
Analysis of Business Communication Strategy for Information Technology Lazada Indonesia

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Abstract

Business strategy is the main thinking base in determining information technology strategy because the strategy states the company's vision and mission as well as performance targets for each function and organizational structure. The purpose of this study was to determine the business communication strategy in the field of information technology in supporting sales at PT Lazada IndonesiaAa. This study uses a qualitative approach and constructivism paradigm. The analysis technique used is data collection, data reduction, data presentation and drawing conclusions and verification. The results of the study state that through the media website, Lazada Indonesia can conduct business communication with consumers. Lazada Logistics Indonesia's Corporate IT in its business communication strategy uses Alibaba's baseline communication, only different cultures. The business communication strategy has been effective, as evidenced by the lack of complaints, as evidenced by user reduce complaints, issues that are handled so that they do not recur. In the face of increasingly fierce competition, Lazada Corporate IT needs to make improvements, make something different from other e-commerce, and carry out IT improve support for other teams to be able to compete. The solution in dealing with obstacles is that each leader has a special way, each is more flexible, makes the team like friends, raises awareness in working according to their respective personalities. Communicating with related teams, treating users when there is an issue down, the IT team always backing up, lips service – performance. Lazada Logistics Indonesia Corporate IT always conducts evaluations, internally weekly meetings, reports and evaluations are carried out. Externally it is always done, there is an “IT-Help Desk” asking users for complaints, identification and action.

Keywords: Business Communication Strategy, Information Technology Lazada Indonesia

Introduction

Technology and marketing opportunities in Indonesia are currently a business strategy for the community. Technology has made the world seem without borders, internet-based technology is the trigger. Broadly speaking, advances in internet technology are also accompanied by the development of various access points which have an impact on accelerating industrial globalization. Digital technology which is very widely applied has an impact on every field, including the business sector. Business activities that were originally an interaction between entrepreneurs and consumers with

traditional systems are required to follow business developments in the digital era with all its novelties. With various conveniences of communication via the internet, all entities in the industrial system are no longer limited by space and time (Mellyan, 2020).

In Indonesia, the number of internet users is quite high, reaching 73.7% of the total population. This number shows that the Indonesian population is technologically literate and following the developments of the times not inferior to other countries. Even the average Indonesian can spend 3 hours to access the internet, especially social media. The total

population currently reaches 274.9 million people, who are active users of social media, which could reach 170 million, which is equivalent to 61.8 percent of Indonesia's total population in January 2021. This number increased by 10 million or around 6.3 percent compared to last year. Indonesia is included in the top 10 countries that are addicted to social media. There are around 168.5 million Indonesians using

smartphones or tablets to access social media, with a penetration of 99 percent. According to the same report, in January 2021, internet users in Indonesia had reached around 202.6 million with a penetration of 73.7 percent and 96.4 percent using smartphones to access the internet. Complete data on internet users in Indonesia is shown in Figure 1 below:

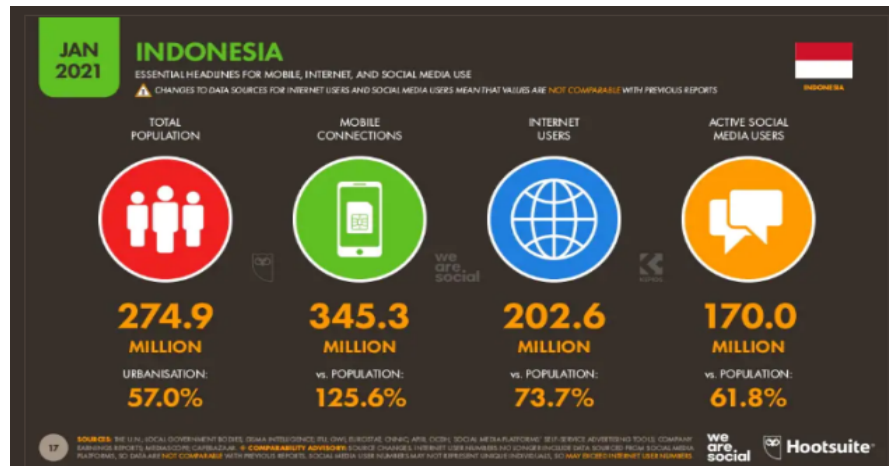


Figure 1. Number of Internet Users in Indonesia
Source: (Haryanto A. T., 2021)

Based on the results of the latest Hootsuite and We Are Social reports, the number of Indonesian internet users continues to increase; Indonesia's internet users will reach 202.6 million by January 2021. When compared to the number of internet users in 2020, there is an increase of 15.5% or more than 27 million people in the last 12 months. Not only Indonesian internet users have increased, the number of connected mobile devices has also increased to 345.3 million and users active on social media (medsos) on various platforms have increased by 10 million to 170 million.

One of the internet-based companies in Indonesia that is engaged in e-commerce, namely Lazada, is now able to compete with similar companies that were

previously established as well as new companies that are now also emerging. To continue to be able to compete and dominate the market in Indonesia, Lazada must be able to carry out its business strategy. Lazada Indonesia is under the auspices of the Alibaba Group, which is a type of e-commerce that is carried out between companies and companies.

