BADAN PUSAT STATISTIK

INDONESIA INITIATIVES IN MEASURING E-COMMERCE

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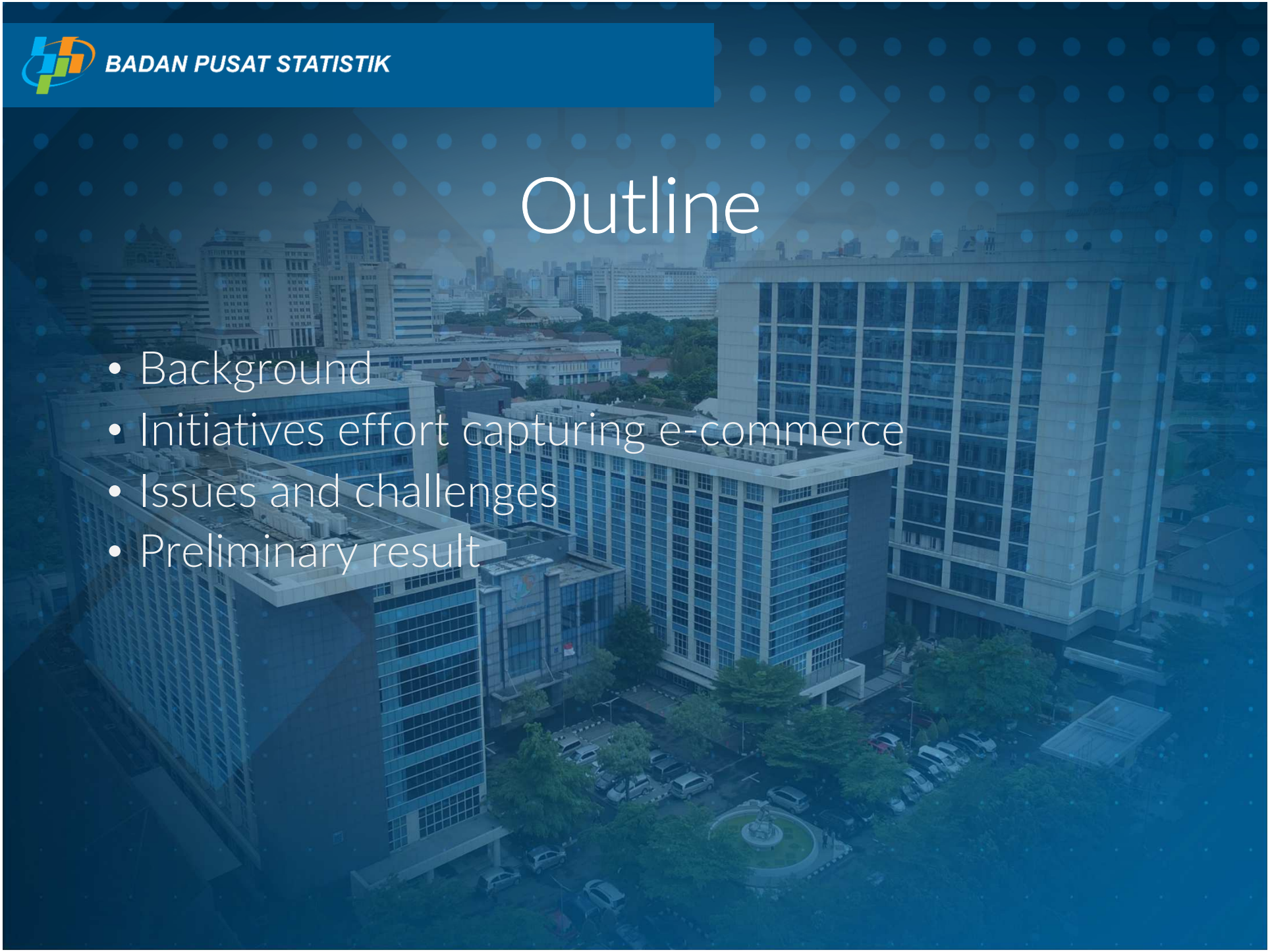
Outline

- Background
- Initiatives effort capturing e-commerce
- Issues and challenges
- Preliminary result



THE 4.0th INDUSTRIAL REVOLUTION

The Fourth Industrial Revolution is using physical cyber systems, focusing on end-to-end digitization of all physical assets, fusing technologies, and in the process blurring the lines between the physical, digital, and biological spheres.

