



Digital Marketing: Competitive Superior Strategy in the Industrial Revolution 4.0

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ABSTRACT

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The development of technology and information in the era of the industrial revolution 4.0 has integrated the use of the internet in the production sector in the industrial world. This study aims to analyze the implementation of digital marketing as a competitive superior strategy in the era of the Industrial Revolution 4.0. This research was conducted with a descriptive qualitative design. Data retrieval was carried out by researchers through interview with online shopper in Surakarta and literature studies. The results show that the industrial revolution 4.0 provides a big challenge for the business world to survive in the midst of very competitive competition. Companies that have a competitive advantage are very dependent on the success of their marketing strategies. Digital marketing is a strategy in increasing sustainable competitiveness in the era of the 4.0 industrial revolution, which is carried out by preparing a business identity, introducing business, optimizing social media functions, increasing interaction activities with consumers and expanding reach through broadcast messages containing quality content. Based on this, companies must have an orientation to seize the market in the dynamics of business competition with product advantages that are unique in terms of character so that they are easily recognized and remembered by consumers and have specialization in the eyes of consumers.

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1. INTRODUCTION

The development of technology and information in the era of the industrial revolution 4.0 has integrated the use of the internet in the production section in the industrial world. Changes in operational systems also occur in the industrial world as indicated by the changing business climate and increasingly fierce competition in the development of information technology (García, Lizcano, Ramos, & Matos, 2019). The industrial revolution 4.0 is defined as a revolution that occurs in industry by integrating automation technology in cyber. Data automation and rapid exchange in business technology systems include aspects of the Internet of Things (IoT), implementation of computing on the cloud and cognitive computing (Wibowo & Haryokusumo, 2020). The Industrial Revolution 4.0 has an influence on all aspects of human life in the world. The changes caused are very clearly visible in the cultural sector, work patterns, thinking patterns, lifestyles and official organizational systems (Langan, Cowley, & Nguyen, 2019). The presence of the industrial revolution 4.0 must be faced with readiness in the quality of human resources to be able to compete on various lines of the economy. The industrial revolution 4.0 has changed lifestyles and work patterns that demand fast-paced activities by being connected to the internet in collecting and delivering information (Ghufron, 2018).

The digitalization of technology that occurred in the 4.0 industrial revolution has made various production processes carried out through the help of robots, resulting in the loss of 52.6 million kinds of jobs within a period of five years. The industrial revolution 4.0 has shifted various jobs done by humans. Based on this, each individual is required to exist in the face of global competition by equipping themselves with mental strength and expert skills and of course having an advantage in competing (Haqqi, 2019). Digital technology that developed in the era of the industrial revolution 4.0 allows business actors to carry out marketing activities on their products online and transact online with the banking system. Digital technology that continues to develop changes marketing behavior that was previously done through conventional methods, changes digitally through the use of social media and marketing websites in an effort to increase sales (Busca & Bertradias, 2020). Online



media is a very relevant choice in developing a business, because the ease of internet access makes communication patterns done at a low cost and a wide range of business marketing (Rizal, Aslinda, & Firman, 2020).

Digital marketing is a strategy that is quite potential in Indonesia in facing the competition of the industrial revolution 4.0, this is because Indonesia is in the first position in digital marketing growth reaching 26%, which is then followed by India (20%) in second position, then Russia, Thailand and Mexico. The rapid development of digital marketing in Indonesia is caused by the increase in the population of internet users which has reached 265.4 million people or exceeds almost the entire population of Indonesia. The development of advertising features on social media and online shopping styles are also a major factor in increasing digital-based businesses (Teachfor, 2019).

