



Memanfaatkan Internet untuk Menembus Pasar Ekspor

Disusun oleh: Ahmad SYAUQI Ahsan

Disampaikan pada workshop untuk UKM di Disperindag Jatim
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Agenda

Mengenal Pasar Dunia

Situs Komersial

Membuat Website Komersial

Mengenalkan Produk ke Pasar

Informasi tentang Negara

- Informasi tentang Negara tujuan ekspor:
 - www.wikipedia.com
 - www.google.com
- Informasi nilai tukar mata uang:
 - <http://www.xe.com/currencyconverter/>
 - www.google.com →
contoh: ketik “1 dollar dalam rupiah”

Capital and largest city	London 51°30'N 0°7'W
Official languages	English (<i>de facto</i>)
Recognised regional languages	Cornish
Ethnic groups (2011)	85.4% White 7.8% Asian 3.5% Black 2.3% Mixed 0.4% Arab 0.6% Other
Demonym	English Anglo
Area	
- Total	130,395 km ² 50,346 sq mi
Population	
- 2011 census	53,012,456
- Density	407/km ² 1,054.1/sq mi
GDP (nominal)	2009 estimate
- Total	\$2.68 trillion
- Per capita	\$50,566
Currency	Pound sterling (GBP)
Time zone	GMT (UTC0)
- Summer (DST)	BST (UTC+1)



Pengiriman

- ▶ Penyedia jasa pengiriman ke luar negeri, diantaranya:
 - ▶ Fedex – <http://www.fedex.com/id/>
 - ▶ EMS (PT Pos Indonesia) – <http://ems.posindonesia.co.id>
- ▶ Untuk pengiriman dalam jumlah besar bisa melalui jasa ekspedisi lain.

Pajak

- ▶ Ekspor dalam jumlah kecil biasanya tidak dikenai pajak
- ▶ Besar pajak yang harus dibayar oleh penerima/pembeli barang tergantung dari negara tujuan. (Pada beberapa negara tidak dikenai pajak)

Melihat potensi pasar

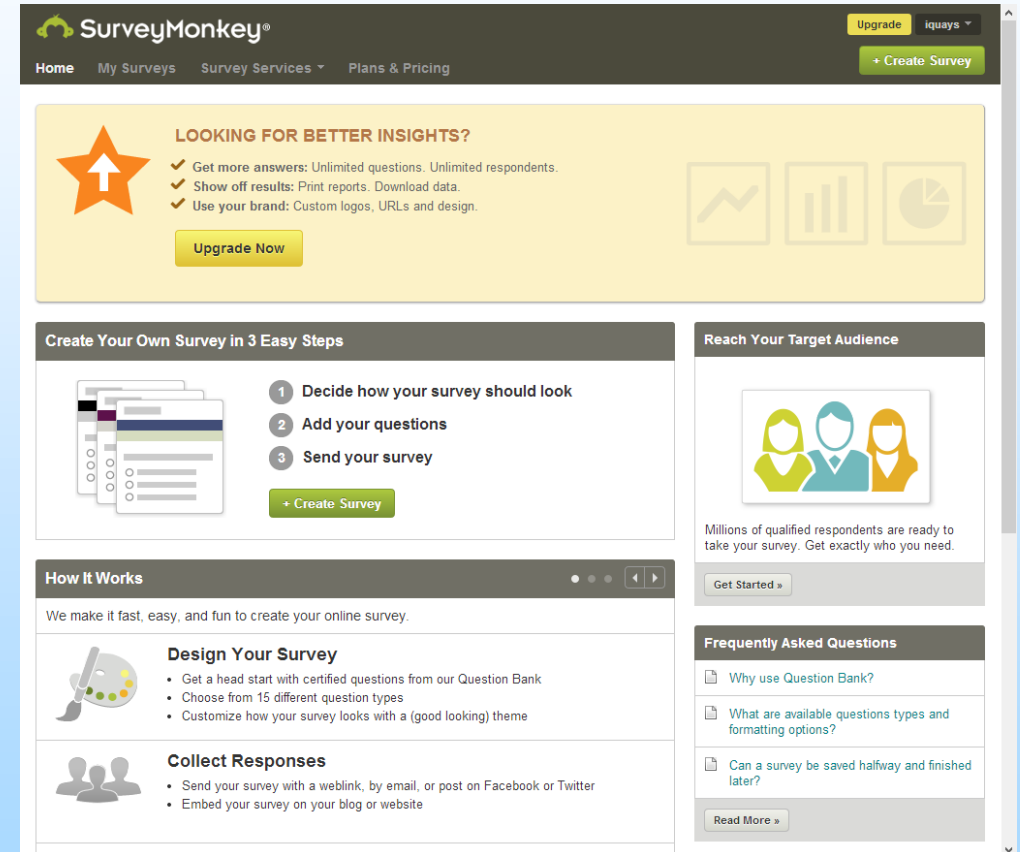
- ▶ Riset pasar secara professional → mahal
- ▶ Riset pasar secara online:
 - ▶ Survey online
 - ▶ Mempelajari pesaing
 - ▶ Membaca blog/forum
 - ▶ Keyword Search

Survey Online

- ▶ Berbayar
 - ▶ SurveyMonkey – <https://www.surveymonkey.com/>
- ▶ Free
 - ▶ SurveyMonkey – <https://www.surveymonkey.com/>
 - ▶ Forms dari Google Drive – <http://drive.google.com>
- ▶ Membuat website sendiri untuk survey

Survey Online – SurveyMonkey

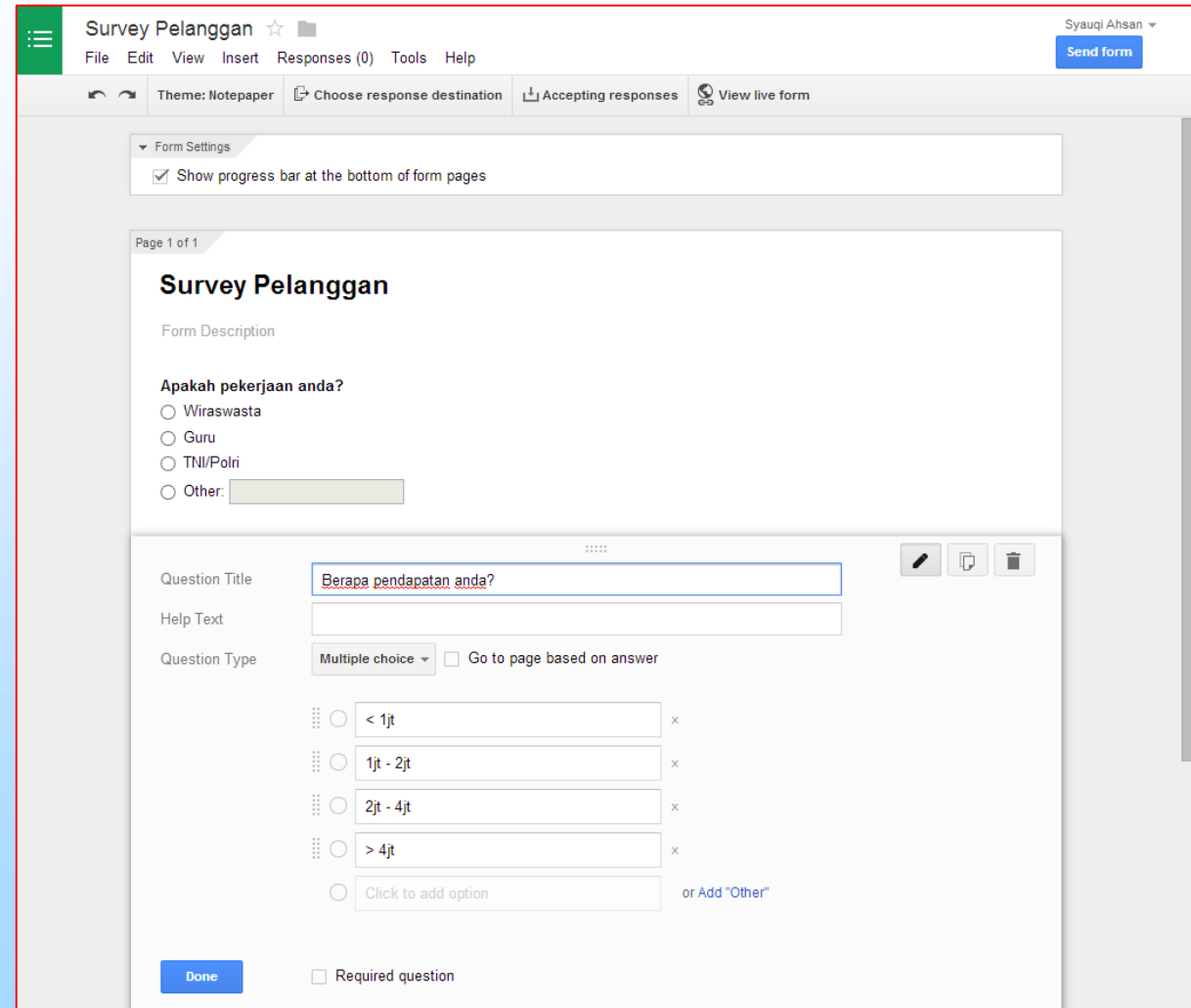
- Tersedia template pertanyaan
- Responden bisa dicari sendiri atau menggunakan SurveyMonkey Audience
- SurveyMonkey Audience
 - Responden survey disediakan oleh SurveyMonkey
 - Kita bisa memilih responden berdasarkan: lokasi, gender, umur, pendapatan, dan lain-lain
- Tersedia Layanan gratis (fitur terbatas) maupun berbayar (fitur lengkap)



The screenshot shows the SurveyMonkey homepage. At the top, there's a navigation bar with 'Home', 'My Surveys', 'Survey Services', and 'Plans & Pricing'. A prominent yellow banner asks 'LOOKING FOR BETTER INSIGHTS?' and lists benefits like 'Get more answers', 'Show off results', and 'Use your brand', with an 'Upgrade Now' button. Below this, a section titled 'Create Your Own Survey in 3 Easy Steps' lists: 1. Decide how your survey should look, 2. Add your questions, 3. Send your survey, with a '+ Create Survey' button. To the right, 'Reach Your Target Audience' features an icon of three people and text about qualified respondents, with a 'Get Started' button. The bottom section, 'How it Works', includes 'Design Your Survey' (with a palette icon) and 'Collect Responses' (with a group icon), each with bullet points describing the process. A 'Frequently Asked Questions' sidebar is also visible on the right.

Survey Online – Google Drive

- ▶ Pertanyaan survey harus dibuat sendiri
- ▶ Responden harus dicari sendiri
- ▶ Jumlah pertanyaan tidak terbatas



The screenshot shows the Google Forms editor interface. At the top, the title is "Survey Pelanggan" and the user is "Syauqi Ahsan". The menu includes "File", "Edit", "View", "Insert", "Responses (0)", "Tools", and "Help". There are buttons for "Send form", "Theme: Notepaper", "Choose response destination", "Accepting responses", and "View live form".

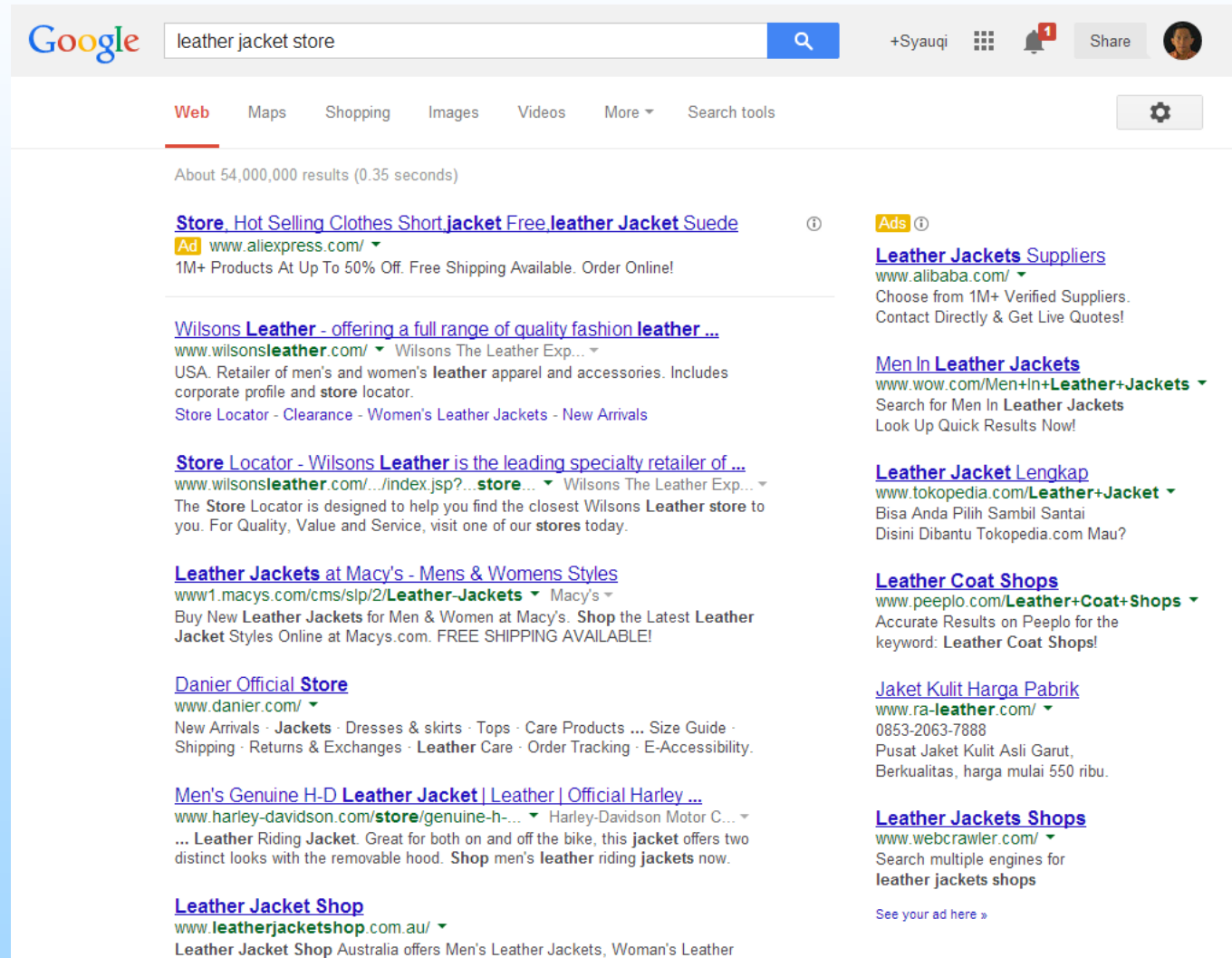
The main content area shows "Page 1 of 1" and the title "Survey Pelanggan". Below the title is a "Form Description" section. The first question is "Apakah pekerjaan anda?" with radio button options: "Wiraswasta", "Guru", "TNI/Polri", and "Other: [text input]".

The second question is "Berapa pendapatan anda?" with a "Multiple choice" type. The options are: "< 1jt", "1jt - 2jt", "2jt - 4jt", and "> 4jt". There is a "Click to add option" button and a checkbox for "Go to page based on answer". A "Required question" checkbox is at the bottom.

Mempelajari Pesaing

- ▶ Ketikkan barang yang anda jual pada mesin pencari
- ▶ Sebagian dari hasil pencarian merupakan para pesaing anda
- ▶ Anda bisa masuk ke beberapa website hasil dari pencarian untuk mempelajari lebih detil pesaing anda
 - ▶ Barang yang dijual
 - ▶ Harga
 - ▶ Kualitas barang
 - ▶ Dan lain-lain

Mempelajari Pesaing (2)



Google leather jacket store

+Syauci [Grid Icon] [Notification Icon] Share [Profile Icon]

Web Maps Shopping Images Videos More Search tools

About 54,000,000 results (0.35 seconds)

Store, Hot Selling Clothes Short jacket Free leather Jacket Suede
Ad www.aliexpress.com/
1M+ Products At Up To 50% Off. Free Shipping Available. Order Online!

