



Web Site Sebagai Media Pemasaran

Seminar Sukses Bisnis Melalui E-Commerce
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PT Insan Komunikasi



Outline

- Intro web site
- Kelebihan web site
- Penggunaan web site
- Bentuk, penempatan, dan penamaan web site
- Implikasi dan tips pengelolaan



Apa itu web site?

- Sebuah “tempat” virtual di Internet
- Menjadi alamat
- Keharusan memiliki web site = memiliki telepon dalam bisnis.
 - Maukah anda melakukan bisnis dengan perusahaan yang tidak memiliki alamat dan nomor telepon?



Kelebihan web site sisi penyedia informasi

- Buka 24 jam/hari
 - Tidak bergantung kepada time zone, time difference
- Menjangkau seluruh dunia, menghilangkan batas ruang dan waktu
- Dapat digunakan untuk menyediakan informasi sedetail mungkin dan selalu uptodate
- Jalur distribusi baru
- Mengurangi cost?



Kelebihan web site sisi pemakai

- Tidak diganggu oleh salesman
- Dapat diakses dari rumah
- Dapat dibuat personalized



Penggunaan web site

- Tempat untuk menyediakan informasi
- Media pemasaran (catalog online)
- Media distribusi produk digital
 - Software
 - Audio & Video
 - Buku



landsend.com
1-800-963-4816

Find a Product

go

Women's Store

Tailored
Casual

Knit Tops

Polos & T-shirts

Cotton Sweaters

Cashmere

Woven Tops

Pants & Jeans

Dresses & Skirts

Collections

Swimwear

Beach

Accessories

Shorts & Skorts

Our Store

Overstocks

Help

Your Account

Shopping Bag

Checkout

Corporate

Welcome

Women's

Men's

Kids

For the Home

Luggage

Gifts

Vis

Welcome to the Women's Store



Business Casual

Give your blazer
the day off.

A twinset fits in somewhere between the gravity of a blazer and the informality of a sweater worn solo. Wear it in place of a jacket to dress down a suit, under a blazer to add texture, or with pretty much anything.

With its luxe spring-weight cashmere fabric and delicate piping, the [sweater set](#) is classic style personified. Plus, unlike woven shirts, it's naturally wrinkle-free, making it key to the Business Casual wardrobe. Because we all



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Men's

Kids

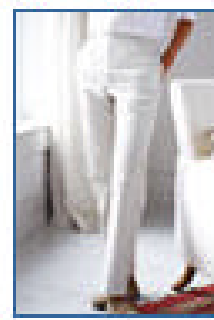
For the Home

Luggage

Gifts

Welcome to the Women's Store

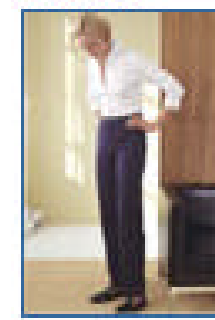
Chinos



- [Flat-front](#)
- [Full-leg](#)
- [L-pocket](#)
- [Slim Stretch](#)
- [Stretch](#)

[View all...](#)

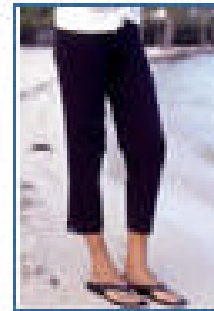
Stretch



- [Zip-front](#)
- [Zip-front Cropped](#)
- [Poplin](#)
- [Sateen](#)
- [Sateen Capris](#)

[View all...](#)

Knit



- [Cotton/Lyera](#)
- [Capri](#)
- [Sport](#)
- [Leggings](#)
- [Slim](#)
- [Zip-front](#)

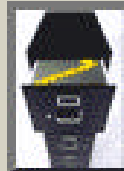
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Capri/Cropped Styles



- [Cropped Chinos](#)
- [Stretch Sateen](#)
- [Capri](#)
- [Knit Capri](#)
- [Stretch Side-zip](#)
- [Capri](#)
- [Stretch Zip-front](#)
- [Cropped](#)

[View all...](#)



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your corporate
documents.

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Search!

