

Tira Nur Fitria S.Pd., M.Pd



English for Digital Business Students



English for Digital Business Students

English for Digital Business Students is a comprehensive and practical textbook designed specifically for students enrolled in Digital Business programs. This book integrates English language learning with relevant business content, enabling learners to communicate effectively in the context of today's digital economy.

The book consists of 52 structured units, each combining vocabulary development, grammar practice, reading comprehension, writing exercises, speaking tasks, and listening activities. All lessons are centered around real-world digital business topics. Learners are introduced to fundamental concepts to advanced areas which ensuring both language acquisition and business understanding. The chapters include: Introduction to Digital Business, Traditional and Digital Business, Company, Business, E-Commerce, Marketplace, Becoming Seller and Reseller, Products' Quality, Writing Product Descriptions, Writing Product Listings, Placing an Order, Prices and Percentages, Talking about Discount, Services and Service Description, Writing Service Description, Payment Methods, Sales, Writing Business Emails, Professions Related to Digital Business, Customer Service Support, Writing Online Reviews on Platforms, Product Reviews, Service Reviews, Business or Brand Reviews, Answering Customer Questions, Thanking Customers, Responding to Customer Inquiries, Handling Customer Complaints, Consumer Feedback, Handling Online Reviews and Ratings, Handling Refunds and Exchanges, Digital Content, Business Identity and Personality (Brand and Logo), Online Orders Managing, Packing, Packaging & Labelling, Delivery and Shipping, Traditional Marketing and Digital Marketing, Live Shopping, Digital Advertising, Social Media Marketing, Email Marketing, Influencer Marketing, Video Marketing, Mobile Marketing, Affiliate Marketing, Simple Customer Surveys, Talking About Hobbies and Interests (Shopping), E-Commerce Websites, Online Business Problems, Laws Related to Digital Business, Job Vacancies Related to Digital Business, and Writing Application Letters Related to Digital Business.

Whether used in the classroom or for self-study, English for Digital Business Students is an ideal resource for learners who want to improve their English proficiency while gaining insights into the digital business world. With its blend of language development and business content, the book supports both academic success and career readiness.



**eureka
media aksara**
Anggota IKAPI
No. 225/JTE/2021

0858 5343 1992
eurekamediaaksara@gmail.com
Jl. Banjaran RT.20 RW.10
Bojongsari - Purbalingga 53362

ISBN 978-634-248-378-7



9

786342

483787

ENGLISH FOR DIGITAL BUSINESS STUDENTS

Tira Nur Fitria, S.Pd., M.Pd



eureka
media aksara

PENERBIT CV. EUREKA MEDIA AKSARA

ENGLISH FOR DIGITAL BUSINESS STUDENTS

Author : Tira Nur Fitria S.Pd., M.Pd.

Cover Design : Eri Setiawan

Layout : Nur Aisah

ISBN : 978-634-248-378-7

Published by : **EUREKA MEDIA AKSARA,
SEPTEMBER 2025
ANGGOTA IKAPI JAWA TENGAH
NO. 225/JTE/2021**

Editorial:

Banjaran Street, Banjaran Village RT 20 RW 10 Bojongsari District

Purbalingga Regency Tel. 0858-5343-1992

Email: eurekamediaaksara@gmail.com

First Printing: 2025

All right reserved

Copyright protected by law

It is prohibited to reproduce or transfer part or all of the contents of this book in any form and by any means, including photocopying, recording, or other recording techniques without written permission from the publisher.

ACKNOWLEDGMENT

First and foremost, I would like to express my deepest gratitude to Allah SWT for His blessings and guidance throughout the process of writing this book. Without His grace, this book would not have been possible. I am grateful to all who have supported and inspired the creation of this book, English for Digital Business Students (*Bahasa Inggris untuk Mahasiswa Bisnis Digital*). This comprehensive book consists of 52 carefully designed units covering essential topics in digital business combined with practical English language skills. From foundational concepts to advanced areas such as e-commerce, marketing, customer service, digital content, and legal aspects, each unit aims to equip students with the knowledge and communication tools they need to succeed.

The purpose of this book is to bridge the gap between English language learning and digital business competencies, enabling students to confidently use English in their academic and professional digital business environments. By integrating reading, writing, speaking, and listening tasks alongside real-world business contexts, students will gain practical skills relevant to the rapidly evolving digital economy.

I hope this book becomes a valuable and accessible resource that helps students improve their English and understand digital business concepts. It also empowers learners to communicate confidently and inspires them to pursue success and opportunities in the digital business world. Additionally, it supports lecturers by providing structured material that connects language learning with professional skills. Thank you very much.

Author, August 2025

TABLE OF CONTENTS

ACKNOWLEDGMENT	iii
TABLE OF CONTENTS	iv
UNIT 1 INTRODUCTION TO DIGITAL BUSINESS.....	1
A. Digital Business.....	1
B. The Importance of English in Digital Business.....	1
UNIT 2 TRADITIONAL BUSINESS AND DIGITAL BUSINESS.....	4
A. Traditional Business.....	4
B. Digital Business.....	5
C. Differences Between Traditional and Digital Business	7
D. Reading and Writing.....	9
E. Speaking and Listening	11
F. Task.....	12
UNIT 3 COMPANY DESCRIPTION	14
A. Company Descriptions	14
B. Company Products and Services	16
C. Company Size	16
D. Company Types.....	16
E. Company Profile.....	18
F. People and Their Roles in Company	18
G. Reading and Writing.....	21
H. Speaking and Listening	23
I. Task.....	24
UNIT 4 BUSINESS.....	25
A. Business	25
B. Types of Business.....	25
C. Business Models.....	27
UNIT 5 E-COMMERCE	29
A. E-Commerce	29
B. Types of E-Commerce.....	30
C. E-Commerce Business Models	32
D. Reading and Writing.....	33

UNIT 6	MARKETPLACE.....	36
	A. Marketplace	36
	B. Types of Marketplaces (Horizontal, Vertical, Global, Local).....	36
	C. Marketplace Business Models	38
	D. Reading and Writing.....	40
UNIT 7	SELLER, RESELLER AND DROPSHIPPER.....	44
	A. Seller.....	44
	B. Reseller.....	49
	C. Dropshipper.....	51
	D. Reading and Writing.....	57
	E. Speaking and Listening.....	59
	F. English Task.....	60
UNIT 8	PRODUCT QUALITY	62
	A. Adjectives Related to Product Quality	62
	B. Describing Product Quality	64
	C. Reading and Writing.....	66
	D. Speaking and Listening.....	67
	E. English Task.....	68
UNIT 9	WRITING PRODUCT DESCRIPTIONS	69
	A. Product Descriptions.....	69
	B. Structure of a Product Description	69
	C. Comparing Products	72
	D. Writing Product Description.....	74
	E. Reading and Writing.....	76
	F. Speaking and Listening.....	77
	G. English Task.....	78
UNIT 10	PRODUCT LISTINGS.....	79
	A. Product Listing.....	79
	B. Structures a Product Listing.....	79
	C. Reading and Writing.....	82
	D. Speaking and Listening.....	84
	E. English Task.....	85
UNIT 11	PLACING AN ORDER (ORDERING PRODUCT)	86
	A. Vocabulary for Placing an Order	86
	B. Placing an Order	87
	C. Choosing Products to Buy.....	87

D. Adding Products to Cart	88
E. Reviewing Shopping Cart	88
F. Entering Shipping Information	88
G. Providing Shipping Information.....	89
H. Selecting Payment Method	89
I. Confirming the Order	89
J. Completing Payment Steps.....	90
K. Receiving Payment Confirmation.....	90
L. Common Mistakes When Placing an Order	91
M. Reading and Writing.....	91
N. Speaking and Listening	93
O. English Task.....	94
UNIT 12 PRICE & PERCENTAGES.....	95
A. Saying Prices.....	95
B. Phrases and Expressions to Ask About Price	95
C. Price for Product	96
D. Price for Services.....	98
E. Reading and Writing.....	98
F. Speaking and Listening	101
G. Task	102
UNIT 13 TALKING ABOUT DISCOUNT	103
A. Discount	103
B. Types of Discount.....	103
C. Vocabularies Related to Discount.....	105
D. Expressions for Discussing Discounts	108
E. Counting and Calculating Discount.....	109
F. Reading and Writing.....	112
G. Speaking and Listening	115
H. English Task.....	115
UNIT 14 SERVICES QUALITY.....	117
A. Adjectives Related to Service Quality	117
B. Reading and Writing.....	121
C. Speaking and Listening	122
D. English Task.....	124

UNIT 15 DESCRIBING SERVICE QUALITY.....	125
A. Describing Services Quality	125
B. Examples of Describing Service Quality	126
C. Comparing Service Quality	127
D. Examples of Comparing Service Quality	129
E. Reading and Writing.....	130
F. Speaking and Listening.....	134
G. English Task.....	135
UNIT 16 PAYMENTS METHODS	136
A. Payments Methods	136
B. Common Payments Methods	136
C. Types of Payments.....	137
D. Payment Status.....	139
E. Payment Problems.....	139
F. Payment Confirmation.....	140
G. Reading and Writing.....	140
H. Speaking and Listening.....	145
I. English Task.....	146
UNIT 17 SALES	147
A. Sales.....	147
B. Types of Sales	147
C. Sales Techniques	149
D. Examples of Sales Phrases.....	150
E. Announcing a Sale	151
F. Offering and Promotion.....	152
G. Limited Offers	152
H. Special Days.....	153
I. Reading and Writing.....	153
J. Speaking and Listening.....	155
K. English Task.....	156
UNIT 18 BUSINESS EMAIL	157
A. Business Email.....	157
B. Structure of a Business Email.....	157
C. Formal vs. Informal Emails	158
D. Sample Emails for Digital Business	158
E. Reading and Writing.....	160