Wilson's Leather - offering a full range of quality fashion leather ...
www.wilsonsl Leather.com/ Wilson's The Leather Exp...
USA. Retailer of men's and women's leather apparel and accessories. Includes corporate profile and store locator.
Store Locator - Clearance - Women's Leather Jackets - New Arrivals

Store Locator - Wilson's Leather is the leading specialty retailer of ...
www.wilsonsl Leather.com/.../index.jsp?...store... Wilson's The Leather Exp...
The Store Locator is designed to help you find the closest Wilson's Leather store to you. For Quality, Value and Service, visit one of our stores today.

Leather Jackets at Macy's - Mens & Womens Styles
www1.macys.com/cms/slp/2/Leather-Jackets Macy's
Buy New Leather Jackets for Men & Women at Macy's. Shop the Latest Leather Jacket Styles Online at Macys.com. FREE SHIPPING AVAILABLE!

Danier Official Store
www.danier.com/
New Arrivals - Jackets - Dresses & skirts - Tops - Care Products ... Size Guide - Shipping - Returns & Exchanges - Leather Care - Order Tracking - E-Accessibility.

Men's Genuine H-D Leather Jacket | Leather | Official Harley ...
www.harley-davidson.com/store/genuine-h-... Harley-Davidson Motor C...
... Leather Riding Jacket. Great for both on and off the bike, this jacket offers two distinct looks with the removable hood. Shop men's leather riding jackets now.

Leather Jacket Shop
www.leatherjacketshop.com.au/
Leather Jacket Shop Australia offers Men's Leather Jackets, Woman's Leather

Ads

Leather Jackets Suppliers
www.alibaba.com/
Choose from 1M+ Verified Suppliers. Contact Directly & Get Live Quotes!

Men In Leather Jackets
www.wow.com/Men+In+Leather+Jackets
Search for Men In Leather Jackets Look Up Quick Results Now!

Leather Jacket Lengkap
www.tokopedia.com/Leather+Jacket
Bisa Anda Pilih Sambil Santai Disini Dibantu Tokopedia.com Mau?

Leather Coat Shops
www.peeplo.com/Leather+Coat+Shops
Accurate Results on Peeplo for the keyword: Leather Coat Shops!

Jaket Kulit Harga Pabrik
www.ra-leather.com/
0853-2063-7888
Pusat Jaket Kulit Asli Garut, Berkualitas, harga mulai 550 ribu.

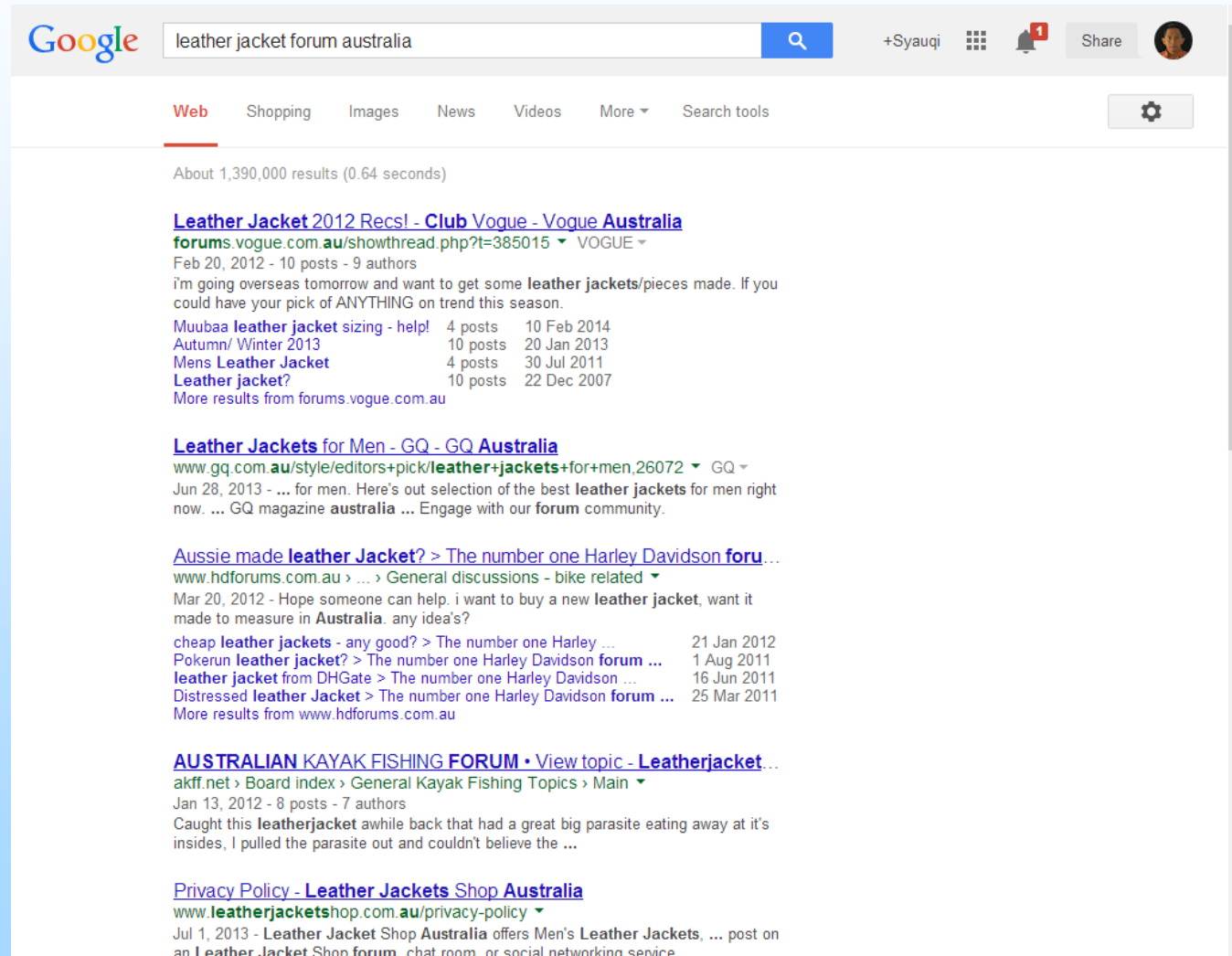
Leather Jackets Shops
www.webcrawler.com/
Search multiple engines for leather jackets shops

See your ad here »

Membaca Blog/Forum

- Melalui mesin pencari, cari blog atau forum yang membahas tentang kategori produk yang anda jual
- Kunjungi blog atau forum tersebut
- Bila perlu jadilah anggota
- Dari blog atau forum anda bisa mendapatkan informasi tentang seberapa banyak orang yang tertarik terhadap kategori produk anda
- Blog atau forum juga bisa kita gunakan untuk media promosi gratis produk kita

Membaca Blog/Forum



Google leather jacket forum australia

+Syauqi Share

Web Shopping Images News Videos More Search tools

About 1,390,000 results (0.64 seconds)

Leather Jacket 2012 Recs! - Club Vogue - Vogue Australia
forums.vogue.com.au/showthread.php?t=385015 VOGUE
Feb 20, 2012 - 10 posts - 9 authors
i'm going overseas tomorrow and want to get some **leather jackets**/pieces made. If you could have your pick of ANYTHING on trend this season.

Muubaa leather jacket sizing - help!	4 posts	10 Feb 2014
Autumn/ Winter 2013	10 posts	20 Jan 2013
Mens Leather Jacket	4 posts	30 Jul 2011
Leather jacket?	10 posts	22 Dec 2007

More results from forums.vogue.com.au

Leather Jackets for Men - GQ - GQ Australia
www.gq.com.au/style/editors+pick/leather+jackets+for+men,26072 GQ
Jun 28, 2013 - ... for men. Here's out selection of the best **leather jackets** for men right now. ... GQ magazine **australia** ... Engage with our **forum** community.

Aussie made leather Jacket? > The number one Harley Davidson foru...
www.hdforums.com.au ... > General discussions - bike related
Mar 20, 2012 - Hope someone can help. i want to buy a new **leather jacket**, want it made to measure in **Australia**. any idea's?

cheap leather jackets - any good? > The number one Harley ...	21 Jan 2012
Pokerun leather jacket? > The number one Harley Davidson forum ...	1 Aug 2011
leather jacket from DHGate > The number one Harley Davidson ...	16 Jun 2011
Distressed leather Jacket > The number one Harley Davidson forum ...	25 Mar 2011

More results from www.hdforums.com.au

AUSTRALIAN KAYAK FISHING FORUM • View topic - Leatherjacket...
akff.net > Board index > General Kayak Fishing Topics > Main
Jan 13, 2012 - 8 posts - 7 authors
Caught this **leatherjacket** awhile back that had a great big parasite eating away at it's insides, I pulled the parasite out and couldn't believe the ...

Privacy Policy - Leather Jackets Shop Australia
www.leatherjacketshop.com.au/privacy-policy
Jul 1, 2013 - **Leather Jacket Shop Australia** offers Men's **Leather Jackets**, ... post on an **Leather Jacket Shop forum**, chat room, or social networking service.

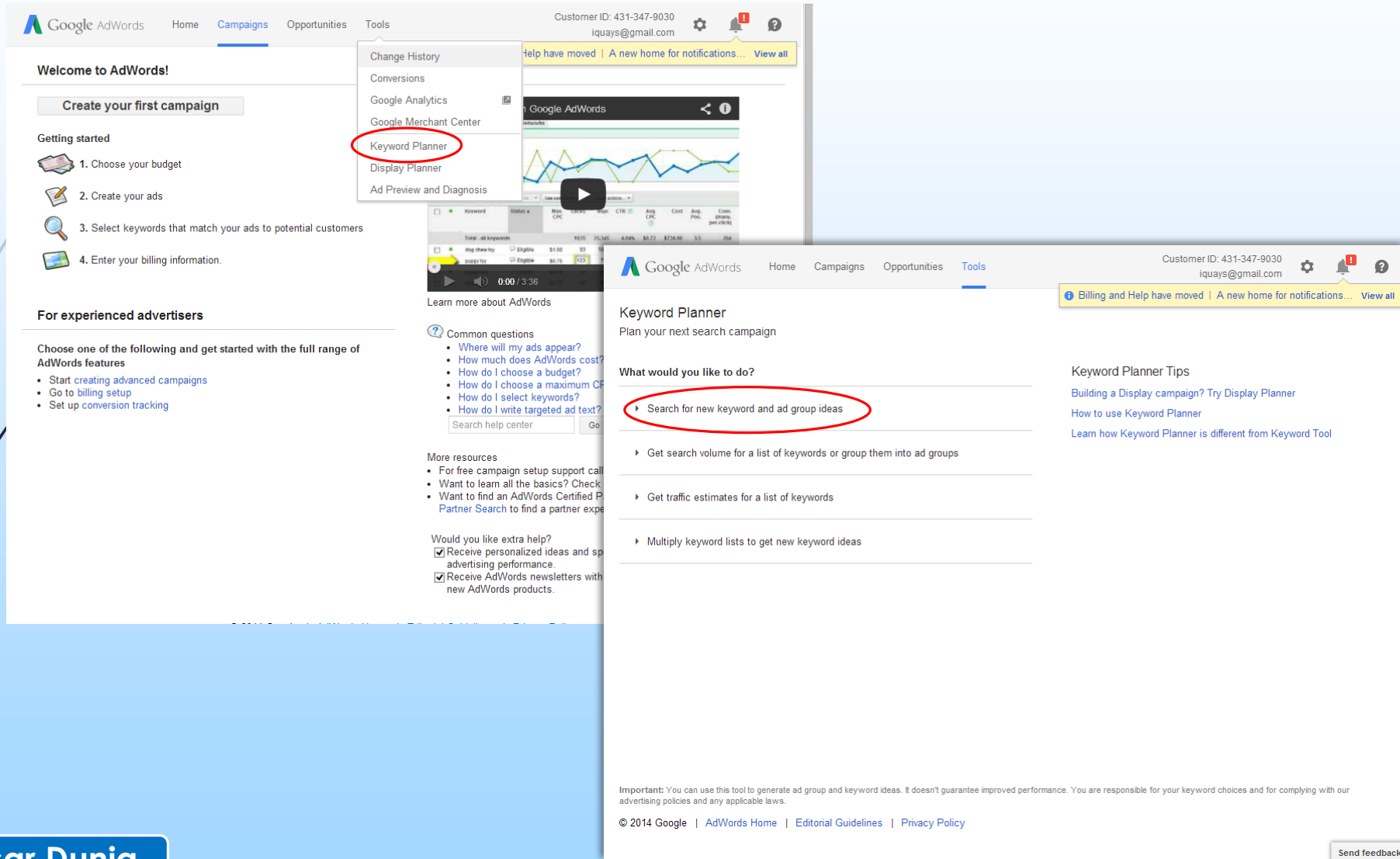
Keyword Search

- ▶ Hampir semua pengguna internet menggunakan search engine (misal: google) untuk mencari sesuatu
- ▶ Kata yang digunakan untuk pencarian → *Keyword*
- ▶ Semakin banyak orang yang menggunakan *Keyword* tertentu dalam pencarian → semakin besar potensi pasar untuk *Keyword* tersebut
- ▶ Salah satu cara untuk menganalisa penggunaan *Keyword* adalah dengan menggunakan **Keyword Planner** dari **Google Adwords**.

Google Adwords

- ▶ Adalah penyedia jasa promosi dari Google <https://adwords.google.com>
- ▶ **Keyword Planner:** merupakan salah satu layanan pada Google Adwords yang bisa digunakan sebagai “alat” untuk melihat potensi pasar
- ▶ Anda harus memiliki account pada Google untuk dapat menggunakan layanan ini (gratis).

Keyword Planner @Google Adwords



The image shows a screenshot of the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The 'Tools' menu is open, and 'Keyword Planner' is highlighted with a red circle. Below the menu, the 'Keyword Planner' page is displayed. The page title is 'Keyword Planner' and the subtitle is 'Plan your next search campaign'. Under the heading 'What would you like to do?', the option 'Search for new keyword and ad group ideas' is highlighted with a red circle. Other options include 'Get search volume for a list of keywords or group them into ad groups', 'Get traffic estimates for a list of keywords', and 'Multiply keyword lists to get new keyword ideas'. The page also includes a 'Keyword Planner Tips' section with links to 'Building a Display campaign? Try Display Planner', 'How to use Keyword Planner', and 'Learn how Keyword Planner is different from Keyword Tool'. At the bottom, there is a copyright notice for 2014 Google and a 'Send feedback' button.

Customer ID: 431-347-9030
iquays@gmail.com

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

Learn more about AdWords

Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CP
- How do I select keywords?
- How do I write targeted ad text?

Search help center

More resources

- For free campaign setup support call
- Want to learn all the basics? Check
- Want to find an AdWords Certified P
- Partner Search to find a partner exper

Would you like extra help?

- Receive personalized ideas and sp
- advertising performance.
- Receive AdWords newsletters with
- new AdWords products.

Keyword Planner

Plan your next search campaign

What would you like to do?

