



Telkomsel's Orbit Product Sales Strategy Through E-Commerce at PT Akar Daya Mandiri in Gresik Regency

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ABSTRACT

The development of e-commerce has provided access for companies to expand their market reach and increase sales. PT Akar Daya Mandiri is an official distributor that markets various Telkomsel products, including the Orbit modem which was introduced in 2020. In the era of digital transformation and also the growth of e-commerce in Indonesia, this company began to implement a digital marketing strategy through Tiktok Shodan Shopee as a means to expand market reach. This study analyzes the success of digital marketing strategies, determines the influence of live streaming on sales, promotions through paid advertising, and evaluates visual promotions in the form of video content to increase the purchasing power of Telkomsel's Orbit products using a qualitative approach. This research is expected to contribute to the company in analyzing marketing strategies in the digital era to increase sales of Telkomsel's Orbit products.

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1. Introduction

PT Akar Daya Mandiri is a distributor company in Indonesia that markets Telkomsel products, such as credit, data packages, internet vouchers, and also orbital modems. This company was founded by Mr. Edi Santoso which was started in the city of Surabaya. PT Akar Daya Mandiri has several work operational areas spread throughout Indonesia, one of which is in Gresik (Wind, 2022). With the new product from Telkomsel, namely the Orbit Modem which was first introduced to the public in May 2020 on the Orbit Star type, which was followed by the Orbit Max in June 2020 (Meodia, Arindra, 2020).

Digital transformation and the rapid development of e-commerce have emerged as key factors in modern marketing strategies, profoundly impacting how businesses connect with and understand the needs of their customers. As highlighted by Komalasari, Pebrianggara, and Oetarjo (2021), digital marketing techniques have become essential for businesses to enhance customer engagement and satisfaction. These technologies allow companies to personalize their offerings, create more interactive customer experiences, and streamline the purchasing process, making e-commerce a top choice for contemporary marketing efforts. This evolution not only improves accessibility for consumers but also empowers businesses to reach global

markets and adapt quickly to changing customer demands. The rapid growth in information technology and global connectivity has brought about significant transformations in the way businesses operate and interact with consumers. This shift has led to the development of new business models that leverage digital platforms and tools, fostering more efficient and interactive consumer engagements. According to Gafurov, Tursunov, and Abduganievich (2023), the integration of digital technologies has significantly enhanced small businesses' ability to participate in international trade, enabling them to access broader markets and improve their operational efficiency. The ability to harness e-commerce tools has leveled the playing field for smaller businesses, providing them with new opportunities for growth and sustainability in the global digital economy.

Similarly, Zelinska (2025) highlights the influence of artificial intelligence and technological advancements in transforming economic structures, particularly by reducing the shadow economy. This shift is particularly relevant in e-commerce, where digital platforms are not only facilitating transactions but also helping businesses to operate more transparently and efficiently, leading to greater consumer trust and engagement. As a result, businesses are now more capable of adapting to market demands in real time, making e-commerce a pivotal component in the digital transformation of global trade. In today's digital era, e-commerce has become a media channel to increase sales. E-commerce itself stands for electronic commerce, which means electronic commerce that is carried out on online platforms or through the internet. E-commerce includes the distribution, marketing, sales, purchase, marketing techniques and also services of a product that is operated in an electronic system such as the internet or other forms of computer networks.