F. Speaking and Listening	161
G. Task	162
UNIT 19 PROFESSIONS IN DIGITAL BUSINESS	163
A. Professions Related to Digital Business	163
B. Hardskills Related to Professions in Digital Business	166
C. Softskills Related to Professions in Digital Business	170
D. Reading and Writing.....	172
E. Speaking and Listening	174
F. English Task.....	175
UNIT 20 CUSTOMER SERVICE SUPPORT.....	176
A. Customer Service Support	176
B. Customer Support Channels	176
C. Greeting Customers	177
D. Handling Customer Inquiries.....	178
E. Providing Solutions and Follow-Up.....	180
F. Offering Help and Support.....	181
G. Reading and Writing.....	181
H. Speaking and Listening	183
I. English Task.....	184
UNIT 21 WRITING ONLINE REVIEWS ON PLATFORMS	185
A. Writing Online Reviews on Platforms	185
B. Review on E-commerce Platforms.....	185
C. Review on Social Media Platforms	185
D. Review Sites (Google Reviews)	186
E. Tenses for Writing Online Reviews.....	186
F. Structure for Review Product.....	188
G. Structure for Review Service	189
H. Reading and Writing.....	189
I. Speaking and Listening	191
J. English Task.....	192
UNIT 22 PRODUCT REVIEWS	193
A. Product Reviews	193
B. Types of Product Reviews.....	193
C. Example of Product Reviews.....	195

D. Asking for Product Reviews	198
E. Responding to Positive Reviews	199
F. Handling Negative Reviews	200
G. Reading and Writing.....	201
H. Speaking and Listening.....	203
I. English Task.....	204
UNIT 23 SERVICE REVIEWS	205
A. Service Reviews.....	205
B. Examples of Service Review	205
C. Asking for Service Reviews.....	209
D. Responding to Positive Service Reviews	210
E. Handling Negative Service Reviews	211
F. Reading and Writing.....	213
G. Speaking and Listening.....	214
H. English Task.....	215
UNIT 24 BRAND REVIEWS.....	216
A. Brand Reviews.....	216
B. Kind of Brand Review	216
C. Asking for Brand Reviews.....	217
D. Responding to Positive Business or Brand Reviews.....	218
E. Handling Negative Business or Brand Reviews.....	219
F. Reading and Writing.....	221
G. Speaking and Listening.....	223
H. English Task.....	224
UNIT 25 ANSWERING CUSTOMER QUESTIONS.....	225
A. Customer Questions	225
B. FAQ (Frequently Asked Questions)	225
C. Types of Customer Questions.....	225
D. Reading and Writing.....	232
E. Speaking and Listening.....	233
F. English Task.....	234
UNIT 26 THANKING TO CUSTOMERS.....	235
A. Thanking to Customers.....	235
B. Ways to Thank Customers	235
C. Timing and Occasion for Thanking Customers.....	237

D. Thanking Long-Term and VIP Customers.....	240
E. Reading and Writing.....	241
F. Speaking and Listening	243
G. English Task.....	244
UNIT 27 RESPONDING TO CUSTOMER INQUIRIES.....	245
A. Customer Inquiries.....	245
B. Common Types of Customer Inquiries.....	245
C. Common Customer Questions	246
D. Communication Channels for Inquiries	248
E. Templates for Replies.....	249
F. Responding to Product-Related Inquiries.....	249
G. Reading and Writing.....	250
H. Speaking and Listening	251
I. English Task.....	252
UNIT 28 HANDLING CUSTOMER COMPLAINTS	253
A. Customer Complaints.....	253
B. Common Types of Customer Complaints.....	253
C. Language Features of Customer Complaints	257
D. Reading and Writing.....	258
E. Speaking and Listening	260
F. English Task.....	261
UNIT 29 CONSUMER FEEDBACK	262
A. Customer Feedback.....	262
B. Examples of of Consumer Feedback	262
C. Types of Consumer Feedback (Positive, Negative and Constructive Feedback)	264
D. Reading and Writing.....	267
E. Speaking and Listening	268
F. English Task.....	269
UNIT 30 HANDLING ONLINE REVIEWS AND RATINGS... ..	270
A. Online Review	270
B. Online Rating	271
C. Types of Online Reviews and Ratings (Product, Service, Business or Brand Reviews and Ratings) ...	271
D. Reading and Writing.....	272

E. Speaking and Listening.....	274
F. English Task.....	275
UNIT 31 HANDLING REFUNDS AND EXCHANGES	276
A. Refunds and Exchanges.....	276
B. Language Features of Handling Refunds and Exchanges.....	276
C. Examples of Refunds and Exchanges.....	279
D. Common Reasons for Refunds and Exchanges	282
E. Policies and Procedures for Refunds and Exchanges.....	283
F. Managing Refund Requests	285
G. Managing Exchange Requests	286
H. Reading and Writing.....	287
I. Speaking and Listening.....	289
J. English Task.....	290
UNIT 32 DIGITAL CONTENT	291
A. Digital Content	291
B. Examples of Digital Content in Business	291
C. Content Formats.....	293
D. Types of Digital Content.....	295
UNIT 33 BRAND AND LOGO	297
A. Brand.....	297
B. Logo.....	299
C. Rebranding.....	302
D. Reading and Writing.....	302
E. Speaking and Listening.....	304
F. English Task.....	305
UNIT 34 ONLINE ORDERS MANAGING.....	306
A. Online Orders Management	306
B. Order Processing Steps	306
C. Receiving Online Orders	307
D. Order Verification and Confirmation.....	307
E. Order Fulfillment.....	307
F. Confirming Orders	308
G. Handling Order Modifications.....	308
H. Handling Order Cancellations.....	308

I. Reading and Writing.....	309
J. Speaking and Listening	311
K. English Task.....	312
UNIT 35 PACKING, PACKAGING & LABELLING	313
A. Packing.....	313
B. Packaging.....	315
C. Labelling.....	318
D. Reading and Writing.....	319
E. Speaking and Listening	325
F. Task.....	326
UNIT 36 DELIVERY AND SHIPPING	327
A. Delivery and Shipping Terms	327
B. Shipping Process.....	331
C. Types of Shipping Methods.....	331
D. Delivery Process.....	332
E. Delivery Tracking.....	332
F. Tracking Orders	333
G. Handling Shipping Issues.....	333
H. Shipping Time.....	333
I. Lost or Late Items	333
J. Customer Updates.....	334
K. Tracking and Returns.....	334
L. Refund and Exchange Requests	334
M. Reading and Writing.....	335
N. Speaking and Listening	337
O. English Task.....	338
UNIT 37 TRADITIONAL AND DIGITAL MARKETING	339
A. Traditional Marketing.....	339
B. Types of Traditional Marketing	339
C. Traditional Marketing Strategies	340
D. Digital Marketing	341
E. Digital Marketing Channels.....	342
F. Reading and Writing.....	343
G. Speaking and Listening	345
H. English Task.....	346

UNIT 38 LIVE SHOPPING	347
A. Live Shopping.....	347
B. How Live Shopping Works.....	347
C. Platforms for Live Shopping	347
D. Features of a Live Shopping Session	348
E. Roles in Live Shopping: Host, Influencer, Seller, and Audience.....	349
F. Reading and Writing.....	350
G. Speaking and Listening.....	353
H. English Task.....	354
UNIT 39 DIGITAL ADVERTISING	355
A. Digital Advertising	355
B. Types of Digital Ads.....	355
C. Language for Digital Advertising	357
UNIT 40 SOCIAL MEDIA MARKETING	360
A. Social Media.....	360
B. Social Media Marketing.....	360
C. Social Media Platforms	360
D. Types of Social Media Content	362
E. Visual Content (Images and Videos)	364
F. Text-Based Content.....	365
G. Interactive Content	367
H. Reading and Writing.....	368
I. Speaking and Listening.....	371
J. English Task.....	372
UNIT 41 EMAIL MARKETING.....	373
A. Email Marketing.....	373
B. Types of Email Marketing	373
C. Reading and Writing.....	376
D. Speaking and Listening.....	377
E. English Task.....	378
UNIT 42 CELEBRITY AND INFLUENCER MARKETING	379
A. Celebrity Marketing	379
B. Influencer Marketing.....	379
C. Types of Content in Celebrity and Influencer Marketing	379

D. Reading and Writing.....	381
E. Speaking and Listening	384
F. English Task.....	385
UNIT 43 VIDEO MARKETING.....	387
A. Video Marketing	387
B. Types of Video Content	387
C. Video Platforms	389
D. Reading and Writing.....	389
E. Speaking and Listening	391
F. English Task.....	392
UNIT 44 MOBILE MARKETING.....	393
A. Mobile Marketing	393
B. Types of Mobile Marketing.....	393
C. Reading and Writing.....	394
D. Speaking and Listening	396
E. English Task.....	397
UNIT 45 AFFILIATE MARKETING.....	399
A. Affiliate Marketing	399
B. Affiliate Marketer	399
C. How Affiliate Marketing Works	400
D. Examples of Affiliate Marketing	400
E. Affiliate Marketing in Ecommerce/Marketplace.....	401
F. Reading and Writing.....	402
G. Speaking and Listening	406
H. English Task.....	407
UNIT 46 CUSTOMER SURVEYS.....	408
A. Customer Surveys	408
B. Types of Customer Surveys	409
C. Reading and Writing.....	410
D. Speaking and Listening	414
E. English Task.....	415
UNIT 47 TALKING ABOUT HOBBIES AND INTERESTS	
(ONLINE SHOPPING)	416
A. Online Shopping as a Hobby.....	416
B. Vocabulary for Online Shopping.....	416
C. Talking About Online Shopping Preferences	420
D. Sharing Online Shopping Experiences.....	420

E. Asking About Online Shopping Habits	421
F. Talking About Online Shopping Habits	422
G. Asking for Online Shopping Recommendations.....	423
H. Reading and Writing.....	424
I. Speaking and Listening.....	426
J. English Task.....	427
UNIT 48 WEBSITE E-COMMERCE.....	428
A. E-Commerce Websites	428
B. Key Features of an E-Commerce Website.....	428
C. Examples of Website E-Commerce	431
D. Reading and Writing.....	443
E. Speaking and Listening.....	446
F. English Task.....	447
UNIT 49 ONLINE BUSINESS PROBLEMS	448
A. Online Business Problems	448
B. Types of Online Business Problems.....	448
C. Solutions to Online Business Problems.....	450
D. Reading and Writing.....	452
E. Speaking and Listening.....	454
F. English Task.....	455
UNIT 50 LAWS RELATED TO DIGITAL BUSINESS.....	456
A. Laws Related to Digital Business	456
B. Examples of Laws Related to Digital Business	456
C. Reading and Writing.....	459
D. Speaking and Listening.....	463
E. English Task.....	464
UNIT 51 JOB VACANCY RELATED TO DIGITAL BUSINESS.....	465
A. Job Vacancy.....	465
B. Structures of Job Vacancy.....	465
C. Examples of Job Vacancies Related to Digital Business	466
D. Reading and Writing.....	469
E. English Task.....	470

**UNIT 52 APPLICATION LETTERS RELATED TO DIGITAL
BUSINESS..... 471**

A. Application Letters471

B. Stucture of Application Letters472

C. Examples fof Application Letters Related
to Digital Business472

REFERENCES..... 482

AUTHOR BIOGRAPHY 486

UNIT

1

INTRODUCTION TO DIGITAL BUSINESS

A. Digital Business

Digital Business is a promotional activity for a brand or product using electronic (digital) media (Siregar, 2023). Digital business refers to the use of digital technologies, especially the internet, to create new value in business models, customer experiences, and internal capabilities. It goes beyond traditional e-commerce by integrating digital tools into every aspect of the business, including online marketing, digital communication, and cloud-based operations. This approach transforms how businesses interact with customers, suppliers, and employees, enabling more efficient and personalized services. Common examples of digital business include mobile apps, digital payment systems, and AI-driven customer service solutions.

