

# Popularity of Big Five E-Commerce in Indonesia

Dianta Hasri Natalius Baru

*Program Vokasi, Universitas Katolik Parahyangan, Indonesia*

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**ABSTRACT:** In the last 10 years, the e-commerce business in Indonesia has seen enormous and quick development, with the majority of the growth being driven by the demand from the middle market. In comparison to other Southeast Asian countries, such as Malaysia, Thailand, Singapore, the Philippines, and Vietnam, the amount of e-commerce traffic that Indonesia generates is much higher.

From the year 2020 until the year 2023, Shopee will be the most prominent and continuously popular e-commerce site, with Tokopedia and Lazada following closely after. The popularity of Shopee via the search engine Google may be ascribed to the substantial advertising effort launched by Shopee, comprising both above-the-line and below-the-line operations. Tokopedia, Lazada, Blibli, and Bukalapak need to focus on specialized markets that fit with their distinctive traits to establish domination in the e-commerce industry in Indonesia. At the same time, they need to work on increasing the national awareness of their brands throughout the country.

**KEYWORDS:** E-Commerce Marketing, Digital Marketing, Google Trend

## I. INTRODUCTION

The internet has emerged as the essential foundation for the modern age of communication and commerce. Over the course of many decades, it has undergone development via consumer

engagement, commercial objectives, and innovation [1].

Information and technology serve as the primary catalyst for innovation, attracting more consumer attention and engagement in digital media. Businesses have recognized digital media as a crucial tool for improving their capabilities and expanding their reach.

The internet allows businesses to establish real-time and dependable connections with their target market. E-commerce has served as the primary platform for several businesses to accomplish their objectives. It provides the possibility for businesses of all sizes to access the vast market in Indonesia. It is not surprising that the number of e-commerce consumers in Indonesia is growing significantly. E-commerce refers to the digital contact between businesses and consumers facilitated by computer access [2]. In addition, e-commerce efficiently decreases the expenses and time required for commercial operations while improving the level of interaction between businesses and consumers. The objective of e-commerce is to enhance the quality of products and services, ultimately resulting in a reduction in resource consumption.

The Indonesian e-commerce sector has seen exponential growth over the last decade, with middle market consumption being the primary driving force.

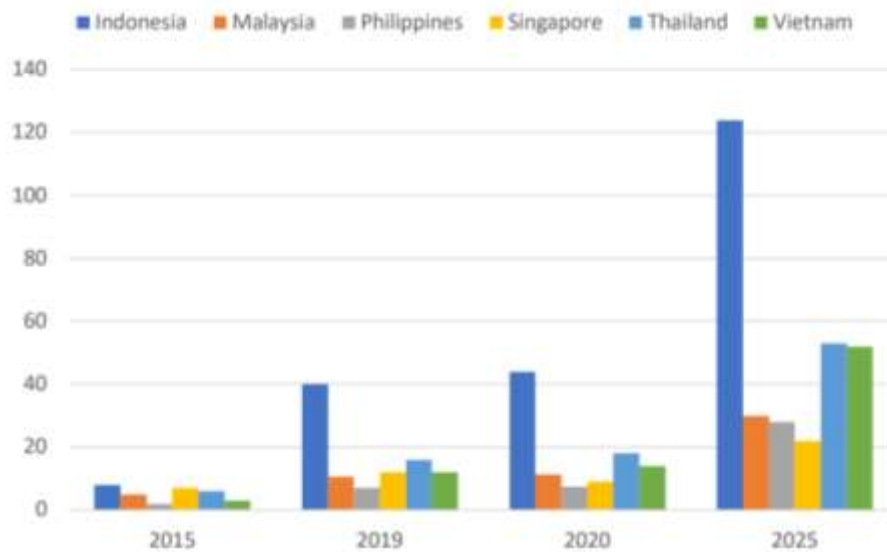


Fig. 1. ASEAN Digital Economy in US\$ Billion

Indonesia's e-commerce traffic surpasses that of other Southeast Asian countries, including Singapore, the Philippines, Malaysia, Thailand, and Vietnam. As seen in Figure 1, Indonesia is projected to have double-digit growth in 2025. It caters to the middle-income market and a productive demographic [3].

Amidst the Covid-19 epidemic in 2022, it was discovered that around 36% of digital service users in Southeast Asia are new. Indonesia saw a modest increase of 37%, while Vietnam had the biggest rise in new customers at 41%.

In Indonesia, there are five prominent players in the e-commerce industry: Tokopedia, Blibli, Shopee, Lazada, and Bukalapak. According to Figure 3, it was discovered both Shopee and Tokopedia remain the two biggest players in the business, and they face intense rivalry with each other [4]. Every month, Tokopedia and Shopee attract over 120 million users, and this figure continues to increase, particularly since the Covid-19 epidemic has transitioned into an endemic state.