As an official distributor, PT Akar Daya Mandiri continues to try to increase its sales by reaching a wider market through e-commerce such as Tiktok Shop and Shopee. The digital marketing strategies implemented by businesses today are greatly enhanced by the features offered by various platforms, such as paid advertising, algorithm-driven promotions, live streaming, and the use of engaging video content. These features are designed to capture consumer attention and drive engagement. According to Daryana and Yudhistira (2024), the integration of advanced marketing techniques, including algorithm-based promotional tools, can significantly influence consumer behavior. Platforms such as TikTok, Instagram, and others rely on algorithms to serve personalized advertisements and content, making marketing efforts more targeted and efficient. These algorithms play a crucial role in delivering tailored content to users based on their behavior, interests, and engagement patterns. According to Daryana, Akita, and Gabriella (2025), leveraging algorithms in digital marketing not only enhances the precision of targeting but also maximizes the impact of advertising efforts by aligning them with consumers' specific preferences and needs. This allows businesses to optimize their marketing strategies, reach the right audience at the right time, and improve overall campaign performance. In the context of modern marketing, algorithms serve as a powerful tool for improving customer experience and driving sales. Additionally, live streaming allows real-time interactions between brands and consumers, building trust and providing instant responses to queries, which further facilitates the decision-making process. The use of video content has also proven effective in attracting consumer attention and creating an emotional connection with the audience, increasing the likelihood of conversions. The digital marketing strategy that has been proven to increase sales is through live streaming. Live streaming has become a powerful tool in increasing sales because it allows real-time interaction between the audience and the host, providing opportunities for direct question-and-answer sessions about products. This interaction builds consumer confidence, making it easier for them to make purchase decisions. According to James and Thomas (2026), algorithmic systems in live-streaming platforms, like Tik Tok, influence consumer behavior by tailoring content that aligns with the audience's preferences, which enhances engagement and facilitates decision-

making. These platforms use AI-powered nudging to encourage consumer behavior, optimizing the timing and content of the interaction to increase the likelihood of purchases.

Moreover, Daniel, Crawford, and Lee (2026) emphasize that integrating live streaming with branding strategies in marketing can create a sense of inclusion for the audience. By involving viewers in the process through live comments and responses, brands can effectively strengthen consumer trust and engagement, making the purchase process more personalized and transparent. This creates a deeper connection with the audience, as consumers feel directly involved in the conversation, thereby influencing their purchase intentions. As influencers and brands continue to embrace these interactive features, the effectiveness of live streaming as a sales strategy is likely to increase. For example, in the context of telecommunication products such as Telkomsel's Orbit, the audience can directly ask about features, prices, how to use them, ask for recommendations from the host, or use estimates. This can reduce doubts and speed up conversions from awareness to purchase (Nugroho & Setiawan, 2022).

In this study, there is a problem formulation on how the strategy to increase sales of Telkomsel's Orbit products through e-commerce is implemented at PT Akar Daya Mandiri, Gresik Regency. This study aims to analyze the sales strategy through e-commerce at PT Akar Daya Mandiri Gresik Regency and how live streaming affects the increase in sales of Telkomsel's Orbit products. This research is expected to be useful to improve sales efficiency and provide academic insights on the integration of e-commerce in the telecommunications business.

2. Methodology

The implementation of this study uses a qualitative descriptive method to analyze the sales increase strategy that focuses on Telkomsel's Orbit products through e-commerce at PT Akar Daya Mandiri, Gresik Regency. This method was chosen because this research focuses on processes and strategies. The purpose of the research is to describe how the circumstances, practices, and marketing strategies run and not to measure the quantitative influence between variables. In a study conducted by (Gina Emily Napitupulu, 2022), which explains the application of digital marketing to indihome products and also Telkomsel products which emphasizes the importance of digital strategies related to digital marketing through e-commerce in telecommunication products. The research on the motives of using the Orbit modem explains the consumer character and the adoption factors of Orbit products in the relevant market segmentation in Indonesia, this research is researched by (Wijaya & Arindawati, 2024).

Primary data was obtained from live streaming activities that have been carried out by the live streaming team of PT Akar Daya Mandiri Gresik Regency which displays a summary of Orbit's sales from the last 3 months, including real-time interactions such as comments, questions from the audience and also responses given by the live streaming host. The data collection techniques carried out in this study involve direct observation in live streaming sessions, documentation of sales implementation in e-commerce, and also come from literature analysis from several journals related to marketing strategies through e-commerce. Data analysis was carried out using thematic analysis that is commonly used in qualitative descriptive research. The analysis process is carried out in several steps, namely:

1. Data Reduction

At this stage, the researcher conducts several selections, data focusing, simplification of raw data obtained from field records and internal documents. The data obtained will later be processed and power that is not relevant to the focus of the research will be eliminated. This data reduction aims to obtain information related to the purpose of the

research, namely describing the strategy to increase Telkomsel's sales through e-commerce.