(WEF 2016, pwc 2016, Tungboriboonrat 2017)

This shift has resulted in the rise of

the digital economy

DIGITAL ECONOMY

OECD, 2015

"The result of a transformative process brought by information and communication technology (ICT), which has made technologies cheaper, more powerful, and widely standardized, improving business processes and bolstering innovation across all sectors of the economy.

Asian Development Bank Institute, 2017

"The digital economy comprises e-commerce, app stores, online advertising, online payment services, cloud computing, and participative networked platforms, amongst others.

E-COMMERCE

"...the sale or purchase of goods and services conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods and services do not have to be conducted online..."

OECD, 2010

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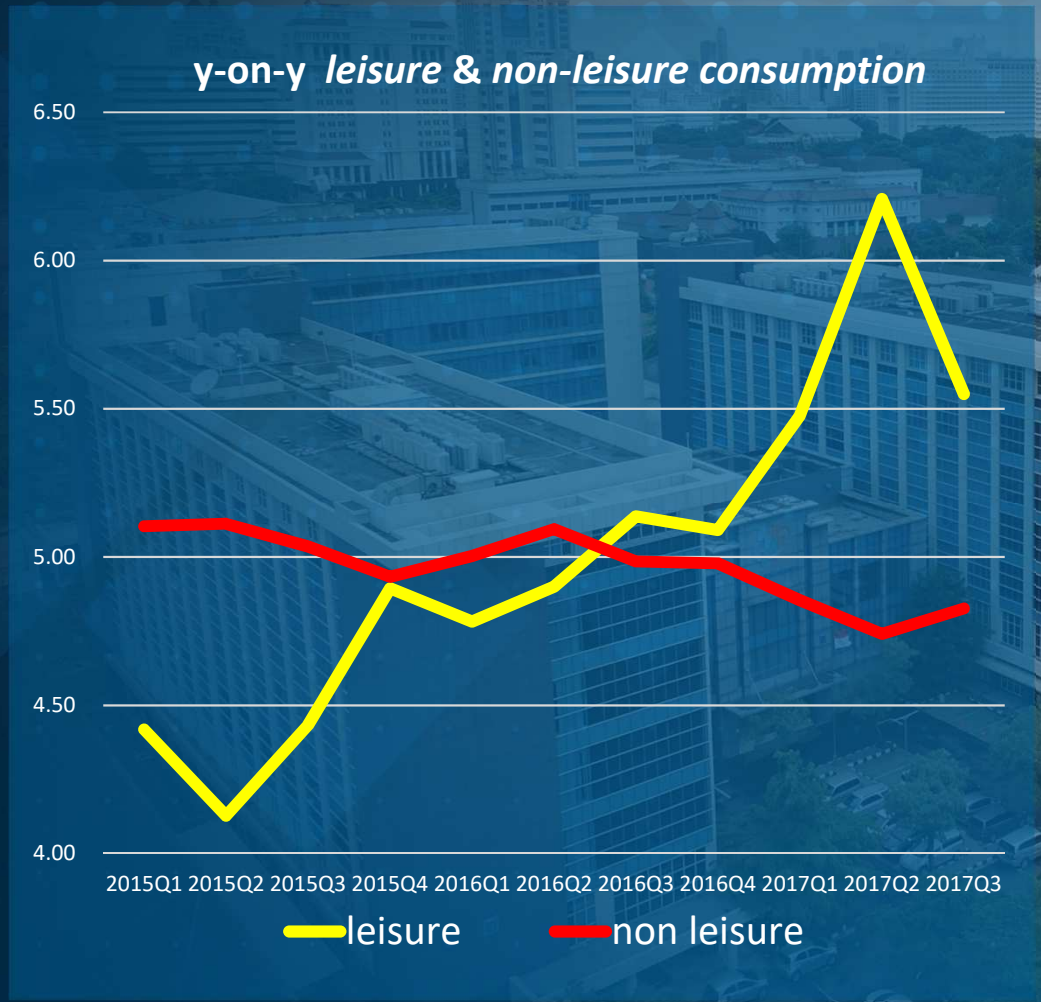
Digital era shift lifestyle ....

