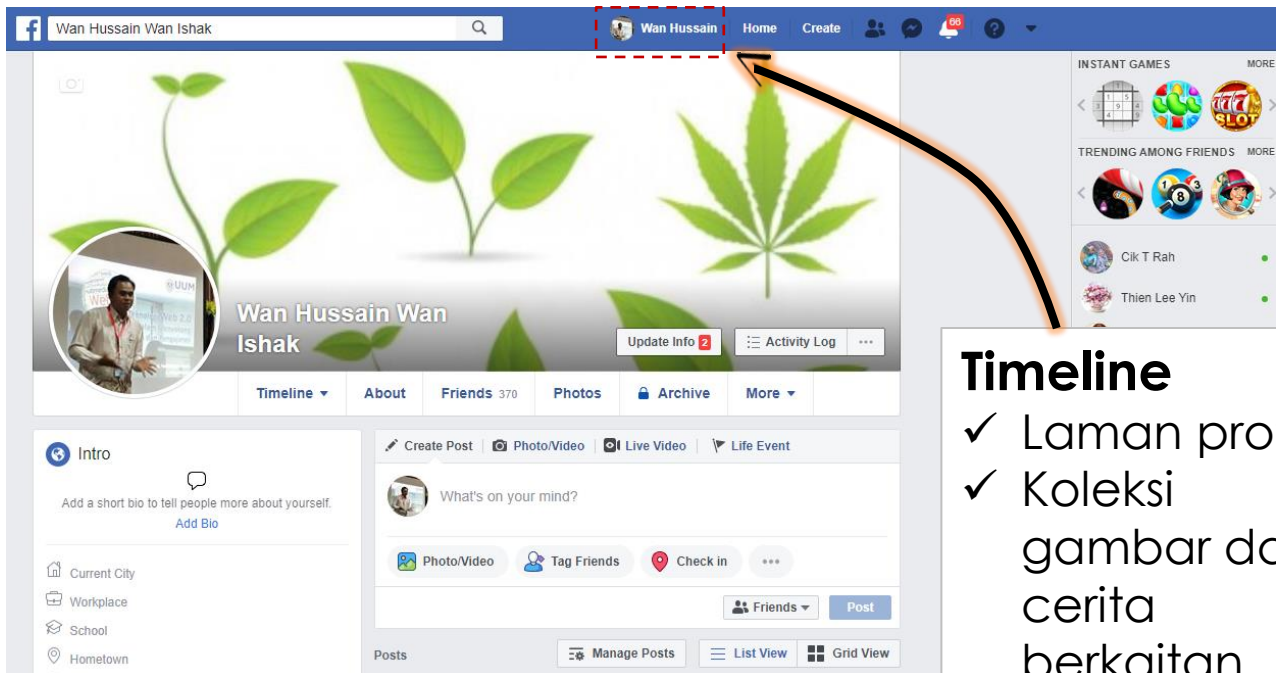
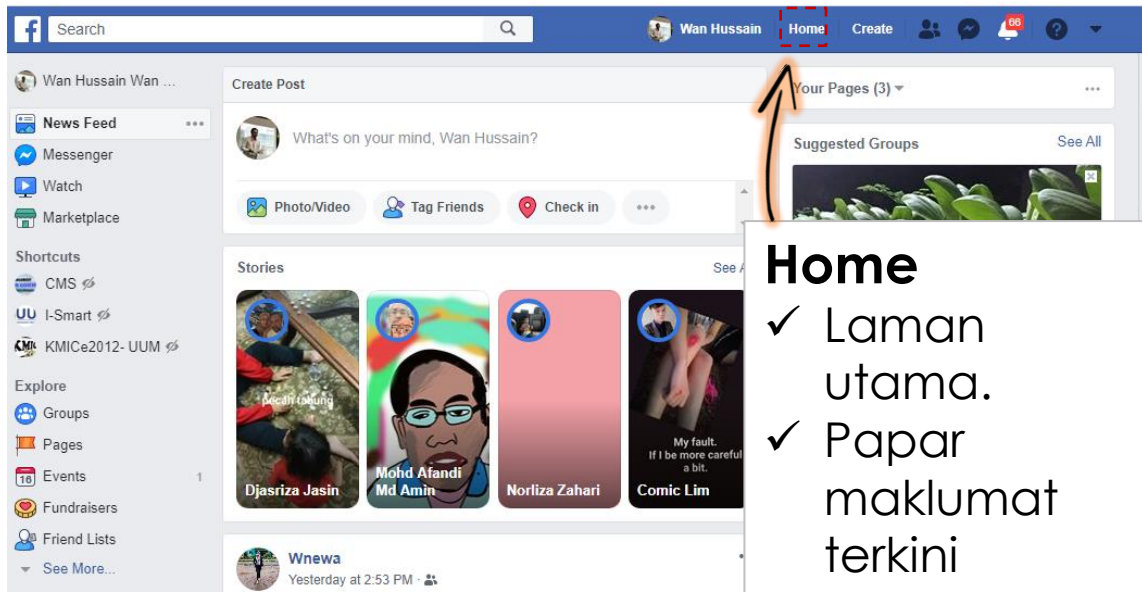