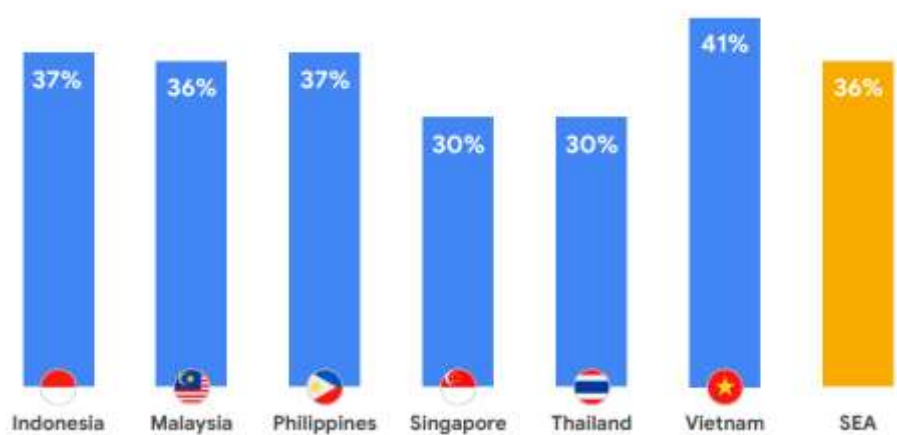


Fig. 2. Digital Consumers in ASEAN

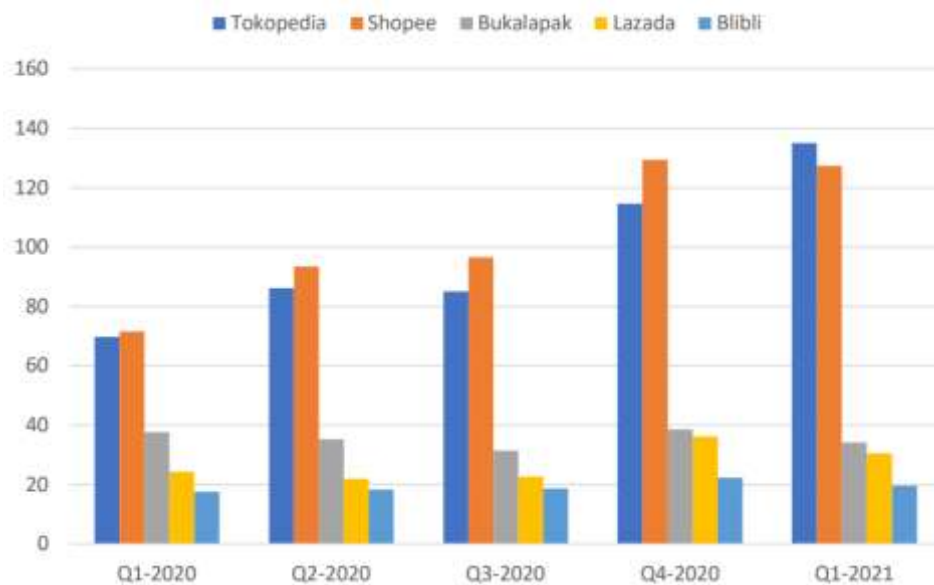


Fig. 3. Most Visited E-commerce in Indonesia

The e-commerce industry in Indonesia mostly targets the middle market, exhibiting a significant commonality in their target audience. The middle market has a substantial population, mostly consisting of individuals in their prime working years. This demographic characteristic is the primary motivation for the strong desire of e-commerce to establish a presence among them.

Shopee and Tokopedia have the sole two e-commerce platforms that consistently attract over 100 million visitors each month. Over the past two years, it has been observed that millennials constitute the largest customer base in the field of e-commerce. From 2020 to 2021, the Covid-19 epidemic led to an increase in e-commerce expenditure.

E-commerce serves as the driving force behind digital business for businesses of all sizes, offering sellers (businesses that establish accounts and sell products on e-commerce platforms) a plethora of marketing options. These marketing tactics include many strategies such as advertising, campaigns, discounts, official stores, free delivery, flash sales, and product information in sales pages, among others. Every marketing tool has a certain function, and sellers must acquire knowledge and adjust to them to be able to optimize their goals in the e-commerce platform they have registered for.