B. The Importance of English in Digital Business

English plays a vital role in the success and growth of digital business, especially in a globally connected world. It serves as a bridge for communication and access to resources that are essential for thriving in this fast-paced and competitive industry. First, English is the most widely used language on the internet, which makes it crucial for global communication. It allows businesses to interact effectively with international customers, partners, and investors. By using English, companies can reach and engage a global audience, expanding their market beyond local borders. Moreover, most digital platforms, software, tutorials, and technical documentation are written in

UNIT 2

TRADITIONAL BUSINESS AND DIGITAL BUSINESS

A. Traditional Business

Traditional business refers to conventional ways of running a company, usually involving physical stores, face-to-face interactions, paper-based transactions, and offline marketing methods. Examples include local shops, restaurants, and manufacturing companies that rely primarily on in-person customer service and physical supply chains. These businesses rely heavily on physical presence, direct customer interaction, and local foot traffic, distinguishing them from digital business models. Here are examples of traditional businesses as follows:

1. Warung (Small Local Shops). Small neighborhood stores sell daily necessities like snacks, drinks, and household items. They usually operate physically and rely on walk-in customers.
2. Bakery and Food Stalls. Street food vendors, traditional bakeries, and small restaurants serving local dishes. These rely on in-person sales.
3. Textile and Batik Workshops. Small-scale artisans creating traditional batik fabrics or handmade textiles often sell directly to local markets or tourists.
4. Conventional Markets (Pasar Tradisional). Open-air markets where vendors sell fresh produce, fish, meat, and household goods through face-to-face interactions.
5. Tailoring and Small Garment Shops. Local tailors or clothing shops where customers come in for fittings and direct purchases.

UNIT 3

COMPANY DESCRIPTION

A. Company Descriptions

Describing a Company involves providing clear and concise information about the business to help others understand what it is, what it does, and its purpose. This description usually covers several key points:

1. **Company Name and Location:** The official name of the company and where it is based or operates.
2. **Company Products and Services:** What the company offers to its customers – goods, services, or both.
3. **Company Goals:** The mission or objectives the company aims to achieve.
4. **Company Size and Type:** Whether it's a small startup, medium enterprise, or large corporation, and the business structure (e.g., PT, CV).
5. **Target Market:** The specific group of customers or clients the company serves.
6. **Unique Selling Points:** What makes the company different or better than competitors.
7. **Company History:** Background information like founding date, founders, and milestones.
8. **Vision and Mission Statements:** Clear statements that express the company's long-term vision and the mission guiding its daily operations.
9. **Core Values:** The principles and ethics that the company stands by, such as integrity, innovation, or customer focus.

UNIT 4 | BUSINESS

A. Business

Business is an integrated activity that includes trade and exchange of goods, services, or money carried out by two or more parties to obtain benefits and profits (Mustika et al., 2020). The term business is closely related to commercial activities that occur in social life. Thus, business is a social process. This social process can be carried out by individuals or groups by creating and exchanging commodities or services according to needs and desires to obtain benefits or profits.

B. Types of Business

Businesses can be broadly categorized into two main types based on what they offer to customers:

1. Goods-Based Business

These businesses focus on producing, selling, or distributing physical products that customers can buy, use, or consume. Goods can be tangible items like clothes, electronics, food, vehicles, or furniture. Examples include manufacturers, retailers, and wholesalers.

Goods-based businesses in Indonesia are companies that primarily produce or sell physical products. Examples include Indofood, which is well known for its instant noodles and snack foods; Gudang Garam, a leading cigarette manufacturer; and Kapal Api Group, famous for its coffee products. Other examples are Sido Muncul, which produces herbal health products like Tolak Angin; Unilever Indonesia,

UNIT

5

E-COMMERCE

A. E-Commerce

E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium (Gupta, 2014). E-commerce (Electronic Commerce) refers to the buying and selling of goods and services over the internet. It involves online transactions through websites, mobile apps, and digital platforms, allowing consumers to shop from anywhere at any time. E-commerce encompasses a wide range of activities, including retail sales, digital products, online services, and payment processing. Electronic commerce, which denotes the process of electronic transactions via the internet, has led to a very significant improvement in the level of growth, development, efficiency, and productivity of global economies (Gupta, 2014). For example:

1. Tokopedia: One of the largest e-commerce platforms in Indonesia, offering a variety of products from electronics to fashion.
2. Shopee: A popular e-commerce platform known for its promotional sales, flash deals, and cross-border products.
3. Bukalapak: Focuses on empowering small businesses and traditional stores (warung) to sell products online.
4. Blibli: Provides a comprehensive e-commerce marketplace with categories like electronics, fashion, and home appliances.
5. Lazada: Operates as a multi-category online store, similar to Amazon, with a strong presence in Southeast Asia.

UNIT

6

MARKETPLACE

A. Marketplace

The term marketplace is used as a place for sellers and buyers to transact online (Ramdan et al., 2023). So, a marketplace is a website or application that helps us find the goods and services we need, and all transactions are done online without meeting the seller face-to-face. A marketplace or market is a place where people usually gather to buy and sell, stock raw materials, semi-finished products, and other goods (Lestari et al., 2022). A marketplace allows multiple vendors to list their products or services, creating a diverse range of offerings in one platform. Marketplaces can operate in various industries, such as retail, services, rentals, and freelance work. They serve as intermediaries, facilitating transactions, managing payments, and sometimes handling logistics and customer support.

B. Types of Marketplaces (Horizontal, Vertical, Global, Local)

There are types of marketplaces as follows:

1. Horizontal Marketplace

This sells products or services across multiple categories without focusing on a specific niche. It targets a broad audience with varied needs and offers a wide range of product categories under one platform. This type of marketplace allows customers to find diverse products, from electronics and fashion to groceries and home essentials, all in one place. Examples:

UNIT

7

SELLER, RESELLER AND DROPSHIPPER

A. Seller

1. Seller

A seller is someone who sells products directly to customers, usually by sourcing or creating the products themselves. A seller is a person or business that offers goods or services to customers in exchange for money. Sellers can sell products directly to consumers or other businesses. They play an important role in the economy by making products available to people who need or want them.

2. Types of Sellers

There are two types of sellers as follows:

- a. Individual Sellers. Individual sellers are people who sell goods on a small scale. They often sell from home, at traditional markets, or use online platforms without running a formal business. For example, someone selling homemade cookies at a local market or a person selling used clothes on an online marketplace like Tokopedia or Shopee.
- b. Business Sellers. Business sellers are companies or stores that sell products regularly and often in larger quantities. They usually have a formal business structure. For example, a supermarket chain that sells groceries every day or a clothing store that imports and sells clothes to many customers.

UNIT

8

PRODUCT QUALITY

A. Adjectives Related to Product Quality

Table Adjectives Related to Product Quality

Term	Brief Description
Advanced – Canggih	Refers to a product that features the latest technology or design.
Advanced – Maju	Incorporating the latest technology or improvements.
Affordable – Terjangkau	Priced reasonably to fit most budgets without sacrificing quality.
Comfortable – Nyaman	Designed to provide ease, relaxation, and comfort during use.
Compact – Kompak	Small in size but fully functional.
Compact – Ringkas	Small and efficient in design or size.
Durable – Awet	Long-lasting and resistant to damage or wear.
Durable – Kokoh/ Tangguh/Tahan Lama	Built to withstand wear and tear, lasting for a long time.
Eco-friendly – Ramah Lingkungan	Made with materials or processes that do not harm the environment.
Economical – Hemat/ Ekonomis	Saves money or resources in use, operation, or maintenance.
Efficient – Efisien	Performing tasks well without wasting time or resources.
Elegant – Anggun	Graceful and stylish in appearance or design.

UNIT 9

WRITING PRODUCT DESCRIPTIONS

A. Product Descriptions

Product descriptions are short texts that explain the features, benefits, and uses of a product. They help customers understand what the product is, why it is useful, and why they should buy it. Good product descriptions make the product attractive and help customers make buying decisions. Descriptive exposure is more directed at describing the nature and characteristics of our products/services (Suharson, 2021). So that consumers seem to see, feel, or hear what we describe about our products.

The purpose of writing a product description is to provide information about the goods we sell to prospective buyers. In addition, the product description must be persuasive to attract the interest of prospective buyers (Tapaningsih et al., 2022). Therefore, writing a product description requires a high level of imagination, because it will be clear that prospective buyers will not be interested in the things presented if they are only expressed as simply as they are.

B. Structure of a Product Description

A well-structured product description typically includes the following sections:

1. **Product Name.** This is the title or the name of the product. It helps customers quickly identify what the product is.

UNIT 10 | PRODUCT LISTINGS

A. Product Listing

A product listing is a detailed entry of a product on an online store, marketplace, or catalog. It includes key information such as the product title, description, price, specifications, and images. The goal is to provide potential buyers with all the necessary details to make a purchase decision. Example: A product listing for a smartphone may include the brand, model, key features, and pricing information.

