

DIGITAL MARKETING COMMUNICATION STRATEGY

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Abstract: The purpose of this research is to see how digital marketing strategies can affect the increase in sales and number of customers. The method used to support this research is descriptive qualitative method by collecting data through literature study in order to describe the elements that exist in a digital marketing strategy in depth. The results of this study show that the development of information technology is necessary for the community to support a variety of business activities both large and small. one of them is using digital marketing in the marketing system of a business unit to increase sales volume and the number of consumers that affect competitiveness in global competition. It is because technology will facilitate human work in meeting their needs related to the development of business units.

Keywords: digital marketing; business activities; marketing system

INTRODUCTION

The development of information technology made various small to large business activities require innovations to run a business. Many competitors become a consideration for entrepreneurs to enter in a tight competition. The right marketing and media strategies are used to be able to reach the right market to make the sales volume always increasing and made profit. Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They gradually began to leave the conventional marketing model/switch to modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done all the time and can go abroad. Large number of chat-based social media users creates increasing opportunities for business units to develop their markets in the grip of smartphones (Yasmin, A. *et al*, Tasneem, S., & Fatema, K., 2015).

The development of digital technology allows businesses to market their products online and conduct transactions through the online banking system as well. The development of digital technology has changed the marketing of small and medium businesses that were originally done conventionally to digitally by utilizing the use of social media and the use of websites to market their products. The use of online media is the right choice for entrepreneurs to develop their businesses. Easy internet access, the amount of benefits obtained, and the cheap costs needed are the main reasons for entrepreneurs before they finally choose online media as the right solution to expand their business reach (Chaffey, D. & Patron, M., 2012).

The development of technology, the digital world and the internet gave a strong impact on the world of marketing. The traditional marketing system (offline) have switched to digital (online). eMarketing is a marketing strategy

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that utilizes internet technology with a website as its mediator. The concept of e-marketing is actually almost the same as traditional marketing, the difference is the medium. E-marketing uses online media, it can be a website, social networking, e-mail, blog, and even applications. With e-marketing, businessmen are able to reach a wider market and attract customers or consumers and increase sales volume more. E-marketing can be interpreted as part of e-commerce which is a company activity in managing communication activities, conducting promotional activities and conducting buying and selling of products both goods and services via the internet. A marketing system that uses e-marketing can make clients easier to obtain information on products and services quickly and efficiently, thus providing satisfaction to customers by creating and maintaining good relationships with clients. The use of the internet is a powerful tool for marketing products and services. For example, through websites, this activity is referred to as e-marketing activities that can help meet the needs of companies or organizations. Business activities that utilize e-marketing technology aimed to target more consumers (Susanti, N., 2018).

The purpose of this research is to see how digital marketing strategies can affect the increase in sales and number of customers. The method used to support this research is descriptive qualitative method by collecting data through literature study in order to describe the elements that exist in a digital marketing strategy in depth.

METHOD

This type of research is qualitative, with a lot of exploration that will get facts and accu-

rate sources. This exploration is usually by face to face and interacting with people in the research area (McMillan Schumacher, 2003). But not only face-to-face to get the sources of facts because this research can also be called research which excuses existing results. Qualitatively divided into three namely; Narrative, Cooperative, Causality. Leather narrative is this type of research. Narrative is an essay that contains a collection of events that form a storyline, a narrative of events that are arranged in sequence and produce a good and correct storyline.

The approach of this research is inductive, which is an approach that processes from concrete things to abstract ones (Hudoyo, 2001). Stsu is arguably a discussion that discusses something special and then becomes a general conclusion. The type of data used is secondary data, namely data obtained from many pre-existing sources. This means that this research acts as a second party because it is not obtained directly, but from books, journals, reports, online news, and so on. While the techniques used in data analysis use models from Miles and Huberman. This model divides the steps in data analysis activities with several parts, namely, data collection (data collection), data reduction (data reduction), data presentation (data display), and drawing conclusions or verification (conclusions).