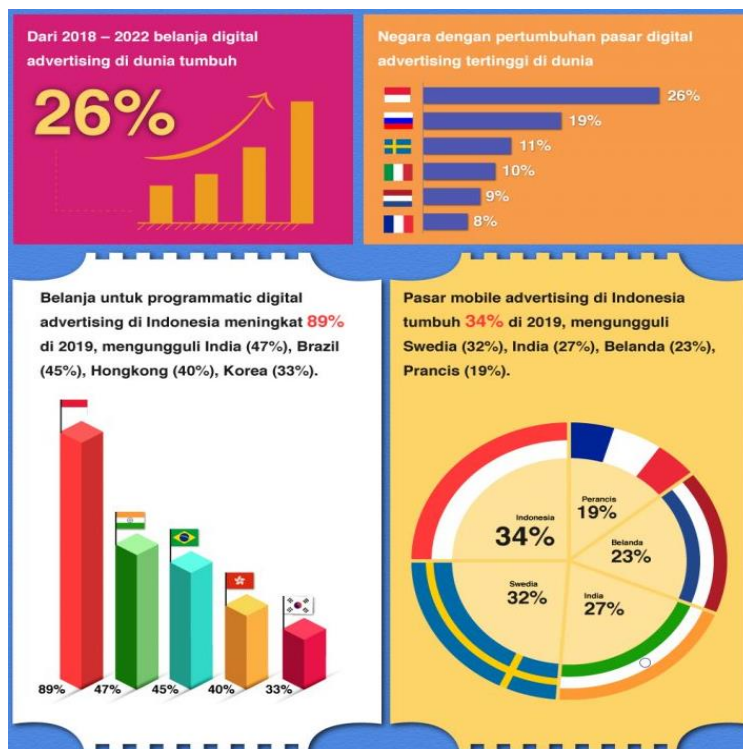


Fig 1. Digital Market Growth Chart in the World

Based on the graph above, it is clear that the predicted growth of digital marketing in the world from 2018-2022 reaches 26% with Indonesia occupying the first position of growth, as well as in relation to the trend of digital program spending which has increased by 89%, as well as the increase in the mobile market which has grown to 34%, so digital marketing is a very appropriate strategy to use to survive in the midst of world market competition in the era of the industrial revolution 4.0.

2. RESEARCH METHODS

The research method is used as a scientific way to obtain appropriate data for the purpose of conducting research, the method used in research is. Research design, This research was conducted with a qualitative descriptive research design. The use of a qualitative descriptive design is carried out by conducting interviews and reviewing several reference books, research journals, notes and various research reports. The use of this type of qualitative research is a research concept that has the aim of obtaining a new theory from the results of testing the truth of a theory. Qualitative descriptive research methods have the benefit of giving meaning or meaning to a social phenomenon or object that is outside and inside, so that the concept emphasized in qualitative research is not on proving the relationship of social phenomena, but rather on its meaning (Sugiyono, 2017).

Data collection was carried out through interviews supported by literature studies by conducting studies on writings that were closely related to digital marketing as a strategy in achieving competitive advantage in the era of the Industrial Revolution 4.0 as well as understanding various information and making comparisons and

paying close attention to the results of the study of documents. and writings in providing answers to research problems. Based on this description, the qualitative descriptive research method in the study was used to provide an overview of the implementation of digital marketing as a strategy to gain competitive advantage in the era of the industrial revolution 4.0.

Research Limits, An explanation of the implementation of digital marketing as a strategy to gain an advantage in competing in the era of the industrial revolution 4.0 of course requires a broad discussion, so to obtain relevant studies, this research is limited to the implementation of digital marketing as a strategy to gain advantage in competing in the era of the industrial revolution 4.0.

Variable Identification, This study seeks to analyze the implementation of digital marketing as a strategy to gain competitive advantage in the era of the industrial revolution 4.0, so that the variable used is the stump variable, namely digital marketing as a strategy to gain advantage in competing in the era of the industrial revolution 4.0.

Operational Definition and Measurement of Variables, Digital marketing is an effort to exploit digital technology in creating a potential marketing media as an effective company effort in achieving the goal of meeting consumer needs, so that companies or business actors can take advantage of digital marketing as an important strategy to gain consumer trust. The success of digital marketing is the company's ability to increase competitiveness. Competitive advantage can be measured based on the company's ability to create unique products, quality products and competitive prices (Farida, 2016).

Data collection, Data collection in the study was carried out using the interview method which was supported by literature study. Interviews are a question and answer activity between researchers and informants to obtain valid information, while literature study is a method of collecting data by conducting a review of writings or collections of books as well as data and written references that are in accordance with the objectives of the research (Moleong, 2019) . Interview methods and literature studies were used in this study to determine the implementation of digital marketing as a strategy to gain an advantage in competing in the era of the industrial revolution 4.0.

Research informants, Research informants are individuals who have information to conduct an assessment in a study. Research informants are online shopping in Surakarta City. The sampling technique was done by convenience sampling, so the researchers collected information from online shopping business people in Surakarta City.

Data analysis, Data analysis is a method used to process data obtained from research into information. The data analysis technique in this study is inductive, which is an analysis model based on data acquisition, then developed using various patterns of certain relationships to draw a conclusion. Inductive analysis is carried out repeatedly until the research objectives are achieved and can be developed into a theory (Sugiyono, 2017). Inductive analysis in research is done by organizing several things related to digital marketing.

