

Abstract

These days, social media platforms hold a crucial role in our everyday lives. The tremendous rise in the popularity of social media has boosted e-commerce productivity. In Indonesia, the e-commerce industry is booming at the moment. With the Internet's quick expansion and the enormous number of internet users, the potential for e-commerce is also increasing. As the Internet continues to develop, the line between social networking and e-commerce is becoming increasingly blurred. Social commerce provides clients with a centralized platform from product conversation in a room to order placement and payment. Meanwhile, with the advent of blockchain technology, the e-commerce sector gains benefits in terms of security, financial viability, and proficiency. Consequently, this research will examine if social commerce may be utilized to accelerate the adoption of Serey wallet. The researcher interviewed experts in this subject to get further and accurate information. Additionally, the researcher conducted a literature review by obtaining articles using a search engine to conduct this study. Additionally, Porter's five forces model is utilized to examine market risks in a comparable industry. Finally, the research found out that social commerce can be used as a method to enhance the payment adoption of the digital wallet, especially in the cryptocurrency wallet. Furthermore, potential threats of implementing this strategy in Indonesia come from the customers, competitors, and product substitutes