- Search for new keyword and ad group ideas
- Get search volume for a list of keywords or group them into ad groups
- Get traffic estimates for a list of keywords
- Multiply keyword lists to get new keyword ideas

Keyword Planner Tips

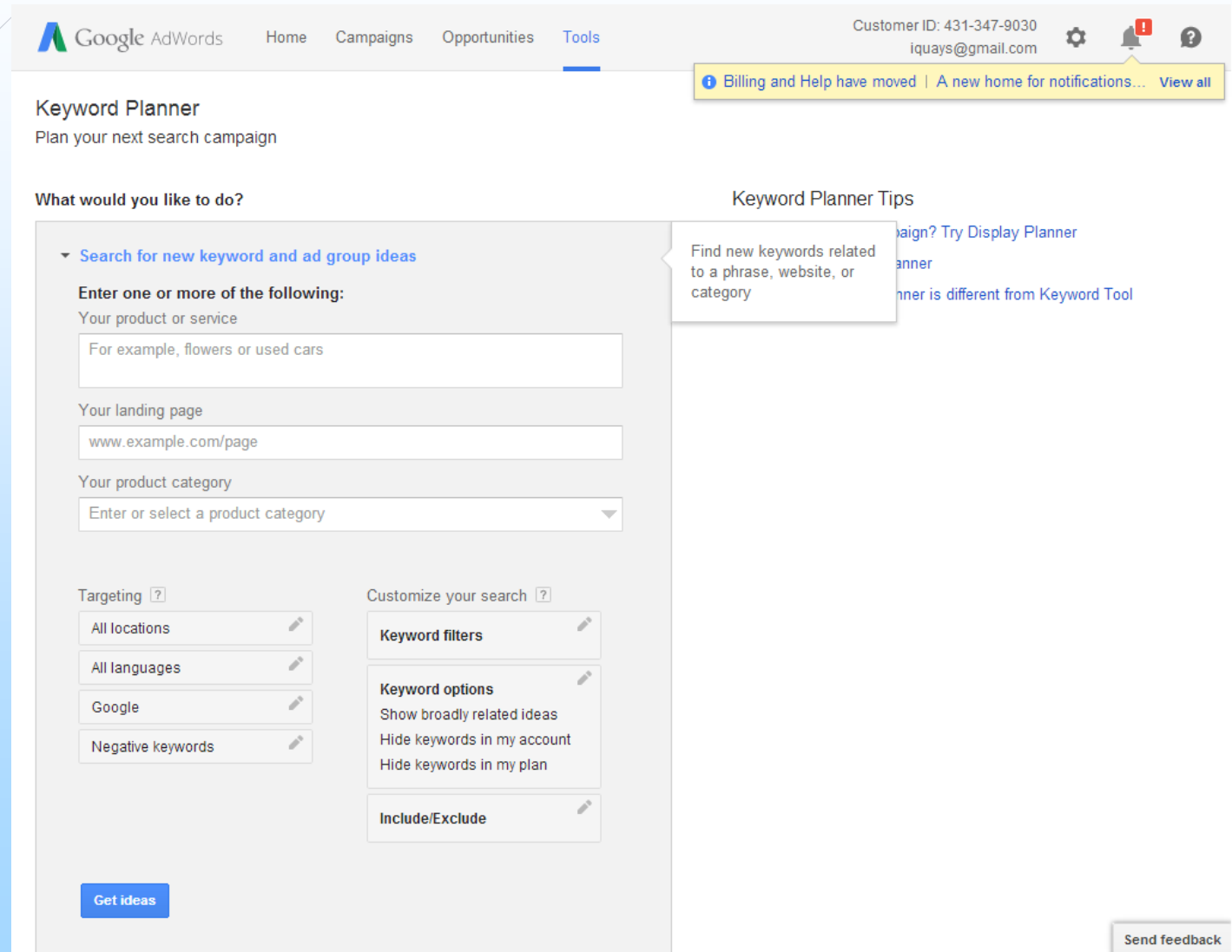
- Building a Display campaign? Try Display Planner
- How to use Keyword Planner
- Learn how Keyword Planner is different from Keyword Tool

Important: You can use this tool to generate ad group and keyword ideas. It doesn't guarantee improved performance. You are responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

© 2014 Google | AdWords Home | Editorial Guidelines | Privacy Policy

Send feedback

Keyword Planner @Google Adwords (2)



The screenshot shows the Google AdWords Keyword Planner interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools' (selected). The user's account information is visible: 'Customer ID: 431-347-9030' and 'iquays@gmail.com'. A notification banner states 'Billing and Help have moved | A new home for notifications... View all'. The main heading is 'Keyword Planner' with the subtext 'Plan your next search campaign'. Below this, a section titled 'What would you like to do?' offers a primary option: 'Search for new keyword and ad group ideas'. This section includes input fields for 'Your product or service' (with the example 'flowers or used cars'), 'Your landing page' (with the example 'www.example.com/page'), and 'Your product category'. There are also sections for 'Targeting' (All locations, All languages, Google, Negative keywords) and 'Customize your search' (Keyword filters, Keyword options, Include/Exclude). A 'Get ideas' button is at the bottom left. On the right, 'Keyword Planner Tips' are displayed, including a tip about finding new keywords related to a phrase, website, or category. A 'Send feedback' button is located at the bottom right.

Keyword Planner @Google Adwords (3)

Google AdWords Home Campaigns Opportunities Tools Customer ID: 431-347-9030 iquays@gmail.com

Billing and Help have moved | A new home for notifications... View all

Keyword Planner Add ideas to your plan Your product or service leather jacket Get ideas Modify search

Targeting ?
 Australia
 All languages
 Google
 Negative keywords

Customize your search ?
 Keyword filters
 Keyword options
 Show broadly related ideas
 Hide keywords in my account
 Hide keywords in my plan
 Include/Exclude

Ad group ideas Keyword ideas Download Add all (801)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
leather jacket	2,400	High	IDR8,973	0%	»

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
leather jackets melbourne	480	High	IDR8,711	0%	»
leather jackets sydney	320	Medium	IDR7,534	0%	»
leather jackets	5,400	High	IDR10,778	0%	»
motorcycle leather jackets	260	High	IDR8,175	0%	»
leather jackets brisbane	140	High	IDR6,192	0%	»
ladies leather jackets	390	High	IDR9,820	0%	»
motorbike leather jackets	70	High	IDR10,796	0%	»
cropped leather jacket	170	High	IDR7,258	0%	»
leather jackets online	90	High	IDR11,334	0%	»

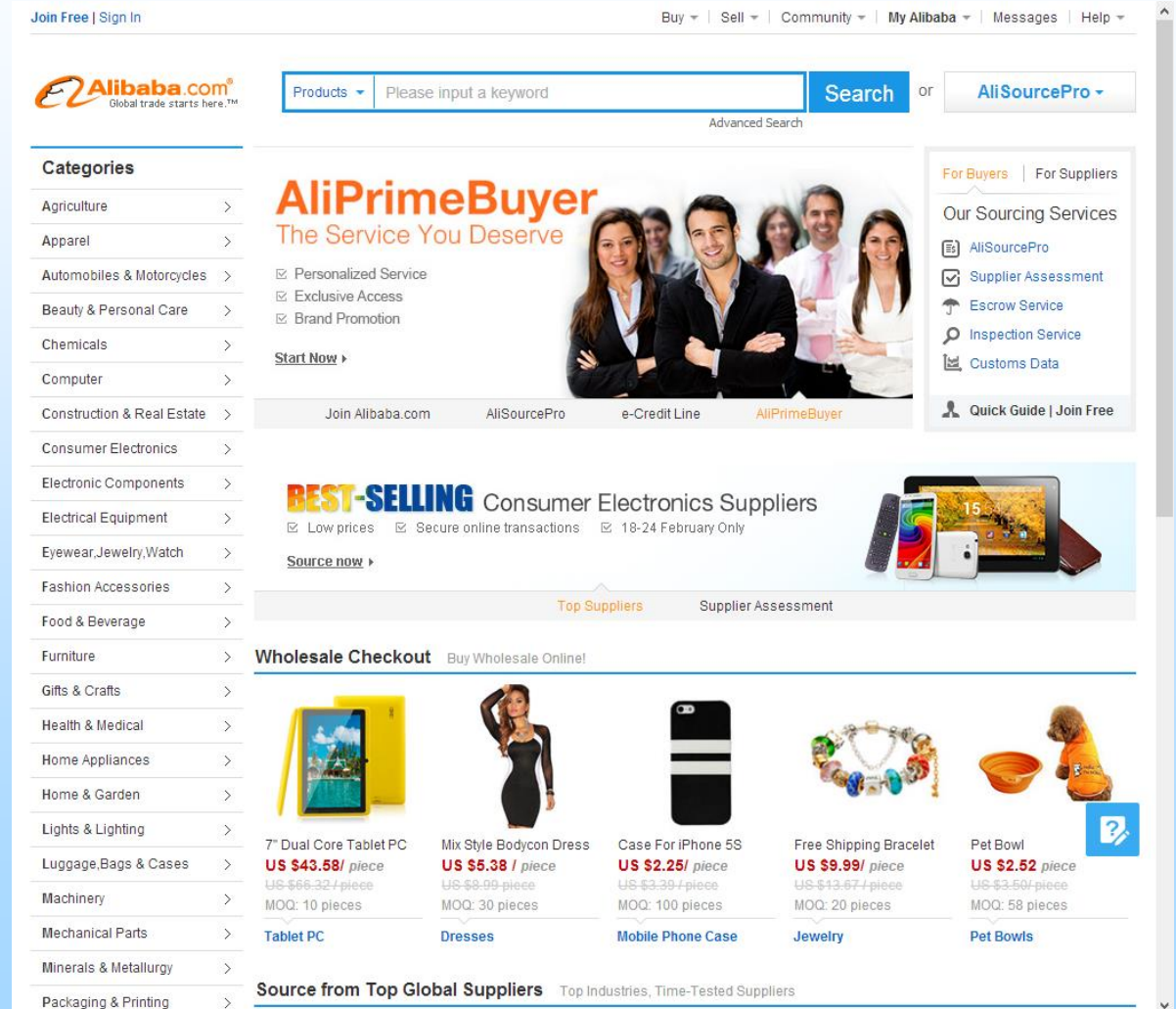
Send feedback

Situs Pasar Komersial

- ▶ Bukan seperti situs toko biasa
- ▶ Pengunjung bisa menjadi pembeli maupun penjual
- ▶ Situs Pasar Komersial lokal
 - ▶ www.tokobagus.com
 - ▶ www.berniaga.com
- ▶ Situs Pasar Komersial internasional
 - ▶ Alibaba -- www.alibaba.com
 - ▶ Ebay -- www.ebay.com
 - ▶ Dan lain-lain

Alibaba.com

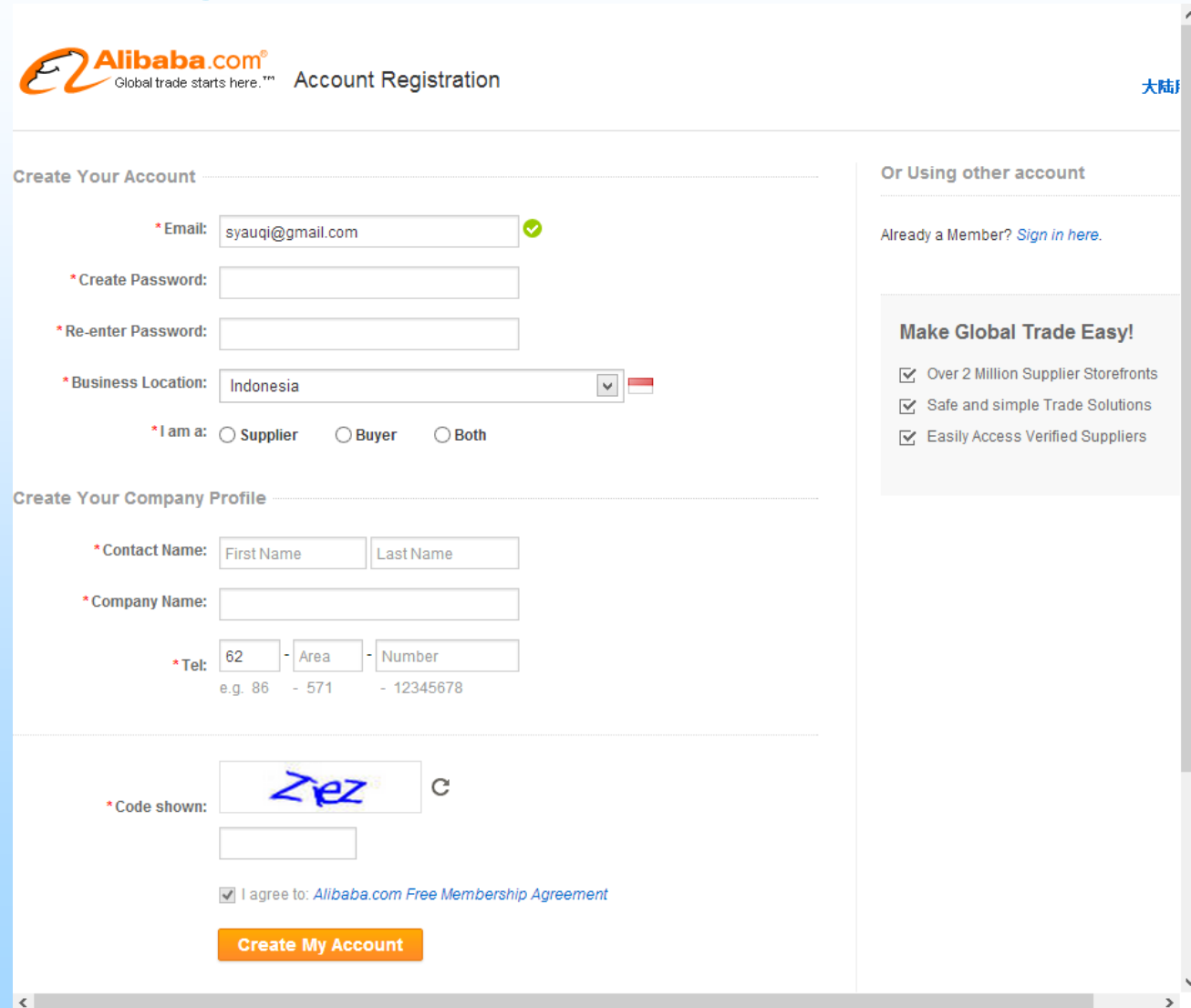
- Berbasis di China
- Ada versi free maupun berbayar
- Ada aplikasi untuk smartphone (Pembeli maupun Penjual)
- Metode pembayaran aman



The screenshot shows the Alibaba.com homepage with the following elements:

- Navigation:** "Join Free | Sign In" on the left; "Buy", "Sell", "Community", "My Alibaba", "Messages", and "Help" on the right.
- Search Bar:** A search bar with "Products" dropdown, a text input field "Please input a keyword", a "Search" button, and an "Advanced Search" link. There is also an "AliSourcePro" link.
- Categories:** A vertical list of product categories including Agriculture, Apparel, Automobiles & Motorcycles, Beauty & Personal Care, Chemicals, Computer, Construction & Real Estate, Consumer Electronics, Electronic Components, Electrical Equipment, Eyewear, Jewelry, Watch, Fashion Accessories, Food & Beverage, Furniture, Gifts & Crafts, Health & Medical, Home Appliances, Home & Garden, Lights & Lighting, Luggage, Bags & Cases, Machinery, Mechanical Parts, Minerals & Metallurgy, and Packaging & Printing.
- AliPrimeBuyer Promotion:** A banner for "AliPrimeBuyer The Service You Deserve" featuring a group of people. It lists benefits: Personalized Service, Exclusive Access, and Brand Promotion. A "Start Now" button is present.
- For Buyers/Suppliers:** A sidebar menu with "Our Sourcing Services" including AliSourcePro, Supplier Assessment, Escrow Service, Inspection Service, and Customs Data. It also has a "Quick Guide | Join Free" link.
- Best-Selling Consumer Electronics Suppliers:** A section titled "BEST-SELLING Consumer Electronics Suppliers" with sub-points: "Low prices", "Secure online transactions", and "18-24 February Only". It includes a "Source now" button and a "Supplier Assessment" link.
- Wholesale Checkout:** A section titled "Wholesale Checkout Buy Wholesale Online!" featuring five product listings:
 - 7" Dual Core Tablet PC: US \$43.58 / piece (US \$68.32 / piece), MOQ: 10 pieces. Category: Tablet PC.
 - Mix Style Bodycon Dress: US \$5.38 / piece (US \$8.99 / piece), MOQ: 30 pieces. Category: Dresses.
 - Case For iPhone 5S: US \$2.25 / piece (US \$3.39 / piece), MOQ: 100 pieces. Category: Mobile Phone Case.
 - Free Shipping Bracelet: US \$9.99 / piece (US \$13.67 / piece), MOQ: 20 pieces. Category: Jewelry.
 - Pet Bowl: US \$2.52 / piece (US \$3.50 / piece), MOQ: 58 pieces. Category: Pet Bowls.
- Footer:** "Source from Top Global Suppliers" with sub-points: "Top Industries, Time-Tested Suppliers".