Lazada.co.id is the 3rd most visited e-commerce website in Indonesia every month around 27.67 million and Lazada is also the 2nd most visited application in Indonesia every month around 349.37 million (Lestarini A. , 2021). To see product variations in various categories, see the Lazada Indonesia platform in the following figure 2:

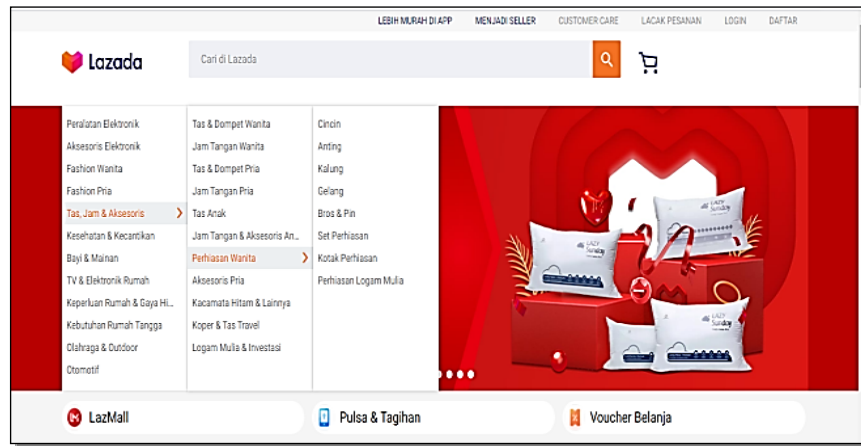


Figure 2. Platform Lazada Indonesia 2021
Source: (Lazada, 2021)

Lazada.co.id's success so far has been supported by a good business communication strategy and therefore able to penetrate the e-commerce market in Indonesia, which has many cultural differences. The characteristics of consumers in Indonesia who often consider the value and usefulness of a product carefully, can be faced by Lazada.co.id. The rapid development of Lazada.co.id shows that the e-commerce market share in Indonesia is growing and increasingly competitive.

Lazada Indonesia in conducting online marketing through the website through the following stages: (1) describing brands, products, and consumers; (2) setting and planning goals; (3) designing effective websites, designing promotional activities, using email for two-way communication, and evaluation. Lazada creates online marketing by creating a marketing website to promote the sale of its products. A marketing website is a site that engages consumers to interact that will bring consumers closer to direct purchases or other marketing results (Kotler & Armstrong, Prinsip-prinsip Pemasaran, 2016).

The lazada.co.id website has various purposes and contents. In addition to providing products and promoting sales, lazada.co.id is designed to establish good relationships with consumers by providing rich information and other features in order

to answer various consumer questions, forge closer consumer relationships and generate interest in the company. The lazada.co.id website involves consumers in interacting; consumers can see the product categories on the Lazada Indonesia page. Consumers can also view product information to be purchased, besides those consumers can also see live sales promotions every day. Customer can click on the mouse to place an order online and choose the payment method.

Research on business communication strategies has been carried out by (Fauziah, Strategi Komunikasi Bisnis Online Shop "Shopee" Dalam Meningkatkan Penjualan, 2020) researching the "Shopee" Online Shop Business Communication Strategy in Increasing Sales. The results of the study stated that the business communication strategy carried out by Shopee was through the marketplace. By making it easy for sellers and buyers to interact through its live chat feature, Shopee also offers many products ranging from gadgets, fashion, cosmetics, and electronics, automotive and so on.

Every company in running its business has a well-defined strategy, one of which is to support the company's activities. The steps to be taken will be conditioned by the situation and conditions both in terms of society and the economic situation. This step is a strategy or method for a program that aims to support the

advancement of the company's business (Giantika, 2021).

Furthermore, according to Krizan in (Putri & Ruliana, 2019) stated that Business communication is the process of establishing a common understanding between or among people within a business environment. Business communication is the process of building a common understanding between people in a business environment. This research is interesting because it discusses the Information Technology Business Communication Strategy in supporting Sales at PT. Lazada Indonesia.

Theoretical Framework

To discuss the analysis of Lazada Indonesia's information technology business communication strategy, three theories are used that underlie the communication strategy, namely Put strategy, a focused communication strategy to get the public, which intends to show the audience so they can see the product, consider it, and then enter the network company. Push strategy, this communication strategy focuses on employee performance skills, this strategy shows the achievement of the ability to encourage loyalty and work commitment. Pull Strategy, this communication strategy is to maintain the company's image and the process refers to the goal of maintaining relationships with relationships and consumers.

The term communication comes from the word communication which etymologically comes from the Latin communicationis which comes from the word "communis" which means the same. Tertimonological communication refers to a question regarding the process of delivering a statement by one person to another (Juliyana, Sutarjo, & Nurfallah, 2019). Meanwhile, according to Laswell in (Feriyanto & Endang, 2015) the elements of communication consist of: (1) the sender is the party who conveys the message to another person; (2) message is the content

that will be sent by someone to another person; (3) channel is the medium through which the message is sent to the communicant; (4) receiver is a person who receives messages from other people; (5) feedback is a response from receiving a message for the content of the message it has sent; (6) rules agreed by the communicators on how the communication will be carried out (protocol).

Meanwhile (Mulyana, 2015) argues that in the communication process there are factors that have an important role in it, namely: (1) source or sender is a person or group or company that has ideas (ideas, sales plans, etc.) to be sent to other people or groups; (2) translation is the second factor, namely as the stage of interpreting thoughts into symbolic form (encoding); (3) message is what is spoken by the source to the recipient in the form of verbal and/or non-verbal symbols that represent feelings, values, ideas from the source; (4) Channel (medium or channel) is a medium for sending messages; (5) receiver. The recipient or often called the target (destination), communicate, encoder or audience, listener, interpreter, namely the person who receives the message from the source. In this stage the decoding process occurs, where the recipient of a set of verbal and/or non-verbal symbols is accepted as an comprehensible idea from the communicator; (6) Interpretation is an element of communication, namely as a stage carried out by the recipient in interpreting the message from the communicator; (7) Disturbance (noise). A message that travels down a channel is affected by a disturbing external stimulus. Disruption in the communication process can exist at any stage, whether it is at the source, media, receiver, or otherwise; (8) Feedback. That is the response of the recipient to the message it receives. In this stage, the source can assess whether the message sent can be received properly and well by the recipient, so that it can provide feedback to the recipient.