The image shows the Facebook 'Create an account' form. At the top, there is a login section with fields for 'Email or phone' and 'Password', a 'Log In' button, and a link for 'Forgotten account?'. Below this is the 'Create an account' section, which is highlighted with a red dashed border. It includes the text 'It's quick and easy.' and several input fields: 'First name', 'Surname', 'Mobile number or email address', and 'New password'. There is also a 'Birthday' section with dropdown menus for day (15), month (Feb), and year (1995), and a 'Gender' section with radio buttons for 'Female', 'Male', and 'Custom'. At the bottom of the form is a green 'Sign Up' button, which is being pointed to by a hand. Below the form, there is a link to 'Create a Page for a celebrity, business or organization'.

Masukkan:

- 2) Nama (Nama sendiri dan nama bapa)
- 3) Alamat email
- 4) Kata kunci
- 5) Tarikh lahir
- 6) Jantina
- 7) Klik [Sign Up]

E-Pemasaran *melalui* Facebook



E-Pemasaran *melalui* Facebook

Facebook
Wall

Facebook
Pages

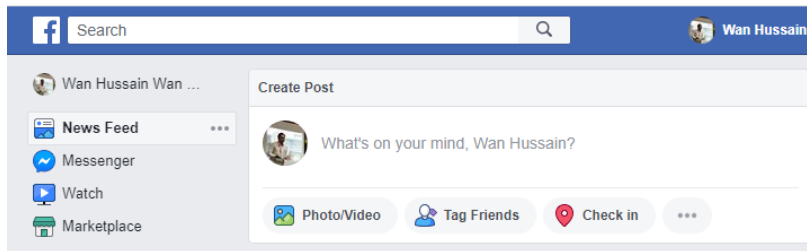


boleh letak penerangan,
video, gambar dan
testimoni mengenai
produk. Pengikut boleh
memberi komen dan
maklum balas.

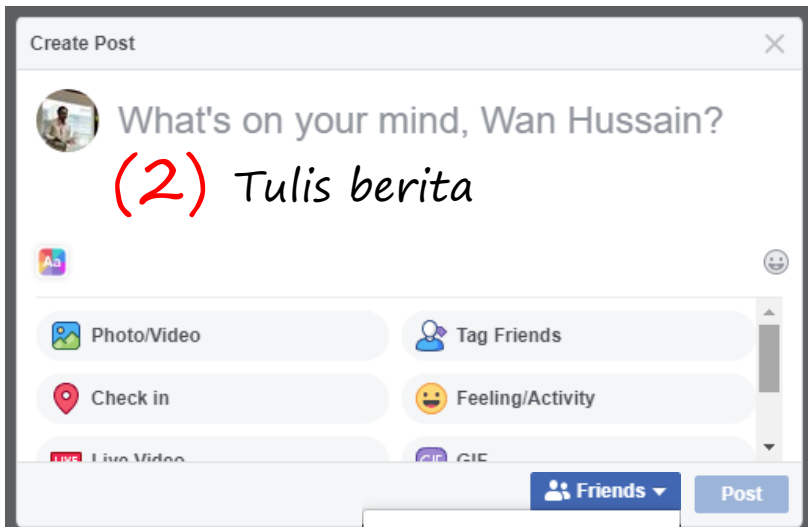
E-Pemasaran *melalui* Facebook

Menulis di Facebook Wall

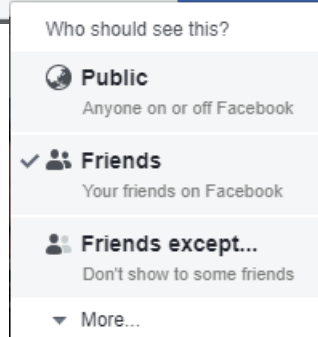
(1) Klik "What's on your mind?"



