



Marketing Innovation in the Digital Communication Era

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Abstract. This research is motivated by the presence of E-Commerce which attracts customers by providing many discounts and providing easy access to customers. Both hardware (mobile phone use) and software (easy access to applications). The purpose of this research is to understand and identify technological developments in the digital era, especially in the field of digital transactions. Seeing the many marketplaces that are developing and enlivening the national and international markets. It also has an impact on marketing communications, which have now begun to switch to digital. The research method used is the study of literature from various journals and previous research. Also interviews from parties involved in every marketing communication activity in the digital era. Such as technology developers, traders, marketing agents and consumers. Meanwhile, the benefits that will be obtained are, being research material for technology developers in the digital era and easy access to marketing communications for micro and macro businesses.

Keywords: Marketing, Digital Communication, Innovation, Digital Marketing

1. Introduction

As we know, life is now dependent on the internet and everything is digital. Starting from the learning system, getting information, to marketing, we have entered the digital world and we get a lot of convenience. The internet makes it easy for companies to open Web sites in electronic malls or now called e-commerce [1]. In no time, their products will be on the internet in no time and available to millions of consumers. GE, IBM, Ford, Kraft, and Proctor & Gamble were the first to register "domain names." Even now there are many E-commerce that are present and make life easier for us. Not only selling retail products, but also for kitchen needs, fashion, lifestyle, and even restaurants now have a delivery system that is available 24 hours. Therefore, from the brief review above, there is a need for a more in-depth literature study and interviews with digital marketing actors related to marketing innovations in the digital era.

In one of the previous studies reviewed by Rashad et al, one of the reasons consumers prefer digital shopping is due to time constraints [2]. They feel, conventional shopping takes hours and they do not have enough time for social activities or even shopping. That's why people now prefer digital shopping. Another study was investigated by G Radu, et al [3]. They examine how digital marketing plays a role in promoting health services. This research was

conducted in Bucharest, the capital of Romania. This indicates that many business sectors, including the health business are also entering the digital era [4]. Another research conducted by Jane Landon et al, they concluded that anyone can promote any brand on social media, as well as promote alcohol. Likewise, international journals reviewed by Katrijn Gielens, et al. stated that digital transactions can significantly increase the branding of a brand [5]. Thus, e-commerce such as Amazon, Alibaba, and JD.com have now become e-commerce that is in great demand by many people. However, according to Aladdin, et al. The development of e-commerce and digitalization needs deeper support, especially in Asia [6]. Because actually there are several obstacles experienced by developed countries in Asia. These include poor infrastructure barriers, trade facilitation and logistics, electronic payments, and inadequate skills development. Therefore, there is a need for a more in-depth study of this marketing communication innovation. Especially around us.

It is hoped that, in the future, this research can bring benefits to become research material for technology developers in the digital era and facilitate access to marketing communications for micro and macro businesses. The research method used is the study of literature from various journals and previous research.

2. Method

The research method used is the study of literature from various journals, books and previous research. Also interviews from parties involved in every marketing communication activity in the digital era. Such as technology developers, UMKM, marketing agents and consumers.

2.1 Literature Study

The literature study that we use is taking the essence of journals, books and previous studies that have been published in the last five years. We take a study of international and national literature. The goal is to explain the basics related to digital marketing, digital communication and marketing.

2.2 Interview

We will interview several parties who have been involved in marketing communications in the digital era. Of course, all of our respondents are in the Bandung area to get a common mindset, experience and demographics. One respondent from technology developer, one respondent from merchant and one respondent from consumer.

3. Results and Discussion

3.1 Literature Study

At first, the world of transactions or buying and selling was done conventionally. There are those who use the barter system, then enter the era of the presence of gold and money as a medium of exchange as we are going through today. We are used to doing conventional transactions. Namely by going to the store, choosing goods and buying them in cash using money. However, in the era of increasingly developing technology, new innovations have emerged that can facilitate transactions and buying and selling. Namely through e-commerce. Only through one application, we can more freely sort our goods without having to leave the house and pay with digital money.



The presence of e-commerce also has an impact on the birth of new knowledge and developments such as marketing and digital communication. According to Artur Sawicki, Digital marketing can be defined as the exploitation of digital technology, which is used to create channels to reach potential markets, to achieve company goals, through more effective fulfilment of consumer needs [7]. Digital marketing is quite often considered a synonym of Internet marketing or e-marketing. This is wrong though. The Internet, as a medium, is just one of many ways to reach clients. Digital marketing is the digital identity of a company; where it presents itself in cyberspace to a large number of users. Thanks to digital technology, a brand can reach every consumer with its products. Digital marketing consists of promoting a product or brand through one of the other electronic forms. It should be considered whether a particular product or service can be used in digital marketing. Because using digital marketing for certain products or services does not always need to be justified [8]. Thanks to digital marketing, companies can send personalized content to specific recipients. Content personalization is based, among other things, on data from the CRM system. A well-managed client relationship can generate a large amount of data about their preferences [9]. This information can be reflected in the process of making products/services, which will only cater to certain consumer groups.

