

DEVELOPMENT OF DIGITAL MARKETING STRATEGY AND SERVICE QUALITY USING SOCIAL MEDIA TOWARDS DIGITAL ECONOMY

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ABSTRACT

Technological advances have had an impact on shifting monotonous advertising and marketing techniques in digital marketing. In addition, digital marketing is firm in impacting the digital economy to help revive the economy. Based on the needs and changes in people's lifestyles, this study aims to examine the development of digital marketing strategies and service quality through the role of social media in the digital economy. This type of research is qualitative with a literature review method with data sources obtained through reference books and articles in the google scholar database. The results of this study include that social media should be considered an inseparable part of the integrated marketing strategy of the organization and should not be taken lightly. Social media is an alternative and proper strategy to use as an online advertising medium. Social media, as a digital marketing strategy development, has an essential role in helping market products so that they also impact the economy. Employee involvement in marketing will impact the services provided to consumers. The services provided have an impact on consumers' assessment of the good and bad of the company. The role of the company's social media sites in monitoring target market users is another critical factor in ensuring the success of digital marketing.

INTRODUCTION

The development of information and communication technology has an impact on the lifestyle of the Indonesian people. Technology with internet support makes it easier for people to surf in cyberspace, including buying and selling online. As a result, most people's perceptions are currently shifting from conventional to online media because it is considered more practical with alternative matches in determining the products/ services be used.

To increase economic turnover, business people can try alternative uses of digital trading systems. In addition, digital marketing is compelling in determining purchasing decisions. It can help revive the economy and create tremendous opportunities for governments to function more efficiently (Munshi & Munshi, 2012). The development of the

digital economy in Indonesia has changed along with changes in people's behavior, 49.6% of consumers search for product information online before making a purchase (Alvara, 2019).

In addition, digital marketing requires good service support from employees so that it can affect the success of the company's product promotion. Because consumer ratings are not only from an interest in marketing but also from the services provided by the company. Therefore, the quality of service is the expectations of consumers juxtaposed with the reality received. Consumers will be more critical when choosing a market because fast service allows consumers to wait too long to complain. Service quality is also the key to creating customer satisfaction after shopping. The impact of service quality on online purchasing decisions is determining the quality of the products offered and obtained to affect consumer satisfaction so that consumers can provide answers or assessment information based on consumer requests (Tjiptono, 2011).

Digital technology juxtaposed with digital marketing can be used as social media marketing. Increasing the use of social media is used as a strategy and opportunity for business people to introduce their products/ services. Social media is a digital platform that allows users to present themselves, interact with other users, and form virtual social bonds (Nasrullah, 2015). The influence of social media on social change occurs in the ease of obtaining and conveying information so that it has an impact on social and economic benefits (Cahyono, 2016).

Technological developments have emerged in various types of fields, especially in the development of the digital economy. The digital economy has both positive and negative impacts on Indonesia's development. The Impact of the Development of the Digital Economy has become a separate platform for the government or the community to carry out various economic transactions (Rifai, Fitri, & Ramadhan, 2022). In other words, technological developments marked by increased social media can be used as a digital strategy for a digital economy.

However, the use of social media by users, both business people and consumers, can have an impact on the good or bad role of social media. It can cause problems intentionally or unintentionally, such as human error. So social media users must be wise in using it, plus if it is used as a digital marketing strategy to introduce the products/services offered.

The use of social media by business people to promote goods/services is one example of the realization of a digital marketing strategy. A digital marketing strategy is an activity to promote the products produced by the company. The advantages of digital marketing are that it is more cost-effective and has a significant commercial impact on business (Bala & Verma, 2018). The growth of digital marketing has been due to rapid advances in technology and changing market dynamics (Mort & Drennan, 2002).

Business actors must immediately follow up on people's needs and lifestyle shifts to stabilize Indonesia's economic cycle. Business people should be able to provide appropriate and fast responses regarding changes in people's lifestyles. If business people are slow in following developments, what is feared is a decline in the economy for these businesses people. Based on the problems and needs of the community, this study aims to examine the development of digital marketing strategies and service quality through the role of social media in the digital economy.

METHOD

This type of research is qualitative with a literature review method with data sources obtained through reference books and articles in the google scholar database. Both articles and books used as references are those related to the title of this research, namely the role of social media in developing digital marketing strategies for the digital economy. The variables in the study were used to be used as search keywords on google scholar. Articles and reference books were analyzed to obtain complete information supporting this research data (Knopf, 2006).