B. Structures a Product Listing

A well-structured product listing is essential for attracting customers and effectively communicating product information. A well-structured product listing is organized clearly and logically to ensure that customers can easily find the information they need. Organizing information in this way makes the listing easy to read and increases the chances of conversion. Key sections include:

- 1. Product Name / Title.** The product name is the first thing people see. It should tell what the product is in just a few words. A good product name often includes the brand, type of product, and important feature. For example, "Adidas Men's Running Shoes – Lightweight and Comfortable" tells us the brand is Adidas, the product is running shoes for men, and they are light and comfortable.

UNIT

11

PLACING AN ORDER (ORDERING PRODUCT)

A. Vocabulary for Placing an Order

Placing an Order (Ordering Product)

English Term	Meaning
Product / Produk	An item that is sold
Search / Mencari	To look for something
Select / Memilih	To choose
Add to Cart / Tambah ke Keranjang	To put a product in the shopping cart
Shopping Cart / Keranjang Belanja	A virtual basket for products
Review / Memeriksa	To check carefully
Discount Code / Kode Diskon	A code that gives a price reduction
Shipping Address / Alamat Pengiriman	The place where products are sent
Shipping Method / Metode Pengiriman	The way a product is delivered
Payment Method / Metode Pembayaran	The way to pay for the order
Credit Card / Kartu Kredit	A payment card
Bank Transfer / Transfer Bank	Paying by transferring money through a bank
Cash on Delivery (COD) / Bayar di Tempat	Pay cash when the product arrives.

UNIT 12

PRICE & PERCENTAGES

A. Saying Prices

Price is the amount customers pay to buy digital products or services online. Prices usually involve numbers with currency units like rupiah (Rp).

- For whole amounts, say the number followed by the currency. Example: Rp10,000 → “ten thousand rupiahs,” Rp50,000 → “fifty thousand rupiahs.”
- For amounts with smaller units (like sen), say the rupiah and sen separately. (Note: sen are rarely used in daily business.) Example: Rp5,750 → “five thousand seven hundred fifty rupiahs.”

When prices are rounded, you can say “ten thousand rupiahs” or just “ten thousand” informally.

- For large prices, group numbers into thousands, millions, or billions. Example: Rp1,500,000 → “one million five hundred thousand rupiahs,” Rp2,000,000,000 → “two billion rupiahs.”

B. Phrases and Expressions to Ask About Price

1. Formal Situations:

- "How much does this cost?"
- "May I ask the price of this item?"
- "Could you tell me how much this is?"
- "What is the price of this product/service?"
- "Would you mind telling me the cost?"

UNIT 13

TALKING ABOUT DISCOUNT

A. Discount

A discount is a price reduction given by a seller to a buyer from the regular price of a product as a premium, activity, or condition to increase sales of the product or service (Jiuhardi, 2025). Discount offers provide several benefits, such as incentivizing consumers to buy in large quantities, anticipating competitors' promotions, and supporting bulk transactions (Firdaus & Inayanti, 2023).

A discount is a reduction in the price of goods or services. Businesses offer discounts for various reasons, such as to attract customers, increase sales, clear out old inventory, encourage bulk purchases, or reward loyal customers. Discounts can be a powerful marketing tool to create urgency and stimulate demand.

B. Types of Discount

Type of discount means the types of discounts that are used in the business or accounting world, including:

1. Cash Discount

A reduction in price offered to buyers for prompt or early payment. Example: "The company offers a 5% cash discount if the invoice is paid within 10 days." If an invoice of IDR 1,000,000 is paid early, the customer would only need to pay IDR 950,000 due to the 5% discount.

UNIT 14 | SERVICES QUALITY

A. Adjectives Related to Service Quality

There are adjectives related to service quality as follows:

Adjective	Description
Accessible – Mudah dijangkau	Easy to reach or communicate with
Accurate – Akurat	Provides correct and precise information or service
Alert – Waspada	Aware of customer needs and surroundings
Approachable – Mudah didekati	Easy to talk to; open and friendly
Attentive – Penuh perhatian	Carefully listens and responds to customer needs.
Attentive – Perhatian	Pays close attention to customer needs or concerns
Calm – Tenang	Handles situations without panic or stress
Caring – Peduli	Shows genuine concern for customer satisfaction
Clear – Jelas	Communicates in a straightforward, easy-to-understand way
Committed – Berkomitmen	Loyal and dedicated to providing good service
Competent – Kompeten	Has the skills and ability to do the job well

UNIT 15

DESCRIBING SERVICE QUALITY

A. Describing Services Quality

Describing services involves explaining what the service is, how it works, and the benefits it offers to customers. It focuses on the qualities, features, and value of the service to help potential customers understand why they should choose it. Here are points when describing services:

1. Service Type: What kind of service is it? (e.g., consulting, delivery, repair, online streaming)
2. Purpose: What problem does the service solve or what need does it fulfill?
3. Features: What are the main characteristics or components of the service? (e.g., 24/7 support, fast delivery, customizable options)
4. Benefits: How does the service improve the customer's experience or situation? (e.g., saves time, reduces costs, enhances convenience)
5. Quality and Reliability: Mention how dependable and high-quality the service is.
6. Customer Support: Is help available if customers have questions or issues?
7. Pricing and Packages: Explain any costs involved or different service levels.
8. How to Access: Describe how customers can use or order the service (e.g., via app, phone, website).

UNIT 16

PAYMENTS METHODS

A. Payments Methods

Payment Methods refer to the various ways customers can pay for goods or services when shopping online or offline. Choosing the right payment methods is important for businesses to make transactions easy, secure, and convenient for their customers. Payment method is a way or system used to make transactions in purchasing goods or services (Sutopo, 2024). This method can vary, ranging from cash payments to non-cash, such as credit cards, debit cards, bank transfers, and digital wallets (e-wallets). Each method has its advantages and disadvantages; for example, cash payments offer simplicity and directness, while non-cash methods provide additional convenience and security with better transaction verification and recording features. In addition, with the development of technology, payment methods now also include contactless payments and payments via mobile applications, which make it easier for consumers to make transactions in this digital era.

B. Common Payment Methods

There are common payment methods used in digital and traditional transactions:

1. **Credit/Debit Cards.** These are physical or virtual cards issued by banks that allow customers to make payments. Credit cards let users borrow money up to a certain limit, while debit cards deduct funds directly from the customer's

UNIT 17 | SALES

A. Sales

Sales refer to the process of selling products or services to customers. It involves activities that persuade potential buyers to purchase and complete transactions. Sales is the activity of selling goods or services to customers in exchange for money. It involves offering products, convincing customers to buy them, and completing the transaction. Sales can happen in person, online, over the phone, or through other channels.

B. Types of Sales

Types of Sales refer to the different methods or channels through which products or services are sold to customers. Some common types include:

1. **Direct Sales:** This involves selling products face-to-face, usually by sales representatives visiting customers or meeting them in person. It's a personal approach that builds trust and allows direct communication. Example: Sales representatives from companies visit customers directly to demonstrate and sell products in person.
2. **Online Sales:** These sales occur through digital platforms such as websites, mobile apps, or online marketplaces. Customers browse and purchase products remotely, often with convenient delivery options. Platforms such as Tokopedia, Shopee, or Lazada allow customers to browse and purchase products online with home delivery.

UNIT 18 | BUSINESS EMAIL

A. Business Email

Email is a digital messaging system that allows fast and easy communication over the internet for both personal and professional purposes. In the workplace, it is an essential tool used for communication within departments and for business-to-business interactions with partners and other companies (Karim & Istiqomah, 2024). A business email is a professional way to communicate with colleagues, clients, partners, or customers. It is used for sharing information, making requests, providing updates, or discussing business matters. Business emails should be clear, polite, and well-structured to maintain professionalism.

B. Structure of a Business Email

A typical business email consists of several key parts:

A typical business email has several important parts that help make the message clear and professional:

1. **To:** This is where you write the email address of the person or people you want to send the email to. It ensures the message reaches the right recipient.
2. **Subject:** The subject line is a short, clear summary of what the email is about. It helps the recipient understand the main topic at a glance and encourages them to open the email.
3. **Body:** This is the main part of the email where you write your message. It usually begins with a polite greeting (like "Dear" or "Hello"), then explains the purpose of your email. After

UNIT 19

PROFESSIONS IN DIGITAL BUSINESS

A. Professions Related to Digital Business

These are various job roles and careers that focus on online or technology-driven business activities. They involve managing digital platforms, marketing online, developing software, handling e-commerce, and more.

Term	Role / Job Description
Affiliate Marketer / Pemasar Afiliasi	Promotes products through affiliate links and earns commission from each sale.
App Developer / Pengembang Aplikasi	Develops mobile applications for Android or iOS platforms.
Business Analyst / Analisis Bisnis	Analyzes data and trends to improve business strategy and performance.
Chatbot Developer / Pengembang Chatbot	Creates automated chat systems to assist customers and improve user interaction.
Content Creator / Kreator Konten	Produces digital content such as articles, videos, or social media posts.
Content Moderator / Moderator Konten	Monitors and filters content on websites or platforms to meet policy standards.

UNIT 20

CUSTOMER SERVICE SUPPORT

A. Customer Service Support

Customer Service Support involves assisting customers with their inquiries, issues, and requests to ensure a positive experience with a product or service. It includes handling complaints, providing information, and resolving problems effectively and efficiently. Providing good customer service can hopefully achieve customer satisfaction (Assauri, 2003).

The existence of customer service is very necessary in a company organization, so that it can function as a modern management function that has an inherent function in company management, namely how to play a role in carrying out reciprocal communication to create mutual understanding, mutual respect, mutual trust, creating goodwill, gaining community support and so on to achieve a positive image for a company (Baene, 2022).

B. Customer Support Channels

Customer Support Channels are the various platforms through which customers can reach out for assistance. These include phone, email, live chat, social media, and self-service options such as FAQs and help centers. Common customer support channels include:

1. Phone Support: This channel provides real-time, direct communication, allowing customers to speak with a representative instantly. It is ideal for urgent or complex issues that require immediate attention. Example: A customer

UNIT 21

WRITING ONLINE REVIEWS ON PLATFORMS

A. Writing Online Reviews on Platforms

Writing online reviews involves sharing personal experiences, opinions, or feedback about a product, service, or business on various platforms. These reviews can be positive, negative, or neutral, and typically include star ratings or written comments. Online reviews help other consumers make informed decisions and provide valuable insights to businesses. Example: A customer writes a review on a restaurant's website, describing the quality of food, service, and ambiance. The review includes a 5-star rating and specific comments about the exceptional customer service received.