## II. STUDY LITERATURE

Nowadays, marketing on digital platforms has become a prominent focus for many businesses. Businesses must design an optimal and suitable internet marketing plan in order to attract more attention, expand their reach, and increase

conversions. Some firm still depend on discount (price method) as the most successful method in e-commerce, while another research indicated that discount tactic is decreasing earning. Social media which is one of the most utilized digital media also has its own effect on individual and peer relationships [5].

In the last decade, as information technology has advanced, marketing strategies have also adapted and evolved. Technology and marketing have now evolved into a comprehensive set of company activities. Marketing is a powerful instrument for increasing sales and earnings, benefiting not just large corporations but also micro and small enterprises.

A significant number of micro and small businesses have struggled to develop a successful marketing plan. This occurred due to a deficiency in marketing expertise or poor execution at the operational level. Sales promotion is a crucial marketing strategy that businesses should plan and implement. It is an excellent method for gaining a competitive edge and increasing short-term sales.

While businesses have the ability to use many promotional strategies, it is crucial to utilize analytical thinking in order to choose the most appropriate promotional tools due to resource constraints [6]. In the Indonesian market, it has been observed that a significant number of online consumers are very responsive to price changes. As a result, many businesses choose to use discounts as their primary strategy, since it has a direct impact on boosting sales. On the other hand, social media also impact customer purchasing intention. However, certain studies suggest that only specific

social media platforms have a noticeable correlation with increased sales [7].

When a business decides to promote the price reduction event in social media, it is observed that these variables mutually influence each other [8]. Discount strategies have been a prevalent promotional method in e-commerce, used by businesses to attract customers and encourage immediate purchases. In Indonesia, discounts are used to incentivize customers to make impulsive purchases, even if the price reduction is not significant.

The use of a discount plan may effectively boost short-term sales. However, it is crucial to exercise caution and avoid excessive usage of discounts, as this may lead to a negative impact on the long-term branding of the organization. Several instances have shown that businesses that often provide discounts on their products often lead customers to question the quality and worth of the product. Moreover, it has the potential to adversely affect consumer impression, particularly for products in the midrange to upper price range.

Discount strategies have been among the most popular promotional methods used by businesses in e-commerce to swiftly entice their target market to make purchases. In Indonesia, discounts are used to incentivize customers to make impulsive purchases, regardless of the magnitude of the price reduction.

The use of a discount plan may effectively boost short-term sales. However, it is crucial to exercise caution and avoid excessive usage of discounts, as it may lead to negative long-term consequences for the business's branding. Several instances have shown that businesses that often provide discounts on their products might lead customers to question the quality and worth of the product. Moreover, it has the potential to adversely affect consumer impression, particularly for products in the midrange to upper price range.

One crucial factor in digital marketing strategy is understanding the consumer journey inside the corporate environment [9]. Businesses analyze the customer journey from the moment they see advertisements until they make a purchase, to understand the relationship between them and the consumer. The notion of funnel marketing enables businesses to examine each step of the customer's purchasing process. Funnel marketing is a modified version of the Awareness Interest Desire Action (AIDA) paradigm. The process by which consumers first become aware of a product and then develop interest and desire to make a purchase. It serves as a framework for businesses to develop their promotional plan [10].

The awareness stage refers to the first encounter, arrival, or observation of our advertisement by a consumer. It enables people to get early information regarding the brand and its goods.

The next phase involves customers seeking the offers provided by the business or brand. They visit the company's website or page to see whether there are any products or services that capture their interest. The third stage is customers locating the desired goods inside the shop and then placing it directly onto a tray or cart. After careful deliberation and comparison, the consumer will ultimately reach the final phases, which include taking action or making a conversion. The sales conversion rate typically hovers around 5% in the industry.

The flash sale has become a promotional tactic that originated with the rise of e-commerce. It is a temporary promotional campaign organized by e-commerce as well as online stores to encourage customers to make emotional purchases. This is considered one of the most successful strategies to increase sales and brand exposure, as well as a simple method to create a purchasing impulse in the minds of customers [11]. Every-commerce platform in Indonesia implements flash sale promotions to increase brand recognition and website traffic. This is an additional effective strategy, in addition to offering discounts, to attract the whole market. The stimuli generated by businesses via both internal and external offers have a key role in driving sales, especially flash sales [12].

Customers who engage in online shopping are strongly advised to get comprehensive and unambiguous information on the goods they want to purchase. According to a study, 94% of customers believe that product information plays a crucial role in increasing their interest and intention to make a purchase [13]. It has been observed that individuals are more likely to be drawn to and appreciate firms that possess the ability to provide credibility and easily accessible information throughout their sales channels.

Customers in several Asia Pacific countries now have a greater inclination towards purchasing unique and authentic products. Discovered a notable increase in the frequency of keyword searches for terms such as official and authentic in 2021.