1. Shift to leisure, exist?



2. Disruption exist?

> Shift off-line to on-line?

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- Then how Indonesia be prepared facing digital era?
- The need of policy-based evidence making
- The need to emerge measures on the size of economy

  → affect GDP and inflation
- E-Commerce Data Development: National Priority Program in 2019

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INITIATIVES EFFORT

- 2017: Coordinating Ministry of Economic Affair published first regulation: Presidential Act No. 74/2017 (Roadmap of E-Commerce National System)
- 2nd semester of 2017: BPS - Statistics Indonesia working closely with Coordinating Ministry of Economic Affair, and Indonesia E-Commerce Association (idEA)
  - Defining concept
  - Coverage
- 2018: Statistics Indonesia start to capture **e-commerce transaction**.

✓ No field enumeration → platform submit data electronically

✓ Minimizing platform resistance:

- Light question in the beginning
- Introduce the benefit
- Confidentiality guarantee → Statistics Indonesia is willing to set Non Disclosure Agreement (NDA) if needed.
- 4 times ministry socialization meeting invite platforms' CEO

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DATA COLLECTION COVERAGE

Business model:

- Marketplace & E-Retail
- Classified (Vertical & Horizontal)
- Daily Deals
- Specialty Stores
- Travel
- Transportation

tokopedia

Shopee

BukalaPak

Tiket.com

blibli.com
BIG CHOICES BIG DEALS

GO JEK

KASKUS
THE LARGEST INDONESIAN COMMUNITY

rumah123.com
Situs Properti No.1 di Indonesia

BLANJA.COM

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DATA COLLECTION COVERAGE

Minimum requirements information in quarterly basis:

- Transaction by product category
- Visitor, Buyer, Seller by region
- Payment method: cash, e-wallet, via fintech
- Worker based on skill: local vs foreigner
- Access device: mobile vs desktop

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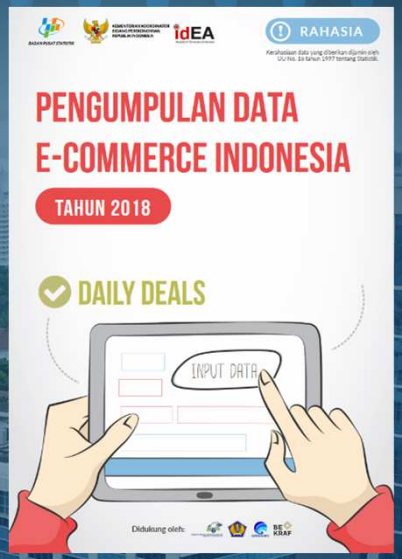
QUESTIONNAIRE



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ISSUES

- Strong resistance from e-commerce platform
- Confidentiality
- Continuation data submission
- Existing practise: merchant data for marketplace
  - ✓ Platform data: still untouchable
- Be careful with treatment for 2nd hand good transactions via classified horizontal and vertical
- Capturing formal e-commerce, ultimately B2C

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WAY FORWARD

- Next ultimate target: machine to machine data exchange
- Data collection via Online Single Submission
  - → Integrated all government unit requirement
    - ✓ Policy making: Ministries
    - ✓ Macro economy recording: Statistics Indonesia
- Informal e-commerce research
  - ✓ Big Data
- B2B scheme

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PRELIMINARY RESULT FROM TOP PLATFORMS