B. Review of E-commerce Platforms

E-commerce platforms like Amazon, eBay, and Shopee allow customers to leave reviews on products they have purchased. These reviews typically include product ratings, pros and cons, and feedback about shipping, packaging, or product quality. Example: A customer purchases a smartphone on Shopee and leaves a review mentioning the quick delivery, excellent camera quality, and user-friendly interface. They also note a minor issue with the battery life.

C. Review on Social Media Platforms

Social media platforms such as Facebook, Instagram, TikTok, and Twitter provide spaces for users to share experiences with products, services, or brands. These reviews

UNIT 22

PRODUCT REVIEWS

A. Product Reviews

A product review is an opinion about a product that has been received by a buyer so that subsequent buyers can see the assessments of previous buyers, such as providing photos, product quality, and so on (Gunawan, 2022). A product review is a written or spoken evaluation or opinion about a product based on someone's experience using it. It usually includes details such as the product's quality, features, usefulness, price, advantages, and disadvantages. The main purpose of a product review is to inform other people about how well the product works and help them decide whether to buy it or not. Product reviews can be found on e-commerce websites, social media, or video platforms.

B. Types of Product Reviews

Here are several types of product reviews commonly used in digital business and online platforms:

1. Customer Review

A customer review is written by someone who has personally purchased and used the product. These reviews are usually found on online shopping platforms like Shopee, Tokopedia, Amazon, or Lazada. Customers share their honest opinions based on their experience with the product. They often mention whether the product meets their expectations, its quality, price, and usefulness. These reviews

UNIT 23

SERVICE REVIEWS

A. Service Reviews

Service quality is a long-term consumer perspective and is a cognitive evaluation of service transfer (Sa'adah, 2020). Service quality is how consumers assess or view the service they receive over a long time. This assessment is rational or based on thoughts (not just feelings), and usually appears after consumers experience, feel, or receive the service. Service Reviews are evaluations or feedback provided by customers about their experience with a service they have received. These reviews reflect how well a service meets customer expectations in areas such as quality, timeliness, professionalism, and overall satisfaction. Service reviews help other potential customers make informed decisions and provide businesses with valuable insights to improve their services.

B. Examples of Service Review

Here are several examples of service reviews that people commonly write or share online:

1. Restaurant Service Review

Restaurant service reviews are written by customers who visit a restaurant and want to share their experience. These reviews often mention the quality and taste of the food, the friendliness and professionalism of the waitstaff, the speed of service, and the cleanliness of the restaurant. Example: "I visited Sate Ayamku last weekend. The food was delicious and served quickly. The waiters were friendly and

UNIT 24 | BRAND REVIEWS

A. Brand Reviews

Brand Reviews are evaluations or opinions given by customers or users about a particular brand. These reviews usually cover the quality of the brand's products or services, customer experience, pricing, and overall satisfaction. Brand reviews help other potential customers make informed decisions and provide valuable feedback to the company for improvement. They often appear on websites, social media, online stores, or review platforms. A good brand review highlights both the strengths and weaknesses of the brand clearly and honestly.

A brand review includes assessments of product consistency, the brand's innovation, the quality of its customer service, and the public's perception of the brand. The purpose of a brand review is to provide an overview of whether the brand as a whole is trustworthy and has a positive value in the eyes of consumers. For example, a brand review of "Samsung" would cover its global reputation, technological innovation, and the general quality of its product range.

B. Kind of Brand Review

There are several kinds of brand reviews mentioned above:

1. **Product Quality Review.** This type of review focuses on how good and reliable the products from the brand are. It talks about whether the product works well, lasts long, and meets the expectations of the customer.

UNIT 25 | ANSWERING CUSTOMER QUESTIONS

A. Customer Questions

Customer Questions refer to inquiries or queries made by customers regarding products, services, policies, or other aspects of a business. These questions can include requests for information about product features, pricing, shipping, returns, troubleshooting, or general service inquiries. Addressing customer questions effectively helps to clarify doubts, build trust, and enhance the overall customer experience.

B. FAQ (Frequently Asked Questions)

FAQ (Frequently Asked Questions) is a collection of common questions and answers related to a product, service, business, or specific topic. They are designed to provide quick, clear, and concise information to address common customer concerns, reduce repetitive inquiries, and improve customer satisfaction. FAQs are typically organized by category and cover topics such as product details, shipping, returns, payment methods, troubleshooting, and policies.

C. Types of Customer Questions

Customer questions can be categorized based on the nature of the inquiry. Here are common types:

1. Product and Service Questions

- a. Requesting Product Information:
 - “Can you tell me more about the features of this product?”

UNIT 26

THANKING TO CUSTOMERS

A. Thanking to Customers

Thanking customers is a crucial aspect of customer service that helps to build strong relationships and foster customer loyalty. It shows appreciation for their business and acknowledges their importance to the company. This can be done verbally, in writing, through gifts, or via special offers.

B. Ways to Thank Customers

There are several effective ways to express gratitude to customers. Below are examples for each method:

1. Verbal Appreciation

Expressing thanks directly through spoken words makes the interaction personal and sincere. It works well in face-to-face meetings, phone calls, or live chats. Example:

- "Thank you so much for choosing us today!"
- "We appreciate your continued support."
- "It's always a pleasure serving you!"
- "Thanks for being such a loyal customer."
- "We value your trust and business."

2. Written Thank-You Messages

Sending thank-you notes via email, cards, or letters provides a lasting reminder of your appreciation. This method is especially useful after purchases, events, or following feedback. Written messages can be formal or casual, depending on the brand tone. Example:

UNIT 27

RESPONDING TO CUSTOMER INQUIRIES

A. Customer Inquiries

Customer inquiries refer to the questions, requests, or concerns that customers raise to a company or service provider regarding products, services, orders, policies, or any other related topics. These inquiries represent how customers seek information, clarification, or assistance from a business. Effectively handling customer inquiries is essential for ensuring customer satisfaction and building trust.

B. Common Types of Customer Inquiries

for each common type of customer inquiry:

1. Questions about product details, availability, and pricing: Customers often want to know specific information about a product's features, whether it's in stock, and how much it costs before making a purchase.
2. Requests for order status or delivery updates: After ordering, customers usually ask where their order is, when it will arrive, or if there are any delays.
3. Concerns about returns, refunds, or exchanges: Customers may need help returning a product, getting a refund, or exchanging an item if it's defective or doesn't meet their expectations.
4. Technical support or troubleshooting assistance: Some customers need help fixing problems with a product or service, or guidance on how to use it correctly.

UNIT 28

HANDLING CUSTOMER COMPLAINTS

A. Customer Complaints

Customer complaints are expressions of dissatisfaction or problems raised by customers about a product, service, or experience with a company. Complaints may relate to product defects, delays, poor customer service, billing errors, or unmet expectations. Addressing these complaints effectively is crucial for maintaining a company's reputation and keeping customers happy. Customer complaints can also be caused by fraud, which is dishonest business practices carried out by companies, which are intended to deceive in order to gain profit (Indrawati et al., 2023).

Handling customer complaints involves the process of listening carefully to customers' issues or dissatisfaction, empathizing with their feelings, and working to resolve the problem efficiently and fairly. Good complaint handling requires patience, clear communication, and a positive attitude to turn a negative experience into a chance to improve customer satisfaction and loyalty. It often includes acknowledging the complaint, investigating the issue, offering solutions or compensation if appropriate, and following up to ensure the customer is satisfied with the outcome.

B. Common Types of Customer Complaints

Common types of customer complaints include issues related to product quality, delivery delays, billing errors, poor customer service, misleading information, and website

UNIT

29

CONSUMER FEEDBACK

A. Customer Feedback

Customer feedback is vital to the growth of any business (Pramiarsih, 2024). It provides valuable insight into what is working well about our product or service and what needs to be done to make the experience even better. We as a business need to understand the importance of customer feedback and get it by asking for it at the right time.

Consumer feedback refers to the opinions, suggestions, and comments provided by customers regarding their experiences with a product, service, or brand. It serves as valuable input for businesses to assess customer satisfaction, identify areas for improvement, and make informed decisions to enhance products or services. Feedback can be collected through surveys, reviews, social media comments, or direct communication. Customer feedback helps companies understand customer needs, resolve issues, and improve service quality. Positive feedback highlights strengths, while negative feedback reveals areas that need attention.

B. Examples of Consumer Feedback

Here are some examples of consumer feedback as follows:

No.	Feedback Type	Example of Consumer Feedback
1	Positive Feedback	"The product arrived early and in good condition. Very satisfied!"

UNIT 30

HANDLING ONLINE REVIEWS AND RATINGS

A. Online Review

Online reviews are written comments or feedback provided by customers about their experiences with a product, service, or brand. These reviews can be posted on websites, e-commerce platforms, social media, or review sites like Google. Online reviews and ratings play a crucial role in influencing potential customers' purchasing decisions as they provide social proof, build trust, and help businesses understand customer experiences. Positive reviews establish a brand's credibility, encouraging new customers to make a purchase, while negative reviews offer valuable insights into areas that need improvement. Additionally, platforms like Google use reviews to rank businesses, increasing online visibility. Responding to reviews also fosters customer engagement, showing that the business values feedback and is committed to resolving issues effectively. Examples:

- **Positive Review:** "The food was delicious! The pizza was perfectly baked with a crispy crust and flavorful toppings. Highly recommend!"
Response: "Thank you so much for your amazing review! We're thrilled to hear you loved the pizza. Let us know what you'd like to try next!"
- **Negative Review:** "My burger arrived cold, and the fries were soggy. Disappointed with the quality of the food this time."

UNIT 31

HANDLING REFUNDS AND EXCHANGES

A. Refunds and Exchanges

Refunds and Exchanges mean the processes by which a customer returns a purchased product to a seller and either gets their money back (refund) or receives a replacement product or different item (exchange). A refund typically occurs when the customer is dissatisfied, the product is defective, or the order is incorrect, and they want their payment returned. An exchange happens when the customer wants a different size, color, or version of the product instead of a refund. Both processes aim to resolve customer issues and maintain satisfaction.

