



THE PHENOMENON OF MARKETING STRATEGIES IN DIGITAL ERA TODAY

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| Article info | ABSTRACT |
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| <p>Corresponding Author: Reza Muhammad Ramdani rezamuhhammadramdanu@gmail.com Department of Management University of Muhammadiyah Bengkulu</p> | <p>Marketing strategy changes need to be made to face challenges in the digital era. The main factor influencing changes in marketing strategy is changes in consumer behavior. Organizations must change their methods of understanding consumer preferences and desires because consumers now have greater access to information through the internet and social media. The purpose of this study is to analyze what phenomena change marketing strategies in facing challenges in the digital era. The research method is a literature study. The results of this study are Marketing strategies must be innovative and creative because they change consumer behavior, industry problems, and assess technological advances. In the digital era, managing change is very important to overcome challenges and take advantage of opportunities. In addition, the government encourages business owners to use technology to help their company management procedures succeed in today's very tight digital market by using creative and data-based marketing methods. Organizations are expected to be able to manage change effectively, adopt new technologies, and take advantage of new possibilities. Future business success depends not only on mastery of technology, but also on the ability to innovate, adapt, and have comprehensive understanding of market dynamics.</p> <p>Keywords: <i>Marketing Strategy, Digital Era, Consumer Behavior, Opportunity</i></p> |
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INTRODUCTION

The condition of the digital era has seen progress in the arena of life towards a digital direction (Zis et al., 2021). The emergence of the digital era has the power to improve people's lives in various ways, including the economy (Tartila, 2022). According to research, new media technology or also known as internet-based technology is developing in the current digital era (Hamzah & Putri, 2020). Currently, changing marketing strategies is a must for companies to stay competitive and achieve marketing success. The growth of information technology and the internet has significantly changed the way people search for, choose, and interact with brands and products. The tendency of consumers to research products in detail online before making a purchase is one of the biggest changes that has ever happened. Before making a purchase decision, today's buyers often use social media

platforms and digital search engines to read reviews, compare products, and get product recommendations. Businesses without an online presence may be missing out on the opportunity to connect with potential customers and influence their purchasing decisions.

According to research, the industry is currently experiencing challenges to continue to produce new discoveries due to the wave of the digital economy that comes with inclusive equality of opportunity. Startup players must be able to compete by working together and utilizing synergies, not only for the industry (Vania & Anwar, 2022). This is in line with recent research showing that organizations in every field must take advantage of technological advances to not only survive but also become competitive. Researchers agree with this statement because many businesses have now lost market share because of their inability to create a digital strategy for their business. For organizations to survive and thrive in today's digital era, outdated methods and procedures must be rethought and new technologies must be used (Supriyanto & Hana, 2020).

In addition to changes in consumer behavior, the use of technology has a significant impact on changes in marketing techniques. The importance of data-driven marketing has increased significantly. To understand customer preferences and buying habits, businesses must be able to collect and evaluate data on consumer behavior. Companies can develop more relevant and successful marketing strategies if they have a thorough understanding of their target audience. To attract consumers' attention and maintain their interest, businesses must be able to produce entertaining, relevant, and high-quality content.

Challenges also arise in facing changes in marketing strategies in this digital era. Innovation and creativity are important components of marketing strategies due to the tight competition between businesses. Having a unique competitive advantage and continuously differentiating yourself from competitors is the key to attracting consumer attention and maintaining market share. In addition, A significant problem is the rate of technological change and trends in the digital world. The ability of the business world to react quickly to new advances and evolving consumer trends are essential. As technology, consumer behavior, and market trends evolve, new issues will also emerge, and organizations must be prepared to address them. Organizations can better manage change to address these challenges and take advantage of the opportunities that exist. The importance of change management in overcoming obstacles and maximizing opportunities in the digital era. (Bhattacharya & Sharma, 2018). The government also considers that now is the right time for business owners to start taking advantage of the speed of technology to support their management processes. To answer these global problems, high global competition places its own demands on business actors to continue to improve creative goods using existing technology. (Setiawati et al., 2022). Seeing this phenomenon, business world needs to be aware of shifts in technology and consumer trends to face challenges of digital era. Using innovative, data-driven marketing strategies and focusing on engaging content, companies can achieve marketing success amidst fierce competition in today's digital market.

METHOD

Method research that used for This article is a study literature or library studies. Mardalis emphasized that library studies can be done by collecting references from previous studies, which are then collected to be used as a conclusion, in his book "Research Methods

A Proposal Approach” (Hartanto & Dani, 2020). The literature study research technique does not require seeing respondents directly in the field.

