

## MARKETING COMMUNICATION STRATEGIES IN FACING DIGITAL BUSINESS COMPETITION

Syarifuddin \*<sup>1</sup>

Universitas Muhammadiyah Papua, Indonesia

[syarif1572@gmail.com](mailto:syarif1572@gmail.com)

Nyi Dewi Puspitasari

Institut Teknologi dan Bisnis Bina Sarana Global, Indonesia

[nyidewi@global.ac.id](mailto:nyidewi@global.ac.id)

Indah Sulistiani

Universitas Muhammadiyah Papua, Indonesia

[indahsulistiani175@gmail.com](mailto:indahsulistiani175@gmail.com)

### Abstract

The business sector in this digital era is experiencing very fundamental changes in business processes as a result of the emergence of information technology. The digital era presents a variety of new challenges and unlimited opportunities for business people. Business competition in the digital era is increasingly fierce, but at the same time, digitalization opens the door for new players to enter the market easily. Marketing does not only talk about products, product prices, distribution, but also talks about how to communicate these products to the public so that they are known, bought, and then become loyal. By using marketing communication strategies, consumers can be persuaded to form brand choices, change perceptions, encourage buyers, become a means of reminding the existence of the product, where to get the product, and also to be able to maintain this segment to be loyal to the company's products. Conventional marketing strategies are carried out to convince consumers to buy the products or services offered, as well as digital marketing strategies, which have the aim of convincing consumers to buy the products or services offered and increase brand awareness of the products or services offered by using various supporting tools. and internet media.

**Keywords:** Marketing Communications, Digital Business

### INTRODUCTION

Nowadays, digital technology is developing increasingly rapidly, starting from its application to the emergence of various digital business units themselves. In Indonesia, many industries, especially in the transportation,

---

<sup>1</sup> Correspondence author.

trade and financial services business sectors, have implemented digital technology. However, digital technology has actually been applied in the manufacturing industry sector for a long time. Industries that implement digital technology can anticipate market directions and desires earlier (Felix, A., et al, 2023). Furthermore, various companies that "utilize" digital technology can determine market movement and pace. They can work and move more efficiently and quickly than those who cannot utilize digital technology. Companies will be more competitive in a healthy market and requires perfect competition.

The currently rapidly developing era of digitalization has had an impact on the intense competition that occurs between companies. The development of information technology and digital technology has triggered new ways for organizations to do business. Technological advances that have been achieved make business activities easier, cheaper, faster and more efficient. One of the business sector trends that is developing rapidly is start-up companies. Start-ups are new companies or start-up companies that are growing to survive (Salamzadeh, A., & Kawamorita Kesim, H, 2015).

The increasingly rapid development of information technology has brought the world into the digital era. Rusdana, N. R., et al (2022) define the digital era as a term used in the emergence of digital technology, internet networks, especially information technology. The emergence of information technology has had an impact on various areas of life such as economics, politics, social & culture, defense and security. However, the economic sector receives more attention because it is related to the lives of many people, especially in the business sector.

The business sector in this digital era is experiencing very fundamental changes in business processes as a result of the emergence of information technology. This was also stated by Singleton, J., et al (2009) who revealed that information technology has inspired the re-engineering of various traditional business processes. Bodnar & Hopwood (Shankar, V., et al, 2022) state that business processes can be classified into two parts, namely primary and supporting business processes. Primary business processes consist of inbound & outbound sales logistics, operations, marketing, and services. Meanwhile, supporting business processes consist of procurement, technology development, human resources and company infrastructure. Therefore, it can be said that there is a very fundamental change because it affects from upstream to downstream the activities of a company.

Companies need to carry out innovations that can be developed to survive in competition in the current era of digitalization. One of the requirements for a company to be able to continue to survive amidst increasingly fierce competition is to have a competitive advantage, one way to obtain it is by continuing to innovate. Innovation is very important for company performance and the sustainability of its competitive advantage (Bharadwaj, A., et al, 2013). So innovative employees are needed so that the company is always dynamic to achieve predetermined targets. For this reason, one way that companies can win the competition is by utilizing the abilities of employees to participate in the innovation process (Hofacker, C., et al, 2020). The digital era presents a variety of new challenges and unlimited opportunities for business people. Business competition in the digital era is increasingly fierce, but at the same time, digitalization opens the door for new players to enter the market easily.

## **RESEARCH METHOD**

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

## **RESULT AND DISCUSSION**

### **Marketing Communication Theory**

#### **A. Understanding Marketing Communications**

Marketing communication (promotion) is a form of strategy used by companies to communicate with their target segments. Often called the promotional mix. Marketing communications can bring together buyers and sellers to carry out transactions, create a flow of information between sellers and buyers to carry out more efficient buying and selling transactions and allow for a satisfactory relationship between both parties (Varey, R. J, 2002).

Shimp, T. A. (2000) defines communication as a process where thoughts and understanding are conveyed between individuals or between organizations within individuals. Then, marketing is defined as a set of activities in which companies and other organizations transfer values (exchange) between themselves and their customers. When combined,

marketing communications represents a combination of all elements in a brand's marketing mix that facilitate exchange by creating a meaning that is disseminated to clients or customers.

Marketing communication according to Tjiptono, F. (1997) is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned.

Kotler, P., & Armstrong, G. (2008) promotional mix or what is called the company's marketing communications mix is a specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships.