B. Language Features of Handling Refunds and Exchanges

Language Features in Handling Refunds and Exchanges typically include polite, clear, and formal expressions to ensure professionalism and customer satisfaction. Here are the main features with examples:

1. Action-Oriented Verbs – Using verbs like “process,” “issue,” “ship,” and “replace” to explain actions.
2. Apologetic Language – Accepting responsibility, e.g., “We sincerely apologize for this mistake.”
3. Apologies – Expressions to show regret, e.g., “We’re sorry for the inconvenience.”
4. Assurance Statements – Making the customer feel secure, e.g., “Rest assured, we are handling your case with priority.”
5. Brand Voice Consistency – Maintaining company tone, e.g., friendly or formal depending on brand.

UNIT 32

DIGITAL CONTENT

A. Digital Content

Digital content refers to any information or media that is created, distributed, and consumed in a digital format. It includes everything from text and images to audio and video, shared on online platforms to engage audiences, promote businesses, or provide information. Digital content is shared online to promote a business, engage with customers, and drive sales or brand awareness. It is a key part of digital marketing strategies.

B. Examples of Digital Content in Business

Types of Digital Content to Promote a Business

No.	Type of Digital Content	Description	Example
1	Social Media Posts	Short content shared on platforms like Instagram, Facebook, TikTok, etc.	Product photos with captions, hashtags, and discounts
2	Blog Articles	Informative or promotional articles posted on a website	"5 Reasons to Try Our Organic Skincare Products"
3	Videos	Visual content to showcase products, explain services, or share stories	Product demos, tutorials, customer testimonials

UNIT 33

BRAND AND LOGO

A. Brand

1. Brand

A brand is a name, term, sign, symbol, design, or combination intended to recognize a product or service from a person or seller and to differentiate it from competing products (Daga, 2025). A brand can be interpreted as a name that represents the product as a whole, both the product itself, the services provided by the product, the company that produces it, and other related matters.

Brand is the overall perception of a company, product, or service as experienced by customers. It includes the brand's values, personality, and promise to its audience. A brand is the overall perception or feeling people have about a company, product, or service. It includes the emotional connection, reputation, values, customer experience, and everything that shapes how the public feels about your business. Think of a brand as the personality and reputation of your business in the minds of consumers.

2. Brand Identity

Brand identity is the visual and verbal components that define a brand, such as the logo, color palette, typography, messaging, and overall style. It is the tangible representation of a brand and how it wants to be perceived by its audience. Brand identity is the visual and verbal expression of the brand – it's how a brand shows itself to the world. It includes the name, logo, colors, typography, tagline, voice and tone,

UNIT 34

ONLINE ORDERS MANAGING

A. Online Orders Management

Order Management System (Order Management System) is a system designed to manage and coordinate the customer order process from receiving the order to delivering the product or service (Amruddin, 2023). This system helps companies manage orders efficiently, optimize the delivery process, and improve customer satisfaction.

The order management system includes several features, such as order search, order status updates (ordered, confirmed, paid, shipped, and received by the customer), payment confirmation, and order cancellation if the process is not continued (Sriminarti et al., 2024). Online orders management refers to the systematic approach to handling orders from start to finish. It includes order entry, order processing, payment verification, and shipping. Businesses use OMS to automate these processes, track order status, and maintain accurate records. This system helps prevent stockouts, minimize delays, and improve overall efficiency.

B. Order Processing Steps

Order processing involves several key steps to ensure accurate and efficient handling of customer orders:

1. Order Receipt: Capturing order details through online platforms or marketplaces.
2. Order Verification: Confirming order accuracy, payment status, and product availability.

UNIT 35

PACKING, PACKAGING & LABELLING

A. Packing

1. Packing

Packing is the process of preparing a product for safe transportation by enclosing it in suitable materials. It protects the item from damage, contamination, or loss during shipping and delivery. Proper packing also ensures the product reaches the customer in good condition and reflects the professionalism of the seller. Example: A fragile glass jar is carefully wrapped in bubble wrap and placed inside a strong cardboard box to prevent it from breaking during transit.

2. Packing Process

The packing process involves a series of steps:

- a. Confirm the order details: Check that the product and quantity are correct.
- b. Select suitable packing materials: Choose a box, bubble wrap, or envelope depending on the product type.
- c. Secure the product: Use padding or wrapping to protect it.
- d. Seal the package: Close it securely using tape.
- e. Attach shipping labels: Ensure the recipient's address is accurate and written.

Example: After verifying the order of a T-shirt, the seller folds it neatly, places it in a plastic bag, seals it in a poly mailer, and attaches a printed shipping label.

UNIT 36

DELIVERY AND SHIPPING

A. Delivery and Shipping Terms

Delivery and Shipping terms refer to the agreed-upon rules, conditions, and responsibilities between a seller and a buyer regarding the transportation, delivery time, cost, and ownership of goods during a transaction. These terms clarify who handles shipping, who pays the shipping cost, who is responsible for damage during transit, and how long the delivery will take.

Table of Delivery and Shipping Terms Vocabulary

Term	Description
Delivery - Pengiriman	The process of transporting goods to a customer.
Shipping - Pengapalan	The act of sending goods from one location to another.
Dispatch - Pengiriman Barang	The act of sending out goods from a warehouse or store.
Carrier - Pengangkut	A company or individual responsible for transporting goods.
Freight - Kargo	Goods are transported in bulk, typically by truck, train, ship, or aircraft.
Bill of Lading - Surat Muatan	A legal document detailing the type, quantity, and destination of shipped goods.

UNIT 37

TRADITIONAL AND DIGITAL MARKETING

A. Traditional Marketing

Traditional marketing refers to the conventional methods of promoting products or services that existed before the rise of the internet and digital technologies. It includes offline marketing techniques such as print ads, TV and radio commercials, billboards, and direct mail. Traditional marketing usually targets a broad audience through mass media and often involves physical materials or face-to-face interactions.

B. Types of Traditional Marketing

Traditional marketing includes several well-known methods that businesses use to reach customers without relying on the internet. Here's a detailed explanation of the main types:

1. Print Advertising

This involves placing ads in printed materials such as newspapers, magazines, brochures, and flyers. Print ads can target specific audiences based on the publication's readership. For example, a local restaurant might place an ad in a city magazine, or a car company might advertise in an auto magazine.

2. Broadcast Advertising

Broadcast advertising refers to commercials aired on television and radio. These ads can reach a large audience quickly and are effective for building brand awareness. For example, a new soft drink might be promoted through a

UNIT 38

LIVE SHOPPING

A. Live Shopping

Live shopping, also known as live commerce, combines elements of live video with the online shopping experience. In practice, brands or influencers will go live on social media platforms or websites, introducing their products, giving demonstrations, and interacting directly with viewers (Sugiyanto et al., 2024). Live shopping shows where sellers present and sell products in real-time through a live video stream. Viewers can watch the product demonstration, ask questions, and make purchases instantly while the video is still playing. This method combines e-commerce, social media, and entertainment to create an interactive shopping experience.

B. How Live Shopping Works

Live shopping works by streaming a video where a host or influencer talks about and demonstrates products to an online audience. During the live event, Viewers can watch, comment, and ask questions in real-time. The host answers questions, gives product details, and shows how to use the item. Viewers can click on the product link shown on the screen to buy the item instantly.

C. Platforms for Live Shopping

Live shopping uses digital platforms to support real-time video, interaction, and online purchases. These platforms help sellers connect directly with their audience, showcase products,

UNIT 39

DIGITAL ADVERTISING

A. Digital Advertising

Digital advertising is a form of promotion or marketing of products or services through digital platforms or the internet (Wicaksono, 2024). Unlike conventional advertising, which does not have a specific target audience, digital advertising can target a more specific target audience. With sophisticated targeting capabilities, digital advertising allows small businesses to only show ads to people who are most likely to be interested in their products or services.

Digital advertising is the practice of promoting products or services through paid ads on digital platforms. These ads appear on websites, search engines, social media, apps, emails, and more. The goal is to reach specific audiences quickly, drive traffic, generate leads, or increase sales using targeted campaigns and measurable results.

B. Types of Digital Ads

Digital ads come in various formats depending on where and how they are shown. Some common types include:

1. **Display Ad.** Visual ads are usually images or banners, displayed on websites, apps, or social media. They aim to attract attention and encourage users to click or engage. Examples include banner ads, sidebar ads, and pop-ups.

UNIT 40

SOCIAL MEDIA MARKETING

A. Social Media

Social media refers to online platforms and websites that enable users to create, share, and interact with content, including text, images, videos, and links (Fitria, 2023a). Common social media platforms include Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube. These platforms allow individuals and businesses to connect, communicate, and engage with a wide audience.

B. Social Media Marketing

Social media marketing is the practice of using social media platforms to promote products, services, or brands. It involves creating targeted content, running paid ads, engaging with followers, and analyzing performance to achieve marketing goals such as brand awareness, lead generation, and sales. Effective social media marketing requires a well-planned strategy, consistent branding, and regular content updates.

C. Social Media Platforms

Social media platforms are digital spaces where users can create profiles, share content, connect with others, and engage in conversations. Each platform serves different purposes and attracts unique audiences based on the type of content, it offers and the way users interact with it. Here are some key platforms and their primary functions:

UNIT 41

EMAIL MARKETING

A. Email Marketing

Email marketing is the practice of using email as a channel to communicate directly with an audience promote products, services, or build relationships (Prabhu, 2024). Email marketing delivers messages straight to an individual's inbox, creating a unique opportunity to engage with them on a personal level. Emails provide direct access to a vast market. Email allows users to connect businesses, products, and services to relevant consumers. Users can create simple or flashy messages and send it to an extensive network with a single click. Emails can contain multimedia, texts, videos, links, images and many other features. The message generation depends on marketing goals. Some messages require simple texts, while others need links, images, and other flashy elements.

Email marketing is a digital marketing strategy that uses emails to communicate directly with customers or potential customers. It helps businesses promote products or services, build relationships, share updates, and drive sales. Email marketing is cost-effective and allows for personalized messages targeted to specific audiences.