### **III. METHODOLOGY**

This study uses a quantitative approach. Using 1045 popularity trend data on the Google search engine, data processed for the period 2020

to 2023 in weekly units. Data obtained from Google Trend is then processed to obtain a comparative level of popularity.

#### IV. RESULTS AND DISCUSSION

From 209 weeks of data obtained via Google Trend as written in Table 1, Shopee is an e-

commerce that is consistently ranked first in terms of popularity.

The data used uses a range of 0 to 100, the higher the popularity level, the more popular the search for the brand is at that time. 100 is the peak of popularity, and for national brands it takes a popularity of at least 50 per period to maintain the brand image.

**Table 1. .E-Commerce Weekly Popularity**

| Week | Tokopedia | Shopee | Blibli | Bukalapak | Lazada | AVR  |
|------|-----------|--------|--------|-----------|--------|------|
| 1    | 29        | 54     | 3      | 12        | 29     | 25,4 |
| 2    | 27        | 51     | 3      | 12        | 27     | 24   |
| 3    | 28        | 51     | 2      | 11        | 24     | 23,2 |
| 4    | 31        | 50     | 3      | 11        | 26     | 24,2 |
| 5    | 30        | 57     | 2      | 11        | 27     | 25,4 |
| 6    | 30        | 53     | 2      | 11        | 27     | 24,6 |
| 7    | 29        | 50     | 2      | 11        | 26     | 23,6 |
| 8    | 30        | 57     | 2      | 11        | 26     | 25,2 |
| 9    | 31        | 70     | 3      | 12        | 28     | 28,8 |
| 10   | 29        | 70     | 2      | 11        | 28     | 28   |
| 11   | 28        | 57     | 2      | 10        | 27     | 24,8 |
| 12   | 32        | 52     | 2      | 10        | 34     | 26   |
| 13   | 30        | 53     | 2      | 11        | 27     | 24,6 |
| 14   | 29        | 55     | 2      | 10        | 27     | 24,6 |
| 15   | 30        | 61     | 2      | 10        | 26     | 25,8 |
| 16   | 31        | 61     | 2      | 11        | 27     | 26,4 |
| 17   | 36        | 71     | 3      | 11        | 30     | 30,2 |
| 18   | 44        | 82     | 3      | 11        | 36     | 35,2 |
| 19   | 37        | 82     | 3      | 11        | 36     | 33,8 |
| 20   | 32        | 72     | 3      | 11        | 31     | 29,8 |
| 21   | 34        | 79     | 3      | 11        | 31     | 31,6 |
| 22   | 35        | 76     | 2      | 10        | 28     | 30,2 |
| 23   | 31        | 68     | 2      | 10        | 27     | 27,6 |
| 24   | 34        | 75     | 2      | 11        | 30     | 30,4 |
| 25   | 34        | 70     | 2      | 10        | 30     | 29,2 |
| 26   | 34        | 77     | 2      | 11        | 30     | 30,8 |
| 27   | 35        | 78     | 3      | 10        | 37     | 32,6 |
| 28   | 29        | 70     | 2      | 9         | 29     | 27,8 |
| 29   | 30        | 62     | 3      | 8         | 26     | 25,8 |
| 30   | 41        | 61     | 3      | 7         | 25     | 27,4 |
| 31   | 28        | 63     | 2      | 8         | 25     | 25,2 |
| 32   | 26        | 64     | 2      | 7         | 25     | 24,8 |
| 33   | 30        | 65     | 2      | 8         | 24     | 25,8 |
| 34   | 32        | 67     | 2      | 9         | 24     | 26,8 |
| 35   | 33        | 69     | 2      | 9         | 26     | 27,8 |
| 36   | 32        | 78     | 2      | 8         | 32     | 30,4 |
| 37   | 31        | 67     | 2      | 9         | 26     | 27   |
| 38   | 32        | 63     | 2      | 8         | 23     | 25,6 |

