







Digital Marketing Strategy in Indonesia: A Short Bibliometric Review

Mahir Pradana¹, Dian Gita Utami²,
Andi Sri Wahyuni³, Serpian Serpian⁴,
Ahmadi Usman⁵, and Ani Dyah Astuti⁶

¹ Telkom University, Bandung 40257, Indonesia

^{2,3,4,5,6} Politeknik Negeri Ujung Pandang, Makassar 90245, Indonesia

³ University of Szeeged, Hungary

mahirpradana@telkomuniversity.ac.id

Abstract. The rapid development of information technology today has changed the way companies interact with customers and develop business. In this study, the authors will discuss effective digital marketing strategies for increasing product sales in the Industrial Revolution 4.0 era. In research that discusses effective digital marketing strategies in increasing product sales in the Industrial Revolution 4.0 era, it uses a research model in the form of a case study. Companies must utilize relevant and appropriate digital platforms to expand the range of products and services. Companies can also leverage AI technology to collect and analyze customer data more effectively, so they can develop more personalized and effective marketing strategies. This research elaborates on recent data about digital marketing.

Keywords: digital marketing, bibliometric, research mapping.

1 First Section

The rapid development of information technology has transformed the way companies interact with customers and develop their businesses [1]. The increasing use of the internet and smartphones has enabled customers to shop and search for product information online and has provided opportunities for companies to market their products through digital platforms [2].

Companies that want to survive in the era of Industry 4.0 must pay attention to digital marketing strategies in order to increase product sales. This is because most customers today tend to search for products online and on social media rather than in physical stores [3]. Companies can leverage various digital platforms such as e-commerce websites, social media, and online marketplaces to market their products and increase sales. However, to succeed in digital marketing, companies must have effective and measurable marketing strategies [4].

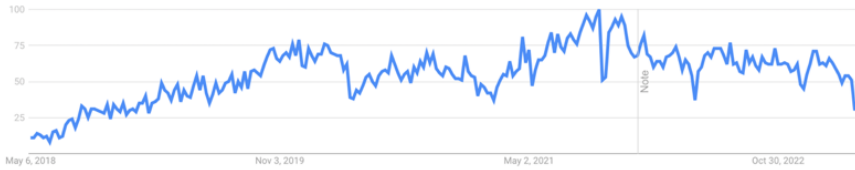


Fig. 1. Five-years Development about Digital Marketing Literature in Indonesia

One of the benefits of digital marketing strategies is its ability to reach a wider and global target market [5]. By leveraging internet technology, companies can market their products worldwide without having to worry about geographical constraints. In addition, digital marketing strategies can also help companies in measuring the effectiveness of their marketing campaigns. Through data analysis and performance measurement of the campaigns, companies can determine what works and what doesn't, allowing them to make improvements for the next marketing campaign [6]

Despite the many advantages of digital marketing strategies, there are also challenges that must be faced. One of the main challenges is the increasingly fierce competition in the digital world. Companies must be able to create attractive and unique marketing campaigns to win this competition [7]. Finally, research on digital marketing strategies is highly relevant and important for companies today. By understanding consumer behavior and emerging marketing trends, companies can develop more effective and measurable digital marketing strategies to increase their product sales [8].

In the era of Industry 4.0, information technology has transformed the way businesses operate and interact with customers. The development of internet technology and mobile devices has made it easier and faster for companies to reach customers globally. In addition, the existence of digital platforms such as social media, online marketplaces, and e-commerce websites, has provided many opportunities for companies to market their products and increase sales [9]. Figure 1 shows Five-years Development about Digital Marketing Literature in Indonesia.

Therefore, companies need to develop effective digital marketing strategies to reach a wider target market, increase brand awareness, and boost product sales [10]. In this context, research on digital marketing strategies is highly relevant, especially in helping companies understand consumer behavior and emerging marketing trends (Kom et al., 2021). In this study, the author will discuss effective digital marketing strategies to increase product sales in the era of Industry 4.0.