B. Types of Email Marketing

There are several types of email marketing, each serving a different purpose: promotional emails, transactional emails, and newsletters. Businesses choose the type based on their goals,

UNIT 42

CELEBRITY AND INFLUENCER MARKETING

A. Celebrity Marketing

Celebrity marketing involves using famous personalities—such as actors, musicians, or athletes—to promote a product or brand. Because celebrities have large fan bases and high visibility, their endorsements can increase brand awareness, credibility, and sales. Companies often partner with celebrities for commercials, social media campaigns, or event appearances.

B. Influencer Marketing

Influencer marketing focuses on collaborating with individuals who have a dedicated and engaged following on social media or other digital platforms. Unlike traditional celebrities, influencers may have smaller but highly targeted audiences. They promote products or services through authentic content, such as reviews, tutorials, or lifestyle posts, helping brands connect with specific communities.

C. Types of Content in Celebrity and Influencer Marketing

There are three types of content in celebrity or influencer marketing, including:

1. Sponsored Posts

Sponsored posts are social media or blog posts where celebrities or influencers promote a product or service, usually accompanied by a personal recommendation. These posts are paid promotions, and the influencer shares their

UNIT 43

VIDEO MARKETING

A. Video Marketing

Video is one of the most effective tools marketers can use to raise brand awareness, engage consumers, drive website traffic and increase sales (Mowat, 2021). Video marketing is the strategy of using videos to promote and advertise products or services. It helps businesses engage their audience, explain complex ideas clearly, and increase brand awareness. Videos are highly engaging and can be shared easily across different platforms, making them an effective marketing tool. Video Marketing explores how businesses can leverage video to enhance brand engagement and drive sales in today's digital world (Green, 2025).

B. Types of Video Content

There are types of video content in marketing, including:

1. **Tutorials.** These are step-by-step video guides that teach viewers how to use a product or perform a specific task. They help customers understand the product better and reduce confusion. Example: A skincare brand creates a tutorial showing how to apply their new facial serum correctly to get the best results.
2. **Product Demos.** These videos showcase how a product works, highlighting its features and benefits. These videos help potential customers see the product in actions before buying. Example: A tech company uploads a video

UNIT 44

MOBILE MARKETING

A. Mobile Marketing

Mobile marketing encompasses a variety of marketing methods designed specifically for mobile devices, including apps, text messaging, and location-based advertising (Alhidayatullah, 2024). Mobile marketing is a digital marketing strategy focused on reaching users through their mobile devices like smartphones and tablets. It leverages mobile technologies to deliver personalized, timely, and location-based messages, helping businesses engage customers anywhere and anytime.

B. Types of Mobile Marketing

There are several types of mobile marketing, such as:

1. Short Message Service (SMS) Marketing. This involves sending promotional or informational text messages directly to customers' mobile phones. It is fast, personal, and has a high open rate. Example: A retail store sends an SMS alert to customers about a 20% discount valid for the weekend only.
2. Push Notifications. These are messages sent through mobile apps or web browsers to users who have opted in to receive updates. They are useful for reminders, promotions, or engagement. Example: A fitness app sends a push notification reminding users to complete their daily workout.
3. In-App Advertising. Ads displayed inside mobile apps, such as banners, video ads, or full-screen interstitial ads. These ads target users while they are actively using an app. Example: A

UNIT 45

AFFILIATE MARKETING

A. Affiliate Marketing

Affiliate marketing is the process by which an affiliate (individual) earns a commission for marketing another person's or company's products (Schiaffino, 2019). Affiliate marketing is a style of online business that allows entrepreneurs to generate a stream of passive income online (Price, 2018). Affiliate marketing is a performance-based marketing strategy where a business rewards individuals or companies (affiliates) for driving traffic or sales through their promotional efforts. Affiliates earn a commission for each sale, lead, or action generated from their unique referral links.

B. Affiliate Marketer

An affiliate marketer is someone who introduces others to products and services. The affiliate marketer doesn't develop the product, ship the product, or handle the payment to the merchant. They simply refer others to products and/or services offered on the internet, and when a sale is made, they earn a commission (Sudol & Mladjenovic, 2019). An affiliate marketer is a person or business that promotes products or services of another company through various channels like websites, blogs, social media, or email marketing. Their goal is to attract potential customers and earn commissions on sales or conversions made through their referral links.

UNIT 46

CUSTOMER SURVEYS

A. Customer Surveys

Customer surveys are one of the most common ways to measure repurchase intention (Febrianty et al., 2023). In these surveys, customers can be asked to provide feedback on the extent to which they plan to purchase a product or service from a company again. Customer surveys collect data directly from consumers, and companies can gain deep insights into consumer preferences, needs, and behaviors across multiple markets (Suhartono et al., 2024).

Customer surveys are tools businesses use to collect feedback from their customers about products, services, or experiences. Surveys help companies understand customer satisfaction, preferences, and areas needing improvement. A customer survey is a way to ask customers what they think or feel about a product, service, or experience. The common purposes of customer surveys are to measure customer satisfaction, improve products or services, identify customer needs or problems, collect feedback after a purchase or service experience, and understand market trends and customer behavior.

UNIT

47

TALKING ABOUT HOBBIES AND INTERESTS (ONLINE SHOPPING)

A. Online Shopping as a Hobby

Online shopping can be more than just a necessity—it's also a hobby for many people. Some enjoy browsing products, hunting for deals, or collecting items from favorite brands. It combines leisure with convenience and can be a fun way to explore new trends.

B. Vocabulary for Online Shopping

There are several vocabularies for online shopping as follows:

Terms	Description
Cart / Keranjang Belanja	A virtual basket where selected items are kept before purchase.
Checkout / Pembayaran	The process of paying for the items in the cart.
Wishlist / Daftar Keinginan	A list where customers save items they want to buy later.
Discount / Diskon	A reduction in the price of a product or service.
Delivery / Pengiriman	The process of sending purchased goods to the customer.
Refund / Pengembalian Dana	Returning money to a customer for a returned or canceled order.
Shipping Fee / Biaya Pengiriman	The cost charged to deliver items to the customer's address.

UNIT 48

WEBSITE E-COMMERCE

A. E-Commerce Websites

An e-commerce website is a digital storefront owned and operated by a single brand or business where customers can browse, select, and purchase products or services online. These websites provide product listings, descriptions, prices, shopping carts, and secure payment systems so that customers can shop easily from anywhere.

B. Key Features of an E-Commerce Website

The features of an e-commerce website make shopping online easy, safe, and enjoyable for customers, while helping businesses run smoothly and build trust. Several key features of an e-commerce website are as follows:

1. **Product Catalog.** This is like an online store's shelf where all products are displayed. It helps customers see what's available, along with pictures and details, so they know exactly what they are buying.
2. **Shopping Cart.** It is a virtual basket where customers put the products they want to buy. Before paying, they can review and change their selection. It makes buying multiple items easy and organized.
3. **Payment Gateway Integration.** This feature connects the website to payment services like credit cards or digital wallets. It makes sure payments are processed securely and quickly, so customers don't have to worry about their money being unsafe.

UNIT 49

ONLINE BUSINESS PROBLEMS

A. Online Business Problems

Online businesses face various challenges that can affect their success. These problems can arise from technical issues, customer service, marketing, logistics, or competition. Identifying these problems is the first step toward improving the business and ensuring smooth operations.

B. Types of Online Business Problems

There are several type of online business problems as follow:

1. Website Issues. Problems such as slow loading speeds, broken links, or a confusing layout can make it hard for customers to navigate or complete purchases, leading to lost sales. Example: An online store's homepage takes more than 10 seconds to load, causing visitors to leave before seeing products. Or, clicking a product link leads to a "Page Not Found" error.
2. Payment Problems. When payment gateways fail or customers worry about security, they may abandon their shopping carts and not complete the purchase. Example: A customer tries to pay using a credit card, but the website shows an error message repeatedly, or there is no option for popular payment methods like digital wallets.
3. Shipping and Delivery Delays. Late deliveries, lost packages, or unclear shipping policies can frustrate customers and damage trust. Example: A buyer orders a product with a

UNIT 50

LAWS RELATED TO DIGITAL BUSINESS

A. Laws Related to Digital Business

Laws related to digital business are the legal rules and regulations that govern how businesses operate online. These laws cover areas such as protecting customer data, ensuring secure online payments, preventing fraud, regulating digital advertising, and respecting intellectual property rights. They help create a safe and fair environment for both businesses and consumers in the digital marketplace.

B. Examples of Laws Related to Digital Business

Several examples of laws related to digital business are as follows:

1. E-Commerce Laws

E-commerce laws regulate online buying and selling, including contracts, refunds, and electronic signatures. These laws ensure transparency and protect consumers and businesses. Example: An online fashion store must clearly state its return policy. If a customer buys a dress and it is defective, the business must allow the customer to return it within a specified period (e.g., 14 days) and provide a refund or replacement.

2. Digital Business Laws

Digital business laws govern online business operations, including legal registration, contracts, and compliance with industry standards. They help establish credibility and legal accountability. Example: A startup

UNIT 51

JOB VACANCY RELATED TO DIGITAL BUSINESS

A. Job Vacancy

A job vacancy is a position within a company or organization that is open and needs to be filled. It provides information about the job title, responsibilities, qualifications, and application process. Job vacancies related to Digital Business means available positions or openings in companies or organizations that involve work in the digital business field. This can include jobs that focus on online marketing, e-commerce, digital strategy, social media management, web development, data analysis, digital product management, and other roles that support businesses using digital technologies to operate and grow.

B. Structures of Job Vacancy

The structure of a job vacancy typically includes the following components:

1. Job Title: Clearly states the position being offered. Example: Social Media Marketing Specialist
2. Company Overview: Briefly describes the company and its industry. Example: XYZ Digital Solutions, a leading digital marketing agency.
3. Job Description: Outlines the key responsibilities and tasks. Example: Develop and implement social media strategies to drive engagement and brand awareness.

UNIT 52

APPLICATION LETTERS RELATED TO DIGITAL BUSINESS

A. Application Letters

An application letter, also known as a cover letter, is a formal letter that job seekers write to potential employers when applying for a job (Fitria, 2023b). It introduces the applicant, highlights relevant skills and experiences, and expresses interest in the position. In the context of digital business, the letter may focus on specific roles such as social media manager, content creator, or digital marketing specialist.