Alibaba – Registrasi



Alibaba.com
Global trade starts here.™ Account Registration


大陸

Create Your Account

* Email: ✓

* Create Password:

* Re-enter Password:

* Business Location: 


* I am a: Supplier Buyer Both

Create Your Company Profile

* Contact Name:

* Company Name:

* Tel: - -
e.g. 86 - 571 - 12345678

* Code shown: 

I agree to: [Alibaba.com Free Membership Agreement](#)

Create My Account

Or Using other account

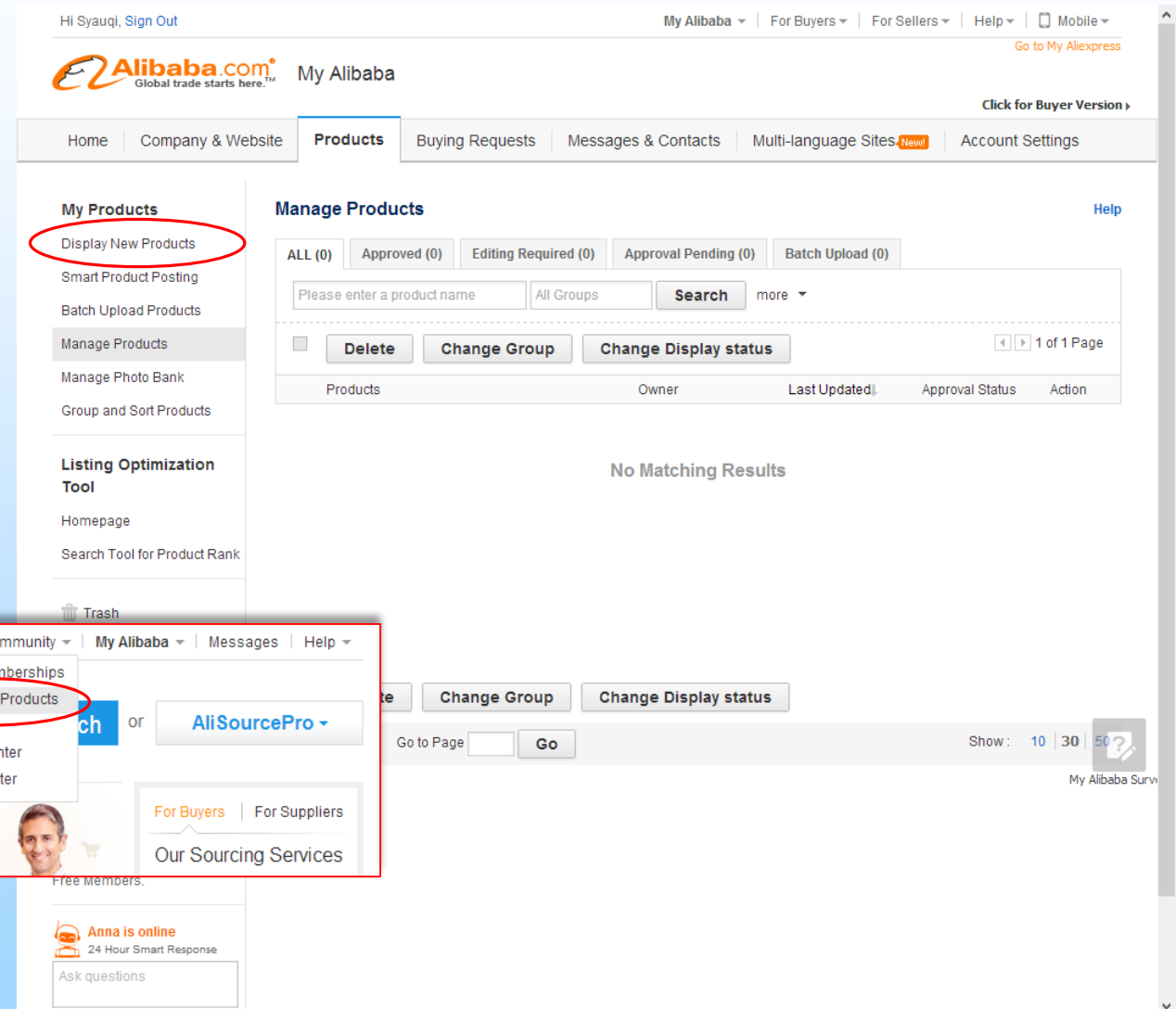
Already a Member? [Sign in here.](#)

Make Global Trade Easy!

- Over 2 Million Supplier Storefronts
- Safe and simple Trade Solutions
- Easily Access Verified Suppliers

Alibaba – Pasang Iklan

- Login ke Alibaba.com
- Pada menu di kanan atas klik **Sell** → **Add/Manage Products**
- Klik **Display New Product**



Hi Syauqi, Sign Out

My Alibaba

Home | Company & Website | **Products** | Buying Requests | Messages & Contacts | Multi-language Sites **News** | Account Settings

My Products

- Display New Products
- Smart Product Posting
- Batch Upload Products
- Manage Products
- Manage Photo Bank
- Group and Sort Products

Listing Optimization Tool

- Homepage
- Search Tool for Product Rank

Trash

Manage Products

ALL (0) | Approved (0) | Editing Required (0) | Approval Pending (0) | Batch Upload (0)

Please enter a product name | All Groups | Search | more ▾

1 of 1 Page

Delete | Change Group | Change Display status

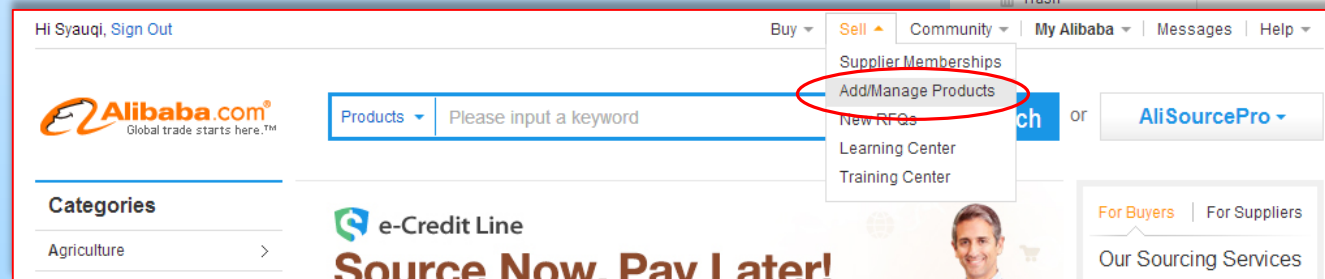
Products	Owner	Last Updated	Approval Status	Action
No Matching Results				

Go to Page: [] Go | Show: 10 | 30 | 50

My Alibaba Surv

Free members.

Anna is online
24 Hour Smart Response
Ask questions



Hi Syauqi, Sign Out

Buy ▾ | Sell ▾ | Community ▾ | My Alibaba ▾ | Messages | Help ▾

Supplier Memberships

Add/Manage Products

New RFQs

Learning Center

Training Center

Alibaba.com

Global trade starts here.™

Products ▾ | Please input a keyword

Categories

Agriculture >

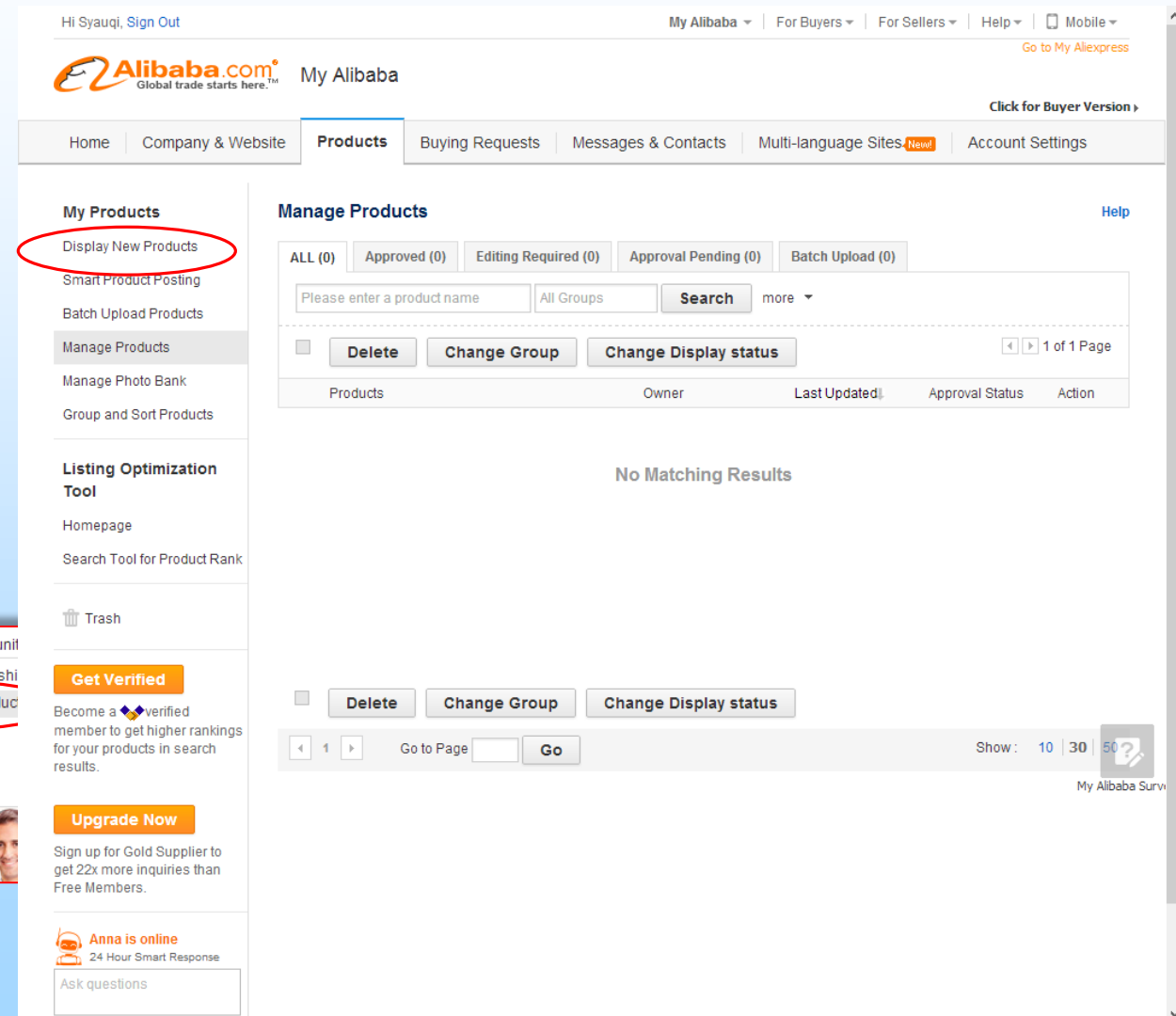
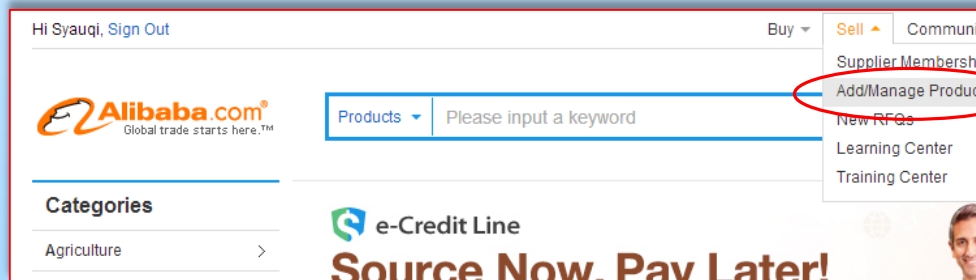
e-Credit Line

Source Now. Pay Later!

Our Sourcing Services

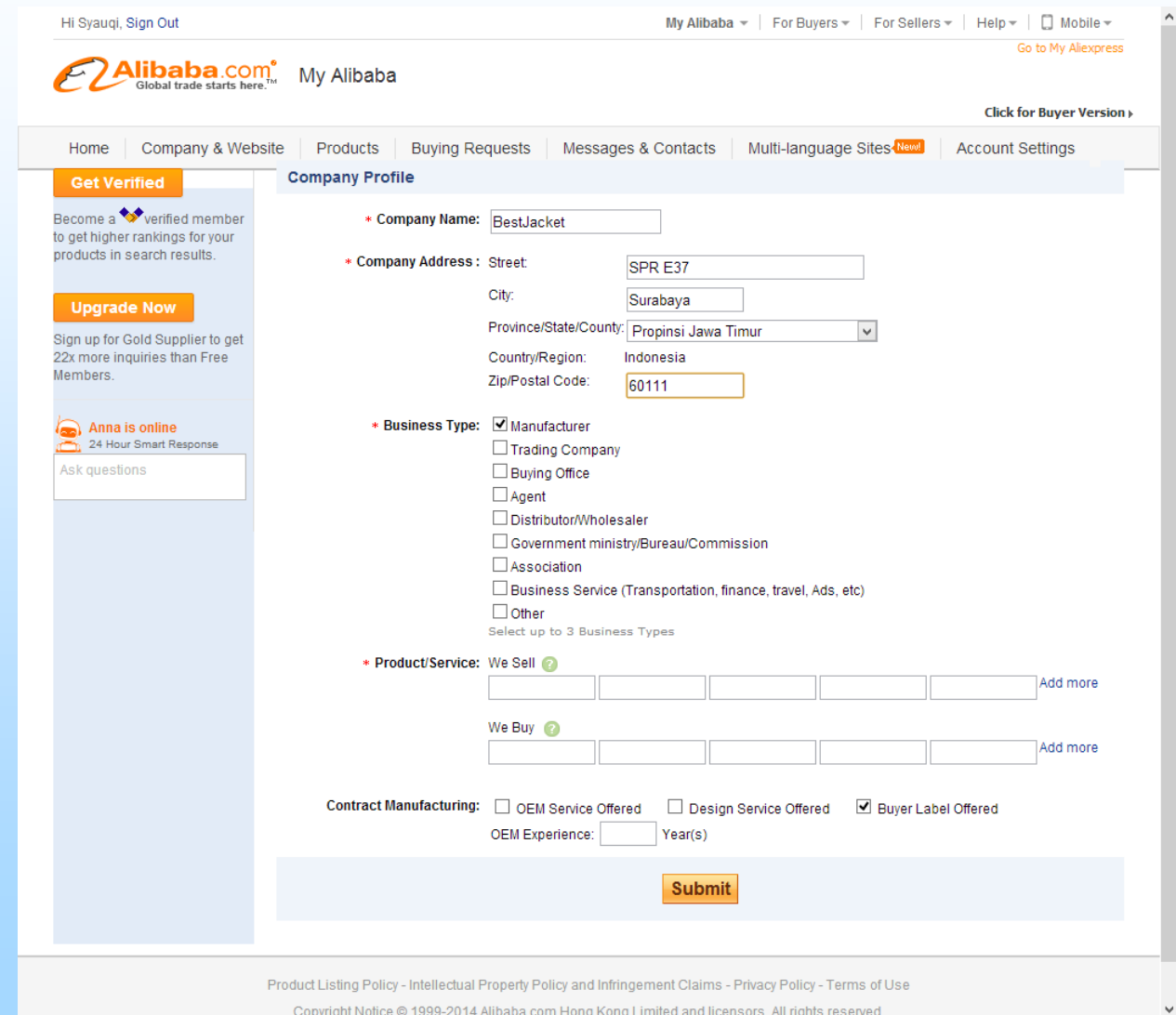
Alibaba – Pasang Iklan

- Pilih kategori
- Isikan detail produk anda
- Klik **Submit** untuk menyimpan atau **Preview** untuk melihat terlebih dulu iklan anda



Alibaba – Verifikasi Account

- Verifikasi dapat menambah kepercayaan calon konsumen anda
- Proses verifikasi membutuhkan waktu 24 jam



Hi Syauqi, Sign Out My Alibaba | For Buyers | For Sellers | Help | Mobile | [Go to My Aliexpress](#)

Alibaba.com Global trade starts here.™ **My Alibaba** [Click for Buyer Version](#)

Home | **Company & Website** | Products | Buying Requests | Messages & Contacts | Multi-language Sites News! | Account Settings

Get Verified

Become a verified member to get higher rankings for your products in search results.

Upgrade Now

Sign up for Gold Supplier to get 22x more inquiries than Free Members.