According to Krizan in (Putri &

Ruliana, 2019) stated that Business communication is the process of establishing a common understanding between or among people within a business environment. Business communication is the process of building a common understanding between people in a business environment. Business communication is seen as a communication used to build partnerships, intellectual resources, to promote an idea; a product; service; or an organization, with the goal of creating value for the business it does. Business Communication also includes comprehensive knowledge of the internal and external sides of the business (Suyani, Zahara, & Siregar, 2019). Meanwhile, according to (Arni, 2016), "communication strategy is all that relates to the plans and

tactics or ways that will be done to communicate by showing the sender, message, and recipient in the communication process to achieve the expected goals".

There are four objectives in developing a communication strategy, namely: (1) To secure understanding, is a goal to ensure that there is a mutual understanding when communication is taking place. (2) To establish acceptance, is a method that ensures mutual understanding is maintained properly. (3) To motivate action is a pioneer to be able to push it, (4) To goals which the communicator seeks to achieve is a way to get to the goals that the communicator wants to aim at when the communication takes place (Muyasaroh & Faris, 2016).

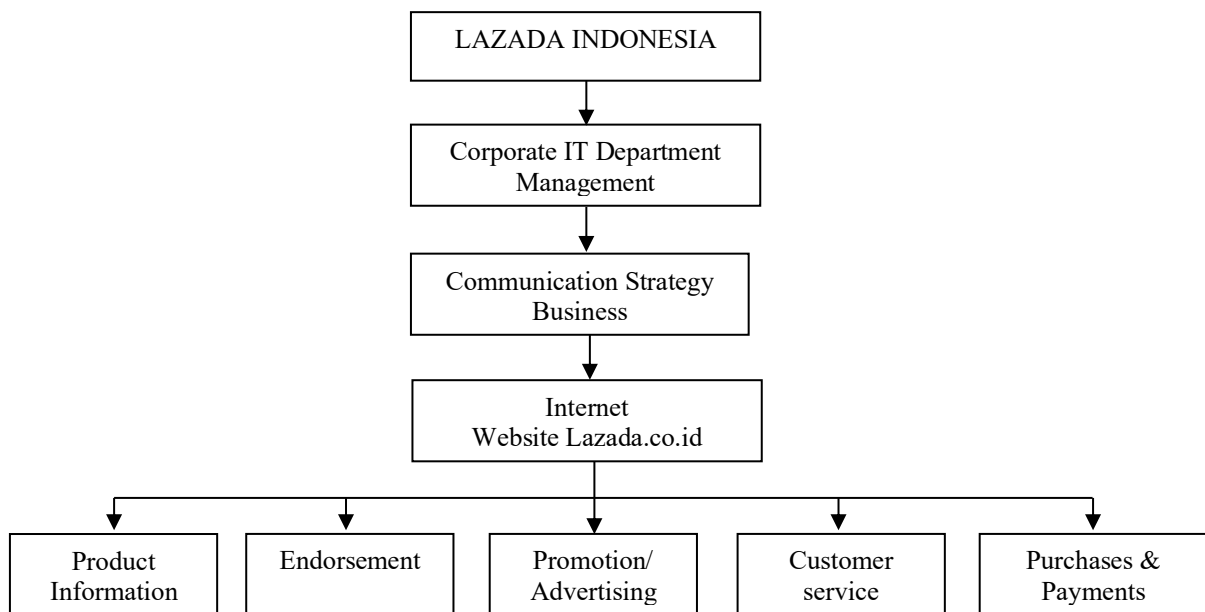


Figure 3. Thinking Framework

Source: Processed by Researchers (2021)

Material and Methodology

This study uses a qualitative approach and constructivism paradigm. The subjects of this research are IT employees in the IT Department of Lazada Indonesia Company. The object of this research is the IT Department Management of Lazada Indonesia Company. This research was conducted in December 2021 at the Lazada Indonesia Corporate IT Department on Jl

H.R. Rasuna Said Kav. X-2 No.1, South Jakarta.

In determining informants, the technique used is purposive sampling, namely the technique of sampling data sources with certain considerations (Sugiyono, 2017). Based on the criteria of informants that have been determined by the researchers, obtained four informants from the Lazada Indonesia Corporate IT

Department and 1 key informant from the Head of Country and CIT Team Lazada Logistik Indonesia Co.

Data collection techniques used are interviews, observation and documentation. The data analysis technique used is four steps according to (Bungin, 2015) namely Data Collection, Data Reduction, Data Display and Verification and Confirmation of Conclusions. In this study, researchers used triangulation as a technique to check the validity of the data.

Result and Discussion

Lazada Indonesia is currently conducting online business on a digital network that brings Lazada to consumers through the lazada.co.id website. This website is a form of business communication strategy carried out by Lazada. According to Cangara in (Da Costa, Aloysius, & Petrus, 2017), in formulating a communication strategy one must take into account the conditions and situations of the audience. So the first step is to get to know the audience. The audience is not passive but active, so that between the communicator and the communicant there is not only a relationship but also mutual influence. The audience can be influenced by the

communicator but the communicator can also be influenced by the audience itself. By knowing and understanding the characteristics of an audience, it means an opportunity to achieve successful communication. This will certainly make it easier for the Lazada Indonesia IT (Corporate IT) team to develop the lazada.co.id website.

Lazada.co.id is a marketing communication medium that is used to interact with consumers by providing sales offers for products from Lazada. Consumers can interact easily through the website. Lazada can directly control orders or requests for further information. Lazada Indonesia is able to create value for customers and build customer relationships through its website which has provided marketers in a completely new way. Lazada Indonesia provides in-depth and free information about the shape and benefits of a product. This is certainly very beneficial for marketers than using other media that require large costs for advertising. The website has the same function as advertising and becomes a new sales medium because it can provide information, persuade, remind consumers about product offerings and transact e-commerce.



