

Undergraduate Thesis
The Expansion of Alibaba Group Holding Limited to E-commerce Market in
Indonesia



UMY

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STATEMENT OF ORIGINALITY

I, the undersigned, hereby declare that this undergraduate thesis entitled “THE EXPANSION OF ALIBABA GROUP HOLDING LIMITED TO E-COMMERCE MARKET IN INDONEISA” has not been submitted for any degree or other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

I made this statement truthfully and in case of any discrepancy found in this statement in the future, I am willing to accept academic sanction and be processed in accordance with the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Tasikmalaya, 16th April 2021



Elfira Widyaningsih 20170510086

MOTTO

“Formal education will make you a living; self-education will make you a fortune.”

“A mind needs books like a sword need a whetstone.”

“If you cannot do great things, do small things in a great way.”

“ Do not lose hope, nor be sad”. Quran 3:139

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LIST OF ABBREVIATIONS

AI	Artificial Intelligence
AIIB	the Asian Infrastructure Investment Bank
ASEAN	Association of Southeast Asian Nations
B2B	Business to Business
B2C	Business to Customer
BCG	Boston Consulting Group
BKPM	Badan Koordinasi Penanaman Modal
BPS	Badan Pusat Statistik
C2C	Customer to Customer
CIPS	the Center for Indonesian Policy Studies
CLSA	Credit Lyonnais Securities Asia
EBITDA	Earnings Before Interest, Taxes, Depreciation, and Amortization
E-commerce	Electronic Commerce
FDI	Foreign Direct Investment
GDP	Gross domestic product
GMV	Gross merchandise volume
IaaS	Infrastructure as a Services
IPO	Initial Public Offering
IMF	International Monetary Fund
KAA	Asian-African Conference
NBS	The National Bureau of Statistics of China
MAC	Middle-class and Affluent consumer
MNC	Multinational corporation
OLI	Ownership, Location and Internationalization
S&P	Standard and Poor's

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