RESULT AND DISCUSSION

Finding

Marketing plays a vital role in achieving business success. In the rapidly evolving digital era, the need to adapt marketing techniques has become a necessity and many organizations across industries are facing new challenges in promoting their offerings and interacting with potential consumers. The advent of internet technology and the proliferation of social media platforms have significantly changed the way consumers engage in information searches, social interactions, and retail transactions. Therefore, companies must always be fully aware of the importance of strengthening the implementation of professional management throughout the company, including in the open market category, to maintain the existence and development of their business in the future (Windi, P., & Mursid, MC 2021). This development aims to explain the phenomenon of adapting marketing strategies in response to issues raised by the digital era, and its impact on the company.

The advancement of technology and the internet has brought about a major transformation in the field of marketing. The advent of the digital era has accelerated the emergence of changes in marketing techniques aimed at addressing new problems. One of the main obstacles facing organizations in the digital era is the change in consumer behavior. Today, consumers now have greater access to information and have more choices in purchasing products or services. Therefore, companies are forced to face increasingly fierce competition in their efforts to secure consumer loyalty and preference.

Digital marketing offers the opportunity to effectively target a wider demographic and facilitate increased engagement with customers through direct communication channels. In addition, the advent of the digital era has also brought the implementation of content-based marketing techniques. The key to capturing consumer attention lies in providing relevant content and high quality. Company can build trust and foster lasting relationships with consumers through the development of engaging and valuable content. To effectively address the issues posed by the digital era, organizations must also prioritize considerations such as personalization, customer responsiveness, and marketing channel integration. All of these factors collectively contribute to improving customer experience and growing consumer loyalty. In this discussion, we will outline the phenomenon of changing marketing strategies in facing challenges in the digital era and how this affects companies and how companies can deal with it.

Strategy Marketing in Face Competition Business in Era Digital

World development has entered a new era, especially era digital. When the door of the digital era opens, the business world can expand its reach across national borders. This also causes business competition to become more advanced and tighter. Various approaches and strategies can be carried out, including the use of various supporting platforms such as promotional activities via the internet. By simply using a computer, laptop, device, or smartphone to the internet network (Windi, P., & Mursid, MC 2021).

In general, the phenomenon of adapting marketing strategies in response to problems caused by the digital era can be associated with shifts in consumer behavior, the need to utilize technology and data, and the need to build strong consumer relationships. To address

these issues, organizations must understand and implement marketing strategies appropriate to the ever-evolving digital marketing environment.

According to Rahmasari, S. (2023), there are several business adaptation strategies in facing the digital era. Here are some of the results found:

1. **Technological Changes:** It is important for companies to quickly embrace technological advancements and integrate them seamlessly into their business plans. Technological advancements, including artificial intelligence (AI), analytics big data, the Internet of Things (IoT), and blockchain, have significantly changed the business environment fundamentally. Organizations that can use these technologies to improve operational efficiency, drive product innovation, and enhance customer experiences customers will gain a significant competitive advantage.
2. **Consumer Behavior:** The evolving consumer behavior patterns are increasingly recognized as an important element to consider when formulating a company's adaptation strategy. In the contemporary era, individuals are given greater opportunities to gain knowledge, evaluate prices and goods through internet platforms, and exchange their personal encounters through social media. It is important for companies to understand the prevailing consumer behavior trends and then adapt their marketing and sales strategies to the tastes and needs of consumers.
3. **Organizational flexibility** plays a critical role in effectively adapting to the challenges posed by the digital era. It is essential for companies to have adaptable organizational structures and flexible decision-making processes. In addition, building a strong culture of innovation is essential to promote an atmosphere that encourages and nurtures creativity, experimentation, and collaboration within teams.

In the digital era, strategy business adaptation combines elements of technology, consumer, organization, and innovation. Business which succeeds adapt with These changes have a clear direction, strong leadership, and a dedication to transformation. They recognize that embracing technology in the digital age requires not only technology, but also changing the company's culture, procedures, and overall strategy. They must consider their organization's background, observe market trends, and understand customer demands and preferences. Leveraging the right technology, changing operational procedures, improving the customer experience, and cultivating an innovative culture that encourages people to be as engaged as possible are critical components of developing an effective adaptation plan.

CONCLUSION

Companies that carry out marketing operations cannot avoid the phenomenon of modifying marketing strategies to overcome problems in the digital era. The emergence of this era has brought major changes in various aspects of life, especially in the context of economics and business. The way people search, choose, and engage with brands and products has changed because of the development of information technology and the internet. To thrive and remain competitive in the digital era, a business must change method marketing they. Content which relevant and data-driven marketing is essential to attract customer interest and maintaining market share. Marketing strategies must be innovative and creative because of the shift in behavior consumers, industry issues, and the pace of technological advancement. In the digital age, managing change is critical to addressing challenges and capitalizing on opportunity.

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