

**Slide 1:**

Title - Self-Explanatory

**Slide 2:**

A disruptive technology is a new way of doing things that initially does not meet the needs of existing customers. Disruptive technologies tend to open new markets and destroy old ones. A sustaining technology, on the other hand, produces an improved product customers are eager to buy, such as a faster car or larger hard drive. Sustaining technologies tend to provide us with better, faster, and cheaper products in established markets. Incumbent companies most often lead sustaining technology to market, but they virtually never lead in markets opened by disruptive technologies (Baltzan, 2020)

**Slide 3:**

Polaroid, founded in 1937, produced the first instant camera in the late 1940s. The Polaroid camera, whose pictures developed themselves, was one of the most exciting technological advances the photography industry had ever seen. The company eventually went public, becoming one of Wall Street's most prominent enterprises, with its stock trading above \$60 per share in 1997. In 2002, the stock dropped to 8 cents and the company declared bankruptcy.<sup>1</sup>

How could a company such as Polaroid, which had innovative technology and a captive customer base, go bankrupt?

**Slide 4-8:**

Self-Explanatory - Spontaneous

**Slide 9:**

A business model is a plan that details how a company creates, delivers, and generates revenues. Some models are quite simple: A company produces a good or service and sells it to customers. If the company is successful, sales exceed costs and the company generates a profit. Other models are less straightforward, and sometimes it's not immediately clear who makes money and how much. Radio and network television are broadcast free to anyone with a receiver, for instance; advertisers pay the costs of programming.

**Slide 10-13:**

Self-Explanatory - Spontaneous

**Slide 14:**

Please not that some this you would think some of the form are the same. Yes, nowadays many ebusiness aare producing very similar product and service

Sometimes, when you try to look up what are the examples for these ebusnies form, Amazon, Ebay, Google can show up repeatedly everywhere in multiple category.

**Content providers**

Generate revenues by providing digital content such as news, music, photos, or videos.

Netflix.com, iTunes.com, CNN.com

**Infomediaries**

Provide specialized information on behalf of producers of goods and

services and their potential customers.

Edmunds.com, BizRate.com,  
Bloomberg.com, Zillow.com

### **Online marketplaces**

Bring together buyers and sellers of products and services. Amazon.com, eBay.com, Priceline.com

**Portals** : Operate a central website for users to access specialized content and other services.

Google.com, Yahoo.com, MSN.com (MSN is a collection of Internet sites and services provided by Microsoft. )

### **Service providers**

Provide services such as photo sharing, video sharing, online backup and storage.

Flickr.com, Mapquest.com,  
YouTube.com GOJEK - Antivirus

### **Transaction brokers**

Process online sales transactions. Ex: OVO

### **Slide 15:**

Siapa yang pernah nonton film di LK21? Atau bukan situs detik.com? Isi layer Cuma iklan semua. Itu kekurangan dari Advertising Fees Overdone or poorly targeted advertisements can be disturbing elements on the website. ☒ True we get Paid from company who put Ads, but it destroy our WEB

License Fee, Unlock Full Feature, ex Zoom: Antivirus, dll

Subscription Fee. Youtube gratis, tapi masih ada juga yg membayar– Spotify, Netflix

### **Slide 16:**

Self-Explanatory

### **Slide 17-18:**

Anyone of you heard the Science of Anthropology:

Anthropology is the scientific study of humanity, concerned with human behavior, human biology, cultures, societies, and linguistics, in both the present and past, including past human species  
Kalau liat ada orang/ilmuwan yang suka mengunjungi Suku-suku asli, mempelajari mereka hidup, hidup seperti mereka dengan adat mereka. Itulah contoh Anthropologist.

But What about CYBORG Anthropologist?

**Slide 19:**

Email (singkatannya apa sih?)

Podcast = A broadcast in the form of Audio. Podcasts can increase marketing reach and build customer loyalty. Companies use podcasts as marketing communication channels discussing everything (Spotify, Stand up comedian Pandji, Motivation podcast, Christian Podcast) – Kebanyakan 1 arah

Video conferencing SKYPS is the OG, sebelum ada WA, ZOOM, GMEET, now already berkembang pesat, break out room, white board, poll. Dll

Web Conferencing: blends videoconferencing with document sharing and allows the user to deliver a presentation over the web

CMS: help companies (Now individual, too) manage the creation, storage, editing, and publication of their website content. Search bar, navigation, index, -[?] Final outcome wanted A User Friendly Website

**Slide 20:**

Remember the Polaroid?

Now Ebusiness will it be Championing as Disruptive Technology,

Can it be sustained?

REFERENCE

Baltzan, P. (2020). M: Information systems (5th ed.). McGraw-Hill.

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*End of Note*