2. Data Studies

After data reduction, the data will be compiled in the form of an easy-to-understand display in the form of a table and a brief explanation of the results of the data processing.

3. Conclusion

At this stage, the researcher will draw the meaning of the predetermined patterns and themes, for example is "digital promotion strategy" and then will continue to be verified through triangulation of sources by comparing, matching, and checking the alignment of the findings with the s-commerce sales document.

4. Data Triangulation

This study uses a data triangulation technique that functions to increase the credibility of the data obtained through the application of source triangulation, triangulation techniques, and time triangulation.

3. Results and Discussion

3.1 Overview of Telkomsel's Orbit sales through e-commerce

Based on a summary of PT Akar Daya Mandiri's internal data in the period January 2025 – October 2025, sales of Orbit products marketed through e-commerce show fluctuations influenced by monthly traffic, programs provided from the platform, and also stock availability. At this stage, raw data from direct observation results (such as live streaming sessions, results from paid advertising and video content), internal documents (including monthly sales summaries, traffic, and conversion rates), and literature (journals about digital marketing and e-commerce) are filtered to focus on data relevant to the research objectives.

Table 1. Summary of Traffic, Conversion Rate, and Sales Through the Tiktok Platform

Month	Taffic (Visit)	Conversion Rate (%)	Total Sales
January	1.807	3,15%	57 pcs
February	2.668	4,42%	118 pcs
March	3.993	4,03%	161 pcs
April	3.838	2,79%	107 pcs
May	5.151	3,69%	190 pcs
June	4.200	3,24%	136 pcs
July	2.988	3,28%	98 pcs
August	2.034	4,87%	99 pcs
September	2.210	3,48%	77 pcs
October	2.303	3,47%	80 pcs

Source: PT Akar Daya Mandiri's internal data

$$\text{Conversion Rate (\%)} = \frac{\text{Total Penjualan}}{\text{Traffic}} \times 100\%$$

In the data that has been shown in Table 1, shows that increased traffic doesn't necessarily increase sales volume if it's not followed by an increase in conversion rate. In the data, May had the highest sales, which is in line with the conversion rate in that period, which is evident that the promotion strategy and listing optimization in May has succeeded in increasing sales.

Table 2. Summary of Traffic, Conversion Rate, and Sales Through the Shopee Platform

Month	Traffic (Visit)	Conversion Rate (%)	Total Sales
January	4.434	0%	0
February	3.529	0%	0
March	3.553	0%	0
April	1.040	0%	0
May	472	0%	0
June	553	0,36%	2
July	2.211	0.77%	17
August	3.527	0.06%	2
September	1.204	0.33%	4
October	1.164	0,26%	3

Source: PT Akar Daya Mandiri's internal data (2025)

$$\text{Conversion Rate (\%)} = \frac{\text{Total Penjualan}}{\text{Traffic}} \times 100\%$$

In the data that has been shown in Table 2. Shows that increased traffic doesn't necessarily increase sales volume if it's not followed by an increase in conversion rate. In the data, July had the highest sales which was in line with the conversion rate in that period where it was proven that the promotion strategy and listing optimization in July had succeeded in increasing sales.

3.2 Analysis of the performance of the marketplace used against the increase in sales

Table 3. Orbit's Sales Performance by Marketplace

Marketplace	Average Traffic /Month	CR (%)	Average Sales /Month	Constraints	Strategy
Tiktok Shop	3.119,2	3,64%	112 pcs	Lack of human resources, lack of understanding of digital marketing strategies.	Focus on positive reviews, recruit new human resources, understand digital marketing.
Shopee	2.168,7	0,178%	3pcs	Stock is out of sync, lack of promotion, new accounts, low seller rating	Make descriptive adjustments periodically, improve promotion strategies.