[1] *Data Collection*, In the analysis of the first model data collection was conducted through interviews, interface discussions, observations, and various documents or data based on categorizations that were in accordance with the research problems which were then developed to sharpen the data that had been sought; [2] *Data Reduction*, Data reduction is a form of analisation that details, classifies, directs, discards unnecessary data and organizes data in

such a way that final conclusions can be drawn and verified (Miles Matthew B. & A. Michael Huberman, 2009:16). According to Mantja, data reduction is taking place continuously as long as the research has not ended. The results of data reduction are in the form of summaries of field notes, both from the initial notes, expansion, and additions (Harsono, 2008:169); [3] *Presentation of Data (Data Display)*, Data presentation is an organization of information that allows conclusions of research to be carried out. Presentation of this data is intended to find patterns that are meaningful and provide the possibility of drawing conclusions and giving actions (Miles Matthew B. & A. Michael Huberman, 2009:84). According to Supoto, the presentation of data in the form of sentence narratives, images or schemes, networks and tables as the narrative (Harsono, 2008:169); [4] *Conclusions (Conclusion)*, Drawing conclusions is an important part of a complete configuration activity (Miles Matthew B. & A. Michael Huberman, 2009:18). Conclusions were also verified during the study. Conclusions have been drawn since the research compiled records, patterns, statements, configurations, directives as a result, and various propositions (Harsono, 2008: 169).

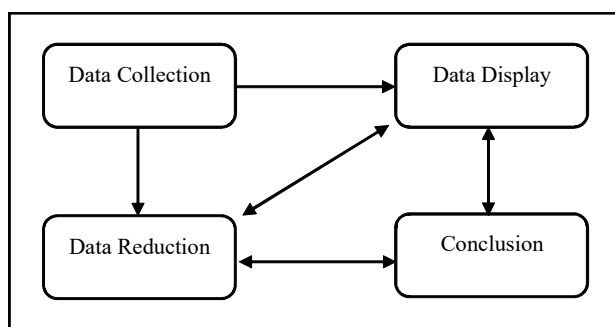


Figure 1 Data Analysis Techniques Model Miles Matthew B. & A. Michael Huberman
Source: Miles Matthew B. & A. Michael Huberman (2009)

This research used descriptive qualitative method by collecting data through literature study, internet searching, and using previous research related to digital marketing and marketing communication strategies in order to describe comprehensively about the elements that exist and describe the phenomena that are taking place today. After that, how digital marketing strategies increase sales volume and number of consumers could be discovered.

RESULTS

Of the several digital marketing strategy methods, business people in Indonesia use social media as the main way to attract consumers and spread products. In the use of social media itself is used as market use. This means that marketers will disseminate products marketed through social media. The social media that are generally used as target marketers are Instagram, Facebook, YouTube, Twitter, and Pinterest. It is certain that the choice of social media as a digital marketing strategy has special reasons because an analysis of potential visitors as the target market has previously been carried out. Instagram, with more than 700 million total monthly active users, now claims more than 8 million profile business accounts. Brands want to reach their targeted demographics, engage customers, and true social value through their Instagram marketing strategy. Nearly 60% of Instagram users are between 18–29 years old. In order to achieve this valuable demographic, Instagram is a very competitive network. And when individuals flock to Instagram, they own a special opportunity to engage with their supporters. Consideration of consumer selection as one of them a reliable way to improve marketing is an age-wise consideration of social media

users. However, brand success on Instagram requires more than a compelling image to publish, it is the result of careful thought approach, a well-defined brand identity based on visual creativity and efficient community management. Instagram's focus on visual sharing In addition to your products, it provides a special platform to showcase your culture and individuals and services. Instagram's mobile nature is perfect for presenting the captured visuals in the moment. This gives followers a more personal opportunity to be personalized with a brand. It also helps the company's Instagram interaction look good feels more relaxed and instantaneous than on other networks.

Digital Marketing can be defined as marketing activities including branding that uses various web-based media. E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing objectives and as efforts to develop or adjust the marketing concept, communicate in global scope, and change the way companies do business with customers. Digital marketing is a branch of marketing that uses the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing. E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategies can be important in following the development of digital technology and developing plans to attract consumers and direct it to the combination of electronic communication and traditional communication (Febriyantor, M. T. & Arisandi, D., 2018).

This retention can be achieved by increasing knowledge about consumers such as profiles, behavior, values, and loyalty levels, then uniting targeted communication and online services according to the needs of each indi-

vidual. Digital marketing is marketing activities including branding that uses various web-based media such as blogs, websites, e-mails, AdWords, or social networks (Karjaluoto, H., Mustonen, N. et al., & Ulkuniemi, P. 2015). The presence of digital marketing is due to the rapid development of technology with Web 2.0 coupled with mobile technology, anyone who has an internet network, can get accurate information only in the grip of a smartphone.

