

CHAPTER II

GENERAL DESCRIPTION OF TOKOPEDIA AND IDENTITY OF RESPONDENTS

In this chapter, the researcher will explain the general description of the research subject. The subject in question is the Tokopedia Marketplace. The things that will be explained which include, Company History of Tokopedia, Vision and Mission, Organizational Structure, Tokopedia Logo, Tokopedia Products and Services, and Characteristics of Respondents.

2.1. Company History of Tokopedia

Tokopedia is a technology company specializing in the marketplace (e-commerce) business, which is well known by the wider community, especially Indonesia. Tokopedia seeks to collect and enable small online shops, large online shops, suppliers, brands and drop shippers to be realized in a virtual mall that brings together sellers and buyers through internet-based media to be able to open and manage their own online store free of charge. operational or free. It also allows for organized online buying and selling transactions so that buying and selling online becomes safer and more comfortable, both for sellers and buyers.

Tokopedia as a marketplace in Indonesia was founded by two talented young people, namely William Tanuwijaya and Leontinus Alpha Edison who are trying to find solutions to the problems of online sellers and buyers in Indonesia under the auspices of PT. Tokopedia on February 6, 2009. Tokopedia was officially launched to the public on August 17, 2009 and experienced rapid progress to become one of the largest e-commerce in Indonesia. Tokopedia is the first internet

company from Southeast Asia that managed to get a funding trust of 100 million dollars from SoftBank and Sequoia Capital in 2009. SoftBank is indeed the investor which underneath the success of Alibaba company, while Sequoia Capital is the investor underneath the success of Apple and Google. The trust that Tokopedia has earned is an important milestone because Indonesia is no longer seen as a market country, but is considered capable of becoming a producer, giving birth to world-class companies that are able to compete globally. Tokopedia's head office is at Tokopedia Tower, in a 46th floor, at Jalan Prof Dr. Satrio Plot 11, Setiabudi District, South Jakarta (Tokopedia, 2018).

Tokopedia is a company that takes advantage of advances in internet-based media to enable every individual and business owner in Indonesia to develop and manage their business online easily and for free. Tokopedia also makes itself available to help people have a safe and comfortable online shopping experience. Tokopedia feels that the e-commerce is the best business model in the world today. This is considered a necessity because the success of an e-commerce like Tokopedia can only be realized by making other people successful and directly or indirectly benefiting the marketplace, in this case Tokopedia. Tokopedia makes services that enable hundreds of thousands of small and medium businesses spread from various regions in Indonesia. The progress of sellers who are members of Tokopedia has opened up many new jobs in various regions in Indonesia (Tokopedia, 2018).

Tokopedia has several advantages that can contribute to progress in the economic sector of society in Indonesia. These advantages are free to open an online store at Tokopedia and easy management of membership in a Tokopedia account.

People who open an online shop on Tokopedia will automatically get a subdomain and complete ecommerce equipment, from store management, products, to transactions. Tokopedia also provides a free personal assistant. All transactions at Tokopedia go through the Tokopedia account as an escrow-account. This makes transactions safer. Tokopedia is also integrated with large goods shipping agents in Indonesia which makes it easy to monitor the status of goods sent. Tokopedia is supported by social networking features that allow users to discuss existing products. Finally, until now, Tokopedia has become one of the best marketplaces in Indonesia. Tokopedia in its journey also hooked several stars or celebrities both from outside and within the country to become its brand ambassadors (Tokopedia, 2018).

On November 12, 2014, Tokopedia has officially declared Chelsea Islan as the brand ambassador representing Tokopedia. On October 21, 2015, Isyana Sarasvati became the brand ambassador representing Tokopedia. On October 7, 2019, Tokopedia announced that the music group from South Korea, BTS, became the new brand ambassador for Tokopedia. BTS is a global megastar group from South Korea under Big Hit Entertainment. The growth and extraordinary achievements achieved by BTS have records in recent years and BTS is designated as the persona brand of Tokopedia.

In January 2021, Tokopedia again appointed BTS as the brand ambassadors. Also, Tokopedia's collaboration with BTS, has already began in 2019, was greeted with great enthusiasm from the public. BTS' involvement in the Indonesian Shopping Time (WIB) TV Show, for example, has succeeded in bringing

