



ABSTRACT

It has been almost two years since the spread of the Covid-19 all over the world. The Indonesian Research and technology Department has found that the freight rate both export and import dropped by 10%-15% sharply. Although this can be considered as a bad weather for the export-import company, the trend of online-shopping acts the opposite.

This is quite concerning that as an export-import company that run their business through a fleet can't easily continue their business as usual. They need to alter their goods they usually imported/exported to another one while sharply looking what is the trend signal for each of the business sector that has been affected by the Covid-19 and start to bombard them.

According to the Indonesian Statistic Department, there has been a monstrosity of demand in the following months after Covid-19 has spread. An increase of 55% people alters their shopping behavior to online shopping. While in contrast, only 9% of people didn't even bother to go online shopping in the Covid era.

Moreover, with the growth of online shopping, the use of paid partnership, paid advertising, influencer, etc. in social media is also influence the consumer behavior by a lot. It can somewhat "control" the impulsiveness of human behavior to buy products that they don't even necessarily need. Don't even bother with small products, even big machinery can also be controlled by those factors. However, it doesn't look like this particular situation in the face of the company. The company does have their advertising up on their social media as Facebook, but it doesn't generate quite a bit of revenue. The engagement rate doesn't look good either.

The role of "Trend Analyst" here particularly is to cut down or stop the inbound/outbound logistics, especially in inbound section where the internship takes place on, for a better company survivability in this pandemic era. This role is quite pivotal for the company as they can save the company to go south. On the other hand, the company who just run their business as their usual can't even survive in the first semester of pandemic. Media Indonesia said, almost 15 million small company has been declared to crash given it is a distributor, wholesale, or even dropship.

The purpose of this internship is rather to not building a specific advertising for targeted audience or building trust with the influencer but rather to enhance the company ability to be able to see further for the next trending goods by judging it from the Word of Mouth and even Facebook engagement. The analyst also tries to define what is the best product category that need to be purchased and sold. The report is also going to be based on the fourth months of internship as a "Trend Analyst" at CV. Jalu Teknik, a General Trading Company based in Indonesia.



Lastly, the plan of this project is to try to “put” a certain type of a product in the market directly to be judged, demo-ed, and directly advertised by the fleet in order to reap the best of the WoM strategy. With the long-lasting consideration, the company manage to killed/alter/change the capital cost that they are having currently to a different portion and sow a good result by the end of the fourth quarter of 2021.

Keyword: Word of Mouth (WoM), Capital Cost (CC), Standard Moving Average (SMA), Quarter to Date (QtD)