

Digital Marketing for Goals Sustainability

Supriyati^{1*}, G S Budi²

¹Departemen Komputerisasi Akuntansi, Universitas Komputer Indonesia, Indonesia

²Departemen Ilmu Komunikasi, Universitas Komputer Indonesia, Indonesia

Email: *supriyati@email.unikom.ac.id

Abstract. The objective of this study is to know how big the influence of digital marketing in marketing communication strategy. Digital marketing is one of the tool to promote a product through media. Beside that, digital marketing can also facilitate the producer and the consumer into doing the buy and sell process. The method used in this study is descriptive method with qualitative approach. This study is caused by the rapid growth of technology in Indonesia, which caused digital marketing involved in marketing process. The result of this study shows that there is an impact from digital marketing in a marketing process. In conclusion, digital marketing is one of the main needs in marketing process that cannot be left out. With the rapid growth of technology, digital marketing is more affordable than any other methods. Besides, with the existence of digital marketing, it also facilitates the producer and consumer.

1. Introduction

The digital world is predicted to be the most crucial thing for all human activities, one of it is business. We can see that there are many digital ads show up or pop up when we are using our smartphone. Through smartphone, we can access various informations on the internet. The rapid growth in technology and digital world will affect the digital marketing. Therefore, all information on a product or even consumer and producer can engage a transaction through internet. Today, one of the biggest changes in human interaction is using digital marketing [1]. With the increase of digital media usage by consumer, there will be more businesses using digital marketing to reach their market target [2]. With the existence of digital marketing, it will facilitate businesses to observe the current market and provide the new consumer candidate desire. On the other hand, the consumer candidate can also search for information on the product they want to buy. In other words, digital marketing also reach out the consumer wherever and whatever they want without limited space and time. Digital marketing is also needed in a marketing strategy. Marketing strategy is a marketing logic used by companies with expectation that business units can achieve common goals. Communication strategy among others focused on: image, natural attractiveness, and public support as well as the information technology advancements [3].

Digital Marketing strategies are preferred by millennials and are effective in influencing their behaviour. There is potential growth and value in using digital marketing aimed at millennials, but the marketing strategies must be perceived positively by this online generation [4]. The use of Social Media is growing rapidly in Indonesia, so the marketers are using social media as a marketing tool. There are many studies or research that examines marketing through social media (Social Media Marketing). To optimize marketing through social media, motivation or reason for the marketers and the results that can be achieved through social media marketing must be explained in order to develop marketing strategies [5]. Social media is defined by Putnam as features of social organization such as networks, trust, and norms of reciprocity that facilitate cooperation for mutual benefits [6]. With their digital marketing using social media can not only affect brand satisfaction, but can also lead to

increased confidence in the brand and brand loyalty [7]. The marketing process starts from finding what customers need "[8], there are a few words about marketing planning strategies" called Planning is one of the important management functions and is interrelated to each other [9]. Study says that digital marketing (especially social media) in a marketing strategy is the easiest way to be used; social media is one of the medium that is most effective to use. The message that goes through social media is very easy to share, and businesses can also instantly check the feedback to further improve the business itself. On the millennial era, businesses need to explore how digital marketing works in marketing strategy. With the existence of digital marketing being one of the best marketing strategy and have a very good effect on how the business runs. One of the strategies is using social media. Social media is one of the first step to set up a good business [10]. Social media is a medium for consumer to share texts, images, videos, and audios with each other and with companies and otherwise.

The goal of this study is to know how important digital marketing is in communication marketing strategy. This study used descriptive method with qualitative approach.

2. Method

This study used descriptive method with qualitative approach. Qualitative research is a method that being used to find the condition of natural objects. The difference with quantitative research is this study came from data, utilizing existing theory, and concludes the theory.

3. Results and Discussion

The availability of information affects a lot of aspect in life like how the business world is affected significantly. Almost everyone in the world uses a smartphone that connected to the internet. The usage of smartphone with internet is beneficial for the users. This condition is more preferable by the public because its fast, cheap, and easy to support and help their daily needs. Therefore, communication marketing strategy is important especially to the beginner businessman. The strategy that is commonly used focused on social media. Marketing strategy is the basic thing that every good business should have.

Marketing strategy need to be done because every product (both goods and services) cannot find their own consumer alone, but they need to go through few different stages. Digital marketing and information development facilitate the businesses and consumer with easy access through social media, that will build an image for the business, and social media is also one of the most effective ways. Marketing strategy is the marketing logic used by companies in the hope that business units can achieve commonly goals. Marketing strategy are based on the following five concepts:

a. Market Segmentation

Each market consists of various buyers who need the product, people who likes to shopping, and different reactions. Companies are unlikely to meet the needs of all buyers.

b. Market Positioning

Companies are unlikely to be able to master the whole market. So the principle of the second marketing strategy is to choose a specific pattern of market concentration that will give the company maximum opportunity to get a strong position. In other words, companies should choose.

c. Targeting

Targeting is the strategy to enter the market segment targeted sales.

d. Marketing Mix Strategy

Marketing mix strategy is a set of variables that companies can use to influence consumer feedback. Variables that can affect the buyer are variable variables related to product, place, promotion and price (4P).

e. *Timing Strategy*

Determining the right moment in marketing the product is a thing that a company should have although the company sees a good chance. A good production preparation must be done in this state.

In market segmentation, it is said that businesses must have the opportunity to be able to determine the ideas that will be poured through messages and deliver it to the consumers. Millennials nowadays likes to use products that are often owned or used by famous internet public figure. So a public internet figure decided to make a clothing brand that is called "Billionaire Project" where he opens his business and spread it using digital marketing (Figure 1).