Figure 4. Number of Active Users of E-Commerce Marketplace in Q1-2021
Source: (Iprice insight, 2021)

Based on the graphic above, it can be explained that Lazada occupies the 4th position with the number of active users of

the e-commerce marketplace during the first quarter (Q1) of 2021 as many as 30.5 million below Tokopedia (135.1 million),

Shopee (127.4 million) and Bukalapak). (34.2 million) and above Blibli (19.6 million) and JD.id (4.1 million) in the 4th position, indicating that Lazada's business communication strategy is quite good.

There are 2 classifications of electronic commerce models carried out by Lazada Indonesia, namely business to consumer (B2C) selling goods and services online to end consumers. The lazada.co.id website is a medium used to communicate business with consumers, such as informing its products, doing endorsements, promotions/advertising, customer service and carrying out purchasing and payment activities. This business communication strategy is very important to be carried out by Lazada Indonesia because it is a communication carried out to carry out a business activity, messages and strategies used by the company to be able to achieve the expected business goals. This is in line with the opinion of the informants about the business communication strategy at Lazada Indonesia.

"Actually, we see business from an IT side. We have to give an "IT perspective" to users, why not because not all users know how IT is. So we have to put together words that can describe what it means to visualize so that they can easily understand how the actual implementation of IT is in the field. For example, in carrying out their project, they have an estimated timeline and they will make it initially if we don't coordinate it will be difficult. So business communication is very important, because if we don't give our point of view, miscommunication can occur. What is clear is that from our point of view the most important thing is as clear as possible ... even if it is rated 1 - 10 then the business communication strategy is at a value of 10. The reason is still the same we "follow the business" because the business continues to grow, IT must also exist improve there" "Actually, we see business from an IT side. We have to give an "IT perspective" to users, why not because not all users know how IT is. So we have to put together words

that can describe what it means to visualize so that they can easily understand how the actual implementation of IT is in the field. For example, in carrying out their project, they have an estimated timeline and they will make it initially if we don't coordinate it will be difficult. So business communication is very important, because if we don't give our point of view, miscommunication can occur. What is clear is that from our point of view the most important thing is as clear as possible ... even if it is rated 1 - 10 then the business communication strategy is at a value of 10. The reason is still the same we "follow the business" because the business continues to grow, IT must also exist improve there" ... (Informan 1, 2021)

This opinion is also supported by the opinion of another informant who said that:

"Business communication strategies are very good at dealing with users. The business communication strategy carried out within Lazada Logistics Indonesia's Corporate IT is very supportive, because we are an e-commerce company, communication is not just a matter of troubleshooting if communication is not smooth it will be difficult. So business communication is very important because we and the user are not only able to explain it technically, while the user will know common things that are not as understanding as we are in our communication, it must be in languages called Not IT language but human language so users understand"... (Informan 2, 2021)

The opinion of the informants above is also supported by the opinion of the key informant, namely Herri Siswanto as Head of IT who said that:

"The communication process does not only involve 1 or 2 people, 1 or 2 stakeholders. But everything is within the scope of the business, so the strategy is how do we communicate with other stakeholders. So when we talk about business communication, who are we going to talk to as opposed to communicating, secondly, what are we going to talk about and how to get to the point of the conversation quickly. This business communication is different

from communication in general because there are things that in my opinion determine whether or not the goals we want to achieve are achieved. So the business communication strategy is important because if there is a problem the IT core can troubleshoot and if it is assessed between 1-10 the business communication strategy is at a value of 8". (Key Informan, 2021)

Communication is one of the mandatory requirements for the creation of social interaction. When you want to interact with other people, of course you need the right way of communication so that the information you want to convey and what you get can be well established. Companies or organizations with employees / organizational members with effective communication have a high level of business productivity. They are connected to each other, knowing what the

team or other team members need to achieve the goals of the company/ organization. Effective business communication is the key to successful teamwork. Team leaders who listen to their team members will develop a sense of trust in what the team is doing and complete tasks more quickly and effectively.

The business communication strategy carried out by Lazada through the website <http://www.lazada.co.id> can be accessed through various electronic devices or media such as computers (PCs), laptops, notebooks and also through Android phones. Even to facilitate mobility, nowadays more consumers use Android to be able to access and make transactions online, because it is more effective and efficient and can be done anywhere and anytime.

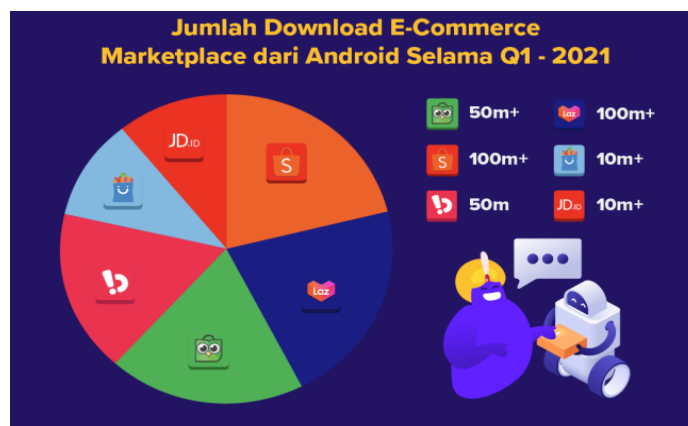


Figure 5. Number of E-Commerce Marketplace Downloads from Android during Q1-2021
Source: (Iprice insight, 2021)

Based on the graph above, it can be seen that the number of downloads for the Android marketplace or e-commerce Indonesia, namely Lazada and Shopee, received more than 100 million each. Meanwhile, the number of visitors to Tokopedia and Bukalapak was 50 million each, followed by Blibli and JD.ID with 10 million each. Lazada as one of the e-commerce sites with the highest number of Android downloads shows that the business communication strategy carried out by Lazada is very effective and efficient, so

that many consumers download it via Android. Lazada's success in obtaining the highest number of Android marketplace downloads in Indonesia in the first quarter (Q1) of 2021 cannot be separated from the role of Lazada's Corporate IT in carrying out its performance.