Besides that, according to Tasnim et al, marketing communication is also stated as a tool in decision making, sharing information and is also a tool to increase awareness for consumers and providers of services and goods themselves [10]. Referring to this definition, it can be said that marketing communication has a very important role in establishing relationships between providers and clients or consumers. So that all parties benefit. This is the very principle in the concept of marketing communication.

Because in practice, the Internet can disseminate brand-related information to clients or consumers precisely according to the desired target market. Dissemination of this information is disseminated through advertisements on the internet. For example, a brand of cosmetics for teenagers advertises on the internet. So, the internet will automatically find its own target market that the brand wants. The internet will carry these advertisements on social media for teenagers who like cosmetics, teenagers who are going through puberty and others according to the brand's demand.

In order for these ads to be right on target and bring in new consumers, brands must learn digital marketing. Namely, such as copywriting, attractive poster design and determining the right target market. In this case, the internet only helps to distribute advertisements so that they are more targeted and target the right target market. The rest, brands should strive to create attractive and creative advertisements.

In our opinion, the presence of digital marketing can help brands find the right market. Compared to conventional methods such as distributing posters on the street. The Sales Promotion will distribute posters to visitors or pedestrians. However, since the advent of the internet, this method is no longer effective. One of the reasons is because consumers are now more concerned and aware of crime. Now, consumers feel uncomfortable when offered posters by strangers. In addition, consumers are now focused on gadgets and no longer care about the posters distributed by the Sales Promotion. In the end, the poster will be abandoned by consumers and this promotional technique is considered a failure because it does not attract new consumers.

In addition to the advertising system which is now more centralized because it is assisted by the presence of the internet, the emergence of various applications and websites also makes it easier for business people or brands to interact and make transactions with consumers. For

example, the presence of chat applications such as WhatsApp and Line can make it easier for consumers to communicate with brands. Ask about stock, price of goods or place an order.

Then the presence of an application or website also makes it easier for brands and consumers to make transactions. For example, the presence of Shopee and Tokopedia, which are now rife among Indonesian consumers. Brands can register and sell there with the applicable conditions. In short, with just one application, consumers can transact various kinds of goods in just one application. For example, fashion brands, cosmetics, food needs to electronics.

This has an impact on the world of digital marketing which is now increasingly creative. Brands are no longer conventionally disseminating information. Now brands are competing to create affiliates that can benefit all three parties. Namely brand owners, influencers and consumers. Without realizing it, this is a marketing technique that can be profitable with minimal budget and effort. In addition, now brands are also using Brand Ambassadors in their marketing techniques. Because usually, the appointed Brand Ambassadors have a big influence in cyberspace or social media. So, the ads that are installed will automatically be more centered and get the attention of the fans of the Brand Ambassador.

This marketing advancement can certainly make it easier for brand owners and consumers. Brand owners can also more easily reach a wide market because the internet can take the advertisement to all corners of the world. For example, brand A is domiciled in Bandung, but because the internet has the power to disseminate information, brand A can spread to foreign countries. This can increase the country's foreign exchange.

Although this innovation brings many advantages, as brand owners, technology developers and consumers need to be more concerned about identity security and digital marketing knowledge in order to make the most of this innovation.

3.2 Interview

The digital economy in Indonesia has become more advanced and developing. With the digital economy, it is easy for people to buy and sell in market places, web, Instagram, shoppe, Lazada or in Bukalapak.

E-commerce itself, can be learned and done for all circles of society easily. A country can be said to be developing its digital economy, marked by the progress and development of business or trade transactions that use the internet as communication, collaboration, and cooperation between companies or between individuals. E-commerce can help reduce costs and can convey detailed information about products and special prices given to consumers online and facilitate the transaction process without having to come to the store directly so that they can compete with similar stores and get maximum results. In addition, there are also difficulties or problems that occur from the e-commerce developer itself such as problems with the system, network or website and how to overcome them by means of regular maintenance at certain times when the traffic is not too busy.

E-commerce developers also pay attention to how e-commerce can and can be trusted by consumers by always updating the system so that it is easy to use by all people from the young to the old and besides that e-commerce developers are very concerned about customer satisfaction, it can be seen from the way they interact with consumers who respond quickly and do not use automatic messages to reply to consumer complaints, making transactions between e-commerce and consumers more comfortable, which makes shopping interesting using e-commerce media.

And we also had the opportunity to interview MSME business people who use e-commerce for their sales media. According to MSME actors in e-commerce, the existence of e-commerce media as a medium for buying and selling transactions is very helpful in terms of sales, because the target market for e-commerce is very broad, it doesn't depend on the seller's area alone, more than that the reach of e-commerce can be all regions in Indonesia and even abroad, from the young to the old can access it.

According to the MSME actors themselves, the difference in their sales from conventional to e-commerce is very real, therefore these MSME actors are more active in e-commerce compared to conventional selling because the target market is clear.