Anna is online
24 Hour Smart Response
[Ask questions](#)

Company Profile

* **Company Name:**

* **Company Address:** Street:
City:
Province/State/Country:
Country/Region:
Zip/Postal Code:

* **Business Type:** Manufacturer
 Trading Company
 Buying Office
 Agent
 Distributor/Wholesaler
 Government ministry/Bureau/Commission
 Association
 Business Service (Transportation, finance, travel, Ads, etc)
 Other
Select up to 3 Business Types

* **Product/Service:** We Sell [Add more](#)
We Buy [Add more](#)

Contract Manufacturing: OEM Service Offered Design Service Offered Buyer Label Offered
OEM Experience: Year(s)

Submit

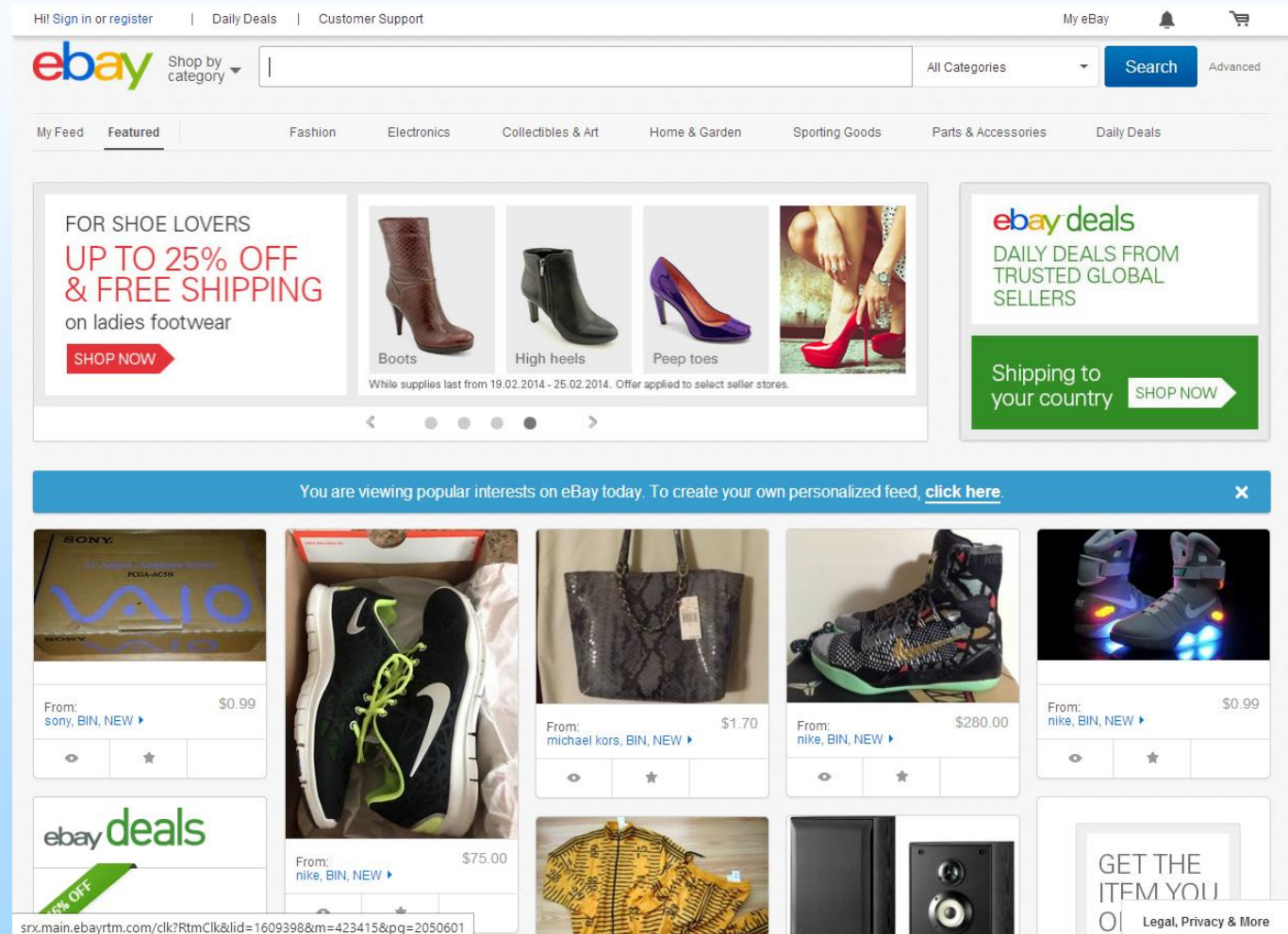
Product Listing Policy - Intellectual Property Policy and Infringement Claims - Privacy Policy - Terms of Use
Copyright Notice © 1999-2014 Alibaba.com Hong Kong Limited and licensors. All rights reserved.

Alibaba – Metode Pembayaran

- ▶ Alibaba menyediakan layanan Escrow (sejenis dengan *Rekening Bersama*)
- ▶ Terkena biaya 5% dari total pembelian
- ▶ Proses pembelian barang dengan layanan Escrow:
 1. Pembeli mengirimkan uang ke Alibaba
 2. Setelah menerima uang dari pembeli, Alibaba menginstruksikan penjual untuk mengirimkan barang ke pembeli
 3. Setelah menerima barang, pembeli menginformasikannya ke Alibaba. Kemudian Alibaba mengirimkan uang ke penjual

www.ebay.com

- Berbasis di United States
- Ada mode penjualan secara lelang



The screenshot shows the eBay.com homepage. At the top, there are links for "Hit Sign in or register", "Daily Deals", and "Customer Support". The main navigation bar includes the eBay logo, a search bar, and "All Categories" with a "Search" button. Below the navigation bar, there are tabs for "My Feed", "Featured", "Fashion", "Electronics", "Collectibles & Art", "Home & Garden", "Sporting Goods", "Parts & Accessories", and "Daily Deals".

The main content area features a large promotional banner for "FOR SHOE LOVERS" with "UP TO 25% OFF & FREE SHIPPING on ladies footwear" and a "SHOP NOW" button. To the right, there is an "ebay deals" section with "DAILY DEALS FROM TRUSTED GLOBAL SELLERS" and a "Shipping to your country" banner with a "SHOP NOW" button.


A blue notification bar states: "You are viewing popular interests on eBay today. To create your own personalized feed, [click here](#)".

The main product grid displays several items for sale:

- A Sony VAIO laptop for \$0.99 (From: sony, BIN, NEW).
- A pair of Nike sneakers for \$75.00 (From: nike, BIN, NEW).
- A Michael Kors handbag for \$1.70 (From: michael kors, BIN, NEW).
- A pair of Nike sneakers for \$280.00 (From: nike, BIN, NEW).
- A pair of Nike sneakers for \$0.99 (From: nike, BIN, NEW).
- A yellow patterned jacket.
- A pair of black speakers.
- A "GET THE ITEM YOU" banner with a "Legal, Privacy & More" link.

The URL at the bottom of the page is: srx.main.ebayrtm.com/clk?RtmClk&lid=1609398&m=423415&pg=2050601

Ebay – Registrasi

 Get started with eBay

Create your personal account or [start a business account](#).

First name

Last name

Email

Create your password




Confirm password

By clicking "Submit" I agree that:

- I have read and accepted the [User Agreement](#) and [Privacy Policy](#).
- I may receive communications from eBay and can change my notification preferences in My eBay.
- I am at least 18 years old.

Already have an account?



REGISTER TODAY AND ENJOY

-  **Faster checkout**
-  Easy ways to **manage your purchases and interests**
-  **MONEY BACK GUARANTEE**
[Learn what's included](#)

And more...

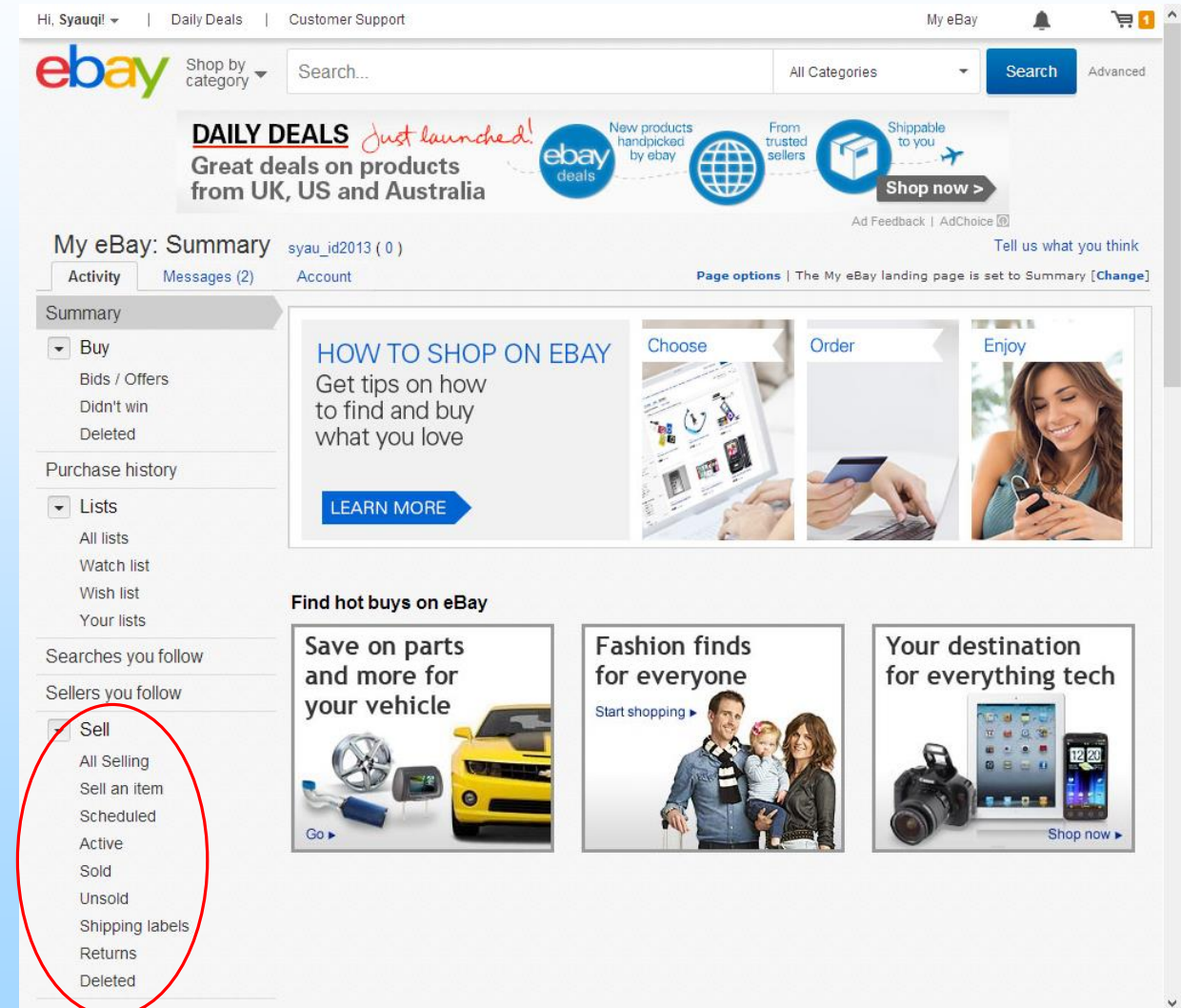
Comments?

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Ebay – Pasang Iklan

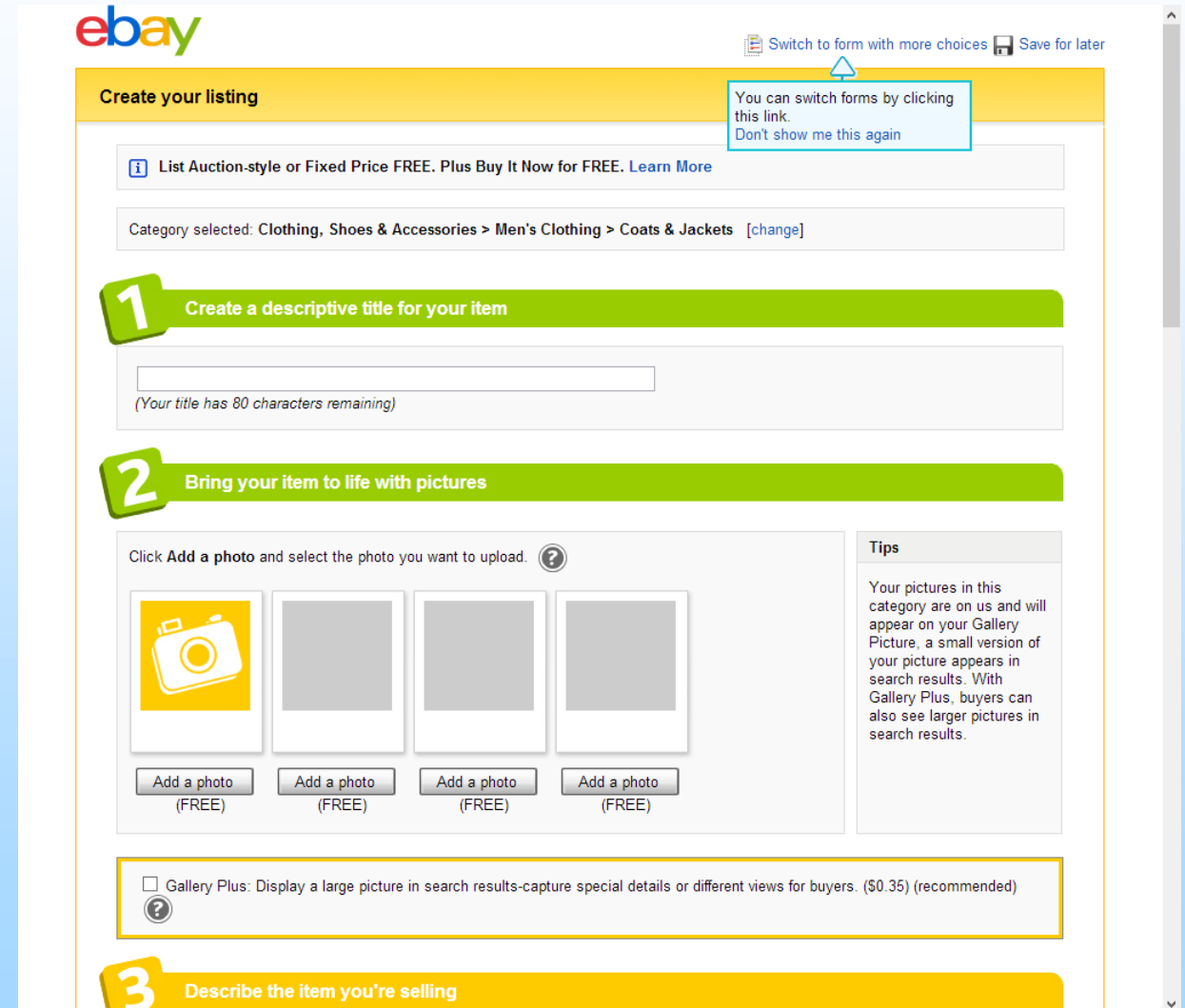
- Login ke Ebay
- Pada menu di sebelah kiri → pilih **Sell an item**



The screenshot shows the eBay homepage for a user named Syauqi. The navigation bar includes the eBay logo, a search bar, and links for 'Daily Deals' and 'Customer Support'. A prominent banner for 'DAILY DEALS' is visible. The 'My eBay' section shows a summary of the user's account, with a left-hand navigation menu. The 'Sell' option in this menu is circled in red, indicating the next step in the process. Below the navigation menu, there are several promotional banners for various product categories like vehicle parts, fashion, and tech.

Ebay – Pasang Iklan (2)

- Pilih kategori
- Kemudian isikan informasi detail dari barang yang anda jual
- Setelah selesai mengisi detail produk, klik tombol **Save and preview**



Switch to form with more choices Save for later

Create your listing

You can switch forms by clicking this link. Don't show me this again

i List Auction-style or Fixed Price FREE. Plus Buy It Now for FREE. [Learn More](#)

Category selected: Clothing, Shoes & Accessories > Men's Clothing > Coats & Jackets [\[change\]](#)

1 Create a descriptive title for your item

(Your title has 80 characters remaining)

2 Bring your item to life with pictures

Click **Add a photo** and select the photo you want to upload. [?](#)

Tips

Your pictures in this category are on us and will appear on your Gallery Picture, a small version of your picture appears in search results. With Gallery Plus, buyers can also see larger pictures in search results.