One of the efforts to make the company easily reachable by customers is being present in the media with direct access to customers is the essence of digital marketing. This is called a horizontal approach. When marketers and customers are on the same line, both can reach each other, customer satisfaction with services can be met, because the customer must be served horizontally (Taken Smith, K., 2012).

Digital marketing has a number of characteristics as follows:

1. Efforts to increase business interactivity with customers who depend on technology.
2. Electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa.
3. Efforts to conduct all business activities via the internet for research, analysis and planning purposes to find, attract, and retain customers.
4. Efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas through the internet.

According to survey data from the Association of Indonesian Internet Network Providers (APJII), it is stated that more than half of the population in Indonesia has been connected to the internet. However, despite these high levels of use, the overall value of the e-commerce market in Indonesia is still relatively low. It is reported

that the average Indonesian e-commerce shopper spent only US \$ 89 on online consumer goods purchases last year, although this figure does not include spending on travel or digital media. The survey conducted in 2016 showed that 132.7 million Indonesians were connected to the internet. While the total population of Indonesia as a whole is 256.2 million. It can be concluded that there was an increase of 51.8 percent compared to the number of internet users in 2014. The survey conducted by APJII in 2014 was only around 88 million internet users. However, despite these high levels of use, the overall value of the e-commerce market in Indonesia is still relatively low. It is reported that the average Indonesian e-commerce shopper spent only US \$ 89 on online consumer goods purchases last year, although this figure does not include spending on travel or digital media. Just before we take a closer look at that opportunity, you might want to explore the broader digital landscape in our complete Digital 2019 Indonesia report below. However, but read on for a closer look at what's happening in Indonesia's e-commerce sector. The increase in the number of internet users in Indonesia is due to the development of infrastructure and the ease of people to get gadgets. So, this can be an opportunity for businesses to use information technology as a medium in developing their markets (see Figure 2).



Figure 2 Online Shopping Activities

Figure 2 above shows that as many as 9648% of internet users in Indonesia search to buy for a product goods or services via online, 9146% of users visit online retail stores or site on any device, 9034% of users purchase a product or service on any device, 29% of users make online transactions and purchase via desktop computer or a computer or laptop, and 7933% of other users make online transactions and purchase via mobile devices like a smartphone. This shows that the potential for online shopping and the use of the internet as a medium to promote business are quite developing in Indonesia. Social media or social networking is the platform most often used by the public. The available social networks sometimes have some differences. Some social media only focus on friendships like Facebook, Path, Instagram, and Twitter, some are specifically for searching and building relationships like those offered by LinkedIn. other personal media are available such as electronic mail (e-mail) and text messages. Search engines like Google and Yahoo can also be empowered. In this way, businesses can also take advantage of blogs and personal websites.

According to data from We are Social, which is a digital marketing agency in America, stated that the social media platforms that are



often used in Indonesia as of January 2017 a9 are YouTube (8849%) and by Facebook (8148%). The next position is occupied by Instagram (8039%), Twitter (5238%), WhatsApp (8338%), and Google (6236%). The rest are occupied sequentially by FB Messenger, Line, LinkedIn, BBM, Pinterest, and WeChat (see Figure 3).

DISCUSSION

The development of information technology is growing rapidly which makes part of business activities utilize information technology to run the business. The increasing number of competitors is a consideration for businesses to innovate in winning the competition. The