Effective business communication can increase company productivity. The better the way of communicating within the company, the better the system implemented in it will be. There have been many companies that have succeeded in

developing their business because they have a good way of communicating and understand the style of communication, even facilitated by a special system. Vice versa, companies that do not apply good communication will be able to cause failure or loss. The business communication strategy built by Lazada Indonesia's Corporate IT that has been built so far is said to have been effective, as stated by informants who are part of Lazada Logistics Indonesia's Corporate IT.

“The business communication strategy at Lazada Logistics Indonesia's Corporate IT has been effective, as evidenced by the lack of complaints because it is proven by user reduce complaints, issues that are handled so that they do not recur. For example, one of the hubs (Lazada) in the city uses internet backup. Although it still has shortcomings or obstacles, namely, it is quite difficult to speak IT language to human language. However, the average IT team has good communication skills and basic IT so that they can overcome existing problems or obstacles”... (Informan 1, 2021)

This opinion is supported by other informants who say that the business communication strategy that has been carried out by Lazada Logistics Indonesia Corporate IT has been effective.

“It has been effective but still has room to improve in several ways. There are still shortcomings or obstacles, namely looking for innovation to face the challenge of balancing business communication. For example, a business needs space. The warehouse team must prepare all the tools quickly. The advantages of existing business communication are that everything is in harmony between business and IT, a formal & informal approach can be balanced” (Informan 3, 2021)

Different from the opinion of other informants, Achmad Rismana Priatna as Corporate IT Leader Sortation Center said that the business communication strategy at Lazada Logistics Indonesia's Corporate IT

was less effective.

“From superiors having tasks, the strategy is to convey revelations to the lower team well and effectively but it is less effective because the delivery is quite difficult (not delivered). There are still frequent shortages or obstacles, namely inconsistencies, confusion following the business case. The advantage is that the management system is grateful to have an IT head who has a good strategy in the management system (Informan 2, 2021)

The business communication strategy implemented by Lazada is able to create value for customers and build customer relationships through a website that has provided marketers with a completely new way. Through the media website lazada.co.id provides more in-depth and free information about the shape and benefits of a product. The increasing number of online businesses (e-commerce) similar to Lazada makes competition between online businesses tight. Currently in Indonesia, there are quite a number of online businesses (e-commerce) other than Lazada such as Tokopedia, Bukalapak, Bli-Bli, Shopee, etc. that compete quite tightly. These e-commerce companies compete with each other for the sophistication of information technology (IT), human resources, competitive prices as well as competitive business communication strategies carried out by each company that does business online.

Business through online media (e-commerce) is not as easy as imagined, let alone a business communication strategy that will be carried out to increase sales. The business strategy policies carried out by Lazada are as follows: (1) Product strategy, namely the marketing policy carried out by Lazada, namely by designing packaging so that it looks more attractive and branding the Lazada brand. In this case, strengthening the brand and developing trends is a strategy that must be carried out by Lazada, because without a strong brand and following trends, competition will

immediately lead to one point, namely price competition. (2) Distribution strategy, namely a marketing policy that includes the distribution of goods, distribution of sales of goods, sales channels of goods and people who experience the distribution of goods to consumers. The distribution strategy carried out by Lazada is to increase sales methods by converting to consumers. (3) Promotional strategy, namely policies in marketing that include personal selling, advertising and sales promotion that provide effective communication between the company and the target market. The promotions carried out by Lazada are effective and on target. Effective promotion is a very important part in binding potential customers. (4) Price strategy (pricing strategy) is a policy that is carried out by Lazada in its marketing which includes pricing methods that provide benefits for

Lazada and consumers with consideration of government regulations. In addition, the lowest price guarantee is a factor that consumers consider before buying.

Lazada also asks for consumer data such as cellphone numbers, so that Lazada can convey information to consumers when there are new products or promo discounts. If there is an error made by Lazada to consumers, such as the product sent does not match the product purchased by the consumer, Lazada immediately responds by apologizing to the consumer. Lazada hopes that customers will be more loyal. So it is not surprising that Lazada as a newcomer to the world of e-commerce in Indonesia can compete with other e-commerce even including one of the best-selling and leading e-commerce compared to other e-commerce.

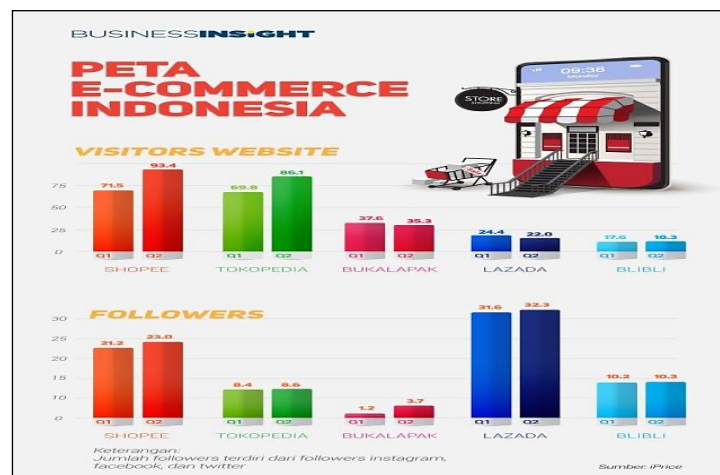


Figure 6. Indonesia's e-commerce map in 2020
Source: (Business Insight, 2020)