Source: PT Akar Daya Mandiri's internal data (2025)

In the marketing strategy through e-commerce carried out by PT Akar Daya Mandiri in Gresik Regency, it is more dominant to use the Tiktok Shop marketplace which is carried out with Live Streaming, video content, and also paid advertising every month. Tiktok Shop is the dominant platform in the sale of Orbit products carried out by PT Akar Daya Mandiri in Gresik Regency because it has large traffic and also relatively stable conversions.

3.3 Effectiveness of Product Promotion and Listing

Table 4. The Effect of Paid Advertising Use on Increased Sales

Platform	Duration of Implementation	Sales	Note
Shopee	3 Months	21 pcs	Data taken from June to August 2025
Tiktok	1 Month	187 pcs	Data taken in May 2025

Source: PT Akar Daya Mandiri's internal data (2025)

The table above shows that the promotion carried out on the Tiktok platform has a big impact on increasing Orbit's sales because it provides added value for new customers. Meanwhile, advertisements with promotions carried out on the Shopee platform tend to increase sales less. With the data on the tablet, the e-commerce literature finds that promotions that provide direct value to the main product will be much more effective in increasing conversions.

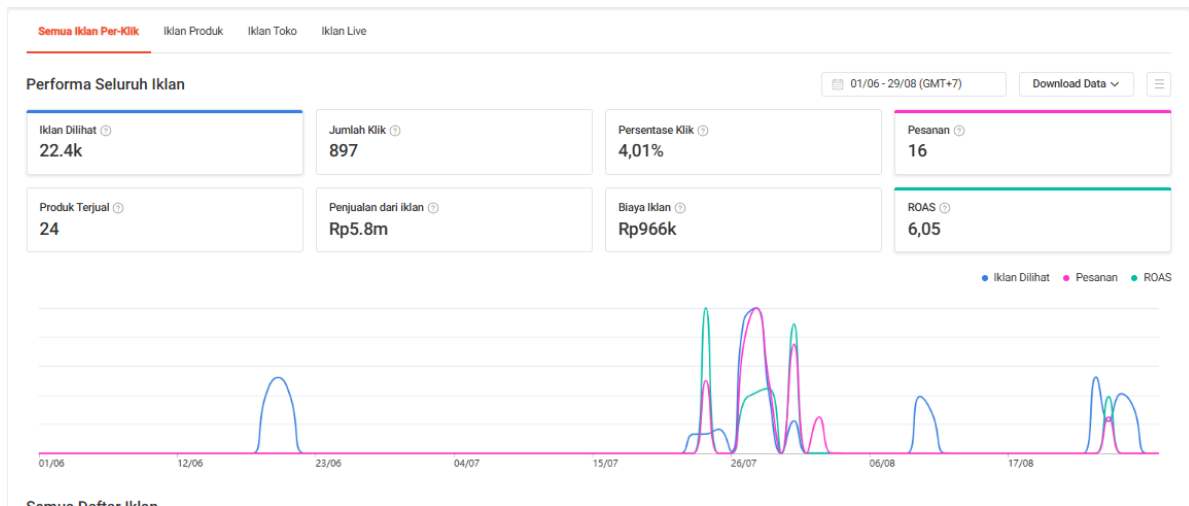


Figure 1. Paid Ads Applied on the Shopee Platform

Source: Shopee account PT Akar Daya Mandiri's internal data (2025)

Table 5. The Effect of Live Streaming on Increasing Sales

Platform	Duration of Implementation (Accumulation)	Sales	Note
Shopee	1 Month	6 pcs	Data taken in July 2025
Tiktok	1 Month	97 pcs	Data taken in May 2025

Source: PT Akar Daya Mandiri's internal data (2025)

The digital marketing strategy through live streaming, especially on platforms like TikTok Shop, represents one of the most significant innovations in modern marketing. According to Angin (2022), the development of web-based e-commerce platforms has allowed businesses to create more personalized, efficient, and interactive shopping experiences for their customers. The incorporation of live streaming on these platforms takes this a step further by engaging customers in real-time, fostering a sense of urgency and excitement that traditional e-commerce lacks. This blend of real-time interaction and convenience is particularly effective in increasing consumer trust and encouraging impulse purchases, which are critical in today's fast-paced digital economy.

