

Written by:

Wirdhatull Muthmainnah Alkamil

20200510402

Supervised by:

Arie Kusuma Paksi, S.I.P, M.A., Ph.D.

## DEPARTMENT OF INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS

FACULTY OF SOCIAL AND POLITICAL SCIENCES UNIVERSITAS
MUHAMMADIYAH YOGYAKARTA 2024

## STATEMENT OF AUTHENTICITY

I, the undersigned, declare that the thesis entitled "The Contributions of Shopee to the Indonesian E-commerce Sector in 2023" solemnly declares that this thesis is truly the result of my work, not the result of a takeover, and has never been submitted to obtain a bachelor's degree at the Universitas Muhammadiyah Yogyakarta or any other University.

I made this statement truthfully, and if in the future it regularities are found, I am willing to accept academic sanctions and be processed according to the policies of the University of Muhammadiyah Yogyakarta.

Yogyakarta, 24 June 2024

Wirdhatull Muthmainnah Alkamil

ı

## **PREFACE**

Alhamdulillah, I praise and thank Allah Subhanahu Wa Ta'ala, the only one who asks for help. Thank you, O Allah, for all your help, grace, and love so I can complete my thesis entitled "Shopee's Contribution to the E-commerce Sector in Indonesia in 2023". Shalawat and greetings to Rasulullah Shallallahu Alaihi Wasallam who has always been a source of inspiration and the best example for mankind.

The author is aware of the many parties who provided support and assistance during the completion of this research and final assignment. Therefore, as this report would not have been successful without the necessary support and guidance, the author would like to extend his highest appreciation to:

- 1. Allah SWT, praise and gratitude to the presence of Allah SWT for all the blessings, mercy, and guidance, that have allowed me to complete the writing of this thesis.
- 2. Ayah and Bunda who always supported me from the beginning of the thesis registration until the writing of this thesis was completed. They not only support me with words of encouragement, but they also guide and give appreciation, Thank you, Ayah Bunda.
- 3. My brothers, Hatta and Sulthan who always make me enthusiastic about completing my thesis, I love you.
- 4. Mr. Arie Kusuma Paksi, S.IP, MA, Ph.D., as my Supervisor who always guided and provided suggestions so that this thesis could be prepared properly.
- 5. All my friends in the "Camp Ceria" group who always support me, are always there when I need them, thanks for being such a great friend and treating me not only as a friend but also as a sister, you mean a lot to me.
- 6. All other high school, exchange, and IPIREL friends, especially Suci Nurani, who always wanted to go anywhere, always supported, encouraged, and also motivated me to continue to be enthusiastic in completing this thesis.
- 7. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for, for never quitting.

## APPROVAL SHEET i

MOTTOPREFACE	. iv
PREFACE	
	1
CHAPTER I	,, 1
INTRODUCTION	1
1.1. BACKGROUND	1
1.2. RESEARCH QUESTION	3
1.3. RESEARCH OBJECTIVES	3
1.4. RESEARCH BENEFITS	3
1.5. THEORETICAL FRAMEWORK	4
1.6. ARGUMENTS	5
1.7. RESEARCH METHODOLOGY	5
1.8. DISCUSSION SYSTEMATIC	6
CHAPTER II: SHOPEE CONTRIBUTION TO INDONESIA E-COMMERCE IN 2023	7
2.1. The Presence of Shopee in E-commerce	7
2.1.1. Expand the Market Strategy	9
2.1.2. Transaction Services	10
<ul><li>2.2. Shopee's Existence in Indonesian.</li><li>2.3. Shopee contributes to Indonesia's E-commerce by encouraging consumer E-commerce</li></ul>	
adoption through various programs and features	
2.3.1. Shopee Vouchers	15

	2.3.2.	Shopee Live	16
	2.3.3.	Shopee Affiliates	18
	2.3.4.	Shopee Export	20
	2.3.5.	Shopee Super Award 2023	21
	2.3.6.	E-commerce Growth in Indonesia	22
		pee contributes to Indonesia's E-commerce by encouraging MSMEs to be n	
СНА	PTER III <u>:</u>	_CONCLUSION	29
REFI	ERENCES	$\mathbf{S}_{\mathbf{r}}$	30