Based on Figure 6 above, it can be seen that if the number of visitors is a measure, there is a shift in the top two positions. During the two quarters of 2020, Shopee occupied the status of e-commerce in Indonesia with the most visitors. E-commerce, which operates in many countries in the Southeast Asia region, displaces Tokopedia, which last year held

the first rank as the e-commerce site with the most visitors. Meanwhile, Lazada occupies the fourth position under Bukalapak and above Blibli. However, when viewed from the number of followers (Instagram, Facebook and Twitter) Lazada occupies the first position followed by Shopee, Tokopedia, Blibli and Bukalapak.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	147,790,000	#2	#4	853,000	3,828,800	8,525,650	4,944
2 Shopee	126,996,700	#1	#1	6,038,000	7,757,940	21,855,970	12,192
3 Bukalapak	25,460,000	#6	#5	215,600	1,661,140	2,518,990	2,316
4 Lazada	27,670,000	#3	#2	430,000	2,875,370	31,364,410	4,126
5 Bilbili	18,440,000	#8	#7	529,600	1,622,480	8,598,260	1,979
6 Bhinneka	6,996,700	#21	#17	67,100	42,280	1,036,230	487
7 Orami	6,260,000	n/a	n/a	5,820	6,040	351,770	211
8 Ralali	5,123,300	#26	n/a	2,880	41,160	91,390	176
9 JD ID	3,763,300	#7	#6	42,000	590,670	939,770	1,185
10 Zalora	3,366,700	#5	#8	n/a	720,090	7,989,080	580

Figure 7. Indonesia's E-Commerce Map in 2021
Source: (Iprice insight, 2021)

In Figure 7 it can be seen that in the second quarter (Q2) 2021 Lazada occupies the fourth position in terms of monthly website visitors, which is 27.6 million. Meanwhile, Tokopedia (147.8 million) finally succeeded in overtaking Shopee (127 million) as the most visited e-commerce in Indonesia. In the Appstore ranking, Lazada occupies the third position after Shopee and Tokopedia. In the Playstore ranking, Lazada occupies the second position after Shopee. For followers on social media, Lazada ranks number one only on Facebook (31.3 million) while for Instagram (2.9 million) and Twitter (430 thousand) it is under Shopee and Tokopedia. Lazada continues to make improvements to its business communications to continue to be able to compete with other e-commerce companies.

In the third quarter (Q3) 2021 Lazada occupies the fourth position in terms of monthly website visitors, which is 27.9 million. Meanwhile, Tokopedia (158.1 million) is in first position followed by Shopee (134.3 million) as the most visited e-commerce in Indonesia. In the Appstore ranking, Lazada still occupies the third position after Shopee and Tokopedia. In the Playstore ranking, Lazada still occupies the second position after Shopee. For followers on social media, Lazada ranks number one only on Facebook (31.8 million) while for Instagram (3.04 million) and Twitter (447

thousand) it is under Shopee and Tokopedia.

Lazada's business communication strategy in facing competition can be seen from the opinions of the informants, namely:

“Competing is not about who has the most advanced technology, but how IT uses technology because it is the most difficult to change habits” (Informan 1, 2021)

“In facing increasingly fierce competition, Lazada Corporate IT needs to make improvements, make something different from other e-commerce, and also carry out IT improve support for other teams to be able to compete” (Informan 2, 2021)

Another informant, Yuwono Sigit as Lazada Logistics Corporate IT Manager, said that:

“In the digital era, in the industrial era, promotion is more with social media such as Instagram, twitter, facebook, and also youtube, etc”(Informan 3, 2021)

“There is a strategy from the Regional Team as an evaluation and making future plans that will be implemented in the years ahead” (Informan 4, 2021)

The Lazada.co.id website is technology-based, but there is no own “Technology Team”. The website has been plotted by his own team, namely Team Teca (marketing, project, technology & new media team). On the website there are

many things that can be obtained other than buying and selling problems. If you are a consumer when you talk about profitable markets and the Lazada.co.id website is already maximized.

Lazada Indonesia as an e-commerce company that is quite large, of course, cannot be separated from the obstacles or obstacles faced, such as users in general must know good communication there are different users and the IT team must have treatment based on the user. Therefore, Lazada Indonesia must have a solution in dealing with these obstacles.

“Each leader has a special way, each is more flexible, makes the team like friends, raises awareness in working according to their respective personalities” (Informan 1, 2021)

“Communicating with related teams, doing treatment to users. When there is an issue down, we always have back up, lips service – performance” (Informan 2, 2021)

Meanwhile, Yuwono Sigit as Lazada Logistics Corporate IT Manager said something similar that:

“There are almost no obstacles, because we maintain with time, take a personal approach to each team” (Informan 3, 2021)

“The IT team must go directly to the case and have to know the case that they have to face other users”. (Informan 4, 2021)

Evaluation is an activity to collect information about how something works, which is then used to choose the appropriate alternative when making decisions. The main function of evaluation in this case is to provide useful information for decision makers in determining policies to be determined based on evaluations that have been carried out. Each activity carried out has a purpose as well as evaluation. Program implementation must always be evaluated to see how far the program has succeeded in achieving the predetermined program implementation objectives. In the absence of evaluation, the effectiveness of the programs that are implemented will not

be seen. Therefore, new policies related to the program will not be supported by data. So program evaluation has the aim of preparing data and information as well as recommendations for policy makers in deciding whether to continue, improve or stop a program.

Likewise, the programs or business activities carried out by Lazada Indonesia, also need to be evaluated so that it can be seen whether the activities carried out have met the company's expectations.