This approach aligns with findings from Angin (2022), who notes that the implementation of online platforms for businesses has proven to be a significant advantage, making shopping more accessible and efficient, which also amplifies the effectiveness of live streaming as a marketing tool. In the context of selling telecommunication products, this feature provides convenience in promoting products visually, providing promotions during live so that it can improve purchase decisions. Based on the data obtained in table 4, the influence of live streaming on the increase in sales of Telkomsel's Orbit products promoted by the PT Akar Daya Mandiri live streaming team has positive results, as evidenced by the increase in purchase decisions during live streaming.

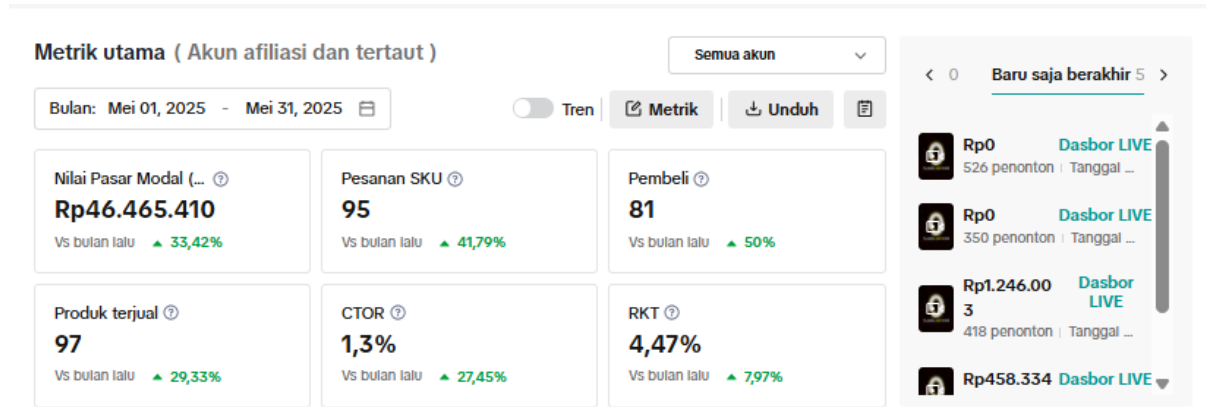


Figure 2. Tiktok Live Streaming Sales Results
Source: Tiktok account PT Akar Daya Mandiri's internal data (2025)

