



THE ROLE OF FLASH SALE PROMOTION IN THE SHOPEE INDONESIA APPLICATION ON SHOPPING INTEREST

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Abstract

This journal reviews the role of flashsale promotions in the Shopee Indonesia application on shopping interest. In carrying out online shopping transactions, several features are offered, one of which is the Flashsale feature in Shopee . The flashsale feature is very well known in many circles, this flashsale feature is one of the features in the shopee application where this feature usually sells products at the lowest prices but within a certain time limit adjusted by shopee . The method used in this study is a qualitative method by interviewing several people related to the flashsale feature. The purpose of this research is for readers to know how the role of flashsale promotions on shopping interest. The results in this study are that the role of flashsale is very important for shopping interest because there are many attractive and cheap offers offered in the flashsale feature. However, from the many advantages obtained in the flash sale feature, there are also obstacles that consumers feel when doing flash sale transactions .

Keywords: *promotion, shopee, flash sale*



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INTRODUCTION

In an increasingly technological era advanced This Lots starting businessman switch sell the product from offline store to online shop or normal called with e-commerce where e-commerce is transaction sell buy using the internet. With the existence of this e-commerce makes it easier all seller nor buyer in transaction the economy , because with the existence of this e-commerce Lots excess compared with offline shop .

Example from e-commerce itself Already many are famous in Indonesia such as Tokopedia , Shopee , Lazada, Blibli , Bukalapak and so on . In each e-commerce itself own Lots different features However usually in every e-commerce always there's something called with flash sales, where flash sales are discount goods massively with limit time certain and limited stock . This flash sale Already widespread used as one of the marketing strategy is also because with there may be flash sales interesting lots interest buyer . Flash sales usually appear depends with e- commerce That Alone but always There is usually on dates twins and at certain times .

The role of this flash very important in e-commerce because Can interesting customer For shopping on e -commerce , increasingly e - commerce often creates fake sale promotions will the more Lots interested customers use the e-commerce application . One of the frequent e-commerce holding a flash sale promo is application Shopee . Application shopee moment This Already Lots used by groups society Because features his yng easy used as well as it offers many promotions .

With exists flash sale promotion on shopee so Lots starting customers in droves install the application This is because No only flash sale promo However There are many other promotions offered by the party shopee , such as free shipping promos, cashback promos, and other promos .

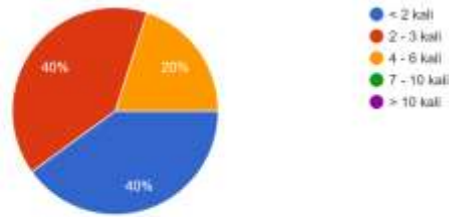
So with discussion background behind on writer take title journal entitled " Roles Flash Sale Promotion in the Application Shopee Indonesia Against Interest Shopping "

RESEARCH METHODOLOGY

Type research used in study This is method study qualitative descriptive . Data collection techniques used his is interview , where researcher prepare a number of question already arranged in accordance with research you want researched . In matter This the party that will interviewed is student class 5c Sharia Economics Islamic Institute of Flowers Nation Cirebon..

RESULTS AND DISCUSSION

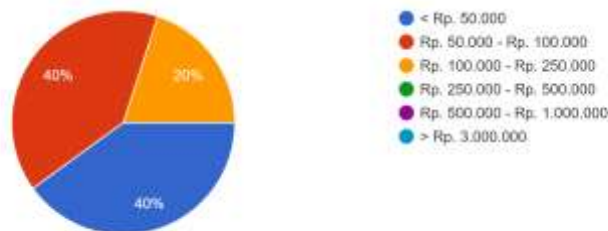
Seberapa sering Anda melakukan transaksi pembelian produk di flash sale dalam 1 bulan?
5 jawaban



From the results questionnaire that we took student class 5C Economics Sharia do transaction purchase product in flash sale states that :

1. 20% of 5C Economic students Sharia stated 4-6 times doing transaction purchase Products on flash sale
2. 40% said they had done it < 2 times transaction purchase Products on flash sale
3. the remaining 40% stated 2-3 times doing transaction purchase Products on flash sale.

Berapa total pengeluaran Anda ketika melakukan pembelian di flash sale dalam 1 bulan terakhir ini?
5 jawaban



From the picture on say that 40% issued expenditure For follow shop in the flashsale program shopee during One month final around not enough from Rp . 50,000, as well as another 40% say that He emit expenditure around Rp.50,000 - Rp . 100,000, and about 20% others say that He emit expenditure around Rp. 100,000 – Rp . 250,000.



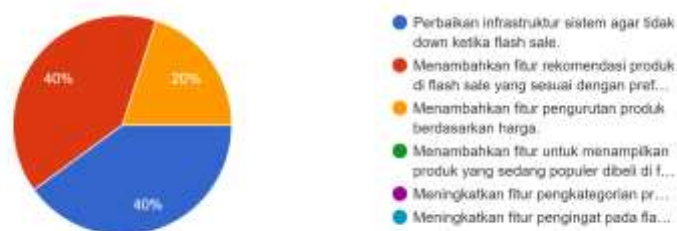
On the other hand there is a number of reason Why many people do transaction online purchases using feature flashsale , some the reason that is :

1. Product can obtained with an affordable price
2. Various type products sold
3. Products sold some come from from brand famous
4. Products sold in accordance with the medium one needed

From several reason the strengthen For use feature flashsale Because Lots very benefit from feature that , however with exists feature flashsale this is a must too Can choose choose which item it is needed or only just want to just Because tempted with price cheap on offer .

Hambatan apa yang Anda rasakan ketika melakukan transaksi pembelian di flash sale?

5 jawaban



However from a number of compelling reasons consumer in shop flashsale there are also perceived obstacles consumer to feature flashsale the that is :

1. Party shopee more notice infrastructure system so that it doesn't easy to get down, because at the moment flashsale program occurs system from shopee often experience interference , p This make consumer so lazy to take part in the flashsale program .
2. Add feature recommendation products in appropriate flashsale with preference consumer .
3. Add feature sorting product based on price .

4. Add feature For displays medium product popular purchased .
5. Increase feature categorization product .
6. Increase feature reminder on flashsale .

CONCLUSION

From the results discussion about role promotion flashsale in the app shopee Indonesia against interest shopping concluded that role flashsale the very important in promotion , because Many people are waiting for the flashsale program This is held by Shopee , from most respondents are also average Once do transaction flashsale , though There is a number of obstacle in do transaction but No reduce interest consumer For take part in the flashsale program the Because offer price given very cheap as well as there are also many products from well-known brands , reasons that's what makes it consumer interested For shop use feature flashsale .

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