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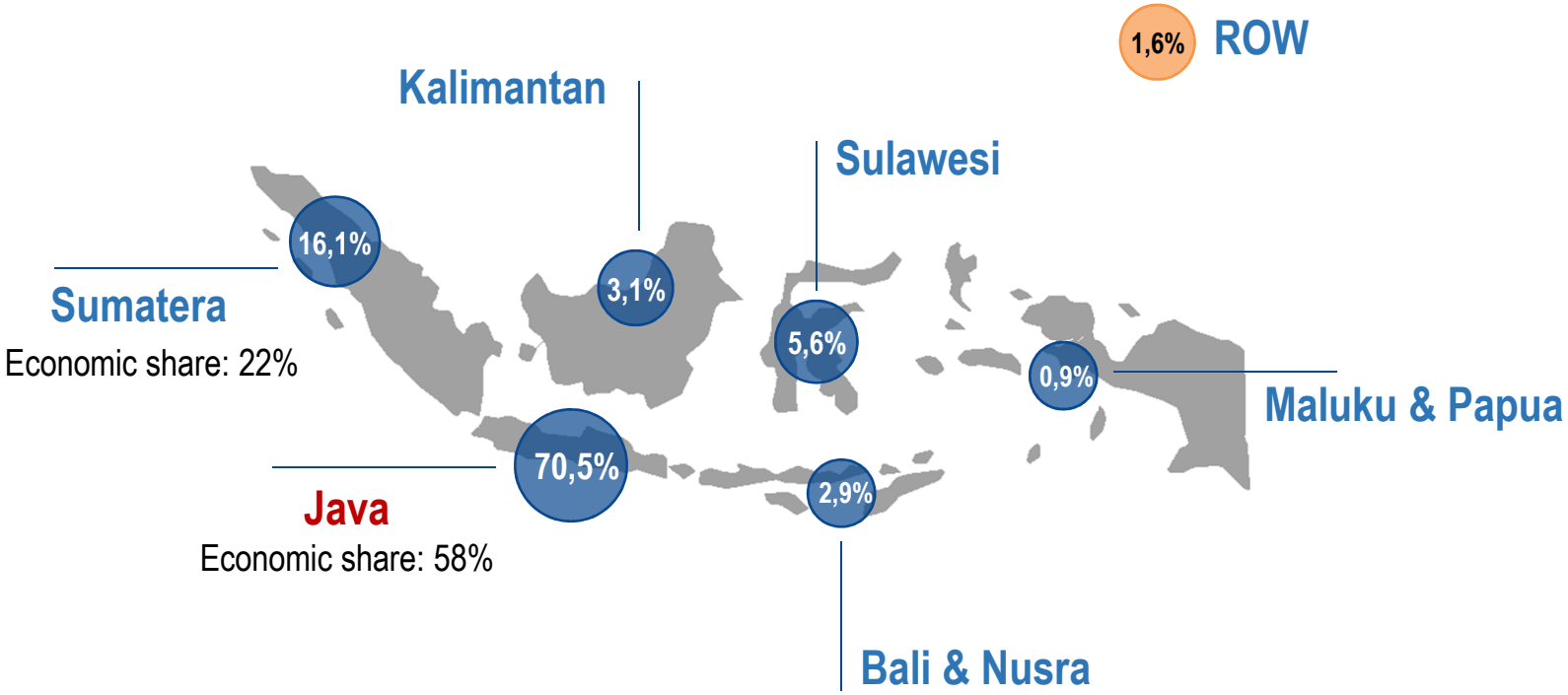
uneven distribution of VISITOR... centralized in the main economic island

Unique visitor in 2017



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… using mobile device as main access

