

ABSTRAK

Judul : MISTERLELANG (Layanan Market Place Lelan Online)

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Program Studi : Magister Manajemen

Munculnya e-commerce telah mengubah cara pandang dan gaya hidup masyarakat Indonesia, yang sebelumnya harus pergi ke pasar untuk berbelanja, namun sekarang cukup melalui smartphone saja. Hal ini didukung dengan terus bertumbuhnya sektor e-commerce, Tidak hanya jual beli online, e-commerce juga telah merambah ke lelang online. Di Indonesia, lelang online umumnya dilakukan melalui media sosial Facebook. Namun lelang online di Facebook memiliki banyak keterbatasan, MisterLelang menjadi solusi baru marketplace lelang online yang memberikan cara baru dalam bertransaksi, dengan menyediakan berbagai macam produk yang bervariasi dan proses transaksi lelang yang mudah melalui aplikasi mobile dimana saja dan kapan saja. MisterLelang adalah sebuah layanan inovasi kreatif yang memberikan sejumlah pilihan dan kemudahan bagi masyarakat Indonesia dalam proses lelang online. Terdapat beberapa fitur yang dibangun untuk menarik para pembeli untuk dapat melakukan transaksi di MisterLelang.

Kata Kunci:

Misterlelang, Marketplace, LelangOnline, PerencanaanBisnis

ABSTRACT

Title : MISTERLELANG (Market Place for Auction Services Online)

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Program Study: Master of Business Administration

The emergence of e-commerce has changed the perspective and lifestyle of Indonesians, who previously had to go to the market to shop, but now it's enough via smartphones. This is supported by the continued growth of the e-commerce sector. Not only online buying and selling, but e-commerce has also penetrated online auctions. In Indonesia, online auctions are generally conducted through the social media Facebook. However, online auctions on Facebook have many limitations, MisterLelang is a new online auction marketplace solution that provides a new way of doing transactions, by providing a wide variety of varied products and easy auction transaction processes through the mobile application anywhere and anytime. MisterLelang is a creative innovation service that provides many options and conveniences for Indonesians in the online auction process. Several features were built to attract buyers to be able to make transactions at MisterLelang.

Keywords:

Misterlelang, Marketplace, OnlineAuction, BusinessPlan