Gallery Plus: Display a large picture in search results-capture special details or different views for buyers. (\$0.35) (recommended) [?](#)

3 Describe the item you're selling

Paypal – www.paypal.com

- ▶ Paypal merupakan rekening online
- ▶ Bersifat global
- ▶ Dapat mempermudah proses pembayaran maupun menerima pembayaran
- ▶ Dengan memiliki account paypal, anda dapat menerima pembayaran dari kartu kredit
- ▶ Cara pembayaran lebih aman → anda dapat membayar menggunakan kartu kredit tanpa harus memberikan nomor kartu kredit anda

Membuat Website Komersial

- ▶ Membuat website menggunakan CMS
 - ▶ Mudah dan cepat juga murah
 - ▶ Fitur-fitur yang ada hanya yang disediakan dari CMSnya
 - ▶ Contoh CMS untuk toko online:
 - ▶ PrestaShop – www.prestashop.com
 - ▶ OpenCart – www.opencart.com
 - ▶ LiteCommerce – www.litecommerce.com
 - ▶ Magento – www.magento.com
- ▶ Membuat website dari NOL
 - ▶ Susah dan lama juga mahal
 - ▶ Fitur bisa dibuat sesuai dengan keinginan

Membuat website CMS

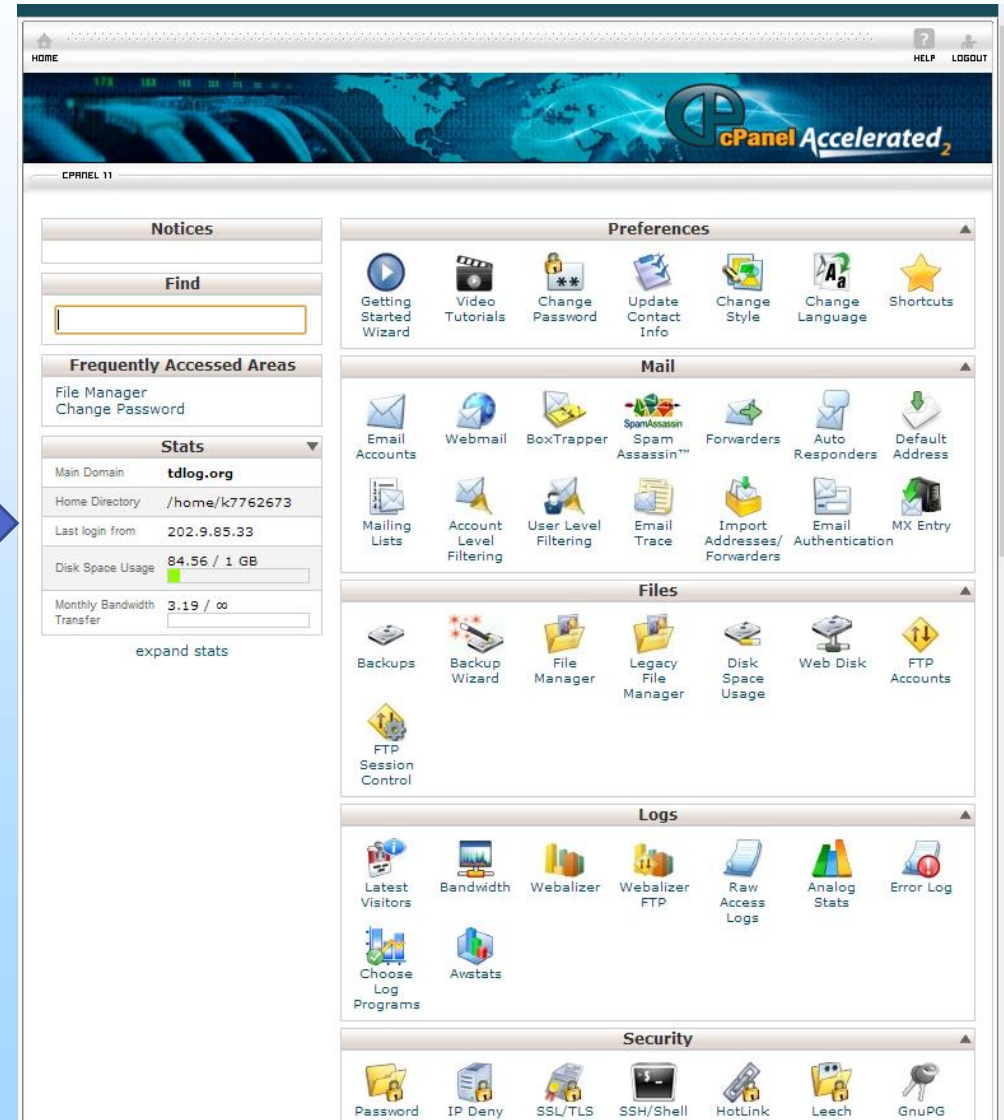
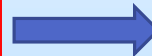
- ▶ Anda perlu menyewa domain dan hosting (bisa semurah Rp 150rb/bulan)
- ▶ Domain adalah nama website. Contoh: tokokulo.com
- ▶ Hosting adalah server dimana kita menyimpan file-file dari website kita
- ▶ Ada penyedia hosting gratis:
 - ▶ Biasanya lambat
 - ▶ Tempat penyimpanan terbatas
 - ▶ Ada iklan dari penyedia web

Membuat website CMS (2)

➔ Masuk ke Cpanel



The image shows the cPanel login interface. At the top, the cPanel logo is displayed. Below it, there are two input fields: 'Username' with the value 'k7762673' and 'Password' with the placeholder text 'Enter your account password.'. A 'Log in' button is located below the password field. At the bottom, there are language selection options: English, العربية, Deutsch, español, español de España, français, हिन्दी, Nederlands, and ...

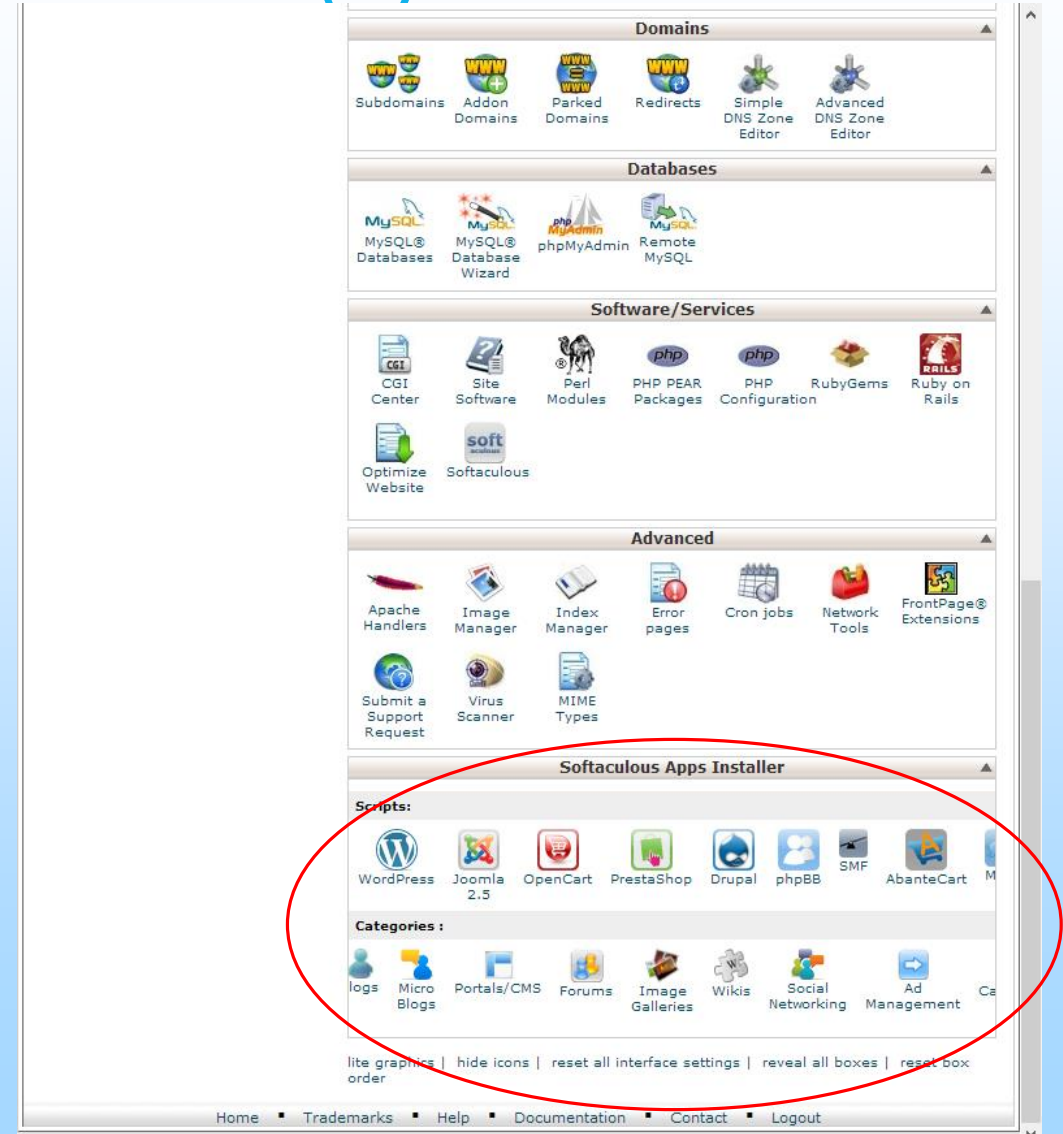


The image shows the cPanel Accelerated 2 dashboard. The dashboard is divided into several sections:

- Notices:** A section for displaying notices.
- Find:** A search bar for finding files or settings.
- Frequently Accessed Areas:** A section for quick access to common tools like File Manager and Change Password.
- Stats:** A section for system statistics, including Main Domain (tdlog.org), Home Directory (/home/k7762673), Last login from (202.9.85.33), Disk Space Usage (84.56 / 1 GB), and Monthly Bandwidth Transfer (3.19 / ∞).
- Preferences:** A section for user preferences, including Getting Started Wizard, Video Tutorials, Change Password, Update Contact Info, Change Style, Change Language, and Shortcuts.
- Mail:** A section for email management, including Email Accounts, Webmail, BoxTrapper, SpamAssassin, Forwarders, Auto Responders, Default Address, Mailing Lists, Account Level Filtering, User Level Filtering, Email Trace, Import Addresses/Forwarders, Email Authentication, and MX Entry.
- Files:** A section for file management, including Backups, Backup Wizard, File Manager, Legacy File Manager, Disk Space Usage, Web Disk, FTP Accounts, and FTP Session Control.
- Logs:** A section for system logs, including Latest Visitors, Bandwidth, Webalizer, Webalizer FTP, Raw Access Logs, Analog Stats, Error Log, Choose Log Programs, and Awstats.
- Security:** A section for security settings, including Password, IP Deny, SSL/TLS, SSH/Shell, HotLink, Leech, and GnuPG.

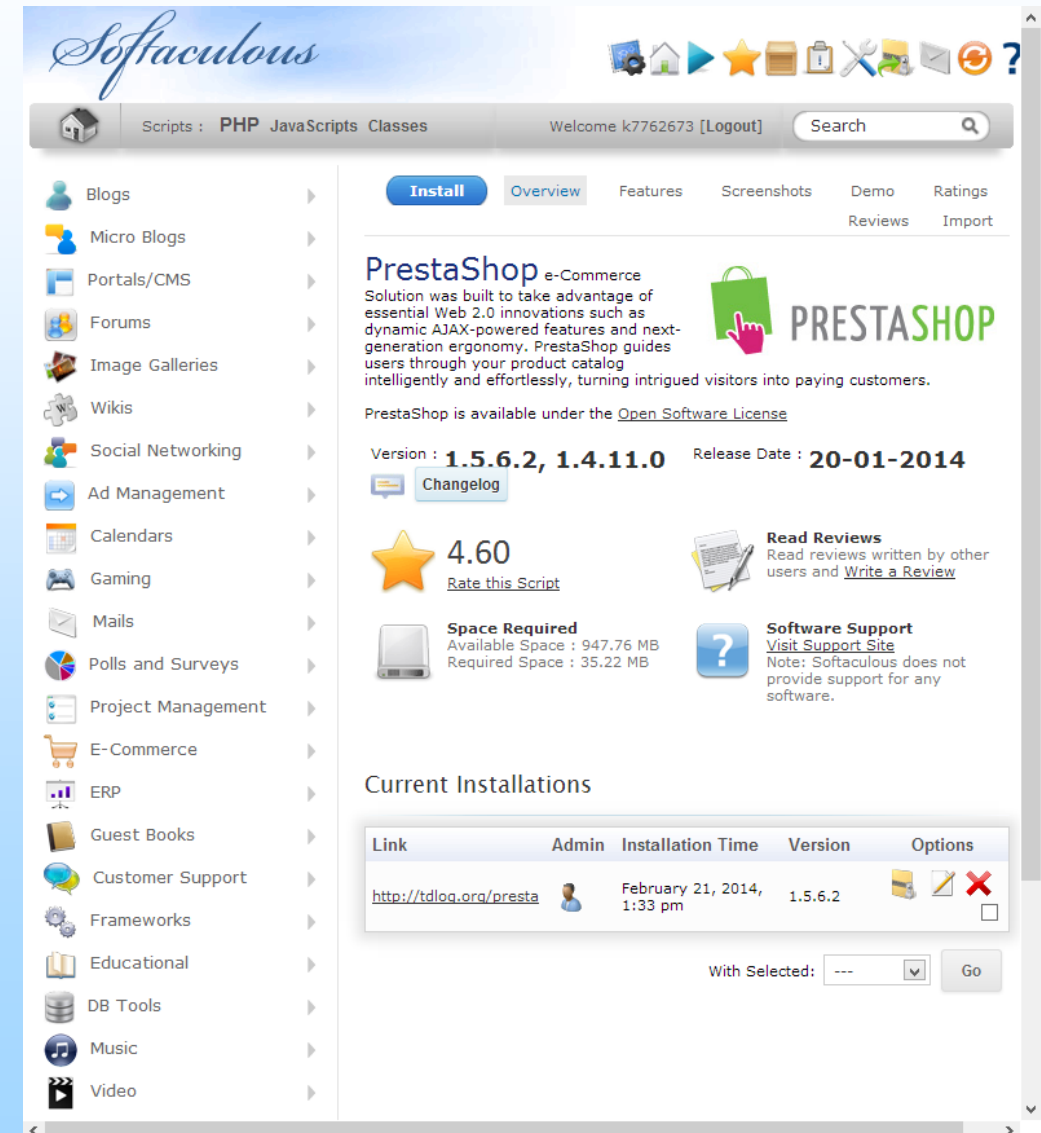
Membuat website CMS (3)

- Cari Softaculous Apps installer
- Klik script/kategori yang diinginkan







Membuat website CMS (4)

- Pilih CMS yang ingin anda install
- Klik Install

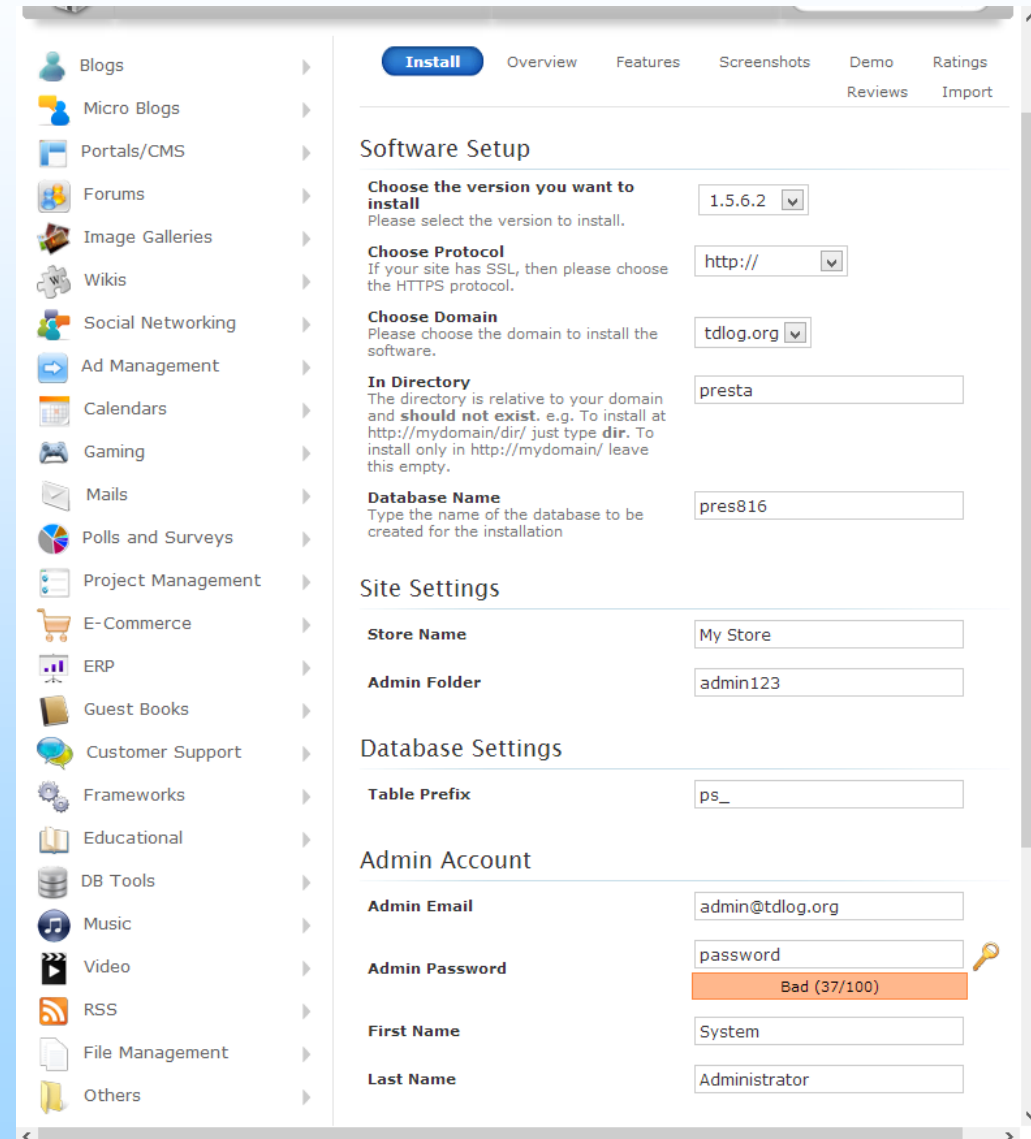


The screenshot shows the Softaculous website interface. The top navigation bar includes 'Scripts : PHP JavaScripts Classes', a user welcome message 'Welcome k7762673 [Logout]', and a search bar. A left sidebar lists various script categories like Blogs, Portals/CMS, Forums, etc. The main content area features a 'PrestaShop e-Commerce' script with an 'Install' button, a 4.60 star rating, and a table of current installations.

