



Utilizing Digital Marketing As A Business Strategy

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ABSTRACT

With the advancement of information technology has grown so rapidly. One form of development that can be seen in the existence of a platform that connects one another or what can be said is social media. Instagram, Facebook, Twitter and Tiktok are examples of social media that are the most popular platforms. Starting from children to adults all use social media. With this, social media has become a concern for business people. Now, almost all business people do not hesitate to market their products or services through social media. On that basis, this article was written. The goal is to see how digital marketing is useful in today's business strategy.

Keywords:

Business

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1. INTRODUCTION

In Supangat's opinion, along with the development of internet technology, website technology is increasingly developing. If at first there were only static pages, then in today's technological developments a website has several features with a dynamic and aesthetic appearance[1]. become more feature-rich with a dynamic and aesthetic appearance. It can be believed that with the improvement of web site technology, the concept of fulfilling user satisfaction with a website can also develop. This cannot be separated from the concept of measuring software quality which was developing first[2]. With this, the development of internet technology is becoming more advanced and rapid. There are so many new innovations about technology which can ultimately make it easier for humans to carry out various daily activities. The benefits of the internet that are shown are increasingly felt because nowadays we seem to be inseparable from the internet[3]. In today's technological

developments, showing a lot of rapid progress. Many of the various sectors of life have used the technology itself. The internet has had a lot of influence on our lives. Similarly, communication technology is something that helps humans to find information[4]. Apart from being a place of information, these technologies also play a major role in economic progress. Starting from buying and selling activities that used to be carried out offline and had to come to the store, now it can be done online using social media and e-commerce[5]. Various social media that are often used to display or promote goods or services from a company include Facebook, Twitter, Instagram and Tiktok[6]. Social media is very instrumental in making businesses and buyers communicate. This social media helps to create a brand identity for a company and helps the company to be known by buyers through its content that is interesting, relaxed but still communicative[7].

2. LITERATURE REVIEW

Marketing is a social way carried out by individuals and companies to have their will by making a product or serving a service by exchanging it for a specific value. With digital technology, there have been many changes in human speech, behavior, and decision-making[8]. Activities carried out by marketing now cannot be separated from digital marketing. The term digital marketing has undergone many changes, starting from the initial activities of marketing goods and services to now becoming digital marketing activities[9].

In the beginning, the relationship between industry and digital marketing was integrated[10]. This integration is divided into four things that we know as the industrial revolution 4.0; the revolution includes:

a. Revolusi Industri 1.0

The first time there was an industrial revolution was at the time of the invention of the steam engine at this time; there were developments and changes that began on a large scale in technology. The most significant impact is on the agricultural and manufacturing industries[11].

b. Revolusi Industri 2.0

The industrial revolution occurred in the 19th century. At this time, existing inventions are more directed to the electricity and transportation industry. Here there are many improvements on the process side[12].

c. Revolusi Industri 3.0

The third industrial revolution is famous after the world war. The manual application of high-level technology can prove it [13]. This industrial revolution is also still surviving today. Machinery and the addition of production capacity as the central role of manufacturing[14].

d. Revolusi Industri 4.0

When it began to be realized that increasing production capacity and implementing high-level manuals were not sufficient and desirable in information technology and the rapid internet development, that's when[15].

Industrial revolution 4.0 is an improvement and a complement to the previous industrial revolution to make the distance easier through a system and internet technology that is growing more rapidly [16]. This industrial revolution 4.0 can make buying and selling transactions or communication without being limited by space and time[17].

Digital marketing is an activity to promote products or services (branding) carried out through websites and social media. In more detail, digital marketing is a marketing activity using existing technology or using digital. The emergence of digital marketing is a manifestation of the industrial revolution 4.0, and a form of technological development progress along with mobile technology where all the information needed can be easily obtained. Making the company easily recognizable and accessible to customers is the goal of digital marketing[18].

Social media is a technology on the internet that provides services using conversations, images and videos. One of the things to be effective and efficient marketing in social media is to use influencer marketing [19]. Influencer marketing is aimed at a public figure on social media who has a large following. So, when the public figure promotes a product or service, many will see and are influenced to want to own the product or try services like those used by influencers[20].

One example of social media often used and used by people today is Instagram. Instagram is a platform for sharing content in images or videos that allows followers to share the content on their social media accounts or other social media[21]. Instagram is now the most widely used social media by businesspeople to promote products or services. Instagram can be easily installed on everyone's smartphone using the Google Play Store or AppStore services[22].

3. METHOD

The method used in this study uses the literature review method. In collecting data, the author uses a lot of data and information related to articles discussed by the digital marketing and marketing system using data sourced from books or research journals located nationally and internationally[23].

The Literature Review method has various purposes, including informing readers of the results of previous research and related reviews about the authorship at that time. Literature Review is also used to fill in the gaps or deficiencies in previous writings[24].

4. RESULTS AND DISCUSSION

The results and discussion in this paper have several interesting results to study as follows:

4.1. The Role of Social Media in Building a Company Brand

With technological advances, all information can be obtained quickly so that people can see everything about product and service information and information about the company even though they have not been convinced and bought these products[25]. In increasing public awareness of the presence of products from a company's brand, social media and websites will be needed to be a place of information and marketing communication activities to build an active and good relationship with consumers and potential consumers[26].

This is where the role of social media begins, aiming to become a factor that can maintain or build a company's brand image in the eyes of the general public. Brand awareness is now a marketing strategy that makes an important factor in creating consumer awareness to buy a product or service. If the community provides awareness to students about the existence of a brand, it will be more likely that people will purchase products or services from the company[27].

