



Social Network Multiplatform, Multiessensi

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do you have a facebook?

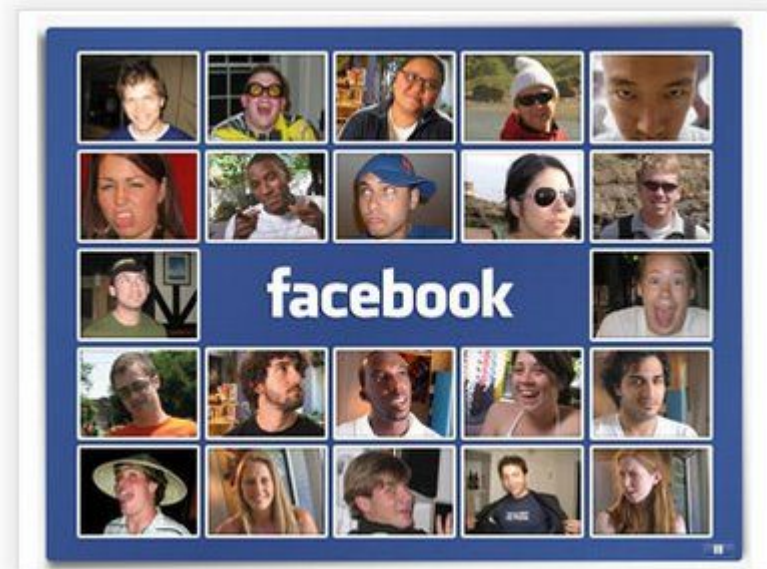


PRESENTATION LOAD
PRESENTATION LOAD



CONTENTS

- My Profile
- Social Network Concept
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- Strengths & Weaknesses
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Gak Narsis Gak Eksis

Profil MasHendri



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Social Network Concept

- E-Mail
- Chat Media
- Social Media
- Blogging
- Share Foto
- Share Video



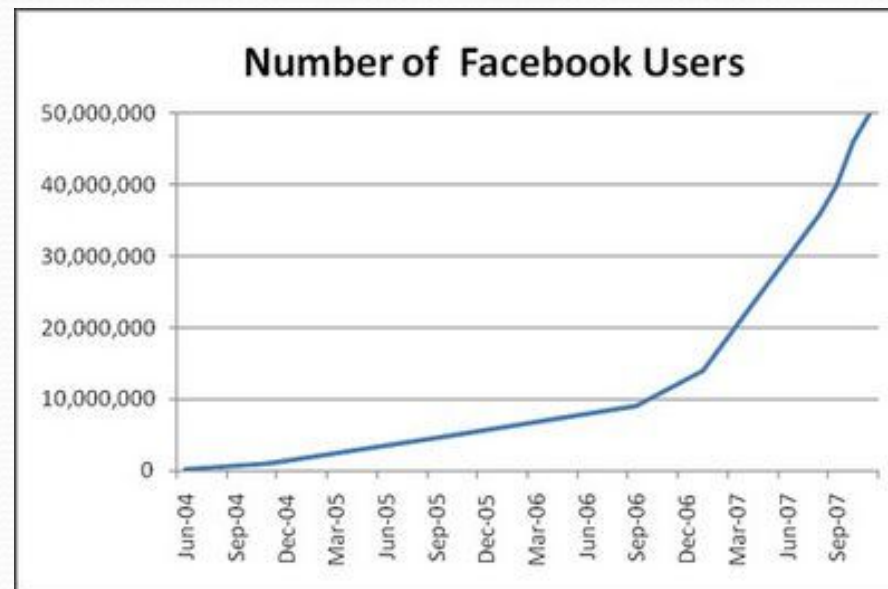
PUNYA SEGALANYA...

PRESENTATION LOAD
PRESENTATION LOAD

THE POWER OF FACEBOOK

- Short “ Success Story ”

- 04 Februari 2004 → FACEBOOK diluncurkan → Mark Zuckerberg
- Dalam 2 Minggu → ½ Mahasiswa Harvard telah register
- 4 Bulan → 30 Kampus masuk Jaringan Facebook
- 2005 → Jaringan meluas ke Sekolah, Officer, dll
- 2006 → Free and Anyone can Join
- Now →



- Facebook Founder : Mark Zuckerberg, Dustin Moskovitz & Chris Hughes.
- Facebook Developer : Mark Zuckerberg + Sean Parker
- Facebook Investor :
 1. Peter Thiel (Paypal) → \$ 500 ribu
 2. Accel Partner → \$ 12,7 Juta
 3. Digital Sky Technologies (DST) → \$ 200 Juta
 4. Dan lain-lain....

- FS ingin Membeli FB → \$ 10 Juta
- Yahoo ingin Membeli FB → \$ 1 Milyar
- Viacom ingin Membeli FB → \$ 750 Juta





- **Dreams Comes True (Mimpi Sang Penemu)**
 - Media Sharing Mahasiswa
 - Digital Identity
 - Communication on the Future



WHY FACEBOOK....?

- Personalization
- Social Connection
- Real Time Conversation
- Bazaar or Privacy
- Multilanguage
- Live On all Media





Strengths & Weaknesses

- Keuntungan ber-Facebook
 - Bernetwork secara Global
 - Search teman lama, teman baru, selebriti, tokoh, dsb
 - Create and Join Groups, Share, Help
 - People Controller
 - Marketing : Cari peluang **bisnis**, **Jual Produk**, **Free Iklan**





Strengths & Weaknesses

- Kerugian / Kelemahan ber-Facebook
 - Addiction (kecanduan)
 - Data anda terbuka
 - Berkonspirasi
 - Hati-hati Penipuan
 - Tidak butuh Masyarakat Nyata
 - Sasaran Marketing





Short Tips ber-Facebook

- Be Authentic
- “Ikan Suka Cacing”
- Willingness to share and help
- Minimalisir Quiz & Apps

END
Terima Kasih