Link	Admin	Installation Time	Version	Options
http://tdlog.org/presta		February 21, 2014, 1:33 pm	1.5.6.2	  

Membuat website CMS (5)

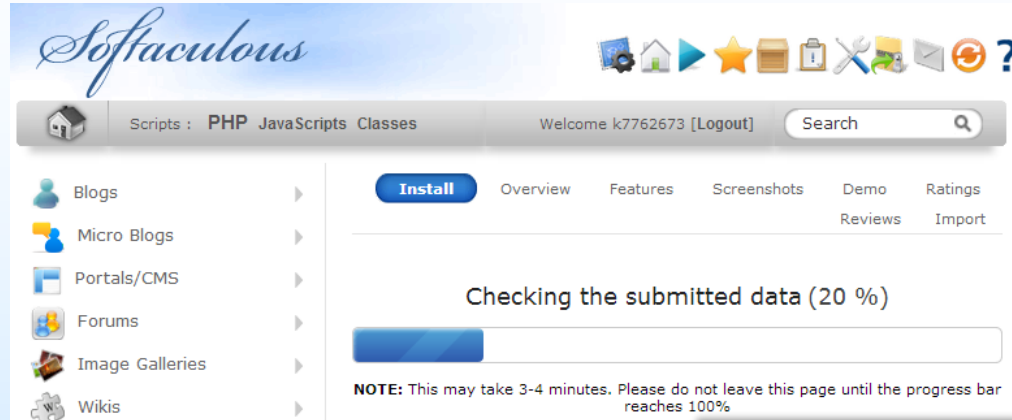
- Masukkan semua informasi yang dibutuhkan
 - lokasi file
 - nama database
 - nama toko
 - alamat email admin
 - dll
- Klik tombol **Install** di bagian bawah



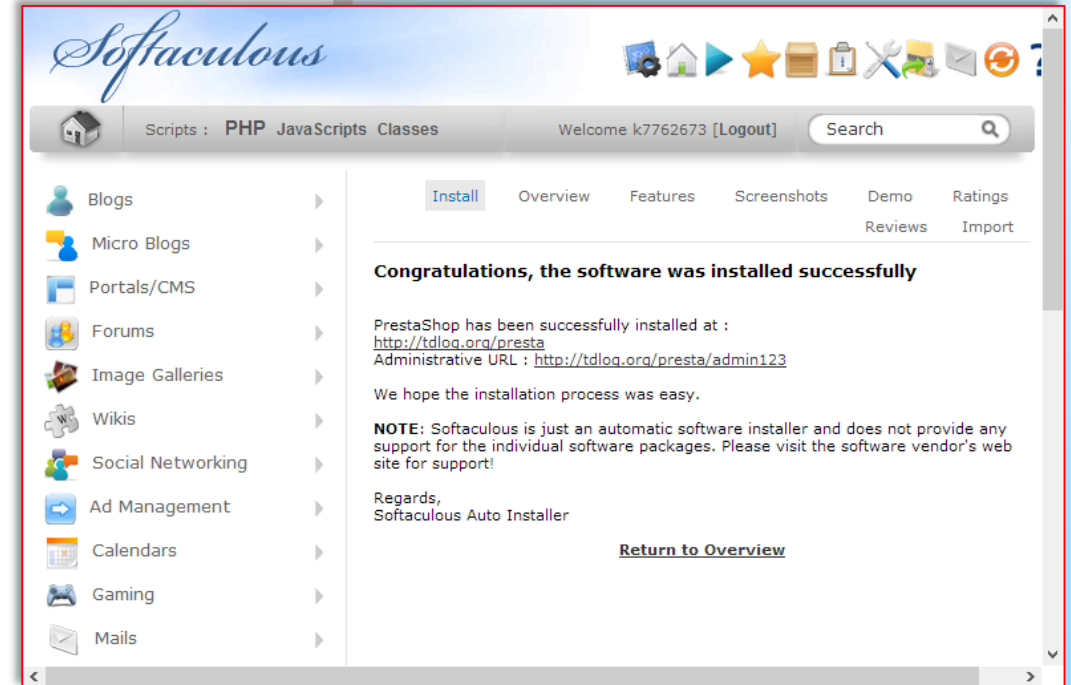
The screenshot shows the PrestaShop installation wizard interface. On the left is a sidebar menu with categories like Blogs, Micro Blogs, Portals/CMS, Forums, Image Galleries, Wikis, Social Networking, Ad Management, Calendars, Gaming, Mails, Polls and Surveys, Project Management, E-Commerce, ERP, Guest Books, Customer Support, Frameworks, Educational, DB Tools, Music, Video, RSS, File Management, and Others. The main content area is titled 'Software Setup' and includes the following sections:

- Install** (button) Overview Features Screenshots Demo Ratings Reviews Import
- Software Setup**
 - Choose the version you want to install**: 1.5.6.2 (dropdown)
 - Choose Protocol**: http:// (dropdown)
 - Choose Domain**: tdlog.org (dropdown)
 - In Directory**: presta (text input)
 - Database Name**: pres816 (text input)
- Site Settings**
 - Store Name**: My Store (text input)
 - Admin Folder**: admin123 (text input)
- Database Settings**
 - Table Prefix**: ps_ (text input)
- Admin Account**
 - Admin Email**: admin@tdlog.org (text input)
 - Admin Password**: password (text input) with a strength indicator: Bad (37/100)
 - First Name**: System (text input)
 - Last Name**: Administrator (text input)

Membuat website CMS (6) - Selesai



The screenshot shows the Softaculous installation progress bar. The progress bar is at 20%. The text below the bar reads: "NOTE: This may take 3-4 minutes. Please do not leave this page until the progress bar reaches 100%".



The screenshot shows the Softaculous installation success message. The text reads: "Congratulations, the software was installed successfully". Below this, it states: "PrestaShop has been successfully installed at : <http://tdloq.org/presta> Administrative URL : <http://tdloq.org/presta/admin123>". It also includes a note: "NOTE: Softaculous is just an automatic software installer and does not provide any support for the individual software packages. Please visit the software vendor's web site for support!". The message is signed "Regards, Softaculous Auto Installer" and includes a "Return to Overview" link.

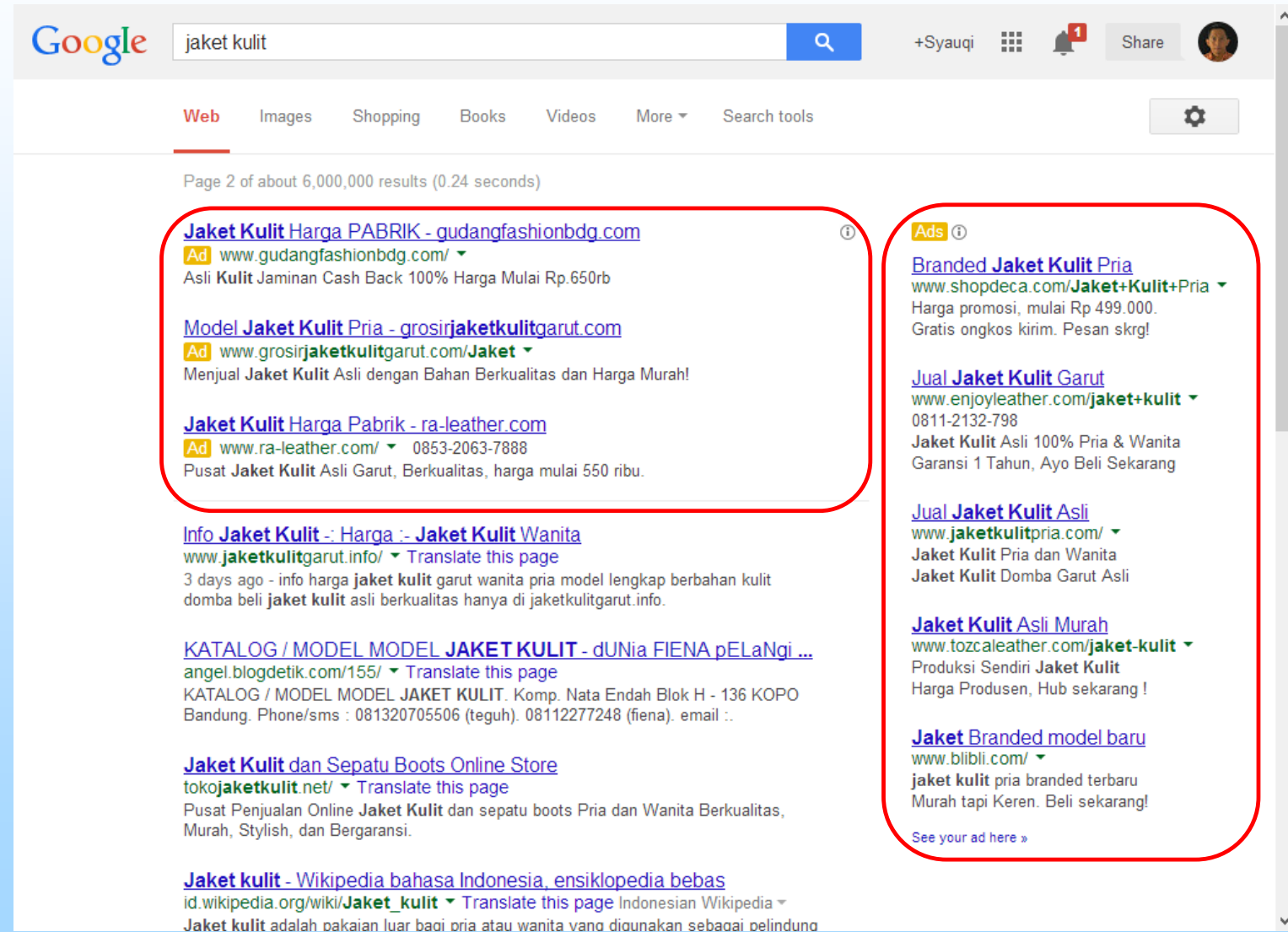
Promosi produk

- ▶ Tak kenal maka tak sayang → Tak tahu maka tak membeli
- ▶ Promosi dilakukan untuk mengenalkan produk ke pelanggan
- ▶ Targeted marketing: melakukan promosi yang lebih terarah
 - ▶ Iklan hanya tampil sesuai dengan syarat-syarat yang kita tentukan
- ▶ Media iklan untuk targeted marketing:
 - ▶ Google Adwords – <http://adwords.google.com>
 - ▶ Facebook – <http://www.facebook.com>

Google Adwords

- ▶ Iklan dapat diatur agar hanya tampil pada lokasi tertentu
- ▶ Iklan yang kita pasang akan tampil pada hasil pencarian menggunakan Google. Misal:
 - ▶ Kita memasang iklan tentang sepatu kulit
 - ▶ Ketika ada orang yang melakukan pencarian dengan Google menggunakan *keyword* "sepatu kulit" → iklan kita akan muncul
- ▶ Iklan juga akan tampil pada website yang berafiliasi dengan Google yang isinya sesuai dengan iklan kita. Misal:
 - ▶ Kita memasang iklan tentang sepatu kulit
 - ▶ Jika ada artikel di website tentang sepatu kulit, maka iklan kita akan muncul
- ▶ Kita hanya membayar ketika ada orang yang meng-klik iklan kita

Google Adwords (2)



Google jaket kulit +Syauqi Share

Web Images Shopping Books Videos More Search tools

Page 2 of about 6,000,000 results (0.24 seconds)

Jaket Kulit Harga PABRIK - gudangfashionbdg.com
Ad www.gudangfashionbdg.com/
Asli Kulit Jaminan Cash Back 100% Harga Mulai Rp.650rb

Model Jaket Kulit Pria - grosirjaketkulitgarut.com
Ad www.grosirjaketkulitgarut.com/Jaket
Menjual Jaket Kulit Asli dengan Bahan Berkualitas dan Harga Murah!

Jaket Kulit Harga Pabrik - ra-leather.com
Ad www.ra-leather.com/ 0853-2063-7888
Pusat Jaket Kulit Asli Garut, Berkualitas, harga mulai 550 ribu.

Info Jaket Kulit :- Harga :- Jaket Kulit Wanita
www.jaketkulitgarut.info/ Translate this page
3 days ago - info harga jaket kulit garut wanita pria model lengkap berbahan kulit domba beli jaket kulit asli berkualitas hanya di jaketkulitgarut.info.

KATALOG / MODEL MODEL JAKET KULIT - dUNia FIENA pELaNgI ...
angel.blogdetik.com/155/ Translate this page
KATALOG / MODEL MODEL JAKET KULIT. Komp. Nata Endah Blok H - 136 KOPO Bandung. Phone/sms : 081320705506 (teguh). 08112277248 (fiena). email :.

Jaket Kulit dan Sepatu Boots Online Store
tokojaketkulit.net/ Translate this page
Pusat Penjualan Online Jaket Kulit dan sepatu boots Pria dan Wanita Berkualitas, Murah, Stylish, dan Bergaransi.

Jaket kulit - Wikipedia bahasa Indonesia, ensiklopedia bebas
id.wikipedia.org/wiki/Jaket_kulit Translate this page Indonesian Wikipedia
Jaket kulit adalah pakaian luar baai pria atau wanita vano digunakan sebaaai pelindung

Ads

Branded Jaket Kulit Pria
www.shopdeca.com/Jaket+Kulit+Pria
Harga promosi, mulai Rp 499.000.
Gratis ongkos kirim. Pesan skrg!