|    |    |     |   |   |    |      |
|----|----|-----|---|---|----|------|
| 39 | 28 | 66  | 3 | 8 | 24 | 25,8 |
| 40 | 27 | 75  | 3 | 7 | 25 | 27,4 |
| 41 | 25 | 70  | 3 | 6 | 25 | 25,8 |
| 42 | 26 | 67  | 2 | 6 | 25 | 25,2 |
| 43 | 28 | 74  | 2 | 6 | 23 | 26,6 |
| 44 | 24 | 70  | 2 | 6 | 26 | 25,6 |
| 45 | 25 | 86  | 3 | 6 | 34 | 30,8 |
| 46 | 25 | 72  | 2 | 6 | 28 | 26,6 |
| 47 | 27 | 72  | 2 | 6 | 26 | 26,6 |
| 48 | 23 | 70  | 2 | 6 | 24 | 25   |
| 49 | 24 | 100 | 3 | 6 | 36 | 33,8 |
| 50 | 27 | 94  | 2 | 6 | 35 | 32,8 |
| 51 | 26 | 81  | 2 | 6 | 29 | 28,8 |
| 52 | 24 | 78  | 2 | 5 | 27 | 27,2 |
| 53 | 24 | 77  | 2 | 5 | 26 | 26,8 |
| 54 | 23 | 69  | 2 | 5 | 24 | 24,6 |
| 55 | 24 | 70  | 2 | 5 | 23 | 24,8 |
| 56 | 30 | 72  | 2 | 5 | 21 | 26   |
| 57 | 25 | 78  | 2 | 5 | 24 | 26,8 |
| 58 | 23 | 73  | 2 | 5 | 22 | 25   |
| 59 | 23 | 65  | 2 | 4 | 21 | 23   |
| 60 | 23 | 67  | 2 | 4 | 20 | 23,2 |
| 61 | 23 | 70  | 2 | 6 | 22 | 24,6 |
| 62 | 22 | 69  | 2 | 6 | 20 | 23,8 |
| 63 | 22 | 68  | 2 | 5 | 19 | 23,2 |
| 64 | 25 | 71  | 2 | 6 | 24 | 25,6 |
| 65 | 24 | 73  | 2 | 6 | 24 | 25,8 |
| 66 | 23 | 87  | 2 | 5 | 21 | 27,6 |
| 67 | 24 | 79  | 2 | 4 | 22 | 26,2 |
| 68 | 27 | 76  | 2 | 4 | 23 | 26,4 |
| 69 | 25 | 86  | 2 | 4 | 24 | 28,2 |
| 70 | 24 | 93  | 2 | 4 | 24 | 29,4 |
| 71 | 19 | 71  | 2 | 4 | 16 | 22,4 |
| 72 | 25 | 77  | 2 | 4 | 19 | 25,4 |
| 73 | 23 | 69  | 2 | 4 | 18 | 23,2 |
| 74 | 22 | 71  | 2 | 4 | 21 | 24   |
| 75 | 21 | 73  | 2 | 4 | 18 | 23,6 |
| 76 | 22 | 67  | 2 | 4 | 18 | 22,6 |
| 77 | 25 | 69  | 2 | 5 | 18 | 23,8 |
| 78 | 23 | 68  | 2 | 4 | 18 | 23   |
| 79 | 24 | 79  | 2 | 5 | 21 | 26,2 |
| 80 | 22 | 71  | 2 | 6 | 16 | 23,4 |
| 81 | 22 | 63  | 3 | 5 | 15 | 21,6 |
| 82 | 21 | 66  | 2 | 5 | 15 | 21,8 |
| 83 | 21 | 66  | 2 | 7 | 17 | 22,6 |
| 84 | 22 | 70  | 2 | 6 | 17 | 23,4 |
| 85 | 25 | 69  | 2 | 4 | 16 | 23,2 |