Band name | Song name | Genre



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REGIONS

INDONESIA

Band: [Bobb](#)

Album:

Song: [Kid with a 303](#)



Band: [MALARI](#)

Album: Dance 2 The Noiz

GENRE

[Acoustic/Instrumental](#)

[Alternative](#)

[Blues](#)

[Classical](#)

[Electronica](#)

[Folk](#)

[Hip-Hop](#)

[Jazz](#)

[Metal](#)

[New Age](#)



Penggunaan web site [2]

- Untuk melakukan transaksi
- Mendekatkan customer dengan perusahaan
 - Melalui umpan balik (email, online form)



Program Info

[Features](#)

[Keyboard](#)

[Plug-ins](#)

Try It - Buy It

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Services

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News

20 March

[Beta version 1 of Opera 4 for Windows](#) is released!

[Beta version 4 of Opera for EPOC](#) now available

10 March

Final version of [Opera 3.62 for Windows](#) now available

29 February

Among the top 5% of ZDNet's downloads, [Opera is rated as a 5-star Editors' Pick.](#)

25 February

[Opera Software and Ericsson Today Announce Agreement](#)

24 February

[Opera - Fast and Small - The Browser of Choice for the Internet Device Market](#)





Bentuk web site

- Bergantung kepada penggunaan
 - Penyedia informasi, berita
 - Portal untuk menghasilkan lalu lintas



Penempatan web site

- Bergantung kepada kebutuhan dan budget
 - Memiliki server di lokasi kantor sendiri: tarik leased line, mahal \$\$\$, lambat
 - Di simpan di ISP (co-locate): lebih murah \$\$, cepat
 - Sewa disk space dan account dialup: paling murah \$ (bahkan ada yang gratis), cepat



Penamaan web site (domain)

- Menggunakan alamat yang mudah diingat
 - <http://www.usahaku.co.id>
 - <http://produk1.usahaku.co.id>
- Mendaftarkan domain
 - gTLD: .com, .net, .org
domain registrar
 - ccTLD: co.id, or.id, web.id
IDNIC <<http://www.idnic.net.id>>



Implikasi memiliki web site

- Menyediakan resources untuk mengelolanya
 - SDM (teknis, content)
 - Telekomunikasi
 - Server dan workstation (desainer)
 - Waktu
- Dapat di-outsource
- Budget



Tips untuk mengelola web site

- Perbaharui web secara berkala
- Struktur yang jelas untuk memudahkan navigasi
 - Ada informasi bagaimana mengontak anda
- Jangan terlalu banyak grafik yang besar (menghabiskan *bandwidth*, membutuhkan waktu lama untuk melihatnya, infrastruktur belum memadai)



Tips [2]

- Daftarkan search engine & direktori
 - Search engine: Yahoo!
 - Dapat dilakukan secara manual atau otomatis dengan menggunakan servis pendaftaran (outsourcing)
 - Pasang banner di beberapa tempat
 - Jangan melakukan spamming


[home](#)
[my business](#)
[directory](#)
[help](#)


SubmitIt!

Announce your web site

[Sign Up Now!](#)

Get Listed on Search Engines and Directories

With the explosion of sites on the web, how can you make sure customers find you? SubmitIt! makes getting listed quick and easy! In just 3 short steps, you can get submitted to your choice of up to 400 search engines and directories.

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Get three powerful marketing tools when you join our Premium Membership. For only \$19.99/month you can:

- Get 10 URLs listed on up to 400 search engines and directories.

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Services

- [Search Engine Tips](#)
- [Affiliate Program](#)
- [Add A Directory](#)
- [Submit It! Free Trial](#)

News

[Site Registration](#)

Bookmarks Location: http://kakilima.piksi.itb.ac.id/dbukcl/ukcl_fields.php3

basis data
USAHA KECIL



Home Tenaga Pakar Daftar Perusahaan Bidang Usaha Berita Terbaru

Bidang Usaha

Daftar Bidang Usaha

No.	Bidang Usaha
1.	Kerajinan
2.	Kerajinan Tangan
3.	Batok Kelapa
4.	Wood Craft
5.	Kertas Seni
6.	Keramik
7.	Seni Islam

<http://kakilima.piksi.itb.ac.id>

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Tip: avoid common words such as: the, a, and, etc.

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- ▶ SHOPPING
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Penutup

- Brick and mortar
- Click and mortar



Penutup

- Brick and mortar
- Click and mortar
- Klik and modar... ???



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