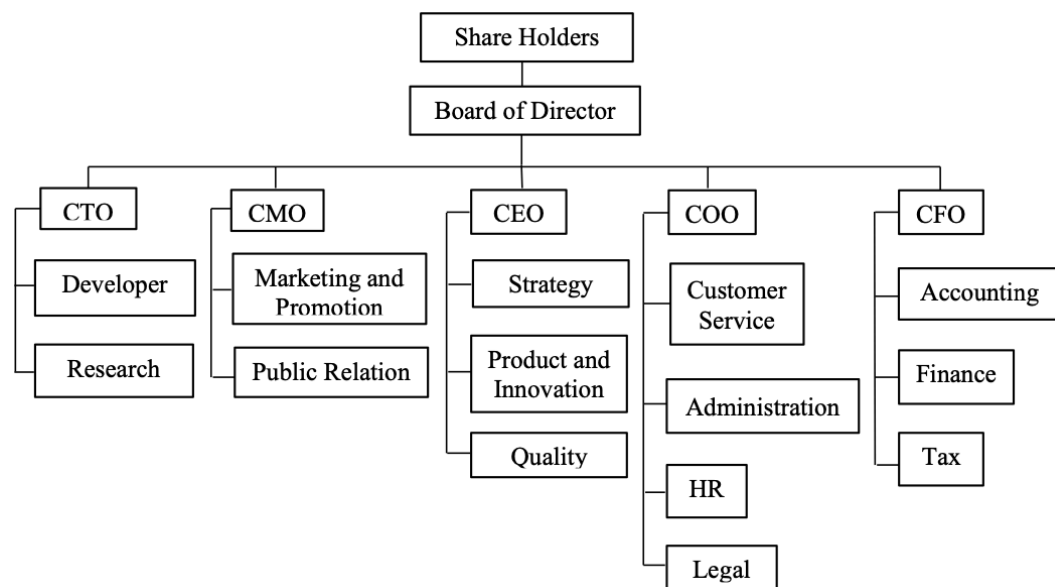
Tokopedia to the top trending rankings in Indonesia and globally. Apart from the re-appointment of BTS, in January 2021 Tokopedia also declared that has an appointment of the international big star from South Korea, as known as BLACKPINK which become another Tokopedia brand ambassador. BLACKPINK is certainly a South Korean girl group under YG Entertainment which has recorded many achievements in the music industry. The choice of BTS and BLACKPINK as Tokopedia's brand ambassadors is inseparable from their commitment to innovation, passion to continue creating opportunities, and consistency in spreading positive messages. In the past month, Tokopedia has carried out promotions in various ways to attract consumers, one of which is through social media with BTS members and also providing bonus photocards for BTS members for consumers who buy products that have a special logo, free shipping. Then to make it convenient for consumers to finally made purchases, Tokopedia also provides review and also rating features, where with these features consumers can be more confident about buying a product.

2.2. Vision and Mission of Tokopedia

Tokopedia has a Vision, namely "Building an ecosystem where everyone can start and find something, anything, anywhere" and a Mission, namely "Digital economic equality". Tokopedia also has a slogan that reads "Always there, always able!".

2.3. Organizational Structure Chart

The organizational structure of Tokopedia shows the hierarchy of leadership at Tokopedia, which included in the type of line and staff for the organizational structure. The delegation that applied to the authority in this kind of organization come about vertically from a superior or leader to the below of leadership. In addition, this organizational structure also shows a clear division of tasks, and members of the organization can see how the hierarchical path of responsibility for each ask is carried out by each existing section.



Graph 2. 1 Tokopedia Organizational Structure Chart

Sources: *Tokopedia –2021*

2.4. Company Logo

Tokopedia has a logo that consists of several things, namely a shopping bag in the shape of an owl's face and its green in color. The owl was chosen, as because like an owl which is symbolize as smart and can see all directions, Tokopedia wants to be a marketplace that does not take sides with anyone and can see problems and mediate them fairly from all aspects and parties. Furthermore, the shopping bag is expected to be a solution for people to shop without having to leave the house. The shopping bag also symbolizes Tokopedia's hope to become a one-stop shopping solution for the community. In addition, the green color in Tokopedia's logo which means related to nature and peace, so that longevity, like nature.



Figure 2. 1 Tokopedia Logo

Source: *Tokopedia*. Retrieved –December 5, 2022

2.5. Types of Products and Services

Tokopedia offers a large selection of products, ranging from beauty products, clothing, electronic equipment, children's toys, household appliances, and many more. So, later it will be easier for consumers to find the needs they want in Tokopedia because of the large selection of products. In addition to products, Tokopedia also offers a variety of services such as topping up credit, BPJS payments, filling in electricity tokens, installing the Internet and cable TV, and even booking plane and train tickets if you want to travel long distances.

2.6. Characteristics of Respondents

The existence of the characteristics of the respondents aims to be able to find out information about the respondents and the object of research conducted as a sample. The respondents used in this study were Universitas Diponegoro, Semarang students who had used and accessed Tokopedia in the last one year. In this study, 118 respondents were used who filled out an online questionnaire from the Google form by giving opinions or answers to the statements listed.