“Evaluation is carried out both internally and externally. Internally, weekly meetings, reports and evaluations are conducted. While externally it is always carried out, there is an “IT-Help Desk” asking users for complaints, identification and action. In addition, the business communication strategy carried out is also repaired or updated, in terms of device/technology there will be upgrades, training (holding), onboarding for each employee” (Informan 1, 2021)

Meanwhile Aditya Zulkarnaen as Lazada's IT Infrastructure Project Manager said that:

“Internal evaluation is carried out on contract review with each manager and their respective IT teams. It is hoped that the IT communication strategy, treatment for users can be realized properly by following the SOP” (Informan 4, 2021)

This research was conducted with the aim of knowing the Information Technology Business Communication Strategy in supporting Sales at PT. Lazada Indonesia. Lazada is an e-commerce company from Singapore founded by Rocket Internet in 2011. Rocket Internet is a German incubator that founded the company by imitating the business model of the US technology company, Amazon, which is successful in emerging markets. Lazada can be regarded as an e-commerce platform that has been established earlier than similar platforms. Lazada's e-commerce website was launched in March 2012 in Indonesia, Malaysia, Thailand, the

Philippines, and Vietnam. Lazada was founded by 3 brothers, namely Alexander Samwer, Oliver Samwer, and Marc Samwer. All three are part of Rocket Internet. The establishment of Lazada itself was inspired by Amazon.com.

Lazada Indonesia is part of the Lazada Group Southeast Asia which has now joined the Alibaba Group from China. Now Alibaba is the majority shareholder in Lazada, in April 2016 Alibaba controlled 67% of Lazada, which has a base in Southeast Asia with a value of US \$ 1 billion or around Rp. 14.9 trillion. In the following year, June 2017, Alibaba again injected funds into Lazada. So Alibaba's total investment in Lazada Group in the Southeast Asian market is US\$2 billion or equal to Rp. 29.8 trillion, making Alibaba the majority shareholder in six countries including Indonesia and has a fairly large role.

Lazada Indonesia is currently conducting online business on a digital network that brings Lazada to consumers through the [lazada.co.id](http://www.lazada.co.id) website. This website is a form of business communication strategy carried out by Lazada. [Lazada.co.id](http://www.lazada.co.id) is a marketing communication medium that is used to interact with consumers by providing sales offers for products from Lazada. Consumers can interact easily through the website. Lazada can directly control orders or requests for further information. Lazada Indonesia is able to create value for customers and build customer relationships through its website which has provided marketers in a completely new way. Lazada Indonesia provides in-depth and free information about the shape and benefits of a product. This is certainly very beneficial for marketers than using other media that require large costs for advertising. The website has the same function as advertising and becomes a new sales medium because it can provide information, persuade, remind consumers about product offerings and transact e-commerce.

There are 2 classifications of electronic commerce models carried out by Lazada Indonesia, namely business to consumer (B2C) selling goods and services online to end consumers. The [lazada.co.id](http://www.lazada.co.id) website is a medium used to communicate business with consumers, such as informing its products, doing endorsements, promotions/advertising, customer service and carrying out purchasing and payment activities. This business communication strategy is very important to be carried out by Lazada Indonesia because it is a communication carried out to carry out a business activity, messages and strategies used by the company to be able to achieve the expected business goals.

The business communication strategy carried out by Lazada through the website <http://www.lazada.co.id> can be accessed through various electronic devices or media such as computers (PCs), laptops, notebooks and also through Android phones. Even to facilitate mobility, nowadays more consumers use Android to be able to access and make transactions online, because it is more effective and efficient and can be done anywhere and anytime.

In the opinion of Eka Ardhinie, a lecturer at Gunadarma University who currently teaches several courses such as basic acting and stage production, drama production public relations and other subjects and is currently still a radio announcer, said that:

“Lazada is an online shop or e-commerce that makes it very easy for consumers. I myself use the Lazada application and also Lazada is used by many other people, because Lazada is a complete online shopping place, can pay electricity credit, buy credit or other payments too. In my opinion, the business communication strategy carried out by Lazada so far has been appropriate and effective, because the proof is that many people still choose Lazada as a place to shop. Now, indeed, we are looking for the cheapest price on e-

commerce, right? Let's compare it from one store to another, how about the reviews. But if there is really no quality even though the prices are cheap on Lazada, I don't think people will come back to shop or order through Lazada either. So I think the business communication strategy is right, it makes it easy to continue to help people fully and there is a clear quality" (Ahli, 2021)

"Although Lazada Indonesia also still has shortcomings that need to be corrected, such as the need to bring order to its shops or tenants in Lazada. So don't let this shop take photos of other shops. Now, that's not good, actually. It means that there was a miscommunication that might have occurred between Lazada and the shops that took the photos, so it's a pity for those who shopped for Zong or why it didn't match that. The photo is really good, but it doesn't match the item, so I think that's all, the lack of other things has made it really easy, even if friends don't believe it when shopping at Lazada, right now there is a Lazada Mall option, so friends who want Branded shopping or wanting to shop for electronics who are really afraid that when they have to shop at regular stores, right now, there's a Lazada mall, what's the term, there's a guarantee. You don't have to worry about the goods being not good, etc., so it's really easy, my friends, I think, especially in terms of business communication, for this consumer, communication can do many things, we can convey it or just take pictures. It's a way of business communication, so the display from Lazada itself is really friendly and really easy. I'm sure even mothers who may not understand that with online shopping can know because Lazada's display itself makes it easy". (Ahli, 2021)

Effective business communication can increase company productivity. The better the way of communicating within the company, the better the system implemented in it will be. There have been many companies that have succeeded in developing their business because they have a good way of communicating and understand the style of communication, even facilitated by a special system. Vice

versa, companies that do not apply good communication will be able to cause failure or loss. The business strategy policies carried out by Lazada are product strategy, which is a marketing policy carried out by Lazada by designing packaging so that it looks more attractive and branding the Lazada brand. Distribution strategy which is a marketing policy that includes the distribution of goods, distribution of sales of goods, sales channels of goods and people who experience the distribution of goods to consumers. Promotional strategy which is a policy in marketing that includes personal selling, advertising and sales promotion that provides effective communication between the company and the target market. The promotions carried out by Lazada are effective and on target. Effective promotion is a very important part in binding potential customers. In addition, it will be able to make customers interested in the products offered, and eventually buy, so Lazada will generate multiple profits. Pricing strategy is a policy that Lazada does in its marketing which includes pricing methods that provide benefits for Lazada and consumers with consideration of government regulations. In addition, the lowest price guarantee is a factor that consumers consider before buying.

