

TABLE OF CONTENTS

Acknowledgment.....	i
Abstract.....	ii
CHAPTER 1 INTRODUCTION	1
1.1 Problem Description.....	1
1.2 Research Question	3
1.2.1 Sub-Questions	3
1.3 Research Methodology	3
1.4 Research Objectives.....	4
CHAPTER 2 THEORETICAL FRAMEWORK.....	6
2.1 Definition of Blockchain	6
2.2 About Social Commerce.....	7
2.2.1 Definition of Social Commerce	7
2.2.2 Benefit and Challenges of Social Commerce.....	8
2.2.3 Indonesia's Social Commerce Outlook	10
2.3 Blockchain in the Payment Industry.....	11
2.3.1 Technologies in Payment Industry	11
2.3.2 Blockchain Implementation in Payment Industry	12
2.3.3 Benefits and challenges of Blockchain in Payment Industries	13
2.4 Indonesia's Current Payment Landscape	15
2.4.1 Indonesia's Digital Payment Regulations.....	16
2.4.2 Obstacle and Challenges of Digital Payment in Indonesia	17
2.5 Social Commerce, Trust, and Blockchain-Based Payment System.....	18
2.6 Market Entrance Approach.....	19
2.6.1 Porter's Five Forces.....	19
2.6.2 Porter's Five Forces in Payments	20
CHAPTER 3 RESEARCH METHODOLOGY	21
3.1 Introduction	21
3.2 Data Collection Technique	21
3.3 Data Analysis.....	22
3.3.1 Methodology of Research	22
3.3.2 Porter's 5 Forces Analysis	22
3.3.3 Participants Information.....	23
3.3.4 Interview Summary.....	24
CHAPTER 4 DATA & CONCLUSION	26
CHAPTER 5 RECOMMENDATION	27
REFERENCES.....	28