

"THE GOOGLE STORY"

How Google Positions itself in the Global Market and Makes Global Social Impact

1. Introduction

We all know that internet users around the world increase significantly since couples years ago. By November 2015, there were 3,366,261,156 internet active users around the world with 832.5% growth since year 2000 (Miniwatts Marketing Group, 2016). If divided equally, that data conveys the fact that there is at least 52% yearly growth of internet users in our earth. The advancement is projecting to continue as the technology improves in every sector.

There are many benefits can be gained by relying on the internet. The benefits come from the rapid information transfer process that enables data exchanged within seconds (Radbata, 2011). There is no more time consuming activity in waiting a message reply. We do not need to go to Africa to know what is happening in there now. African people do not need to go to where we are now to get information about England. As long as we are connected with internet, we are just one click away to know and to provide everything.

Google is the very popular website throughout the world. Alexa, a subsidiary of Amazon.com, LLC which focuses in providing website analysis stated a list titled "The Top 500 Sites on the Web" in April 2016. The list placed Google on the first position as the most popular website which handles more than three billion searches each day (Alexa, 2016). In accordance with Google's popularity, in 2006 Oxford English Dictionary added the word "Google" (and also the transitive "to google") in its list which means using the Google search engine to obtain information on the internet (Anders, 2006).

Google was actually founded in 1996 by two Stanford students named Larry Page and Sergey Brin (Google, 2016). Actually, in the beginning Google was just a university's research project for those two guys in order to develop knowledge about mathematical properties of the internet and its underlying structure (Steiber, 2014). At that time that research project was called as BackRub. It emphasized in conducting calculation and algorithm system to provide certain limited information on the internet. All the operational activities were done in a small garage in Menlo Park, California (Google, 2016).

Knowing the big potency that could be generated from BackRub, on September 15th 1997, Larry and Sergey (later are called as the Google Guys) changed BackRub with Google and registered its domain as Google.com (Google, 2016). In the next year, which was 1998, Google officially incorporated and professionally started its successful journey in internet technology industry.

Innovation and passion may be seen as appropriate words to describe how the Google Guys placed foundation in building Google. Starting from just a search engine application, Google today becomes a giant company with various internet technology products. One of its products, Android operating system, currently leads the smartphone global market share with 49.3% users throughout the world (Edwards, 2016).

Google has made many acquisitions of several world's big brands and companies. However, the most outstanding decision was when it acquired the world's biggest video platform YouTube in 2006 (Monica, 2006). That synergy with YouTube strengthened Google's domination in online advertising. With \$3676 billion of net worth (per May 2015), Google continuously lead innovation in internet technology industry (Forbes, 2016).

Being amazed with Google's growth, many people wonder about the core strategy that is used by the Google Guys in building their company. As mentioned before, innovation and passion become Google's blood in conducting daily business activities. It reflects on one of its well-known credo: "You Can Make Money Without Doing Evil" (Google, 2016). It indirectly concludes that the synergy between brilliant innovation and social responsibility itself that has brought Google to the honourable position in internet technology industry.

Google today has expanded its business to various segments, such as advertising, software developer, mobile phone operating system, communication media, cloud computing and so on. The majority of Google's revenue comes from its advertising service (Statista, 2015). However, search engine still becomes Google's blood in the industry.

Leading internet technology industry for almost a decade, Google has recorded many great social impacts through various activities. Some of its social activities are Google Science Fair, Developer Summit and the most phenomenal

one, Google Project Loon that aims to provide internet connectivity for people in remote areas throughout the world.

In the further discussion, we will figure out the two important aspects that are possessed by Google in conducting its business. Those two important aspects were summarized into two key questions: How does Google position itself in the global market competitively? And, how does Google create social impact?

2. Competitive Position in Global Markets

2.1 Google the Successful Market Challenger

In a war, keep your friend close, and your enemies closer (Sun Tzu, 2009). That adagio was spoken by Sun Tzu, a well-known Chinese military general who lived in 403 BC – 221 BC. That everlasting wisdom teaches all business practitioners about the importance of knowing and understanding the competitor thoroughly.

Laying Sun Tzu's thought into business-related area, it makes sense that nowadays many companies have to get close to what their competitors do in the market. That approach enables a company to effectively produce good or service that is really demanded, and surely ensures its sustainability in the long run. In the beginning of its appearance, Google did that approach by watching its rivals who have dominated the industry.

In the time when Google was incorporated, it was not only the actor in internet technology industry. There was Yahoo! that had been dominating the search engine market (Lee, 2015). Considering that there was a giant competitor in the industry, Google surely had to position itself in the market. Determining position in the market is really needed to win the competition.

Philip Kotler in his book titled "Principles in Marketing" states that a runner-up enterprise can apply one of two strategies in order to compete with the existing market leader; becoming market challenger or market follower (Kotler *et al.*, 2013). Market challenger tends to fight