|     |    |    |   |   |    |      |
|-----|----|----|---|---|----|------|
| 86  | 21 | 71 | 2 | 6 | 15 | 23   |
| 87  | 21 | 68 | 2 | 5 | 16 | 22,4 |
| 88  | 20 | 80 | 2 | 4 | 20 | 25,2 |
| 89  | 19 | 64 | 2 | 4 | 15 | 20,8 |
| 90  | 21 | 61 | 2 | 5 | 14 | 20,6 |
| 91  | 19 | 66 | 2 | 4 | 14 | 21   |
| 92  | 19 | 72 | 2 | 3 | 16 | 22,4 |
| 93  | 20 | 78 | 2 | 3 | 16 | 23,8 |
| 94  | 18 | 68 | 2 | 3 | 14 | 21   |
| 95  | 20 | 67 | 2 | 3 | 14 | 21,2 |
| 96  | 18 | 66 | 2 | 3 | 14 | 20,6 |
| 97  | 21 | 82 | 2 | 3 | 20 | 25,6 |
| 98  | 20 | 72 | 2 | 3 | 16 | 22,6 |
| 99  | 22 | 67 | 2 | 3 | 13 | 21,4 |
| 100 | 19 | 69 | 3 | 3 | 14 | 21,6 |
| 101 | 20 | 75 | 3 | 4 | 18 | 24   |
| 102 | 19 | 87 | 3 | 3 | 20 | 26,4 |
| 103 | 21 | 70 | 3 | 3 | 17 | 22,8 |
| 104 | 20 | 69 | 3 | 3 | 14 | 21,8 |
| 105 | 27 | 83 | 2 | 4 | 17 | 26,6 |
| 106 | 25 | 78 | 2 | 4 | 17 | 25,2 |
| 107 | 23 | 71 | 2 | 3 | 14 | 22,6 |
| 108 | 24 | 73 | 3 | 4 | 15 | 23,8 |
| 109 | 26 | 87 | 2 | 3 | 17 | 27   |
| 110 | 25 | 86 | 2 | 4 | 16 | 26,6 |
| 111 | 23 | 73 | 2 | 3 | 13 | 22,8 |
| 112 | 23 | 73 | 3 | 3 | 14 | 23,2 |
| 113 | 23 | 81 | 3 | 3 | 15 | 25   |
| 114 | 24 | 70 | 4 | 3 | 14 | 23   |
| 115 | 23 | 72 | 3 | 4 | 13 | 23   |
| 116 | 24 | 83 | 4 | 3 | 15 | 25,8 |
| 117 | 23 | 74 | 6 | 4 | 15 | 24,4 |
| 118 | 26 | 92 | 4 | 4 | 16 | 28,4 |
| 119 | 23 | 88 | 3 | 3 | 16 | 26,6 |
| 120 | 25 | 88 | 4 | 3 | 17 | 27,4 |
| 121 | 24 | 83 | 4 | 3 | 14 | 25,6 |
| 122 | 18 | 70 | 2 | 3 | 10 | 20,6 |
| 123 | 23 | 84 | 3 | 3 | 13 | 25,2 |
| 124 | 22 | 74 | 3 | 3 | 13 | 23   |
| 125 | 22 | 78 | 3 | 3 | 12 | 23,6 |
| 126 | 22 | 79 | 3 | 3 | 13 | 24   |
| 127 | 23 | 85 | 4 | 3 | 14 | 25,8 |
| 128 | 24 | 84 | 4 | 3 | 13 | 25,6 |
| 129 | 23 | 80 | 4 | 3 | 13 | 24,6 |
| 130 | 25 | 85 | 4 | 4 | 13 | 26,2 |
| 131 | 23 | 84 | 4 | 3 | 14 | 25,6 |
| 132 | 22 | 74 | 4 | 3 | 14 | 23,4 |

|     |    |    |   |   |    |      |
|-----|----|----|---|---|----|------|
| 133 | 22 | 70 | 4 | 3 | 12 | 22,2 |
| 134 | 22 | 72 | 6 | 3 | 11 | 22,8 |
| 135 | 22 | 71 | 4 | 3 | 12 | 22,4 |
| 136 | 22 | 79 | 4 | 3 | 12 | 24   |
| 137 | 20 | 69 | 3 | 3 | 11 | 21,2 |
| 138 | 22 | 70 | 3 | 3 | 11 | 21,8 |
| 139 | 22 | 69 | 3 | 3 | 11 | 21,6 |
| 140 | 22 | 73 | 3 | 3 | 13 | 22,8 |
| 141 | 20 | 70 | 3 | 2 | 11 | 21,2 |
| 142 | 20 | 66 | 5 | 2 | 11 | 20,8 |
| 143 | 21 | 63 | 3 | 3 | 11 | 20,2 |
| 144 | 21 | 67 | 4 | 3 | 11 | 21,2 |
| 145 | 21 | 73 | 4 | 2 | 12 | 22,4 |
| 146 | 21 | 64 | 4 | 2 | 11 | 20,4 |
| 147 | 22 | 65 | 5 | 2 | 11 | 21   |
| 148 | 23 | 65 | 4 | 4 | 11 | 21,4 |
| 149 | 21 | 67 | 4 | 3 | 13 | 21,6 |
| 150 | 21 | 70 | 4 | 3 | 13 | 22,2 |
| 151 | 19 | 58 | 3 | 2 | 10 | 18,4 |
| 152 | 19 | 59 | 4 | 2 | 11 | 19   |
| 153 | 18 | 65 | 4 | 2 | 12 | 20,2 |
| 154 | 20 | 72 | 4 | 2 | 14 | 22,4 |
| 155 | 20 | 74 | 3 | 2 | 13 | 22,4 |
| 156 | 20 | 67 | 3 | 2 | 14 | 21,2 |
| 157 | 21 | 69 | 3 | 2 | 14 | 21,8 |
| 158 | 19 | 64 | 3 | 2 | 11 | 19,8 |
| 159 | 19 | 60 | 2 | 2 | 11 | 18,8 |
| 160 | 19 | 60 | 3 | 2 | 12 | 19,2 |
| 161 | 20 | 63 | 2 | 2 | 13 | 20   |
| 162 | 20 | 74 | 2 | 2 | 12 | 22   |
| 163 | 19 | 62 | 2 | 2 | 11 | 19,2 |
| 164 | 18 | 57 | 3 | 2 | 10 | 18   |
| 165 | 20 | 61 | 3 | 2 | 12 | 19,6 |
| 166 | 19 | 63 | 3 | 2 | 11 | 19,6 |
| 167 | 19 | 57 | 3 | 2 | 10 | 18,2 |
| 168 | 17 | 63 | 3 | 2 | 10 | 19   |
| 169 | 19 | 66 | 4 | 2 | 12 | 20,6 |
| 170 | 19 | 74 | 4 | 2 | 13 | 22,4 |
| 171 | 18 | 67 | 4 | 2 | 12 | 20,6 |
| 172 | 14 | 50 | 2 | 2 | 8  | 15,2 |
| 173 | 15 | 53 | 2 | 2 | 9  | 16,2 |
| 174 | 17 | 60 | 3 | 2 | 10 | 18,4 |
| 175 | 16 | 56 | 3 | 2 | 9  | 17,2 |
| 176 | 16 | 53 | 3 | 2 | 9  | 16,6 |
| 177 | 17 | 57 | 3 | 2 | 9  | 17,6 |
| 178 | 16 | 55 | 3 | 2 | 9  | 17   |
| 179 | 17 | 60 | 3 | 2 | 11 | 18,6 |