The business communication strategy implemented by Lazada is able to create value for customers and build customer relationships through a website that has provided marketers with a completely new way. Through the media website lazada.co.id provides more in-depth and free information about the shape and benefits of a product. It is no different from other companies as research conducted by (Kangean & Rusdi, 2020) which examined the Analysis of Shopee Marketing Communication Strategy in E-Commerce Competition in Indonesia. The marketing communication strategy used is a push strategy in the form of advertisements and events and a pull strategy in the form of sales promotions. Different strategies are carried out by Shopee as research

conducted by (Fauziah, 2020). Online Shop Business Communication Strategy "Shopee" in increasing sales. Shopee's strategy is to use marketing techniques that follow trends and strengthen branding. In addition, Shopee uses things that are viral or trending for its marketing content. So that it is easier for the public or users to remember the Shopee brand.

The implementation of business communication strategies carried out by Shan Hair Beauty Care can be seen from the results of research conducted by (Shansis & Ratna, 2019) which analyzes the Business Communication Strategy in Increasing Sales of Vivelle Products at Shan Hair Beauty Care. The business communication strategy at Shan Hair and Beauty Care is very influential. With the creation of the right business communication strategy, sales of Vivelle products at Shan Hair and Beauty Care have returned to success as before. According to (Esther & Wiratama, 2018) who analyzes the communication strategy of Qoo10 Indonesia to maintain its existence, states that the importance of a marketing communication strategy is supported by marketing planning and strategy by analyzing the environment (internal and external factors). The role of marketing communication strategies generated through the situation and condition of the company can make a company still exist and can continue to increase excellence in its business field. While the business communication strategy applied by PT Gancia Citra Rasa can be seen in the results of research conducted by (Herfita, Widyastuti, & Gustari, Analisis Strategi Bisnis pada PT Gancia Citra Rasa, 2017) which examines Business Strategy Analysis at PT Gancia Citra Rasa. Produce strategic planning systems and technologies that are useful for increasing the company's competitive value in future business competition.

Meanwhile, the business communication strategy carried out by SME Belimbing Depok can be seen in the results of research conducted by (Wahyuni

& Sujono, Analysis of E-Commerce Communication Strategy in Diffusion of Innovations Process (Case Study in Community SME Belimbing Depok), 2017) which examined the Analysis of E-Commerce Communication Strategy in Diffusion of Innovations Process (Case Study in Community SME Belimbing Depok). The result of this study indicates that the presence of e-commerce platforms can encourage the creation of innovation adoption for SME. In addition, e-commerce companies have specific marketing strategies to encourage the diffusion of innovations process more quickly in SME groups. Thus, SME products can be recognized and marketed widely through online and self-managed by SME. So each company carries out business communication strategies that are different from each other even though they basically have the same goal, namely building relationships with customers.

Providing the best service to consumers by providing detailed information about prices, product quality, specifications, guarantees and others with the best service is also a business communication strategy carried out by Lazada. Every visitor is placed like a king. Any complaints from consumers will be resolved properly. Lazada also asks for consumer data such as cellphone numbers, so that Lazada can convey information to consumers when there are new products or promo discounts. If there is an error made by Lazada to consumers, such as the product sent does not match the product purchased by the consumer, Lazada immediately responds by apologizing to the consumer. Lazada hopes that customers will be more loyal. So it is not surprising that Lazada as a newcomer to the world of e-commerce in Indonesia can compete with other e-commerce even including one of the best-selling and leading e-commerce compared to other e-commerce.

Conclusion

Lazada Logistics Indonesia's corporate IT in its business communication strategy still uses Alibaba's baseline communication, only a different culture. The business communication strategy that has been carried out has been effective, as evidenced by the lack of complaints that can be seen from the user reduce complaints, issues that are handled so that they do not recur. To face competition, Lazada Corporate IT needs to make improvements, make something different from other e-commerce, and also carry out IT improve support for other teams to be able to compete. The Lazada.co.id website system is protected. Mini hackers have standard device equipment to meet security needs. Besides that, hacking has its own department, namely "Secops" they monitor but the IT team also takes part in monitoring & handling and preparing several devices. The solution in dealing with obstacles is that each leader has a special way that is more flexible, making the team like friends, raising awareness in working according to their respective personalities. Communicating with related teams, treating users when there is an issue down, the IT team always backing up, lips service – performance.

Lazada Logistics Indonesia's Corporate IT always conducts evaluations both internally and externally. Internally, weekly meetings, reports and evaluations are conducted. While externally it is always carried out, there is an "IT-Help Desk" asking users for complaints, identification and action. In addition, the business communication strategy carried out is also repaired or updated, in terms of device / technology there will definitely be upgrades, training, onboarding for each employee. Suggestions that can be conveyed are that business communication strategies are very important, so Lazada Logistics Indonesia Corporate IT must carry out an effective business communication strategy to support the company in achieving its goals. Lazada

must provide a special room to receive complaints from consumers so that consumers can complain if there is an error or dissatisfaction with the goods they have purchased. Lazada must be more selective about the products it sells so that these products are really high-quality goods so as to minimize the occurrence of complaints from consumers.

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