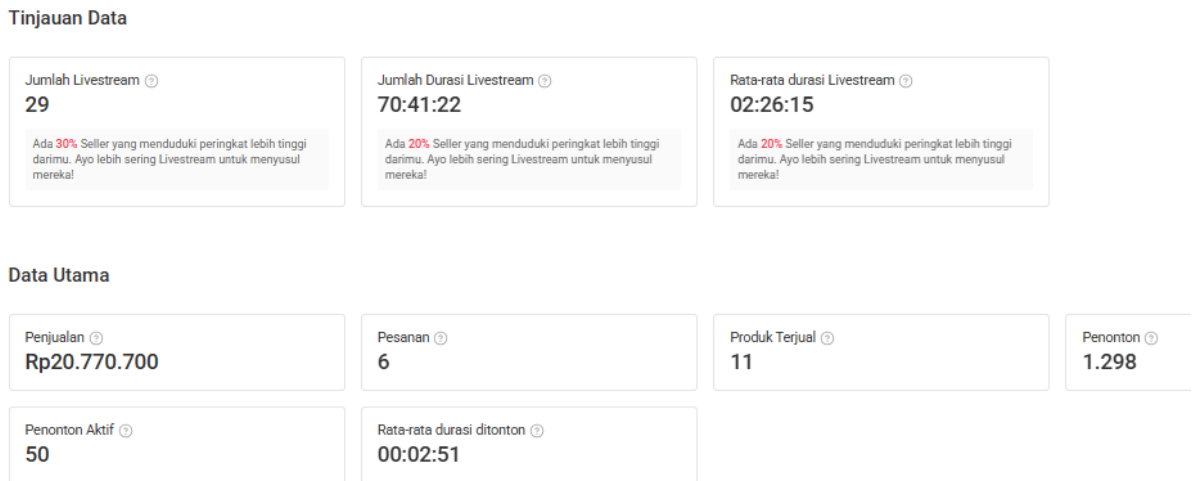


Figure 3. Shopee Live Streaming Sales Results
Source: Shopee account PT Akar Daya Mandiri's internal data (2025)

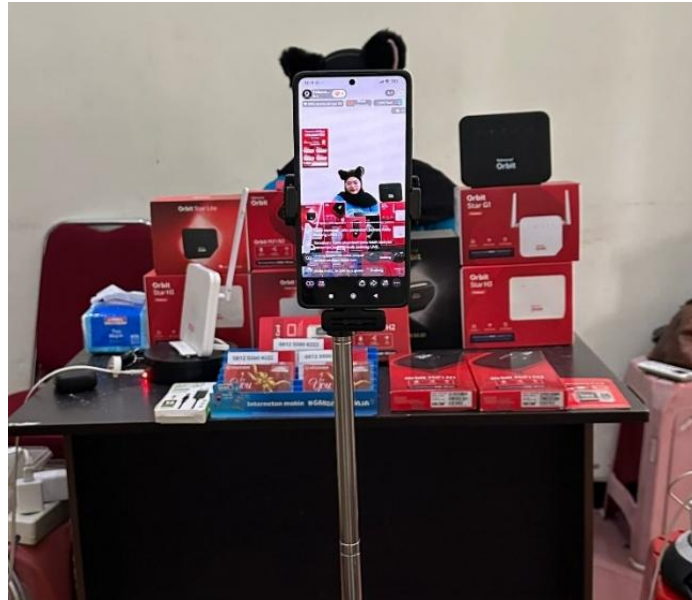


Figure 4. Tiktok Live Streaming Process

Table 6. The Influence of Video Content on Increased Sales

Platform	Traffic (visits)	Sales	Note
Tiktok	23.811	4 pcs	Data taken from 20 October to 16 Nov 2025
Shopee	12	0	Data taken in the October 2025 bubble

Source: PT Akar Daya Mandiri's internal data (2025)

Product video content is an important element of a digital marketing strategy. This content can be in the form of images, audio, and videos that are effective in conveying information to the audience and increasing purchase intent (Hadiwianto et al., 2025). In this case, the digital marketing team of PT Akar Daya Mandiri Gresik Regency conducts promotions using video content uploaded on the Tiktok platform and also Shopee. The table shows that the influence of promotion using video content will increase traffic which can increase purchase decisions, especially on the Tiktok platform.

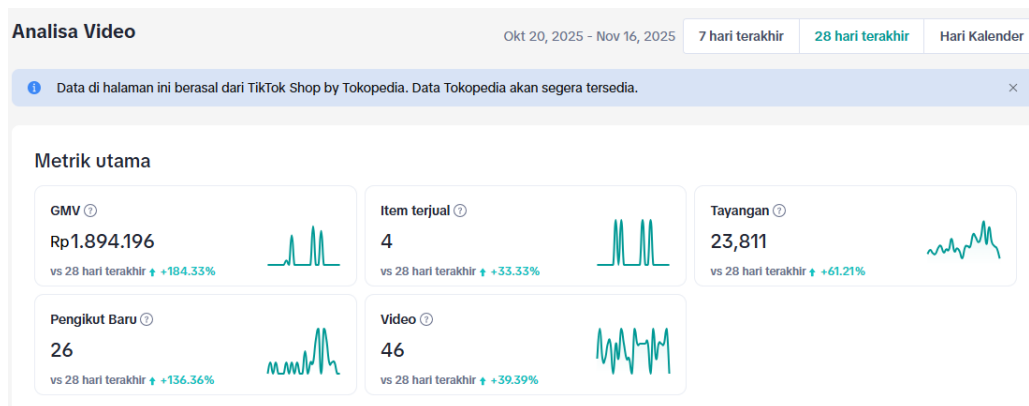


Figure 5. Data Summary from Promoted Video Content

Source: Tiktok account PT Akar Daya Mandiri's internal data (2025)

