

TABLE OF CONTENTS

FOREWORD	I
ACKNOWLEDGEMENT	IV
ABSTRACT	V
TABLE OF CONTENTS	VI
INTRODUCTION	1
PART 1	3
TOPIC IDENTIFICATION.....	3
Main discussion (What).....	3
E-commerce Industry in Indonesia (Scope).....	4
Relevancy (Why).....	6
THEORETICAL FRAMEWORK.....	8
Digital and Social Media Marketing.....	8
Social Media Marketing Algorithm and General Metrics.....	11
PROBLEM STATEMENT.....	13
PART 2	15
CASE 1 – GRABMART.....	15
CASE 2 – HAPPYFRESH.....	20
CASE 3 – SHOPEE.....	25
PART 3	31
COMPANY CHOSEN.....	31
STRATEGIC ANALYSIS.....	31
RECOMMENDATION.....	33
PART 4	38
CONCLUSION.....	38
BIBLIOGRAPHY	40
APPENDICES	43