|     |       |       |      |      |       |       |
|-----|-------|-------|------|------|-------|-------|
| 180 | 18    | 60    | 3    | 2    | 9     | 18,4  |
| 181 | 17    | 54    | 4    | 2    | 9     | 17,2  |
| 182 | 16    | 54    | 3    | 2    | 9     | 16,8  |
| 183 | 19    | 67    | 3    | 2    | 11    | 20,4  |
| 184 | 18    | 63    | 3    | 2    | 10    | 19,2  |
| 185 | 17    | 57    | 3    | 2    | 8     | 17,4  |
| 186 | 17    | 61    | 3    | 2    | 9     | 18,4  |
| 187 | 17    | 64    | 3    | 2    | 9     | 19    |
| 188 | 18    | 76    | 3    | 2    | 9     | 21,6  |
| 189 | 18    | 65    | 3    | 2    | 9     | 19,4  |
| 190 | 17    | 59    | 3    | 2    | 8     | 17,8  |
| 191 | 16    | 59    | 3    | 2    | 8     | 17,6  |
| 192 | 16    | 64    | 3    | 2    | 9     | 18,8  |
| 193 | 15    | 58    | 3    | 2    | 8     | 17,2  |
| 194 | 16    | 55    | 3    | 2    | 8     | 16,8  |
| 195 | 16    | 52    | 3    | 2    | 8     | 16,2  |
| 196 | 17    | 59    | 3    | 2    | 8     | 17,8  |
| 197 | 17    | 69    | 3    | 2    | 10    | 20,2  |
| 198 | 17    | 60    | 3    | 2    | 9     | 18,2  |
| 199 | 16    | 59    | 3    | 2    | 9     | 17,8  |
| 200 | 17    | 61    | 3    | 2    | 8     | 18,2  |
| 201 | 16    | 63    | 3    | 1    | 10    | 18,6  |
| 202 | 16    | 56    | 3    | 1    | 9     | 17    |
| 203 | 17    | 56    | 3    | 1    | 8     | 17    |
| 204 | 17    | 56    | 3    | 1    | 9     | 17,2  |
| 205 | 17    | 55    | 3    | 1    | 9     | 17    |
| 206 | 21    | 68    | 4    | 1    | 12    | 21,2  |
| 207 | 19    | 56    | 3    | 1    | 9     | 17,6  |
| 208 | 18    | 57    | 3    | 1    | 10    | 17,8  |
| 209 | 18    | 57    | 2    | 1    | 9     | 17,4  |
| AVR | 22,96 | 68,68 | 2,73 | 4,53 | 17,33 | 23,24 |

From Figure 4, in terms of search volume, the keyword Shopee is in first place and provides a significant difference compared to the other four e-

commerce sites, one of which is Tokopedia in second place.

