Marketing Mesh as the Communication Strategy to Face the Revolution Era of Industry 4.0

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Abstract— **Consumer path in this era is divided into five stages (5A) namely Aware, Appeal, Ask, Act and Advocate. Customers first get to know your product or service, get interested in it, If they like the experience, they recommend in their family and friends, both online and offline. Mesh Marketing is an approach that answer the challenge of the revolution era of industry 4.0 in which marketing activities performed of the interconnected world where offline and online sectors collide. The communication in mesh marketing does not has to be performed exclusively in online sector. Sociopreneurs choose mixed social media (online) and offline because the data shows that more than 80% of internet is currently accessed through mobile devices (smartphone, tablet), therefore, the applications used by them are mobile-based (Android and iOS). This mobile access is performed due to its easiness to update, monitor, evaluate, and build friendship at any time and those activities can be conducted everywhere. It is important to realize the various touch points across this customers journey. The mesh business throw old model out the window. Through the implementation of virtual study, this paper has shown that Project B as one of the drivers of social business in Yogyakarta that handles plastic waste has successfully using marketing mesh to spread its social mission without abandoning the business, thus, the economy of the surrounding community could increase as well.**

Keywords—marketing mesh, social media, IR 4.0

I. INTRODUCTION

The government of Indonesia with its Ministry of Industry has released "Making Indonesia 4.0" in March 2018 which officially delivered to public by President Joko Widodo in April. Industry 4.0 has actually been running since 2011 based on the information from the site of Ministry of Industry. This state is indicated by the improvement of connectivity, interaction, and the limits of human, machines, and other data sources which become more convergent through information and communication technology.

This condition is enhanced by the data issued by the Ministry of Cooperative and Small Medium Enterprises in 2018 in which 99 percent of industries in Indonesia is supported by SMEs. The amount has reached 62 million units that spread in various regions in Indonesia. The amount of startup in Indonesia until February 2019 has reached 2,070 startups with highest growth in 3 sectors namely demand service, financial technology (fintech) and e-commerce. The sociopreneurs also keep increasing annually [1].

The revolution era of industry 4.0 is the era in which the combination of bio-genetics, physics, and cyber digital revolutions occurred. WHO even announced that human could live into 100 years, due to that, 70 years of age is still categorized as youths. The revolution era of industry 4.0 has become the theme of World Economic Forum Davos since 2016. Therefore, the government of Indonesia attempts to take part in establishing social, science-technology, and information technology infrastructures to stay in competition with the neighboring countries [2]

If we refer to four requirements of industrial countries namely reliable industries to secure the supply chain from upstream to downstream, reliable manufacture entrepreneurs to manage production matter toward suppliers in markets, reliable researchers to create products and invent new technologies as well as reliable workers who educated, skilled, and established with integrity, then, these requirements will be difficult to be manifested in the sociopreneurs sector of Indonesia at present. This difficulty is caused by many problems in sociopreneurs sector which different with businesses in general. The capabilities of producing, creating products which in accordance with the local and global markets, supply chain cost as well as the quality of human resources that still become the homework which still has to be completed until present. In the context of social issue education for example, this nation is still categorized in a low category. This plastic waste issue is still become a big problem at present which requires cooperation and helping hand from the entire aspects of the nation.

II. METHODS

This research can be categorized as a field work/research with netnography approach. Due to that matter, the researcher will jump on the field to be able of performing observation to inspect the verbal and non-verbal behaviors of the research subject which unique and typical in finding information in similar to the focus of this research [3]. Kozinets provides wide perspective to complete the arguments of Hine and Boellstorff about the definition of virtual ethnography. Kozinets defines virtual ethnography or

netnography as the form of adjusted ethnographic research which include the influence of internet toward contemporary social world [4].

III. RESULT AND DISCUSSION

A. Virtual Community

One of the reasons of the continuous development of marketing world is the communication pattern which shifted due to the development of technology. Virtual communication has become an intriguing domain to be studied. Virtual community as the network of community in virtual world has some criteria collected from various resources such as:

a. The membership that could come from various countries and different cultures.

b. Established due to specific reasons.

c. Continuous communication in online world.

d. the existence of social protocol defined as formal or informal involvement which implied in the community through language, style, and behavior.

e. Unlimited space and time.

f. Meanings are communicated and shared between members.

g. Voluntary: the interaction within the virtual community is voluntary and people are free to become silent readers, contributing, and commenting about what they perceive as fit.

h. This online community has more time to think before responding and debating.

i. Virtualization and actualization of relationship: in virtual community, the first participant is connected in cyberspace to start the relationship (virtualization) and then move to physical relationship (actualization). So thus the otherwise, they could move from the actual relationship, from the physical to online setting.

j. Virtual community has different structures because the role and responsibility could develop rapidly.

h. Identity: a directory community contained with the list of the entire members of community, their expertise/contribution given toward the community. This directory provides the ability to identify resources and access resources which will improve knowledge in sharing processes.

If seen from the criteria shown above, the approach that performed to create communication strategies in marketing sector are certainly different with the virtual community.

B. Industry 4.0 and Marketing Mesh

If studied from some literatures of *Kamus Besar Bahasa Indonesia* (KBBI), industrial revolution consists of two words namely revolution and industry. Revolution is defined as the as rapid change, and industry means the effort of implementing production processes. Therefore, it can be concluded that the definition of industrial revolution is a rapid change in the implementation of production processes. Production processes which at the beginning were performed by human have been substituted by machines while the manufactured goods have commercial value added [5].