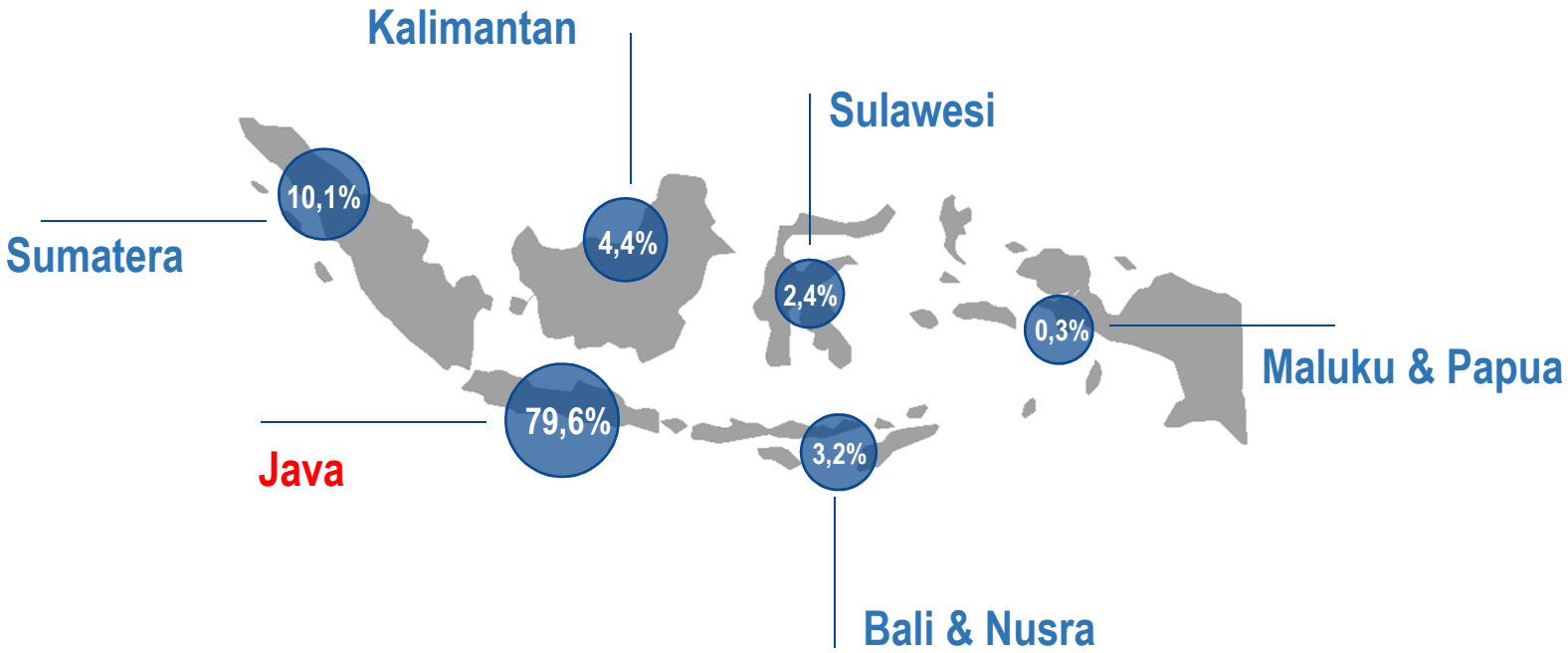
Mobile/Tablet (51%)

Desktop (38%)

App (11%)