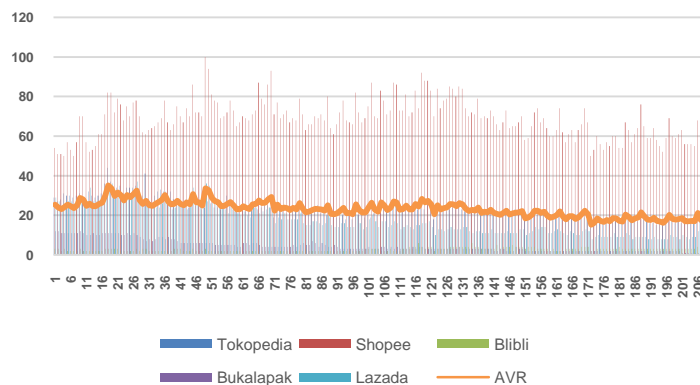


Fig. 4.E-Commerce Comparison

From time to time the other four e-commerce have a level of popularity below the total average. From year to year, it can also be seen that Shopee is consistent and stable in terms of

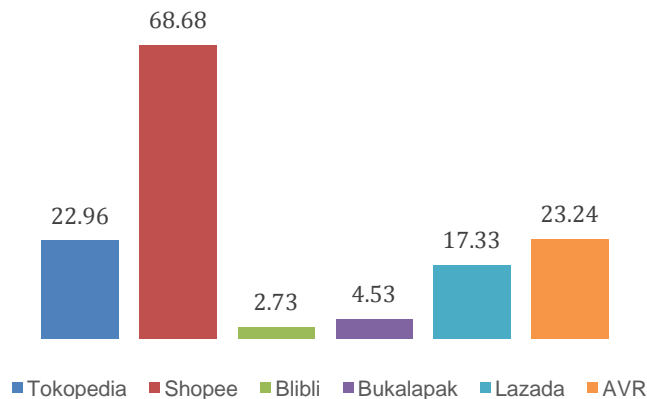
popularity, in contrast to Blibli, Tokopedia, Bukalapak and Lazada which experienced a decline.

**Table 2.** .E-Commerce Average Comparison

| Week | Tokopedia | Shopee | Blibli | Bukalapak | Lazada | AVR   |
|------|-----------|--------|--------|-----------|--------|-------|
| AVR  | 22,96     | 68,68  | 2,73   | 4,53      | 17,33  | 23,24 |

Based on the total average depicted in Table 2, Shopee has a popularity index above the average in the last 3 years (68.68). In second and third positions are Tokopedia (22.96), Lazada (17.33). Only Shopee has an index above average, Tokopedia is slightly above average. This indicates that the marketing communications carried out by Shopee are very effective and of higher intensity than the other four e-commerce sites.

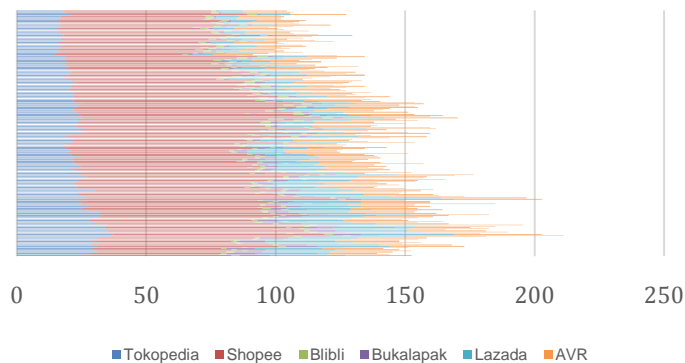
This significant difference occurred not only within one year but was consistent throughout the research period (three years). Several opinions say that as a business, Shopee took the momentum of the Covid-19 pandemic as a moment of acceleration by investing large amounts of funds in marketing programs for seller and buyer partners.



**Fig. 5.**E-Commerce Average Comparison

In terms of the volume of the five e-commerce trends studied, as depicted in Figure 6, Shopee, represented in maroon, dominates the area of the aggregate graph.

Blibli and Bukalapak compared to the other three e-commerce sites are almost invisible in terms of volume trends.



**Fig. 6.**E-Commerce Volume Trend

When viewed from a consumer segmentation perspective, Shopee and Tokopedia actually have similar segments, namely the middle class with a fairly cheap price range in terms of product offerings. In the last year, Lazada has again increased brand awareness as seen in Figure 6.

## V. CONCLUSION

The development of e-commerce in Indonesia will be significant in the next decade, due to the growth of the middle class and the very large productive age population, it is not surprising that e-commerce is competing to dominate the Indonesian market.

In terms of popularity, Shopee is the most top of mind and consistent e-commerce in the 2020-2023 period, followed by Tokopedia and Lazada. Shopee's popularity in the Google search engine is possible because of the massive advertising activity carried out by Shopee, both above and below the line.

Future developments, to successfully dominate the e-commerce market in Indonesia, both Tokopedia, Lazada, Bilibili and Bukalapak must focus on niche markets that are their characteristics while increasing the popularity of their brands nationally.

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