In this study, the characteristics of respondents were classified according to gender, age, faculty, class, semester of study, income per month, and also frequency of purchases.

2.6.1. Characteristics of Respondents Based on Gender

Gender is a physical form that distinguishes between men and women. In collecting respondent data, the sex of the respondent aims to determine the ratio of the number of men and women who answer research questions. The following data regarding the number of respondents seen from the gender of the respondent. The characteristics of respondents based on gender in Universitas Diponegoro students are as follows:

Table 2. 1 Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Male	43	36.4
2	Female	75	63.6
Total		118	100

Source: *processed by researchers, 2022*

Accordance with the results in the table 2.1. above regarding the characteristics of respondents based on gender, it is evident that the 118 respondents who were Universitas Diponegoro students, there were 43 male (36.4%) and 75 female (63.6%), so that the majority of Universitas Diponegoro students who become the respondents in this study were female.

2.6.2. Characteristics of Respondents Based on Age

Age can measure a person's level of thinking from teenagers to the elderly, so this allows respondents to vary in terms of age. Because the objects of this study were students at Universitas Diponegoro Semarang, the average respondent had the same age range, which are between 18-22 years.

2.6.3. Characteristics of Respondents Based on Faculty

This category is divided into 11 faculties at Universitas Diponegoro. The number of respondents from each faculty was not evenly distributed because the population of this study could not be identified, so that the sample selection used a purposive sampling technique, namely respondents who had criteria according to what the research needed. The characteristics of respondents based on faculty in Universitas Diponegoro students are as follows:

Table 2. 2 Characteristics of Respondents Based on Faculty

No	Fakultas	Frequency	Percentage (%)
1	Ekonomi dan Bisnis	10	8.5
2	Hukum	10	8.5
3	Ilmu Budaya	12	10.2
4	Ilmu Sosial dan Ilmu Politik	11	9.3
5	Kedokteran	10	8.5
6	Kesehatan Masyarakat	11	9.3
7	Perikanan dan Ilmu Kelautan	10	8.5
8	Peternakan dan Pertanian	10	8.5
9	Psikologi	10	8.5
10	Sains dan Matematika	13	11
11	Teknik	11	9.3
Total		118	100

Source: *processed by researchers, 2022*

Accordance with the results in the table 2.3. above regarding the characteristics of respondents by faculty, it is apparent that the 118 respondents who were Universitas Diponegoro students and the majority of Universitas Diponegoro students who become the respondents in this study were students of the Faculty of Science and Mathematics (11%).

2.6.4. Characteristics of Respondents Based on Monthly Income

Income can be described as reward that a person gets for doing a certain task. The monthly allowance referred to in this study is the income that the respondent gets from parents. The characteristics of respondents based on monthly income in Universitas Diponegoro students are as follows:

Table 2. 3 Characteristics of Respondents Based on Monthly Income

No	Monthly Income	Frequency	Percentage (%)
1	≤ Rp 1,000,000	13	11
2	> Rp 1,000,000 – Rp 2,500,000	53	44.9
3	> Rp 2,500,000 – Rp 4,000,000	36	30.5
4	> Rp 4,000,000	16	13.6
Total		118	100

Source: *processed by researchers, 2022*

Accordance with the results in the table 2.6. above regarding the characteristics of respondents based on monthly income, it is apparent that the 118 respondents who were Universitas Diponegoro students and the majority of Universitas Diponegoro students who become the respondents in this study had income or pocket money of >Rp1,000,000 – Rp2,500,000 (44.9%). Thus, it can be interpreted that Universitas Diponegoro students who have pocket money >Rp1,000,000 – Rp2,500,000 are Tokopedia's biggest consumers.

2.6.5. Characteristics of Respondents Based on Purchase Frequency

The data regarding the frequency of purchases is intended to determine the intensity of purchases made at Tokopedia by Universitas Diponegoro students. The characteristics of respondents based on purchase frequency in Universitas Diponegoro students are as follows:

Table 2. 4 Characteristics of Respondents Based on Purchase Frequency

No	Purchase Frequency	Frequency	Percentage (%)
1	0 – 2 kali	85	72
2	> 2 – 4 kali	25	21.2
3	> 4 – 6 kali	6	5.1
4	> 6 – 8 kali	2	1.7
Total		118	100

Source: *processed by researchers, 2022*

Accordance with the results in the table 2.7. above regarding the characteristics of respondents based on purchase frequency, it is apparent that the 118 respondents who were Universitas Diponegoro students and the majority of Universitas Diponegoro students who are respondents in this study make purchases 0-2 times (72%).