seller spread around the nation

Unique seller in 2017



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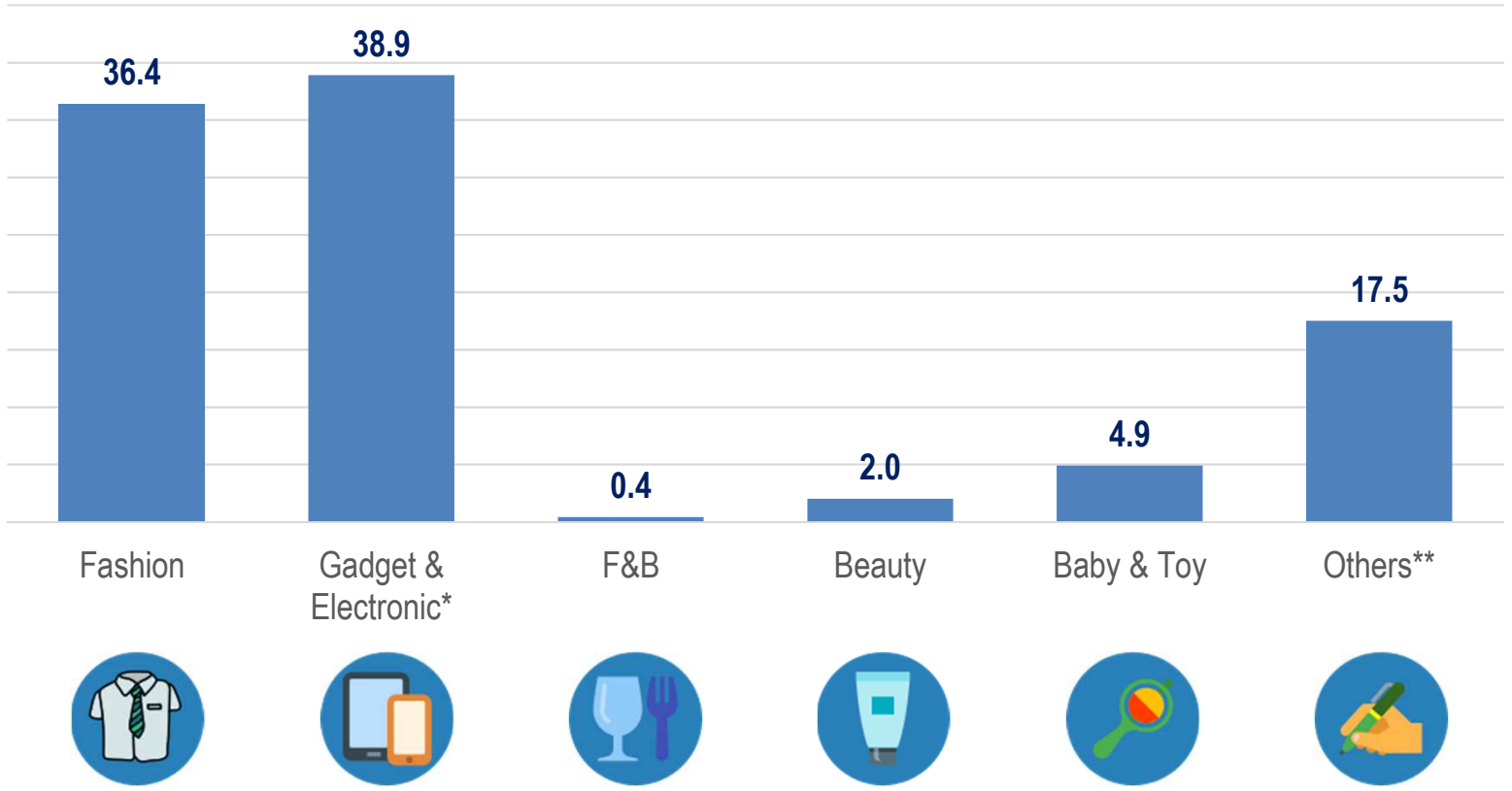
Best seller online purchase...
FASHION, GADGET & ELECTRONIC !!



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Payment Method

"Towards cashless society...

Bank Transfer (~ 61%).

Credit Card (~17%)

E-wallet/e-money (3%)

Cash on Delivery (0,33%)

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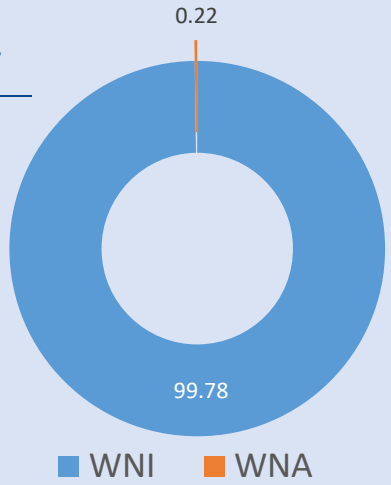
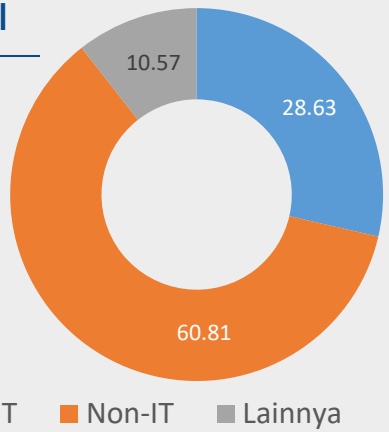
E-commerce absorp local worker, dominated by non-IT skill