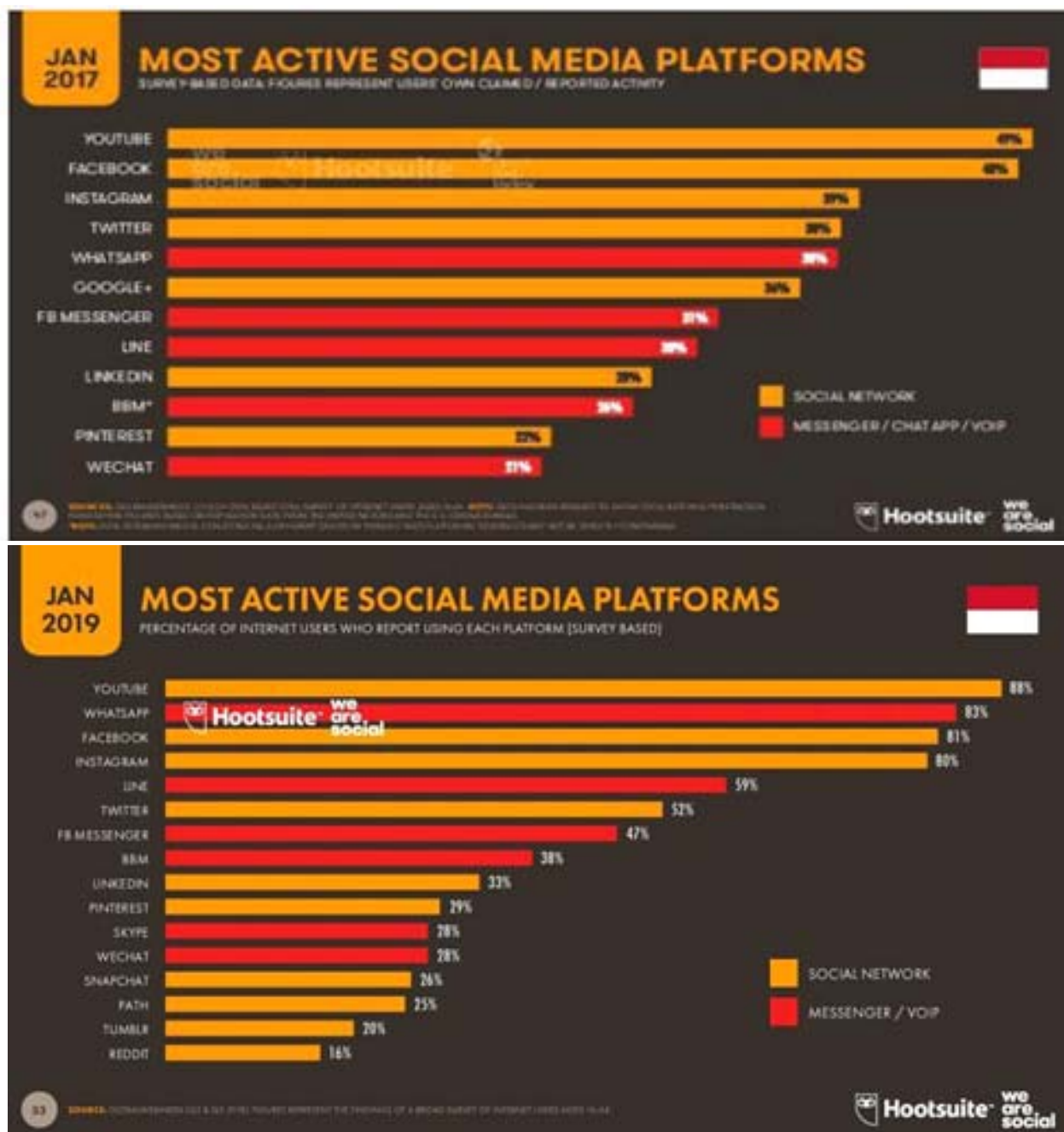


Figure 3 The Most Used Social Media Platform in Indonesia

right marketing communication strategy is used to be able to reach the intended market share so as to increase sales.

Business actors must be able to compete in the international market so that they are not oppressed. Moreover, in this era of competition, businesses should be literate in information technology (IT) in order to make it easier to market their products overseas. Noted, the number of business operators in Indonesia is quite large, approximately 50 million small and medium business operators. In the current digital era, businesses will need the right information technology to grow and compete in the current digital era. Business actors find it difficult to get the right information technology solutions because businesses do not have specialized staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technological products, makes businesses confused choosing the right solution. Therefore, businesses need guidance in choosing the right information technology according to the type of business and their needs.

Digital Marketing itself also has far-reaching implications the importance of the different elements in the mix for many markets, leaving aside that whether the company is already involved directly in e-commerce transactions. Consequently, the marketing mix is a useful framework for strategy development. First, digital marketing provides a framework to compare existing services with competitors and can also be used as to produce a strategic approach. Digital marketing (also known as internet marketing or online marketing) is associated with direct marketing by companies those who carry out digital marketing activities can shorten the supply chain or chain supply, and of course can reduce operating costs. By reducing costs op-

erational of course will have a positive impact both for the company and for users as consumer. Online marketing has a significant effect on consumer interest, this shows that digital marketing is the latest marketing model that will increase sales value.