2 Literature Review

Digital marketing is a marketing strategy that uses digital technology to promote products or services. This includes various digital platforms such as websites, social media, email, and mobile applications. Digital marketing enables companies to reach a wider target audience, gain deeper consumer insights, and increase product sales. One important element in digital marketing is search engine optimization (SEO). SEO is the process of improving a company's website ranking on search engines such as Google,

Bing, or Yahoo. By improving website ranking, companies can increase visibility and direct more traffic to their website [11].

Social media is also a very important platform in digital marketing. Social media platforms like Facebook, Instagram, and Twitter allow companies to interact with customers and promote their products in a more interactive way [12]. Social media also allows companies to build brand awareness and develop customer loyalty. Email marketing is also an important element in digital marketing [13]. Email marketing can help companies establish relationships with customers and send targeted promotional messages. Effective email marketing should be designed in an attractive, relevant, and customer-segmented manner [14].

The digital marketing strategy also includes the use of advertising technology such as display ads and search ads. Display ads are banner or image ads that appear on other websites, while search ads are ads that appear in search engine results. Advertising technology allows companies to target their ads to potential customers more specifically and effectively [15].

Data analysis and campaign performance measurement are also important parts of digital marketing. By using data analysis tools such as Google Analytics, companies can track website visitor behavior and gain insights into marketing trends and customer preferences. With campaign performance measurement, companies can determine what works and what doesn't, and make improvements for the next marketing campaign [16].

Finally, digital marketing continues to evolve along with the development of information technology. Companies must always update and develop their digital marketing strategies to remain relevant and competitive in the current digital era. Companies should also always pay attention to emerging digital marketing trends and follow changes in consumer behavior to maximize their digital marketing potential [17].

2.1 Industrial 4.0 Revolution Era

The era of the fourth industrial revolution is an era in which digital technology and artificial intelligence have transformed the way production and consumption take place in various industrial sectors [18]. This era is characterized by the emergence of technologies such as the Internet of Things (IoT), robotics, and big data analytics, which enable faster and more accurate data processing. IoT is a technology that connects physical objects such as vehicles, machines, and household appliances to the internet. With IoT, companies can collect and analyze data from various sources to improve production efficiency and product quality. IoT also enables connected real-time production and delivery networks [19]. Robotics is also an important technology in the era of Industry 4.0. Robotics enables more efficient and accurate automated production. Robotics also allows for the development of more complex products and can replace human labor in repetitive and dangerous tasks [20]

Big data analytics is also an important element in the era of the fourth industrial revolution. Big data analytics enables companies to process large and complex data quickly and accurately. By utilizing big data analytics, companies can make better and faster business decisions as well as identify new market opportunities (Devianto &

Dwiasnati, 2020). Furthermore, artificial intelligence (AI) also plays an important role in the era of the fourth industrial revolution. AI enables machines to learn and adapt quickly from past experiences to make better and faster decisions. In the industry, AI can be used to improve production efficiency and product quality (Devianto & Dwiasnati, 2020).

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With IoT, companies can collect and analyze data from various sources to improve production efficiency and product quality. IoT also enables a connected network of production and delivery in real time. Robotics is also an important technology in the era of the fourth industrial revolution. Robotics allows for more efficient and accurate automated production. Robotics also enables the development of more complex products and replaces human labor in repetitive and dangerous tasks. Big data analytics also plays a crucial role in the era of the fourth industrial revolution. Big data analytics allows companies to process large and complex data quickly and accurately. By leveraging big data analytics, companies can make better and faster business decisions and identify new market opportunities. In addition, artificial intelligence (AI) is also a critical technology in the era of the fourth industrial revolution. AI enables machines to learn and adapt quickly from past experiences to make better and faster decisions.

In the industry, AI can be used to improve production efficiency and product quality. Furthermore, the era of the fourth industrial revolution also affects the way consumers make purchases and consume products. Consumers can make quick and easy online purchases from various e-commerce platforms. Additionally, consumers demand more personalized products and faster delivery, as well as transparency and product safety. The era of the fourth industrial revolution also affects the way companies interact with consumers. Companies can leverage digital technology to build closer relationships with consumers and improve customer service. In this era, companies must understand the needs and preferences of consumers and develop more relevant and effective products and services. (Fadly & Wantoro, 2019).