Jual Jaket Kulit Garut
www.enjoyleather.com/jaket+kulit
0811-2132-798
Jaket Kulit Asli 100% Pria & Wanita
Garansi 1 Tahun, Ayo Beli Sekarang

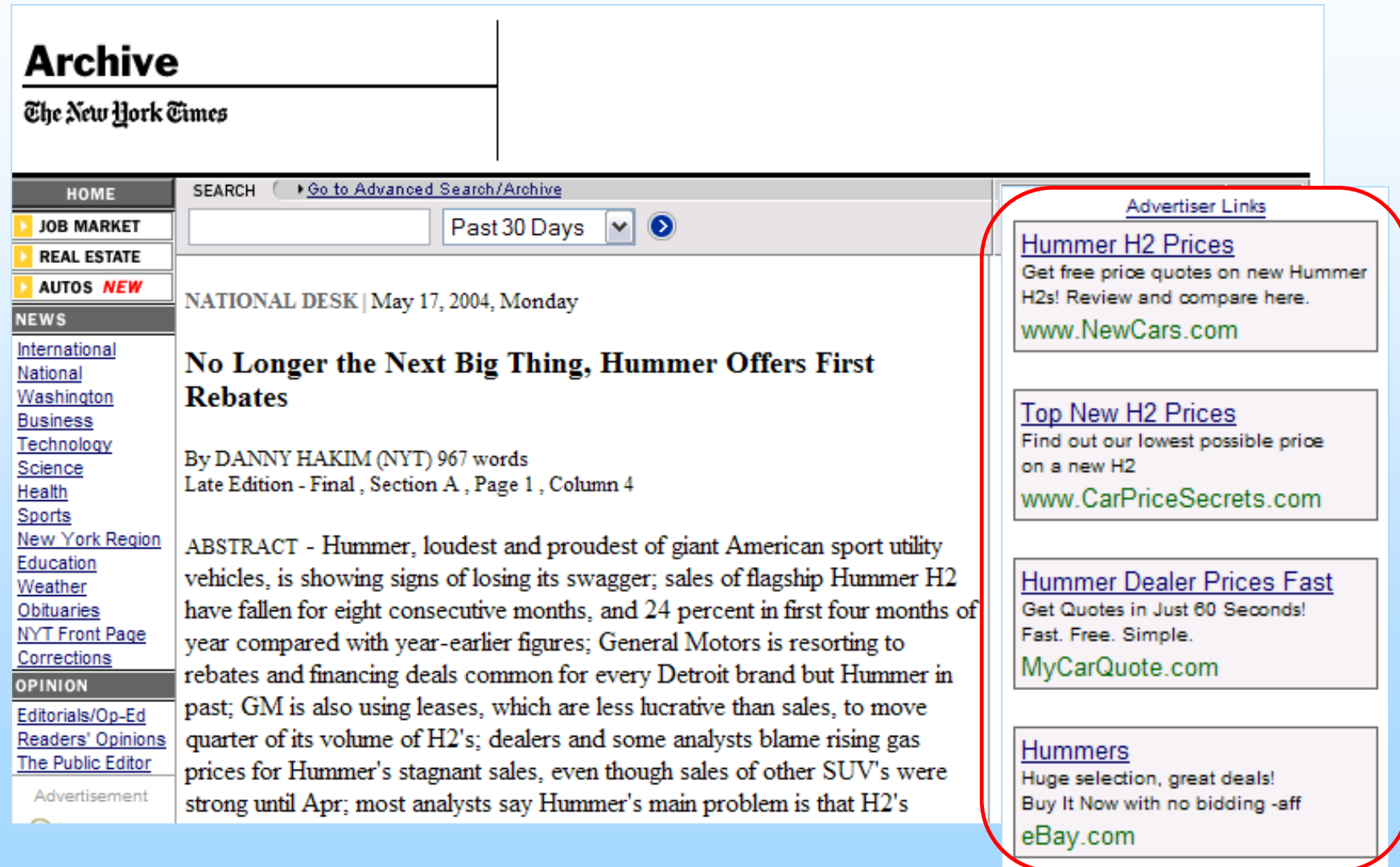
Jual Jaket Kulit Asli
www.jaketkulitpria.com/
Jaket Kulit Pria dan Wanita
Jaket Kulit Domba Garut Asli

Jaket Kulit Asli Murah
www.tozcaleather.com/jaket-kulit
Produksi Sendiri Jaket Kulit
Harga Produsen, Hub sekarang !

Jaket Branded model baru
www.blibli.com/
jaket kulit pria branded terbaru
Murah tapi Keren. Beli sekarang!

See your ad here »

Google Adwords (3)



The screenshot shows a Google AdWords campaign for Hummer H2 prices. The campaign is overlaid on a New York Times article titled "No Longer the Next Big Thing, Hummer Offers First Rebates". The article is dated May 17, 2004, and is written by Danny Hakim. The article discusses the decline in sales of Hummer H2 vehicles and the company's response with rebates and financing deals. The AdWords campaign consists of four ads, each with a headline, a description, and a URL. The ads are: "Hummer H2 Prices" from NewCars.com, "Top New H2 Prices" from CarPriceSecrets.com, "Hummer Dealer Prices Fast" from MyCarQuote.com, and "Hummers" from eBay.com. The ads are displayed in a sidebar on the right side of the page.

Archive
The New York Times

HOME SEARCH [Go to Advanced Search/Archive](#)
Past 30 Days

NATIONAL DESK | May 17, 2004, Monday

No Longer the Next Big Thing, Hummer Offers First Rebates

By DANNY HAKIM (NYT) 967 words
Late Edition - Final , Section A , Page 1 , Column 4

ABSTRACT - Hummer, loudest and proudest of giant American sport utility vehicles, is showing signs of losing its swagger; sales of flagship Hummer H2 have fallen for eight consecutive months, and 24 percent in first four months of year compared with year-earlier figures; General Motors is resorting to rebates and financing deals common for every Detroit brand but Hummer in past; GM is also using leases, which are less lucrative than sales, to move quarter of its volume of H2's; dealers and some analysts blame rising gas prices for Hummer's stagnant sales, even though sales of other SUV's were strong until Apr; most analysts say Hummer's main problem is that H2's

Advertiser Links

[Hummer H2 Prices](#)
Get free price quotes on new Hummer H2s! Review and compare here.
www.NewCars.com

[Top New H2 Prices](#)
Find out our lowest possible price on a new H2
www.CarPriceSecrets.com

[Hummer Dealer Prices Fast](#)
Get Quotes in Just 60 Seconds!
Fast. Free. Simple.
MyCarQuote.com

[Hummers](#)
Huge selection, great deals!
Buy It Now with no bidding -aff
eBay.com

Memasang Iklan melalui Google Adwords

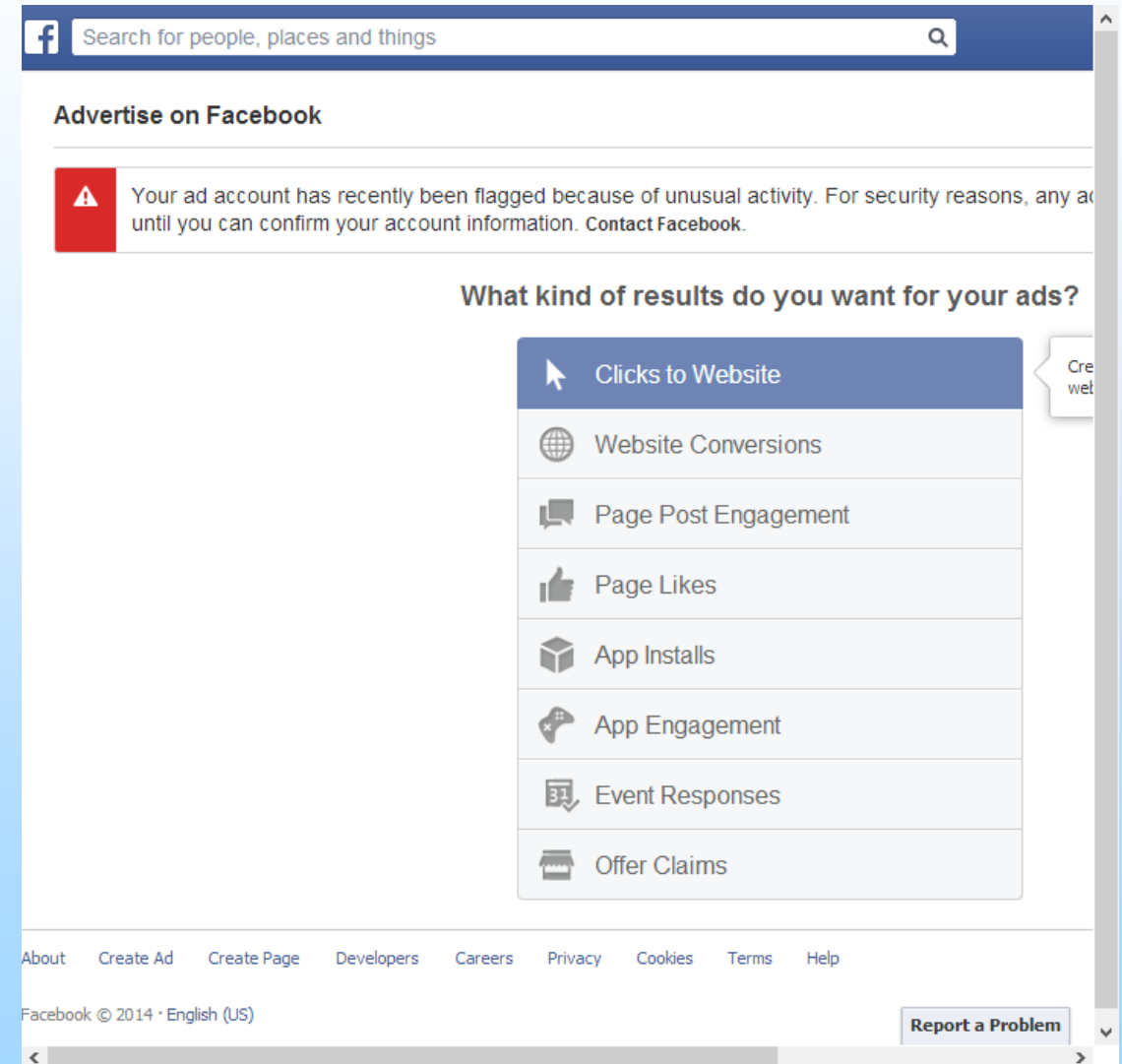
1. Tentukan budget pengeluaran iklan anda
2. Buat iklan anda
3. Tentukan kata kunci (keyword) yang sesuai dengan produk yang anda jual
4. Masukkan informasi tentang pembayaran

Iklan di Facebook



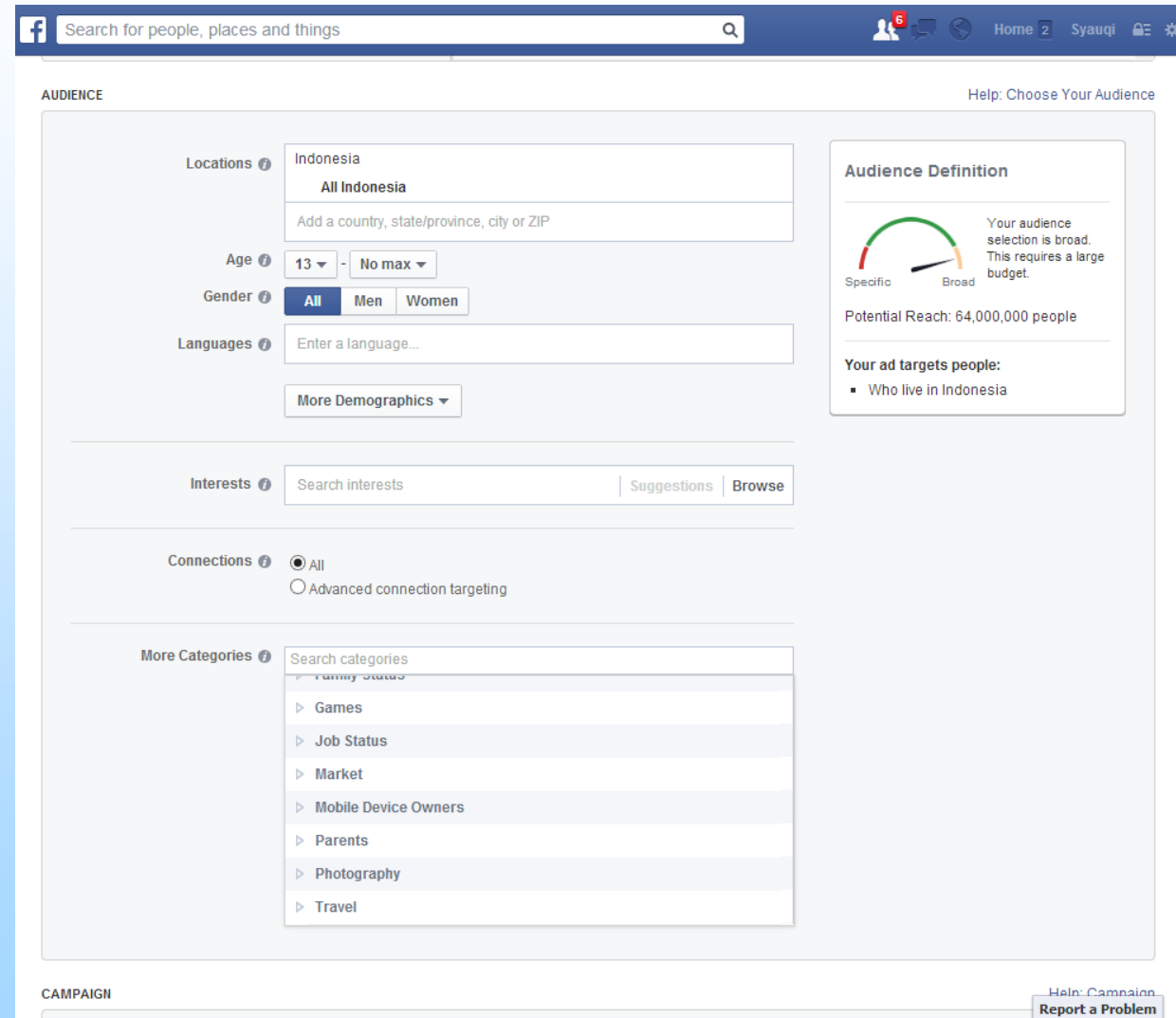
Iklan di Facebook (2)

- Harus memiliki account di facebook
- Budget dapat disesuaikan dengan keinginan
- Dapat memilih audiens berdasarkan: lokasi, umur, jenis kelamin, bahasa, dan lain-lain



The screenshot shows the Facebook Ad Manager interface. At the top, there is a search bar with the text "Search for people, places and things". Below the search bar, the heading "Advertise on Facebook" is visible. A red warning box with a triangle icon contains the text: "Your ad account has recently been flagged because of unusual activity. For security reasons, any ads will be paused until you can confirm your account information. Contact Facebook." Below the warning, the question "What kind of results do you want for your ads?" is displayed. A list of ad objectives is shown, with "Clicks to Website" selected and highlighted in blue. Other options include "Website Conversions", "Page Post Engagement", "Page Likes", "App Installs", "App Engagement", "Event Responses", and "Offer Claims". At the bottom of the page, there are links for "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". The footer includes "Facebook © 2014 · English (US)" and a "Report a Problem" button.

Iklan di Facebook – Audiens



The screenshot shows the Facebook Audience targeting interface. At the top, there is a search bar for people, places, and things. Below this, the 'AUDIENCE' section is visible, with a help link 'Help: Choose Your Audience'. The interface is divided into several sections for defining the target audience:

- Locations:** A dropdown menu is set to 'Indonesia', with 'All Indonesia' selected. Below it is a text input field for 'Add a country, state/province, city or ZIP'.
- Age:** A range selector is set to '13' - 'No max'.
- Gender:** Three buttons are available: 'All' (selected), 'Men', and 'Women'.
- Languages:** A text input field for 'Enter a language...'. Below it is a 'More Demographics' dropdown menu.
- Interests:** A search bar for 'Search interests' with 'Suggestions' and 'Browse' links.
- Connections:** Two radio buttons: 'All' (selected) and 'Advanced connection targeting'.
- More Categories:** A search bar for 'Search categories' with a dropdown menu showing categories like 'Family Status', 'Games', 'Job Status', 'Market', 'Mobile Device Owners', 'Parents', 'Photography', and 'Travel'.

On the right side, there is an 'Audience Definition' box. It features a gauge with a needle pointing towards the 'Broad' end. The text reads: 'Your audience selection is broad. This requires a large budget.' Below this, it states 'Potential Reach: 64,000,000 people'. At the bottom of this box, it says 'Your ad targets people:' followed by a list item: 'Who live in Indonesia'.

At the bottom of the page, there is a 'CAMPAIGN' section with a 'Help: Campaign' link and a 'Report a Problem' button.

“

Terima Kasih

”