An application letter related to Digital Business graduation students is a formal letter written by students who are about to graduate or have recently graduated in Digital Business. This letter typically includes an introduction of the applicant, highlighting their educational background in Digital Business, their interest in the position, and relevant skills they have gained during their studies, such as digital marketing, e-commerce, or data analysis. The letter serves as a professional way for Digital Business students to express their enthusiasm and formally request consideration for roles in companies focused on digital marketing, online business, digital strategy, and related areas.

REFERENCES

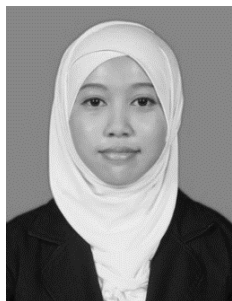
- Alhidayatullah, A. (2024). Customer Engagement Dalam Mobile Marketing dan Content Marketing. *Jurnal Inspirasi Ilmu Manajemen*, 2(2), 124–133. <https://doi.org/10.32897/jiim.2024.2.2.3404>
- Amruddin. (2023). *Manajemen Distribusi di Era Digitalisasi*. Cendikia Mulia Mandiri.
- Assauri, S. (2003). Customer service yang baik landasan pencapaian customer satisfaction. *Universitas Indonesia Library, USAHAWAN*(1), XXXII.
- Baene, E. (2022). Peranan Customer Service Terhadap Pelayanan Jasa Kredit. *Jurnal Akuntansi, Manajemen dan Ekonomi*, 1(1), 102–107. <https://doi.org/10.56248/jamane.v1i1.19>
- Chalil, R. D. (2021). *Brand, Islamic Branding, & Re-Branding*. PT. RajaGrafindo Persada.
- Daga, D. H. R. (2025). *Personal Branding: Bagaimana Mendefinisikan Diri Dan Membangun Citra Untuk Kehidupan Yang Lebih Baik*. Penerbit Adab.
- Dian, M., & Kartika, J. D. (2013). *Feng Shui Untuk Logo*. Elex Media Komputindo.
- Febrianty, P. A. T., Wardana, I. M., Giantari, I. G. A. K., & Ekawati, N. W. (2023). Niat Konsumen Membeli Kembali Berdasarkan Kepercayaan dan Kepuasan Konsumen, Kualitas Layanan Elektronik, Serta Hubungan Timbal Balik. CV. Intelektual Manifes Media.
- Firdaus, F., & Inayanti, I. (2023). *Matematika Finansial*. Bramianto Setiawan.
- Fitria, T. N. (2023a). Lecturer's Personal Branding in the Digital Era: Building Good Reputation and Positive Image through Social Media. *International Journal of Business, Humanities, Education and Social Sciences (IJBHES)*, 5(2), 76–87. <https://doi.org/10.46923/ijbhes.v5i2.269>

- Fitria, T. N. (2023b). Non-EFL Students' Perception of Their Difficulties in Writing English Application Letter. *ELT Worldwide: Journal of English Language Teaching*, 9(2), 275–287. <https://doi.org/10.26858/eltww.v9i2.31760>
- Fitria, T. N. (2023c). Using Tiktok Application As An English Teaching Media: A Literature Review. *Journal of English Teaching, Applied Linguistics and Literatures (JETALL)*, 6(2), 109–124. <https://doi.org/10.20527/jetall.v6i2.16058>
- Fitria, T. N. (2023d). Value Engagement of TikTok: A Review of TikTok as Learning Media for Language Learners in Pronunciation Skill. *EBONY: Journal of English Language Teaching, Linguistics, and Literature*, 3(2), 91–108. <https://doi.org/10.37304/ebony.v3i2.9605>
- Fitria, T. N. (2025). YouTube as a Supplementary Resource for Learning English Speaking and Conversation of Non-English Department Students. *LingPoet: Journal of Linguistics and Literary Research*, 6(2), 123–136.
- Green, A. (2025). *Video Marketing*. Publiflye AS.
- Gunawan, D. (2022). *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing*. PT Inovasi Pratama Internasional.
- Gupta, A. (2014). E-Commerce: Role of E-Commerce in Today's Business. *International Journal of Computing and Corporate Research*, 4(1), 1–8.
- Indrawati, N. K., Juwita, H. A. J., & Djazuli, A. (2023). *Keuangan Personal: Perencanaan Investasi dan Pajak*. Universitas Brawijaya Press.
- Jiuhardi. (2025). *Buku Ajar Matematika Keuangan*. Cipta Media Nusantara.
- Karim, S. A., & Istiqomah, A. N. (2024). *English for Office & Business*. Cipta Media Nusantara.

- Lestari, D. P., Indarti, D., & Setiawan, D. E. (2022). *Platform Digital Tata Kelola Sumber Daya yang Terintegrasi untuk Peningkatan Kinerja dan Daya Saing Usaha Mikro, Kecil, dan Menengah*. Uwais Indie Publisher.
- Mowat, J. (2021). *Video Marketing: Create Engaging Video Campaigns to Drive Brand Growth and Sales*. Kogan Page, Limited.
- Mustika, A., Mindari, E., Kartawinata, B. R., Rachmawati, M., Mahriani, E., Nugraheni, K. S., Khaerana, K., The, H. Y., Wulansari, A. S., Syahputra, S., Ambarwati, R., Wicaksono, G., Suyatno, A., & Solihat, W. (2020). *Pengantar Bisnis*. CV Widina Media Utama.
<https://repository.penerbitwidina.com/publications/325381/>
- Prabhu, T. L. (2024). *Email Marketing: Unlocking the Power of Personalized Communication*. NestFame Creations Pvt Ltd.
- Prahendratno, A., Aulia, M. R., Erwin, E., Setiawan, Z., Rijal, S., Rosdaliva, M., Ariasih, M. P., Adhichandra, I., & Rahmawati, E. (2023). *Strategi Bisnis Digital: Optimalisasi & Otomatisasi Sebuah Bisnis Menggunakan Media Digital*. PT. Sonpedia Publishing Indonesia.
- Pramiarsih, E. E. (2024). *Perilaku Konsumen di Era Digital*. Deepublish.
- Price, C. (2018). *Affiliate Marketing Mastery: The Ultimate Guide to Getting Rich Online Without Trading Your Time for Money*. Shockwave Publishing via PublishDrive.
- Ramdan, A. M., Siwiyanti, L., Komariah, K., & Saribanon, E. (2023). *Manajemen Pemasaran*. Penerbit Widina.
- Rustan, S. (2013). *Mendesain Logo*. Gramedia Pustaka Utama.
- Sa'adah, L. (2020). *Kualitas Layanan, Harga, Citra Merk serta Pengaruhnya terhadap Kepuasan Konsumen*. LPPM Universitas KH. A. Wahab Hasbullah.
- Sahara. (2024). *Manajemen Pemasaran*. Penerbit K-Media.

- Schiaffino, G. (2019). *Mastering the Power of Affiliate Marketing: Making Millions by Helping Millions*. Fortune Publishing Group.
- Siregar, D. S., Budi Alamsyah. (2023). *Bisnis Digital*. CV Azka Pustaka.
- Sriminarti, N., Yustisi, Y. P., & Hariman, R. I. (2024). *Buku Ajar E-Commerce*. PT. Sonpedia Publishing Indonesia.
- Sudol, T., & Mladjenovic, P. (2019). *Affiliate Marketing For Dummies*. John Wiley & Sons.
- Sugiyanto, A., Sukmayuda, B. C., & Andiyana, E. (2024). *Perilaku Konsumen 5.0*. Pradina Pustaka.
- Suharson, A. (2021). *Produk Kreatif dan Kewirausahaan Kriya Kreatif Keramik SMK/MAK Kelas XII Semester 2*. Penerbit Andi.
- Suhartono, Istikomah, K., Slahanti, M., Erdi, H., & Hannan, S. (2024). *Globalisasi Pemasaran: Pendekatan Ekosistem untuk Bisnis Inklusif*. Penerbit Underline.
- Sutopo, A. H. (2024). *Mengembangkan E-commerce Modern: WooCommerce untuk Produk Digital*. Topazart.
- Tapaningsih, W. I. D. A., Rijal, S., Ezzo, A. S. R., Sari, D. I., Kusumadewi, R. A., Rachmawaty, Harahap, M. G., Radiansyah, A., Levany, Y., Relifra, Wijayanti, T. C., Utami, M. P., Ramadhi, & Mustari. (2022). *Manajemen Pemasaran*. Sada Kurnia Pustaka.
- Wicaksono, A. (2024). *Membangun Bisnis Kecil dengan Pemasaran Digital*. DIVA PRESS.

AUTHOR BIOGRAPHY



Tira Nur Fitria S.Pd., M.Pd was born in Sukoharjo, 19 October 1991. The author studied from kindergarten at RA Kalimasada, MI Walisongo Kalangan, MTsN 3 Sukoharjo & SMAN 1 Sukoharjo. The author continued undergraduate studies at IAIN Surakarta (now UIN Raden Mas Said Surakarta), majoring in English Language Education, and graduated in 2013. She continued her Master's studies at the Muhammadiyah University of Surakarta, majoring in Master's in Language Studies (English), and graduated in 2015. The author taught an English course and TOEFL at ITB AAS Indonesia, Sukoharjo. Apart from being an English lecturer, she is a freelance translator (English-Indonesian and Indonesian-English) and a reviewer for accredited and non-accredited national journals. Apart from that, she is the author of several ISBN books including: 1) Mastering English Grammar for Learners, 2) English for Informatics, Informatics Systems, and Informatics Engineering Students, and 3) Qualitative Research Method in Education Field: A Guide for Researchers, Lecturers and Students, 4) Legal English for Law Students (Jilid 1 & 2), 5) English for Islamic Economic and Sharia Economic Students, 6) English for Management Students. 6) Let's talk English: A Simple and Easy Practical Guide for Daily Conversations, 7) Basic English Grammar: Essential Rules and Their Usage = Tata Bahasa Inggris Dasar. Besides, the author has written ISBN books in collaboration with lecturers at other universities. Currently, he is in the process of working on an ISBN book in collaboration with lecturers at other universities. The author is an active researcher in the fields of education, language, literature, linguistics, translation, and culture. The author has many research articles published in various national journals, both accredited and non-accredited, as well as international journals.