Most people also prefer to buy products from companies well known in their imagination (for example, company logos and taglines). There will be a high possibility if they promote these products or services on their social media, or they will make repeat purchases. Digital marketing here is a place for information media that increases so that the brand name is known to the public. Usually, the brand is also used as a measure of a

company's performance. Every year the company will always try to increase the company's brand awareness[28].

4.2. The Role of Digital Marketing in Building a Business Strategy

Promotions that are carried out using social media can significantly influence purchasing decisions, and strategies that are carried out using social media are widely said to be effective and efficient strategies [29]. In building a business strategy, digital marketing provides several advantages in the company's image. The first is to make the results measurable. Technological developments have made social media easier to use as a business opportunity; for example, Instagram already has its account feature called a Business account. In the business account facility, we can see how much audience reach there is for content created, how many people visit the account every day, the gender of the audience, the age of the audience, and even how many people click on a specific link.

The second is that it is more flexible; it is inconceivable that it turns out that social media marketing is much easier to use. Content can be created quickly and seen by the audience via smartphones from wherever the audience is. The third is having a larger audience. Social media is universal and can be reached all over the world. Everyone can shop for products from abroad without going there directly. How much reach you want can also be set, especially when advertising [30]. The development of digital technology has demanded that consumers continue to use the internet as the times progress. A study stated that consumer purchasing decisions are based on friend recommendations and recommendations from influencers. So many consumers are interested. One of the critical business strategies in digital marketing is influencers. When choosing an influencer, you can adjust the brand and product values owned by business people and use good and potential influencers so that consumers can be interested in the goods promoted by the influencer. Usually, an influencer can influence consumer behavior.

Also, make sure to choose influencers who can be trusted and don't make the company lose its credibility. Influencer Marketing can be seen as one of the best business strategies to bring in potential consumers when marketing using a social media platform by utilizing followers owned by an influencer; an influencer can create a better product brand image and at a lower cost compared to using a well-known artist brand endorser or public figure. His followers like an influencer by having several categories as follows, one of which is his ability, expertise, level of popularity, and reputation. One of the digital marketing media that is often used is Google Business. Google Business can help to make a business appear in search or maps. The performance of Google Business can be maximized so that information about the company being carried out can be directly obtained by consumers when they type the business name in Google search media.

Other social media that consumers often use include:

1. Facebook



Figure.1 Applications Facebook

Facebook is a social media company owned by Mark Zuckerberg that has features for its business account. The Facebook marketplace is also increasingly open and easy to use for buying and selling transactions. It has an AdSense feature that can help business people sell their products.

2. Twitter



Figure.2 Applications Twitter

Twitter is one of the social media that also has an AdSense feature; the appearance of Twitter looks easier and simpler. Twitter is also easy to link with other social media, and the timeline also runs in real-time. By using Twitter itself, you can reach any viral content on social media.

3. Instagram

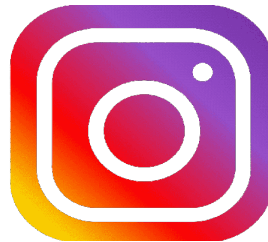


Figure.3 Applications Instagram

Instagram is a viral social media among the people. The primary function of Instagram is to share photos and videos using the internet. Currently, many online shops use Instagram as a social media for promotion. Just like other social media, Instagram also has an AdSense feature. Many influencers also use Instagram as a medium to promote a product; this makes this social media have many enthusiasts. The hashtag also helps the audience find something based on what they want. With the exciting features on Instagram, such as filters on Instagram, many fans are interested in opening the Instagram application. Many people use Instagram as a nest to do business in easy ways, such as uploading photos of products to be marketed with exciting variations of images so that consumers can be interested and want to buy. Instagram itself is attracting attention in all circles, especially teenagers. Even though there are new social media trends such as TikTok, that doesn't discourage the audience from Instagram. The Instagram AdSense feature here is also straightforward to reach to increase sales of a product or service in the company. If you desire to make a business more developed, then one of the social media that must be used for marketing is Instagram.

4. Tiktok



Figure.4 Applications TikTok

TikTok is a more recent phenomenon among today's teens. Since the emergence of the pandemic, this one social media has had many fans. However, the algorithm from TikTok is still challenging to understand and has its own rules for business. The use of social media as a business strategy is quite effective and efficient. The most significant benefit is the communication between sellers and consumers. Through social media, communication can be done anywhere and anytime. In digital marketing, sales promotion activities are one way for consumers to attract more audiences to buy products or services from a business. Promotions carried out here can already connect sellers directly with product segmentation and the occurrence of two-way communication.

5. CONCLUSION

The development of internet technology has been increasing. So many new innovations are issued about technology that can finally make it easier for everyone to carry out various daily activities. The emergence of digital marketing is a manifestation of the industrial revolution 4.0 and a form of advancing technological development and mobile technology where all the information we need can be easily obtained.

With technological advances, all information is obtained quickly so that people can see all product and service information and information about the company even though they have not been able to determine and buy what products they want. Promotions carried out by social media users turned out to significantly influence purchasing decisions. The strategies carried out through social media were effective and efficient. In building a business strategy to be advanced, digital marketing provides several advantages in the company's image.

One of the critical business strategies in digital marketing is influencers. When choosing an influencer, it must be adjusted to the brand and product values of the company to use excellent and potential influencers in social media affairs. The most significant benefit that can be felt is the communication between sellers and consumers. Transmission can occur anytime, anywhere, and 24 hours through social media.

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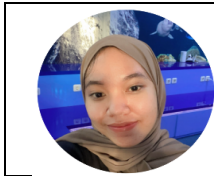
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