RESULTS AND DISCUSSION

Technological advances impact the monotonous advertising and marketing techniques that have been replaced by digital marketing. In addition, digital marketing is compelling in impacting the digital economy so that it can help revive the economy and create tremendous opportunities for governments to function more efficiently (Munshi & Munshi, 2012). Companies in Singapore have tested the success of digital marketing tools as practical and valuable tools for achieving results (Teo, 2005). More importantly, the growth of digital marketing has been due to rapid technological advances and changing market dynamics (Mort & Drennan, 2002).

Business actors must immediately follow up on people's needs and lifestyle shifts to stabilize Indonesia's economic cycle. Business people should be able to provide appropriate and fast responses regarding changes in people's lifestyles. If business people are slow in following developments, what is feared is a decline in the economy for these businesses people.

The advantage of digital marketing is that it is cost-effective but has a significant commercial impact on the business. The urgency of communication channels appears in the inclusion of this factor as one of the main stages in developing effective marketing communications (Tjitono, 2015). The effectiveness of Internet marketing concerning different businesses can be analyzed (Bala & Verma, 2018).

Digital marketing is the most contemporary promotion strategy shown by the many marketing actors who continue to realize innovations in advertising (Zaenal, Kamase, & Serang, 2020). Digital marketing strategy is a marketing activity supported by the role of social media. Social media advertising is a marketing process carried out by third-party social media-based websites such as Instagram, Facebook, LinkedIn, Twitter, YouTube, and even TikTok. The five benefits of social media promotion are

- a) Increasing Brand and Product Awareness
- b) Building Customer Interaction
- c) Improve SEO Ranking
- d) Has a Stronger Impact Than
- e) Cost-Effective

Mangold and Faulds (2009) recommend that social media should be considered an inseparable part of an integrated marketing strategy organization and should not be taken lightly. Social media is an alternative way and the right strategy to use as an online advertising medium (Lukito, 2020; Novaliana, 2021; Prihadi & Susilawati, 2018; Suparman, 2021).

This shows that we are all connected via WhatsApp and Facebook, and the increasing use of social media creates new opportunities for digital marketers to attract customers through digital platforms. Awareness of consumer motives is essential because it provides a deeper understanding of what influences users to create content about a brand or store. Businesses can benefit from digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media. Marketing, social media optimization, direct email marketing, display advertising, e-books, optical discs, and games are becoming

increasingly common in our advanced technology (Bala & Verma, 2018). Sinclair and Vogus (2011) also determined that large companies consider social media sites strategic tools. Some businesses even hire employees to use their social media for promotional events for the company's products.

Employee involvement in marketing will impact the services provided to consumers. The services provided have an impact on consumers' assessment of the good and bad of the company. Therefore, the company always strives to provide good service to its customers. Service quality is the level of excellence expected and controlled to meet consumer expectations (Fandy Tjiptono, 2008). According to Krisnawati (2016), service quality is a company that meets customer expectations. Moreover, if the service received or experienced meets expectations, the quality is considered good and can satisfy customers.

Digital marketing has such a significant impact on the digital economy that it can help revive it and create tremendous opportunities for governments to function more efficiently. In this way, social media, as a digital marketing strategy development, has an essential role in helping market products so that they also impact economic turnover. The role of company-owned social media sites in monitoring target market users is another critical factor in ensuring that online marketing will be successful.

CONCLUSION

Technological advances have an impact on shifting monotonous advertising and marketing techniques in digital marketing. In addition, digital marketing is firm in impacting the digital economy to help revive the economy. Based on the needs and changes in people's lifestyles, this study aims to examine the development of digital marketing strategies and service quality through the role of social media in the digital economy.

The results of this study include that social media should be considered an inseparable part of the integrated marketing strategy of the organization and should not be taken lightly. Social media is an alternative and proper strategy to use as an online advertising medium. Social media, as a digital marketing strategy development, has an essential role in helping market products so that they also impact the economy.

Digital marketing has such a significant impact on the digital economy that it can help revive it and create tremendous opportunities for governments to function more efficiently. In addition, employee involvement in marketing will impact the services provided to consumers. The services provided have an impact on consumers' assessment of the good and bad of the company.

The role of the company's social media sites in monitoring target market users is another critical factor in ensuring the success of digital marketing. Suggestions based on this research are for further research to find out which the company's target market uses social media sites is another critical factor in ensuring that online marketing will be successful.

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