Dominant technologies in industry 4.0 are also embellishing the development in the sociopreneurs sector. Starting from the processes of business, production, manufacture, communication, and the interaction between producers and consumers which changed due to the creation of massive efficiencies. Marketing Mesh is the approach that answers to the challenge of revolution era of industry 4.0 in which the marketing activities are performed in interrelating network where online and offline worlds could meet. The communication in marketing mesh through its network does not has to be done exclusively in online world but instead could combine both online and offline worlds.

Project B uses contents to educate that plastic waste becomes the responsibility of us all, therefore, it embeds knowledge toward the community which spread through its website and other social media. Project B builds and empowers its community that allows the members to interact and exchange information starting from the choppers of plastic waste, the drivers of sociopreneurs, volunteers, and others. Social media allow them to share about anything, different with the real world in which the participated members might not talk to each other.

FIGURE 1. THE PROGRAM OF PROJECT B

One of the examples of post in Instagram above has always conducted by Project B as the part of marketing mesh's strategy. Project B also emerges digital influence. This effort is performed by them to utilize the platform of social media and adjust good contents for their respective cultures. Project B do this because they realized at present, the community especially youths are preferring to reach the world with a finger and spend their time online. The target of Project B is the youths who use various channels including various social media network.

Marketing Mesh works in a complex manner, it does not have to be sequential from one to two but could occur simultaneously. This interconnected activity which called as

marketing mesh. Project B utilizes this to spread its social missions through the network. Project B attempts to handle every challenge by combining online and offline worlds. One of the founders of Marketing Mesh was Johannes Jonson. The example of the combination of online and offline is when interactions occur during the education of separating plastic waste between volunteers and community, the scanning of QR code for volunteer registration. The networking in marketing mesh can be utilized severally or connected to each other to create more complex campaign in marketing mesh.

Creating dynamic and personal customer experiences is the part of marketing mesh. In addition, the impact that will emerge if the community is not participating has been continuously presented through the network. The example is presented through the figure as follows:

FIGURE 2. THE EXAMPLE OF PROJECT B'S POST

Indonesia will has demographic bonus in 2023. The millennial generation will hold important role because the number of ASEAN population (10 countries) is 625 million people and 40.3% among them are Indonesian citizens (255.5 million people) with 84 million people in Indonesia which means that 23% of ASEAN youths are in Indonesia. In that order, proper cooperation needs to be built between business actors, practitioners, social entrepreneurs who competent in evaluating the "old" system in the social business world.

According to Van Djick, the difference between network society and mass in term of the communication type which at the beginning rely on face to face communication has shifted to mediated communication. The type of organization which formed also different, on the mass community; the organization is bureaucratic with physical and entity community. In the network society, the organization becomes *infocracy* (no level in the organization) with virtual-type of community[6]. In the digital era, the strength to grow and develop is focused on the quantity and quality of network compared to another model. The strength of an organization is shifting from visible to invisible from physical to digital, and from the organization which centered on a certain change into the network-based organization.

The development of media can be seen through the table as follows:

TABLE OF MEDIA COMMUNICATION CAPACITY

Communication capacity	Old Media				New Media	
	Face-to-face	Print	Broadcasting	Telephone	Computer networks	Multimedia
Speed	Low	Low/medium	High	High	High	High
Reach (geographical)	Low	Medium	High[1]	High[1]	High[1]	Low
Reach (social)	Low	Medium	High[1]	High[1]	Low	Low
Storage capacity	Low	Medium	Medium	Low	High	High
Accuracy	Low	High	Low/medium	Low	High	High
Selectivity	Low	Low	Low	High	High	High
Interactivity	High	Low	Low	Medium	Medium	Medium
Stimuli richness	High	Low	Medium	Low	Low	Medium
Complexity	High	High	Medium	Medium	Low	Medium
Privacy protection	High	Medium	High	Medium	Low	Medium

[1]In developed countries only.

If seen from the table above, there are some interesting facts that being described. The potential of geographic and social reaches of this new media is massive. World can be connected into a convergent network. At present, almost every country has already connected through phones and Internet. Another strength of new media is the storage potential. In face-to-face communication, the things that delivered are depending on human memories while in the digital world, media could save more and do not require space like print media. New media also have the accuracy of data or numbers, the accuracy of new media allows the actors to control the increasing complexity of community and organizations. Without ICT, many processes in documents and bureaucracy will be long and jammed.

Selectivity of messages and addresses is also the unique strength of new media. In face-to-face, group, and other communications, this thing becomes weak due to inconveniences during the face-to-face encounter in the unfamiliar or unknown forums. New media allow us to choose systematically either groups or individuals, thus, very specific groups which in accordance with needs can be acquired. The users of new media could interact intensely, for an instance through video conference [7].

IV. CONCLUSION AND FURTHER RESEARCH

Discussing about industry 4.0 in the sociopreneurs world is not only speaking about interconnection between machine and system for the business to keep running and producing social impacts. However, there is a new phenomenon that emerges through internet of things (IoT) that becomes the strength in the marketing world named as

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marketing mesh in which networks created through internet could be connected and interacting toward each other and able to establish values for the drivers. However, once again, embodying nation that able to operate industry 4.0 for the sociopreneurs require cooperation from many sectors. Starting from the enforcement of legal protection, the availability of qualified human resources to the support of political policies.

This research was focusing on the marketing mesh in digital world conducted by sociopreneurs and has not reached other fields. The marketing communication study in the digital world is still dynamic, therefore, the future studies should be able of exploring more theme communication strategy to become a new reference in marketing communication field. The development of digital startup has been really interesting to be studied considering their movements which dominated by applications. The development of the current marketing world has reached 4.0 marketing, the 5G technology and disruption era.

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