% Worker by Nasionality



% worker by skill



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Worker by skill

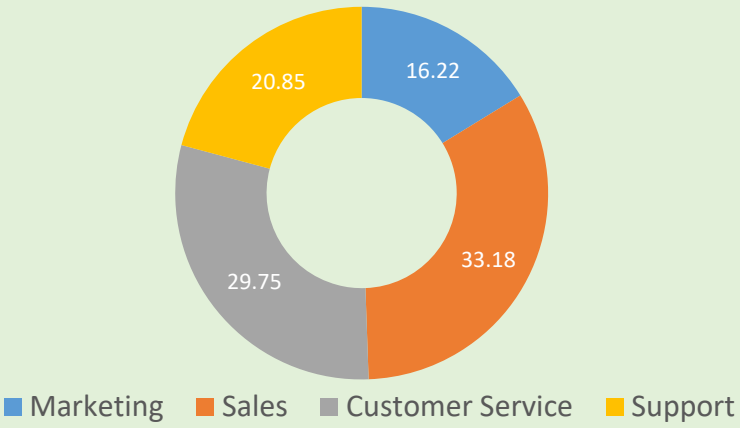
… dominated by non-IT worker.

Especially: "sales" and "customer service".

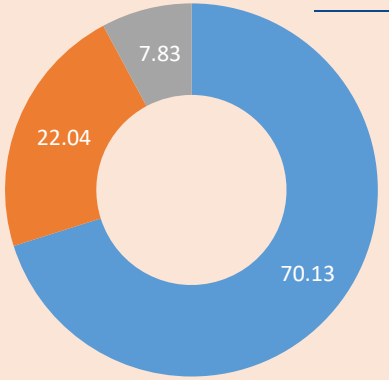
IT worker: 28,6%.

mainly as "*Developer*".

% worker by skill non-IT



% worker by skill in IT



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Online Consumption
From Quarterly Households Survey

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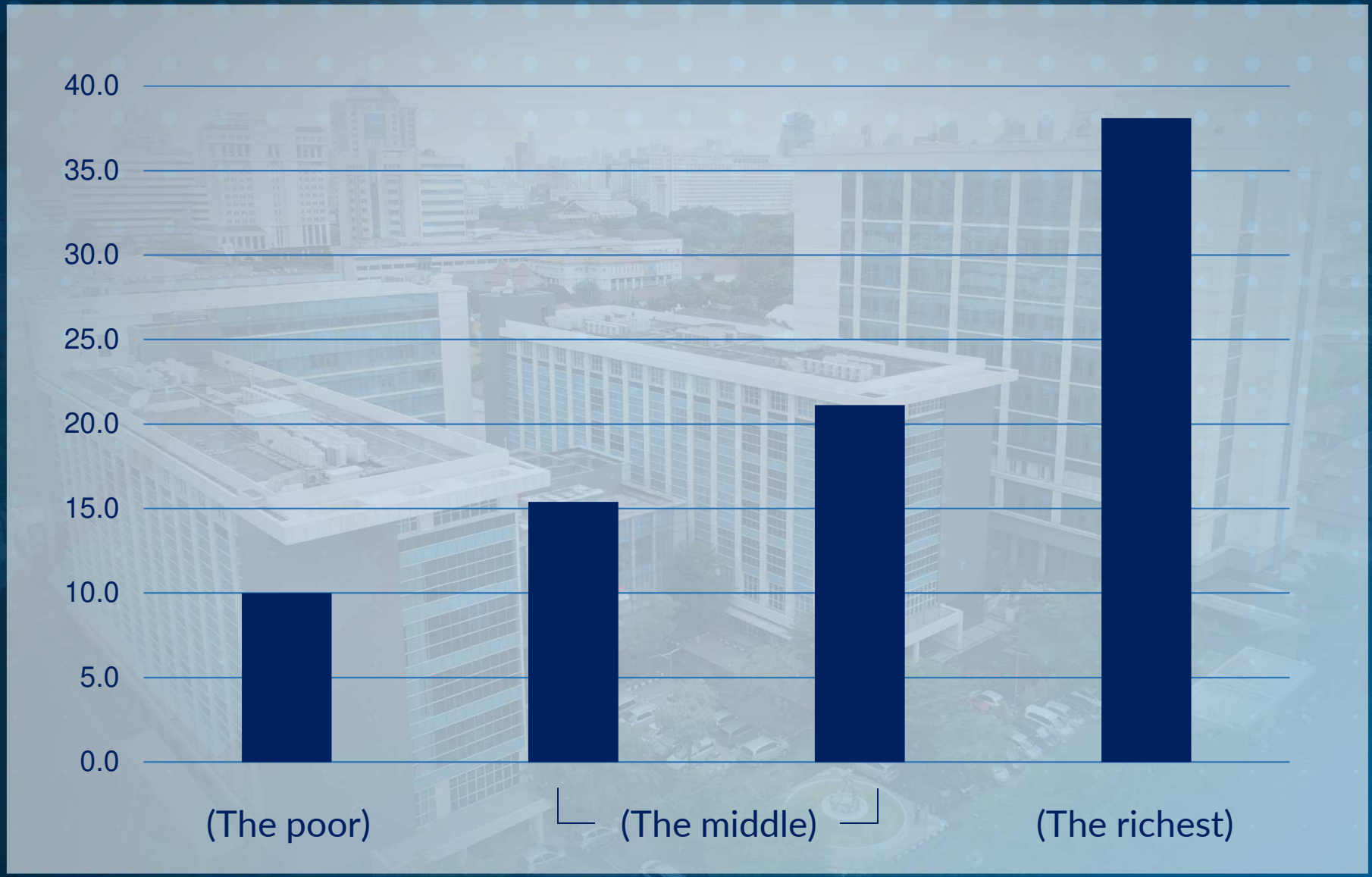
Households penetration on e-commerce, Q3-2018 (%)