3.3 Sample Case



Figure 1. Shopee App Logo

In Indonesia, shopping online has become a habit for many people, especially in the midst of the Covid-19 pandemic. Currently, Indonesia is the largest e-commerce market in Southeast Asia. According to We Are Social and Hootsuite data, around 90% of internet users in Indonesia have shopped online.

The increasing interest in spending by the Indonesian people is also accompanied by increased interest in selling from various business circles, especially MSMEs. This of course has a positive impact on economic development in Indonesia. With online shopping, people get various conveniences, both in terms of payment or choosing what items to buy.

Shopee is a commercial electronic website headquartered in Singapore owned by Sea Limited (formerly known as Garena), which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Starting in 2019, Shopee has also been active in Brazil, making it the first country in South America and outside of Asia that Shopee visited.

Shopee e-commerce provides an attractive shopping system for application users. It is now easier for people to find what they need just by scrolling on their cell phone. Browse through various catalogues. The public can also see testimonials from previous buyers.

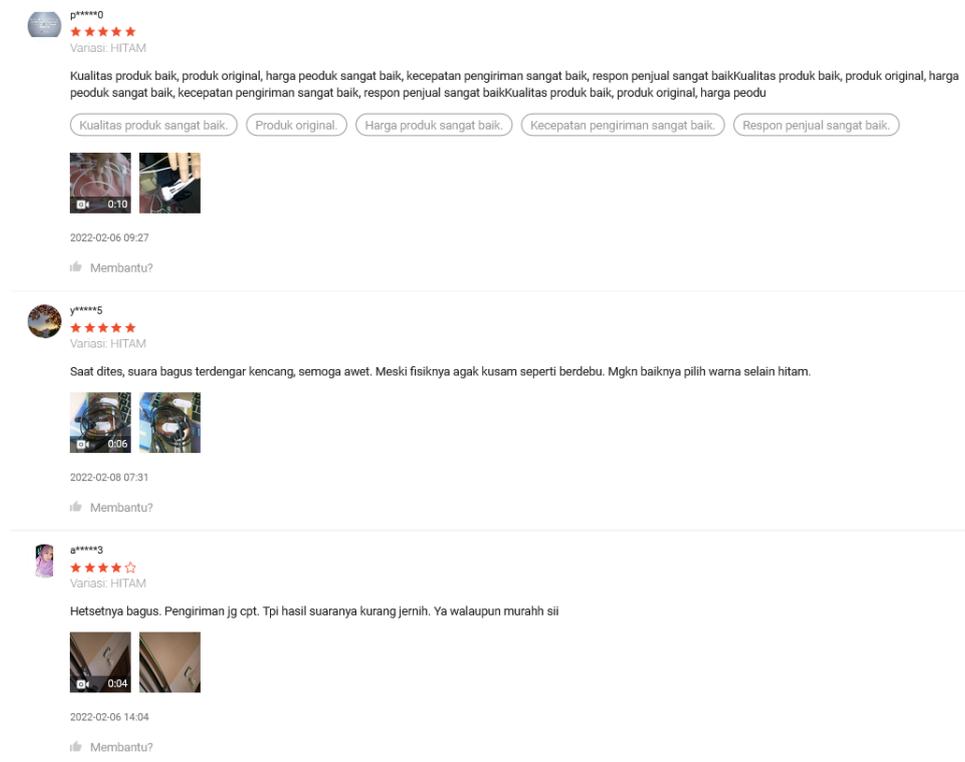


Figure 2. Sample testimonial on Shopee

Along with its progress, Shopee is now developing a simpler payment system by providing e-money services in the form of Shopee Pay. People can easily top up Shopee balances and then can use that balance for online shopping. This proves the opinion of Tasnim et al, [10] marketing communication is also stated as a tool in decision making, sharing information and is also a tool to increase awareness for consumers and providers of services and goods themselves.

The development of Shopee cannot be separated from the branding carried out by the Shopee company. By often advertising on various social media and television. Shopee also often holds big discount promos and free shipping on twin numbers every month like 1-1 (1 January) and so on. Seeing the huge Indonesian market for shopping interest, the way Shopee provides this promo has succeeded in increasing the shopping interest of the Indonesian people.

This promo system also enlivens MSMEs in creating attractive advertisements for their products in the Shopee marketplace. As evidenced by the interviews we have conducted, MSMEs design their shops as attractive as possible with product photos that attract people's attention and interest in shopping.

However, in the progress of online shopping, there are still some perceived weaknesses. According to our sources who work in the field of online game-e-commerce. According to him, the available network system has not been widely distributed in Indonesia, making online shopping unable to be enjoyed by all people in Indonesia. Language differences are also considered to be a further problem because sellers and consumers are not always from the same language, while Shopee has not provided translation facilities to facilitate the online buying and selling system.

Along with the development of technology, of course in the future it is hoped that new inventions that are more practical and efficient for online shopping are expected.

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