3. Results And Discussion

The digital marketing trend opens up opportunities for entrepreneurs to welcome the presence of free trade in the era of the industrial revolution 4.0. Digital marketing is an activity and work process that utilizes digital information technology in producing a product, communicating and conveying various values to the community and interested parties. Vera as an online shop business actor in the cosmetic sector said that:

“...The use of internet-based information technology is quite promising in an effort to expand business networks and increase consumer attractiveness, right... Digital marketing is a new demand for online business actors like me in following the development of digitalization.”

Digitalization in business marketing is the key to successful economic growth, based on statistical data showing that the number of transactions made through e-commerce in 2016 was USD 1,915 billion or Rp. 24,895 Tirilun worldwide and this figure has doubled in 2020 reached USD 4,058 billion. Online transactions that occurred in Indonesia in 2015 amounted to IDR 2000 trillion, and at the end of December 2020 recorded a transaction value of IDR 1,850 trillion (Kompas, 2020). Based on this, digitalization of marketing has the potential to improve people's welfare.

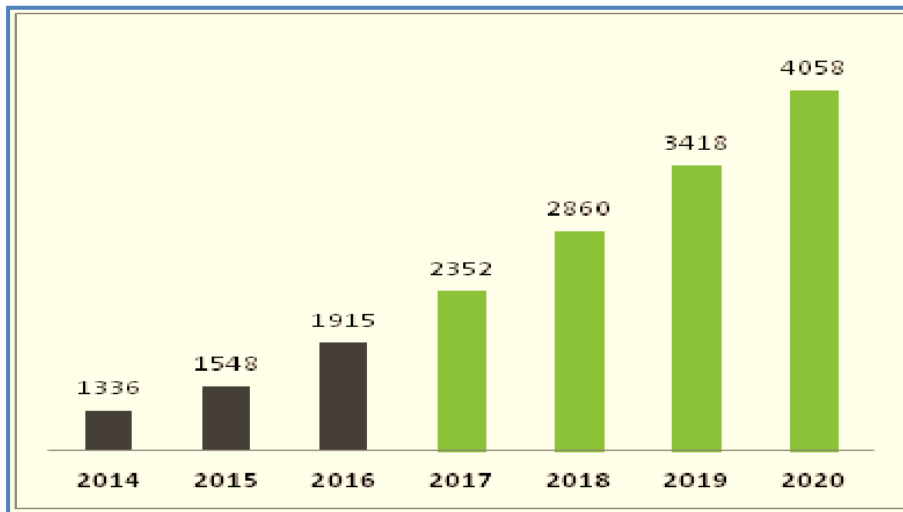


Fig 2. The Value of Digital Transactions (e-commerce) in the World

The potential of digital marketing in Indonesia cannot be ruled out, because based on data analysis conducted by Ernst & Young, it shows that the value of sales in online businesses is growing by 40% every year, and even based on Kominfo data, it is estimated that there will be an increase of Rp. digital economy in 2021 or increasing. by 33%. This growth in the value of the digital economy is due to the high commitment of the government in trying to increase the acceleration of digital transformation in the infrastructure sector (Binekasri, 2020). Hendro as property marketing explained that:

“...Digital marketing is, yes... it is a medium that can be used to further increase consumer awareness, because digital marketing has the ability to remind consumers of the company's brand. Social media as a medium in digital marketing can provide information to consumers to improve on products, so that the characteristics of consumers who are instant buying will respond quickly by making purchasing decisions immediately, product promotions are used through digital.

Today's digital marketing has been combined with the use of social media, thus opening the door to expansion for consumers. The use of social media as part of digital marketing can increase consumer loyalty. The ability to compete in the midst of the industrial revolution 4.0 is supported by the ability to carry out marketing management.

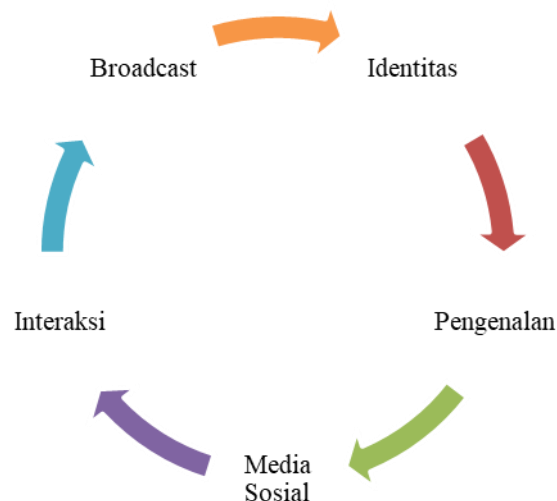


Fig 3. Digital Marketing Cycle Framework

Digital marketing is a strategy to gain an advantage in competing on an ongoing basis in the era of the industrial revolution 4.0. Digital marketing is seen as the basis for integrated corporate marketing planning. The stages in doing digital marketing are:

- a. Prepare a digital business identity. The implementation of digital marketing in the early stages is done by preparing a business identity. Business identity can be prepared by building a website or preparing accounts on social media that will be used for digital marketing media.
- b. Introducing the business. The business that is built must be immediately introduced to the public through visits to various websites and the installation of various advertisements that can be done through Google or social media.
- c. Optimizing social media functions. Digital marketing can be effective if business actors always try to interact with netizens through the creation of various interesting content to be published. Efforts to optimally introduce products can also be done by advertising on various leading social media.
- d. Increase interaction activities via e-mail. Interaction activities on social media that are carried out via e-mail are indeed quite conventional methods, but the reality in the field of this media has considerable potential in increasing sales. This is because all smartphone users are based on email accounts so that they can use marketing features more optimally. Based on this, the use of e-mail as an interaction activity has good potential to be utilized.
- e. Broadcast messages are one of the digital marketing techniques that can be used to introduce products. Through broadcast messages, the products offered can reach consumers personally, so that they can expand the product network.

Digital marketing as a marketing strategy can run optimally if it is followed by structured planning from internal to external. Business actors always work hard in meeting consumer expectations in order to continue to exist and excel in the competition. Competitive advantage is a privilege possessed by a company in producing products that are well received by the community because of their advantages. To be able to compete in the era of the industrial revolution 4.0, companies must focus on identifying various needs from consumers, efforts that can be made in meeting various needs from consumers and trying to increase consumer loyalty to continue to use products from the company in order to increase competitiveness with other companies. To win competition in the market, companies must understand the situation of the internal and external environment, because competitive advantage essentially arises from the value and benefits created by the company to consumers that exceed the costs that should be allocated by the company in producing products. Fandi as an online trader in the herbal field is of the opinion that:

“...Competition in the business world is very high, yes..., so it requires companies to have the ability to innovate products to be different from their competitors, through innovations made by companies can understand the various shortcomings of competing products and then be able to increase the advantages of their own products ”

Companies must have an orientation to win consumers in the dynamics of business competition with companies that have the same product. Competitive advantage can be achieved if the resulting product is unique in terms of character so that it has specialization in the eyes of consumers. A sustainable competitive strategy is carried out by looking for competitive positions that provide benefits for the company. Competition occurs in business as an effort to assert a position that provides advantages and can face various threats from competitors. The industrial revolution 4.0 which implements artificial intelligence and production automation is certainly an important factor that companies must pay attention to in meeting market needs.

Discussion, Digital marketing as a marketing strategy has an important role in the process of designing business strategies in a company. The industrial revolution 4.0 makes the challenges in trade increasingly stringent, so that companies that have the ability to excel in competition are highly dependent on the success of the marketing strategies used. Companies that can achieve success in competition in the era of the industrial revolution 4.0 always pay more attention to elements that are attractive to market segments and market shares that have high productivity in marketing activities. Companies that have competitiveness are also trying to position their marketing strategically to gain profits and achieve realistic targets for implementation.

Digital marketing is the implementation of the use of internet applications that are related to digital technology as a medium of communication in achieving the goals of the marketing process. Marketing that is carried out effectively has implications for increasing the information conveyed to consumers, so that they are able to change the judgment, behavior and loyalty of consumers (Chaffey & Chadwick, 2019). Digital marketing can run effectively when utilizing digital media connected to the internet such as social media, databases, web, e-mail, mobile/wireless and so on. The existence of digital marketing aims to develop target consumers and understand the characteristics, behavior, product ratings and loyalty of consumers as the main goal of a marketing. Based on the description of the research results, it was found that the era of the industrial

revolution 4.0 emphasizes all forms of marketing actions carried out digitally, the limitations of distance, communication tools and time in transactions can be trimmed through digital marketing.

4. Conclusion

The industrial revolution 4.0 provides a big challenge for the business world to exist in a very competitive competition. Companies that have a competitive advantage are highly dependent on the success of their marketing strategies. Digital marketing is a strategy to increase the ability to compete continuously in the era of the industrial revolution 4.0, which is carried out by preparing a business identity, introducing business, optimizing social media functions, increasing interaction activities with consumers and expanding reach through broadcast messages containing quality content.

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