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CHAPTER I
INTRODUCTION

1.1 Background of the Study

These days, technological developments take part in every part of human's life. Technology in the era of globalization has opened the opportunity for people to catch up with the developing of the ever world sophistication. Technology opens a lot of opportunities for people to market its products or services using the Internet, usually called e-commerce, one of the chances for business purposes to communicate, promote, and sell goods and services from sellers to buyers.

This marketing and selling system through the Internet can reach the whole world at the same time. Even without having an office or place of business, online shopping can also be done for 24 hours without stopping. Through a computer unit or smartphone connected to the internet, the seller can market their products. Marketing with promotional strategies through the Internet, especially with social media, can increase global sales and does not require expensive marketing costs. In this selling buying transaction, the buyer will find it easy to gather information about the products they want to buy because they do not have to find time to meet in person.

According to the data from the Ministry of Communications and Information (Kominfo) of the Republic of Indonesia (Kominfo, 2018), statistics show that in 2017, 143,260,000

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