Live streaming has become a prominent tool in digital marketing, especially when used effectively on platforms like Tiktok. The real-time interactions during live streaming sales help increase consumer confidence and boost sales, an observation supported by Damanik et

al. (2024), who found that live streaming selling significantly influences consumer trust, ultimately enhancing purchase decisions. In this case, the data highlights the effectiveness of live streaming as compared to other marketing strategies. For example, paid advertising on TikTok generated 187 units sold in just one month (May 2025), while Shopee's paid ads only produced 21 units in three months (June-August 2025). Similarly, live streaming on TikTok led to 97 units sold in one month (May 2025), compared to Shopee's 6 units in one month (July 2025). Video content on TikTok, with 23,811 viewers, resulted in 4 units sold, whereas Shopee's traffic of only 12 viewers generated no sales. This clear contrast demonstrates that live streaming, which is supported by consumer trust and real-time engagement, is an effective strategy to increase sales (Damanik et al., 2024).

3.4 Comparison of Strategy Effectiveness

To provide a clearer picture, the researcher will provide a comparison of which digital marketing strategies are the most effective to increase sales of Telkom's Orbit products through e-commerce at PT Akar Daya Mandiri in Gresik Regency.

Table 7. Comparison of the effectiveness of synergies

Strategy	Consumer Interaction	Consumer Trust	Increased Sales
E-commerce Paid Ads	Keep	Low	Moderate
Live Streaming	Tall	Tall	Signifikan
Video Content	Low	Keep	Moderate

Source: PT Akar Daya Mandiri's internal data (2025)

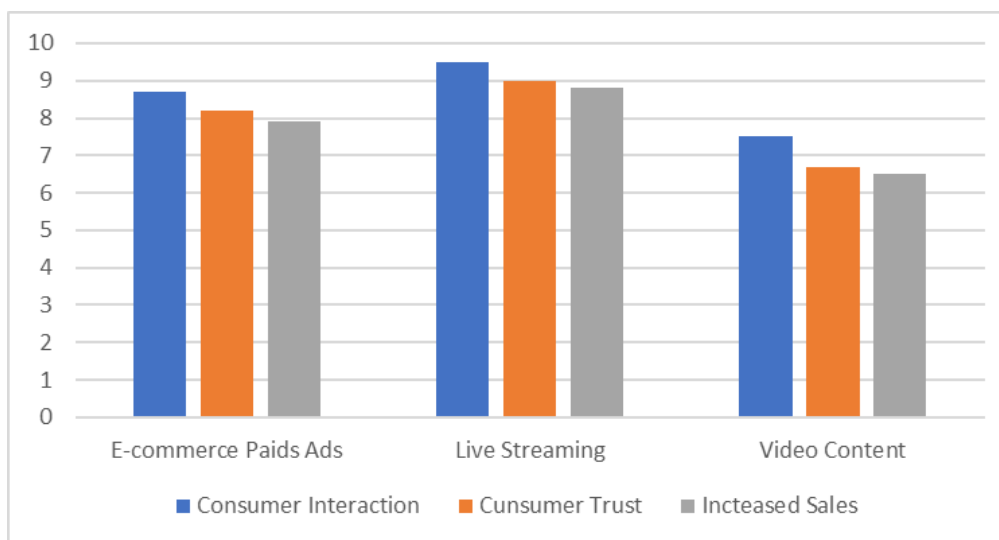


Figure 6. A Comparison Chart of Product Sales Effectiveness Through Each Strategy
Source: PT Akar Daya Mandiri's internal data (2025)

The chart above shows a comparison of the effectiveness of paid advertising strategies, live streaming, and video content on e-commerce platforms based on three main indicators:

1. Consumer interaction: Live streaming strategies have a much higher Consumer engagement rate (9.5) compared to paid advertising (8.7) and video content (7.5). This is due to the direct communication interaction carried out between the seller (live streaming host) and the consumer during the live session through a question and answer in the comment column.

