

Analisis Implementasi Information Sharing Penjual Pada Pasar Online: Studi Kasus Shopee Indonesia = Analysis of Implementation of Seller Information Sharing in Online Markets: Case Study of Shopee Indonesia

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Abstrak

Laporan magang ini merupakan laporan yang ditulis berdasarkan proses observasi, wawancara, dan analisis dari pelaksanaan PKL (Praktek Kerja Lapangan) di pasar online PT Shopee International Indonesia. Laporan magang ditujukan untuk menganalisis implementasi proses pertukaran informasi antar penjual di pasar online Shopee Indonesia dan peran pasar online dalam mewujudkan proses tersebut. Penelitian ini merupakan penelitian eksploratif-deskriptif, menggunakan metode kualitatif dalam melakukan observasi dan melakukan wawancara mendalam serta telaah dokumen (Moleong, 2007). Wawancara dilakukan dengan metode purposive sampling kepada unit analisis yaitu trainer program Seller Trainer Shopee (STS). Hasil penelitian menunjukkan bahwa persepsi penjual dalam proses pembagian informasi didasari oleh teori motivasi individu dan modal sosial. Dalam kata lain, penjual menilai pengembalian intrinsik lebih penting daripada penghargaan ekstrinsik untuk memotivasi proses pembagian informasi. Motivasi individu dan ketiga dimensi modal sosial (struktural, kognitif, dan relasional) menjadi alasan dan faktor penentu proses pembagian informasi. Terakhir, keterlibatan pihak Shopee Indonesia sebagai pasar bisnis sangat progresif, namun perannya dalam komunikasi pasar perlu ditingkatkan.

.....This internship report is a report written based on a process of observation, interview, and analysis of the implementation of PKL (Field Work Practices) on the PT Shopee International Indonesia online market. The internship report is intended to analyze the process of implementing information between sellers on the Shopee Indonesia online market and the role of the online market in facilitating this process. This research is an exploratory-descriptive research, using qualitative methods in observing and conducting in-depth interviews and document review (Moleong, 2007). Interviews were conducted using a purposive sampling method to the unit of analysis, namely the Seller Trainer Shopee (STS) trainer program. The results of this research show that the seller's perception in the process of sharing information is due to the theory of individual motivation and social capital. In other words, sellers claim that intrinsic returns are more important than extrinsic rewards for motivating the information-sharing process. Individual motivation and the three dimensions of social capital (structural, cognitive, and relational) are the reasons and determining factors in the process of sharing information. Finally, the involvement of Shopee Indonesia as a business market is very progressive, but it is precisely in market communication that needs to be improved.