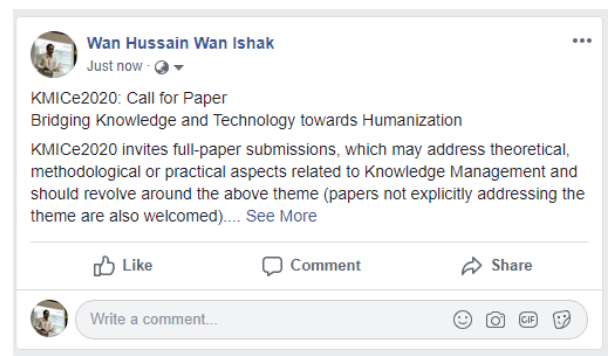
(2) Tulis berita



(3) Pilih pembaca



(4) Klik [Post]



(5) Paparan di Facebook

E-Pemasaran *melalui* Facebook

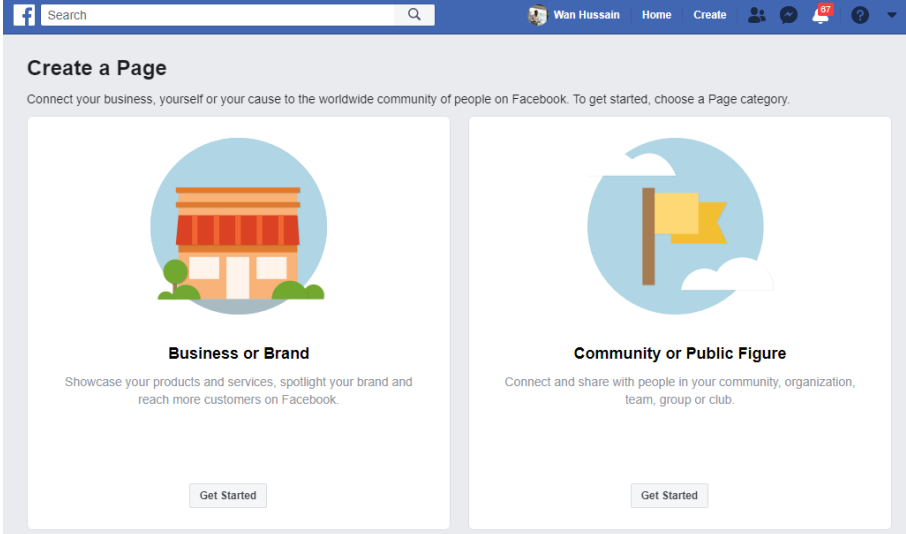
Facebook Page



E-Pemasaran melalui Facebook

Facebook Page

(1)
Pilih jenis page
yang hendak
diwujudkan

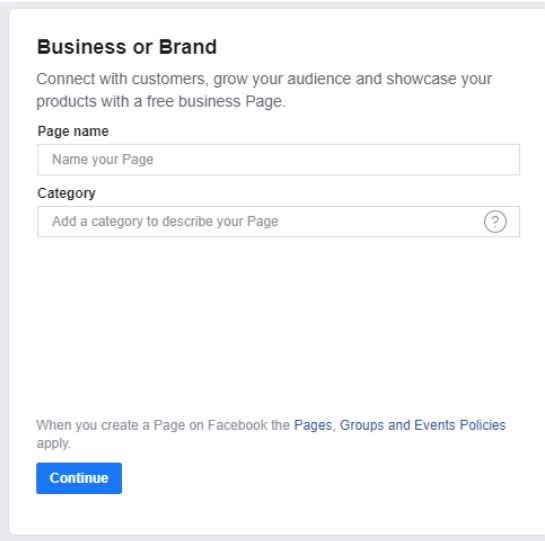


Create a Page
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

Business or Brand
Showcase your products and services, spotlight your brand and reach more customers on Facebook.
[Get Started](#)

Community or Public Figure
Connect and share with people in your community, organization, team, group or club.
[Get Started](#)

(2)
Masukkan nama perniagaan/
produk. Kemudian pilih
tetapan kategori.