According to Petrus Jayabaya & Mediawati (2018), stated that buying interest can be identified through indicators as follows: [1] Transactional interest, namely a person's tendency to buy products; [2] Referential interest, namely the tendency of someone to refer products to other people; [3] Preferential interests, namely interests that describe someone's behavior have a primary preference for the product. This preference can only be changed if something happened to his preferred product; [4] Explorative interest, this interest describes the behavior of someone who is always looking for information about the product of interest and looking for information to support positive properties of the product.

The results of the research (Barus, 2015) of several successful local Indonesian brands adapting online sales. About 60% of most of their active consumers are middle class living in urban areas such as Bandung, Jakarta, Surabaya, Makassar, Medan, Bali. About 70% of creative entrepreneurs say that an online channel will be the main communication platform in marketing, and off- line stores will be complementary, due to its convenience, and the ability to compare with other products in a short time. Increasingly using online facilities in the context of marketing, it will the higher the sales rate of our products.

Digital marketing has become one of the media that is often used by businesses because of the new ability of consumers to follow the flow of digitalization, some companies are gradually leaving the conventional marketing model/ and

turning to modern marketing (Dave Chaffey, 2020). With digital marketing communication and transactions can be done every time and can be accessed throughout the world, one can also see various goods through the internet, most information about various products is available on the internet, ease of ordering and the ability of consumers to compare one product with other products. The information technology revolution has changed the landscape of the marketing world in recent years. Marketing communication methods which were previously traditional and conventional, have now been integrated in the digital world. Meetings between sellers and buyers no longer have to be real, but buying and selling can already be done in cyberspace without having to meet face to face.

In carrying out digital marketing communications, marketers must have tactics so as to produce an effective and maximum impact on product sales. Some of these tactics include tactics in managing social media. Rob Stokes (2011) stated that tactics in social media have special tactics including branding, value creation, and participation. The important role of marketing communication in a company is to trigger the sale of a product produced by the company, so that consumers know about the product. Marketing is always trying to improve the quality of the relationship between the company and its customers so that consumer awareness of the products or services offered by the company is known through the planning process in promotion (Hofacker, C. F. *et al.*, De Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. 2016). The development of technology makes media that can be used for promotion into many of them through the internet network. With this network, the company will spend a little as a way to market the products it produces, even though its scope is very broad.

Internet marketing in marketing mix as a reference in the development of new marketing. Utilization of the Internet can change the elements of traditional marketing mix. Marketing by utilizing the Internet is the key to success because of its interactive nature, the Internet acts as a different approach in international marketing. Digital marketing as a marketing activity so that products or services are better known by potential customers and at the same time influence prospective buyers to buy and consume the company's products and services through Internet media (Stephen, A. T., 2016). Utilizing digital marketing can have a positive impact on the company, one of which is creating two-way communication, so that feedback can be known directly, so the company can realize good relations with consumers. Digital marketing factors that must be considered are messages, communicators, and audiences. A communicator is expected to be able to choose the type of channel used in communication activities so that the communication process can run effectively. Deliver a message so that the purpose of the message to be conveyed will be accepted and understood by the audience or audience.

Digital marketing media provides convenience for customers or consumers to use. When a customer feels that the media used is comfortable, then the customer will be able to use it more effectively and efficiently. This will make consumers feel the speed of access in finding the desired needs and tend to find it faster. Digital technology allows consumers to be one of the parties that contribute to the formation of products, so that by providing media that can accommodate the wishes of consumers in terms of these contributions will increasingly make customers or consumers feel they have control over the product through the

feedback given, so that it will provide positive value for customer.

One of the advantages of digital marketing is the ease of measuring the results obtained compared to other marketing strategies. Every activity and progress achieved in digital marketing can be adjusted to the targets set to determine the level of achievement obtained. Identification of this progress can be done by analyzing several aspects, including the preference of digital channels that provide more benefits or advantages in terms of density of visitors (Soegoto, E. S., & Utomo, A. T., 2019).

The value of sales volume performance will increase if the use of digital marketing is increasingly enhanced in the marketing communication process, with the use of online facilities in terms of marketing, promotions, and transactions will increase the sales value of a product. Online marketing has a significant effect on the interests of consumers and will certainly increase the number of consumers because digital marketing will be the latest marketing model that will increase sales value. Creative entrepreneurs said that online channels will become the main communication platform in marketing, and offline stores will be complementary, because of the ease and the ability to compare with other products in a short time. The more online facilities used in marketing, the higher the value of our product sales (Yadav, M. *et al.*, Joshi, Y., & Rahman, Z. 2015).

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