2. Consumer trust: Consumers tend to trust the products they see live done through live streaming with a score (9.0) compared to just looking at paid ads (8.2) and video content (7.9).
3. Increased sales: Live streaming strategies showed a higher impact on increased purchase decisions (8.8) compared to paid advertising (7.9) and video content (6.5).

With the results obtained, this will strengthen and make sales promotion through live streaming an effective strategy to increase sales through e-commerce, especially in Orbit Telkomsel telecommunication products that have been run by PT Akar Daya Mandiri Gresik Regency. To increase credibility, triangulation is carried out as follows:

1. Triangulation of sources, with data from direct observation (live streaming sessions), internal documents (sales tables), and literature (journals related to digital marketing) compared. Live streaming sales data on TikTok are 97 pcs which are in line with the literature that emphasizes real-time interaction (Nugroho & Setiawan, 2022).
2. Triangulation Technique by combining observation, documentation and thematic analysis to ensure consistency. Where the effectiveness score from Diagram 1 is verified with qualitative data from the table to avoid subjective bias.
3. Time Triangular, observation data was taken from the January-October 2025 period and re-verified using historical data. Shows consistent patterns such as sales peaks during intensive promotions.

4. Conclusion

Based on a qualitative descriptive analysis of the strategy to increase sales of Telkomsel's Orbot products through e-commerce carried out by PT Akar Daya Mandiri Gresik Regency, it can be concluded that the company has successfully implemented an effective digital marketing strategy in expanding market reach and increasing sales. The Tiktok Shop and Shopee platforms are the main platforms used, from the results that have been analyzed show varied performance, where the Tiktok Shop platform is the most dominant in increasing sales thanks to features such as live streaming, paid ads and video content, this is also supported by Tiktok Shop users who have monthly active users partnered with Tokopedia of 125 million (Vedhitya, 2025). Sales data from January to October 2025 shows fluctuations influenced by traffic, conversion rate, and promotional strategies used, where in certain months intensive promotions increase, such as in May and July which resulted in the highest sales.

Based on the findings of the research that has been done, here are suggestions that can be given to improve the strategy of increasing sales of Telkomsel's Orbit products through e-commerce at PT Akar Daya Mandiri, Gresik Regency: For PT Akar Daya Mandiri Gresik Regency. The company is advised to focus more on the development of live streaming on the Tiktok Shop platform as a key strategy. This can be done by adding Human Resources specifically for digital marketing and conducting special training to overcome the growing lack of understanding of digital marketing strategies. This method can be done by taking training, reading literacy related to digital marketing, and participating in bootcamps to better understand the strategies that will be developed later. Synchronize product stock in real-time across all platforms to avoid sales and order delivery issues. Optimize paid ads by adding value directly, by providing discounts, bundling, or cross-out prices. Improving video content that is more educational and interesting, consistently uploading/posting at certain predetermined hours so that the algorithm can be read on the platform that is connected, this method can increase traffic views on video content and uphold profiles. The last is to increase the frequency of live streaming sessions and engage more skilled hosts to attract customer interaction.

For further research. Follow-up research is recommended using quantitative or mixed approaches to measure the impact of variables statistically such as regression analysis on the

influence of live streaming on sales. Expand the sample by involving other operational areas in Indonesia and compare performance with other e-commerce platforms such as Lazada, Bukalapak and Tokopedia. Thoroughly explore external factors such as post-pandemic consumer trends or the impact of e-commerce regulations that can provide more detailed and comprehensive insights.

With the implementation of this suggestion, it is hoped that PT Akar Daya Mandiri can be more effective in utilizing e-commerce to increase sales of Telkom's Orbit products, as well as make a broader academic contribution in the field of digital marketing in the telecommunications industry.

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