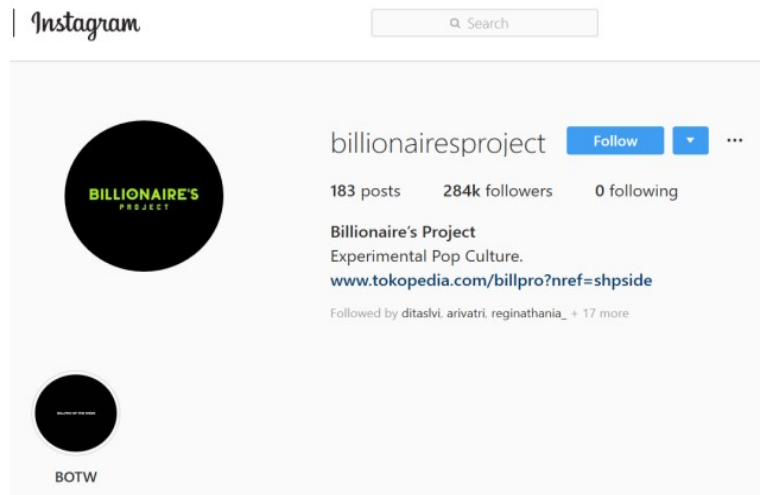


Figure 1. Profile Instagram Billionairesproject

Marketing Positioning, in this case the public internet figure must be able to choose a market segment that provides the biggest sales and profits. That is why he chooses a clothing brand where he can make hoodies and t-shirts that's suitable to millennials fashion sense. It is because he has a good audience and a good promotion for his business, not long he receives a record for the Local Brand Clothing with the Highest Auction Sales. Besides that, the record indirectly increases the image of his business (Figure2).

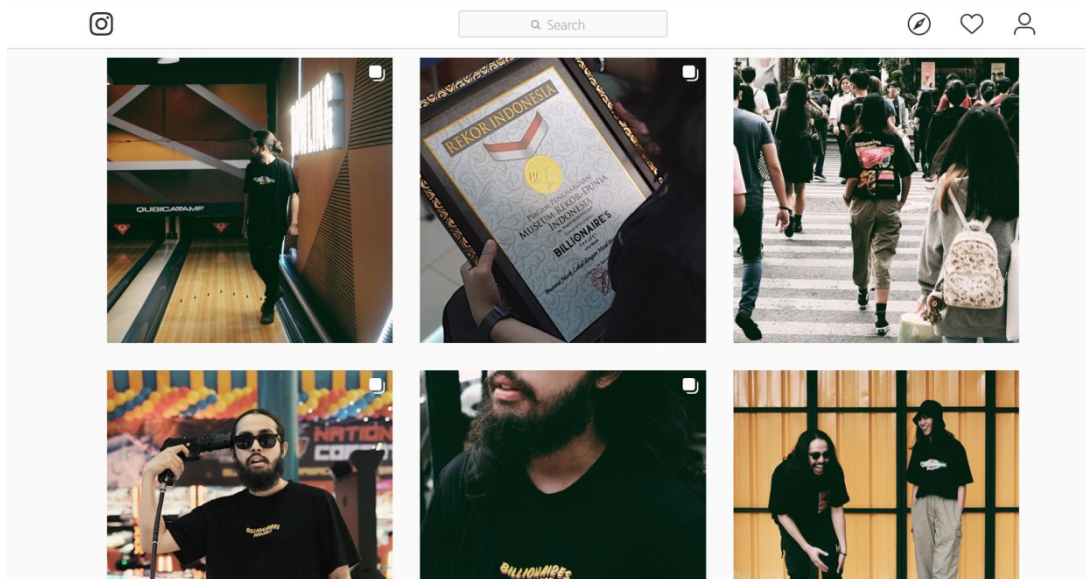


Figure 2. Home Page Billionairesproject

Targeting is an important thing to determine the success of a business that about to be created. Therefore, he chose younger kids and millennials to be his target market and he used his circle/community of similar influence to help promote his brand that indirectly makes his brand image more trusted and more famous.

Next, Marketing Mix Strategy, there are 4 variables that related to a product, that is: price, place, promotion, and the product itself (4P). Price, the influencer makes sure that the product is not too expensive but still affordable and have a good quality. Place, the Billionares Project is opened on Jakarta, which makes it a good place to start the business because it is the capital city of Indonesia. Promotion, the influencer used his social media influence with the help from his other internet famous friends to promote his brand and using a discounted promo that makes the consumer interested. Product, the product itself was designed with a very interesting design that appeals to the younger generation and the millenials.

The last strategy is the Timing Strategy; it is a Marketing strategy that can be stated as the basic of actions that lead to marketing activities or businesses, of a company, in conditions of competition and an ever-changing environment in order to achieve the expected goals. The influencer uses release the clothing brand in a period of time where clothing brands thrive in the market especially if the clothing brand has a good design. And many younger generation and millenials buy the brand because it is a local brand.

4. Conclusion

In the business world, a strategy is needed as an initial step to get started. The most common strategy used in communication marketing and the most popular one is digital marketing. With the existence of digital marketing, it will be easier for businesses and consumers to control the business that they will start. For the businesses, digital marketing is very important, digital marketing that being used is social media, where the social media is one of the categories most commonly used by a lot of people, and one of them is Instagram. With the existence of Instagram, it will facilitate the consumer because all the consumer needs to do is to install the application and follow one of the business account in the application that they are interested in. Then the consumer can instantly see all the updates from the followed account. Many of the businesses used Instagram due to many of the consumer liked the visual representation of a business account.

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