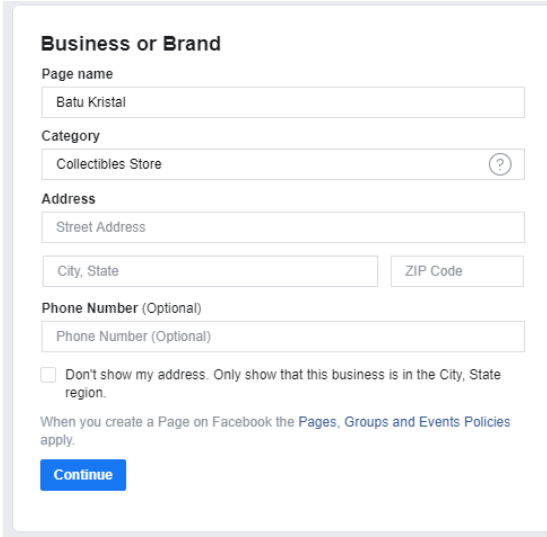
Business or Brand
Connect with customers, grow your audience and showcase your products with a free business Page.

Page name

Category
 ?

When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

[Continue](#)



Business or Brand

Page name

Category
 ?

Address

Phone Number (Optional)

☐ Don't show my address. Only show that this business is in the City, State region.

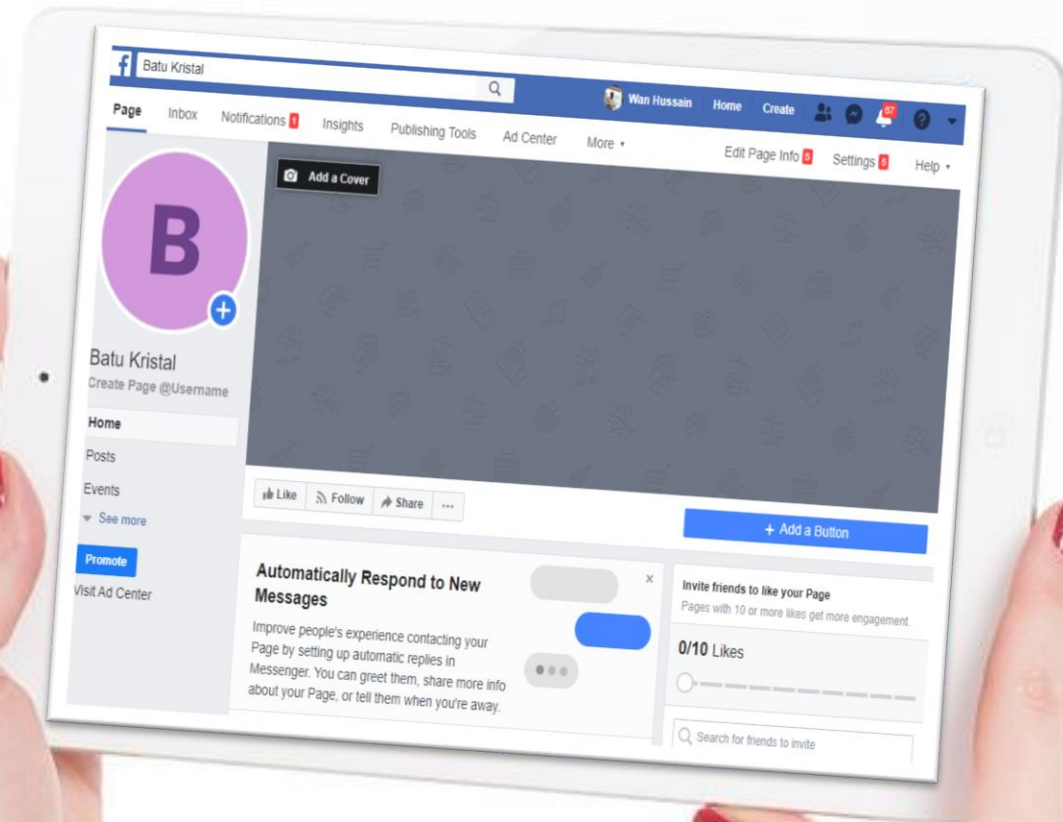
When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

[Continue](#)

(3)
Masukkan alamat dan
maklumat lain.

