

## **ABSTRACT**

Information technology has developed rapidly where its development cannot be avoided. The result of this development such as the internet, not only can help our daily life becomes more modern or easier, the business world is also helped with the result of this development. The existence of internet itself and its related technologies affects the business world greatly where they have changed the concept of traditional commerce into electronic commerce or e-commerce.

The growth of Indonesia e-commerce is high, but despite the high growth of e-commerce, the internet penetration and online shopping penetration is not as expected and the pace at which taking advantage of the only shopping still falls somewhat behind expectations. All this lags are because of consumers still do not find online shopping irresistible or the attitude towards the online shopping is not in a favorable way. And even though the Indonesian consumer attitudes towards online shopping is negative or not in favorable manner, it is reversed if compared with Tokopedia where consumer attitudes towards them is already positive or in favorable manner.

If we look at the past few months, using a flash sale to sale mobile phones seem to be a trend in Indonesia. Both e-commerce and smartphone vendors are busy implementing this strategy in attracting consumers