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**THE PERCEPTION OF ONLINE MARKETPLACE
AMONG INDONESIAN MIDDLE-CLASS MILLENNIALS,
A CASE STUDY OF CAROUSELL**

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Abstract

Objectives The present study aims to analyze the changes in consumer behavior towards trading by using digital platform, as well as to explore millennials general perception on pre-loved items sold in a digital platform.

Method A qualitative and quantitative approach by conducting an in-depth interview with the interviewees who can support the researcher to get additional data and a survey with Carousell users to identify the level of interest of millennials trading through digital platforms and analyze whether digital platforms have affected millennials on trading pre- loved items.

Results Millennials do not consider second-hand items worthless, because based on a survey that the researcher has done in terms of purchasing, the majority of respondents admitted that they have bought used goods. The majority of respondents also have bought used goods through an online marketplace.

Conclusion Millennials have a high consumptive power, making it easy for them to spend money. However, they also have limited income, which motivates the millennials to sell products that are either outdated or they no longer used in order to get the extra money they need to buy the goods they want.

Key words

Digital Platform, Online Trading, Pre-Loved, Millennials, Carousell