E-Pemasaran *melalui* Facebook

Facebook Page



Contoh page yang telah dihasilkan. Boleh masukkan gambar profil dan banner bagi produk.

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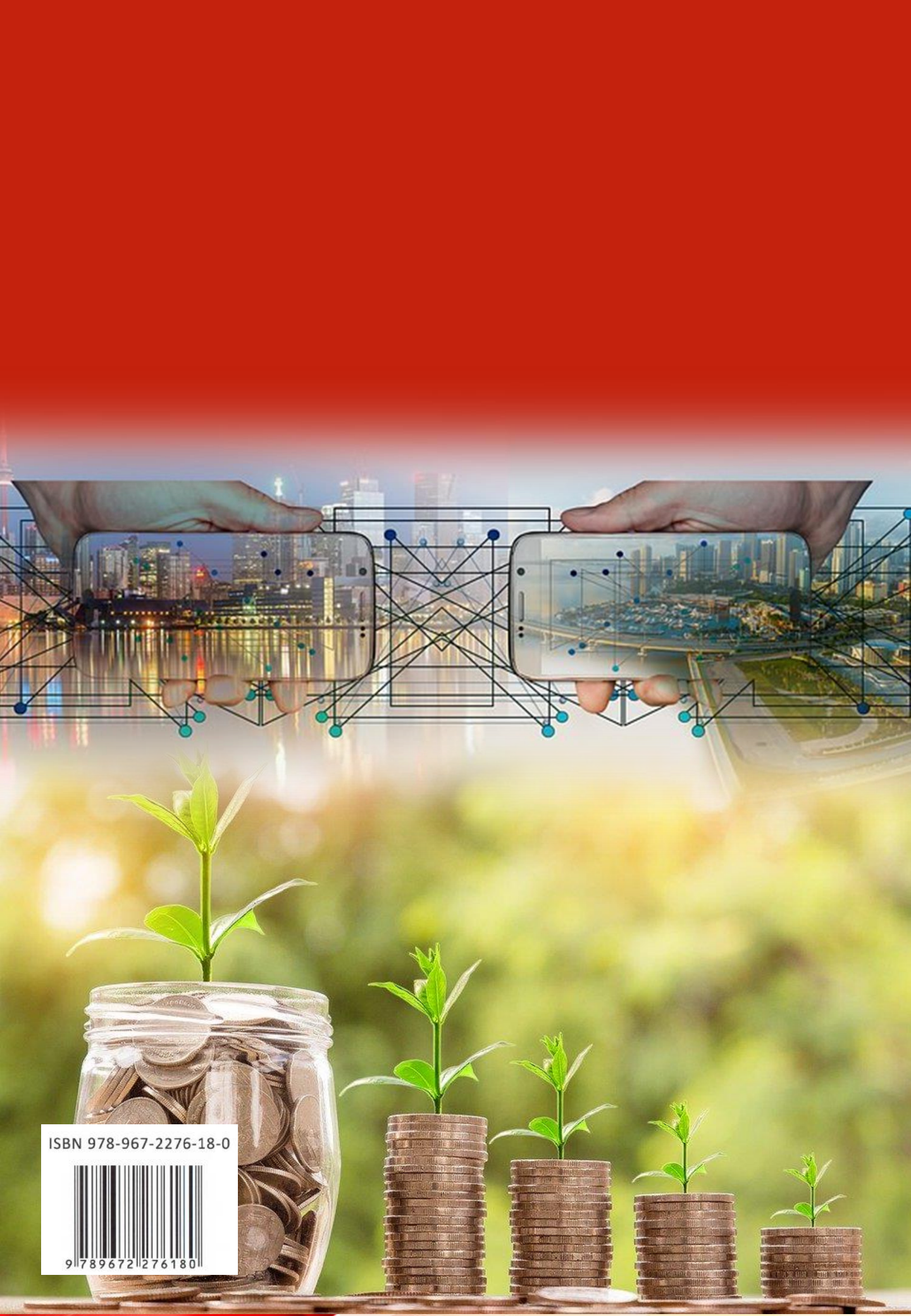
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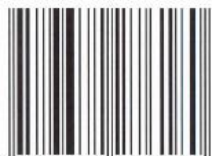
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ISBN 978-967-2276-18-0



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