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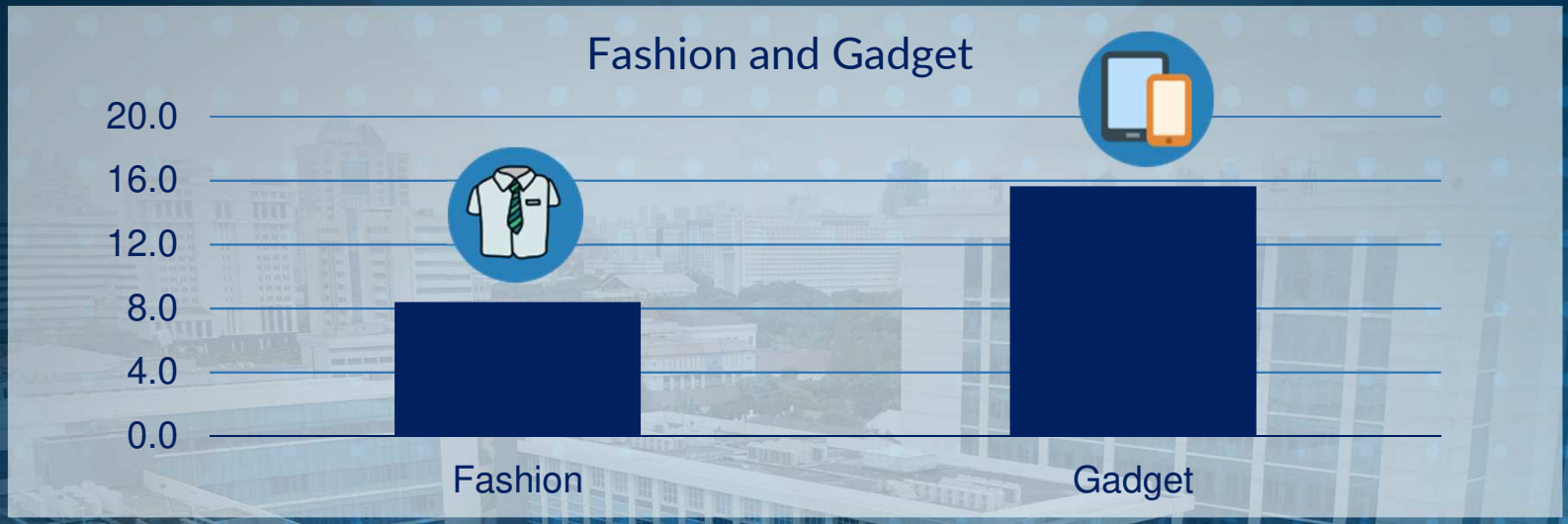
Share Households Consumption from Online Purchase, Q3-2018



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THANK YOU

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