3 Research Methodology

In research that discusses effective digital marketing strategies for increasing product sales in the era of the Fourth Industrial Revolution, a research model in the form of a case study is used. This means that the model in this study has specific contexts and limitations in terms of its region and characteristics. By applying a bibliometric case study research model, the object in this study will be studied intensively (Suharsimi, 2006). Based on the opinion of (Noor, 2011) research that uses case study as a research model will focus on the reasons why individuals/subjects of the research take certain actions and their influence on the environment.

Therefore, data sources in research are divided into two types: primary data and secondary data. Primary data sources refer to data obtained by researchers by obtaining it directly from the main source (Suharsimi, 2006). On the other hand, secondary data sources are understood as a set of data obtained by adjusting to the topic of the problem. This type of data can be obtained more easily and quickly than primary data sources (Suharsimi, 2006).

In this research related to effective digital marketing strategies to increase product sales in the era of Industry 4.0, secondary data sources were used. Secondary data sources were obtained through a literature review of theses, articles, journals, news, theses, and official websites that are relevant to this research (Sugiyono, 2013). The data collection technique using desk study is carried out to complement the secondary data sources by conducting a literature review of several previous document studies.

4 Result

In the era of Industry 4.0, digital marketing strategies have become a primary need for companies to increase product sales. With the increasing use of digital technology, customers have easier and faster access to information about a company's products and services. Companies can leverage digital platforms such as social media, search engines, and websites to expand the reach of their products and services. In this case, companies must choose the right and relevant digital platform for their products and target audience.

Moreover, companies can use artificial intelligence technology to collect and analyze customer data more effectively. In the era of Industry 4.0, customer data has become crucial in business decision-making. Companies can identify customer preferences and needs by using data generated from digital platforms. This data can be used to develop more effective marketing strategies and personalize products and services.



Fig. 2. Five-year Development about Digital Marketing Literature in Indonesia

Figure 2 shows five-year development about digital marketing literature in Indonesia. In the era of Industry 4.0, companies can also leverage technologies such as chatbots and AI to enhance interaction with customers. Chatbots can assist customers in solving problems and providing product information quickly and easily [21]. In addition, AI can also be used to predict customer behavior and provide product

recommendations that align with customer preferences. This can increase customer satisfaction and accelerate the product purchasing process [22].

The majority of research on digital marketing that was published between 2013 and 2022 was published in article form, according to an examination of Bibliometric data. Additionally, the prevalence of problem-based learning has decreased over time [23].

5 Conclusion

In the era of Industry 4.0, companies must also pay attention to the aspects of customer data security and privacy. Customers should feel safe and comfortable in providing their personal information to the company. Therefore, companies must ensure that they comply with existing data security regulations and standards and provide transparency about the use of customer data. In addition, in digital marketing strategies, companies should also consider product and service design that is more user-friendly. Good design can make it easier for customers to use products and accelerate the purchasing process.

Based on the results and discussion presented, it can be concluded that digital marketing strategies are very important in increasing product sales in the era of the fourth industrial revolution. Companies must use relevant and appropriate digital platforms to expand the reach of their products and services. Companies can also utilize AI technology to collect and analyze customer data more effectively, so they can develop more personalized and effective marketing strategies. In addition, companies must also pay attention to the security and privacy aspects of customer data and provide user-friendly product and service designs. Speed and quality of service must also be improved to increase customer satisfaction.

Companies must ensure that their digital marketing strategies comply with applicable data security regulations and standards, as well as provide transparency about the use of customer data. In addition, companies must also pay attention to the speed and quality of services provided. Customers in the era of the fourth industrial revolution have higher expectations for the speed and quality of services provided. Therefore, companies must ensure that the services provided are fast, responsive, and of high quality.

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