According to Firmansyah, A. (2020) marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell. Marketing communications for consumers can tell or show consumers how and why a product is used, by what kind of people, and where and when.

According to Prasetyo, B. D., et al (2018), the objectives of marketing communication are: marketing communication is carried out to disseminate information (informative communication), influence someone or anyone to make a purchase or attract consumers (persuasive communication), and remind the audience to make repeat purchases (communication remind). Therefore, the effectiveness of marketing communications is the key to marketers' success in selling the products they have.

From the definitions above, it can be concluded that marketing communications is an effort to convey messages to the public, especially to target segments regarding the existence of products on the market in order to buy them, as well as building positive relationships with customers. Marketing does not only talk about products, product prices, distribution, but also talks about how to communicate these products to the public so that they are known, bought, and then become loyal. By using marketing communication strategies, consumers can be persuaded to form brand choices, change perceptions, encourage buyers, become a means of reminding the existence of the product, where to get the product, and also to be able to maintain this segment to be loyal to the company's products.

## B. Marketing Communications Mix

According to Kotler and Keller (2016) the marketing communication mix consists of 8 characteristics, including:

### 1. Advertising

All forms of non-personal presentation and promotion of ideas, goods or services by identified sponsors through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audio cassettes, video cassettes, video disks, CD-ROMs, web pages), and display media (billboards and posters).

### 2. Sales promotion

Various short-term incentives to encourage trial or purchase of products and services include consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales representatives).

### 3. Events and Experiences

Company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and charity events, as well as less formal activities.

### 4. Public Relations and Publicity

Various programs aimed internally at company employees or externally at consumers, other companies, governments, and the media to promote or protect the company's image or individual product communications.

### 5. Online marketing and social media

Online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or obtain sales of products and services.

### 6. Mobile marketing

A special form of online marketing that places communications on consumers' mobile phones, smartphones, or tablets.

### 7. Direct marketing and database

Use of mail, telephone, fax, email, or the internet to communicate directly with or solicit responses or dialogue from certain customers and prospects.

### 8. Personal Selling

Face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and obtaining orders.

### **Communication Strategy in Digital Business**

Business is a crucial field for anyone who enters this field. Business no longer only relies on the strength of human resources but also increasingly advanced technological sophistication. This increasingly rapid technology has led to the digital era. The digital era is an era where it is easier for people to carry out their daily activities (Bharadwaj, A., et al, 2013).

The digital era is a situation where the use of digital-based communication and information devices (the internet) is increasingly massive and dominates various daily human activities, starting from economic activities, arts, sports, government, education, social, and so on. It is hoped that the digital era that occurs in every area of society's life can foster creativity and innovation so that the country's economy becomes more developed (Pagani, M, 2013).

Apart from that, the digital era has brought changes in communication. Usually communication is carried out face to face and through intermediaries such as television, newspapers and other media. Communication can be done by video call via cellphone, making it easier for people to communicate (Bharadwaj, A., et al, 2013). Communication in business, along with the digital era, has become more developed and varied, business actors are expected to be able to make good use of this era to advance their business.

Business communication that can be carried out through various methods makes information spread more quickly and is easier for message recipients to understand. However, sometimes communication is hindered by interference so that the information conveyed becomes ineffective (Lerner, S, 2015). The existence of a communication strategy makes the delivery of a message or information clearer and no longer causes misunderstandings. Communication strategy is the planning and management stage which includes messages, channels and communicators which are carried out systematically to achieve certain goals. Having a communication strategy can make a company more optimal in achieving its goals.

Communication strategies in business are used as guidelines for a company in communicating between business partners and consumers. Developing a good communication strategy can make the company work more optimally (Brown, N., & Brown, I, 2019). Communication strategy is very

important to support a company in carrying out its daily business activities. However, workers sometimes still don't know business communication strategies in the digital era for various reasons, including: (Rosid, A., et al, 2023)

1. Lack of Effective Communication

Ineffective communication in business can result in misunderstandings in conveying information. These misunderstandings are usually caused by the communicant not paying attention to the message being conveyed, the communicator not being clear in conveying the message, or other disturbances while communicating. Some of these causes should be addressed so that communication is carried out effectively so that misunderstandings do not occur.

Implementing an effective communication strategy can be done in various ways, it can also be done through discussion forums or through various innovations so as to foster active communication between workers. Effective communication can help a company achieve its goals so that the business opportunities obtained become greater too.

2. Lack of Use of Technology

Insufficient use of technology means that workers do not understand business communication strategies in the digital era. Technology actually makes communication easier and faster, so mastery of technology is very necessary so that communication strategies can be implemented well.

Good use of technology can lead to creative innovation, so there is a need for special training for workers on how to use technology well and wisely. Technology also makes communication easier, correspondence no longer has to come to the Post Office but can be sent directly via email, making it easier for workers to move.

3. Lack of Internet Utilization

The internet is one of the supports for communication to run well in business. The internet reaches all consumers and can develop a business bigger, and can even expand overseas. The internet supports various information that can spread quickly because the internet tends to penetrate various barriers and national boundaries. The internet can be used as a tool to expand the reach of a business. The existence of the internet allows a business to collaborate well between employees and other business partners to develop and market a product.

The internet has become something important in communication so workers should be able to make good use of it. Utilization of the internet can expand knowledge about business communication strategies in the digital era. It is important in the digital era to utilize the internet in business. Workers can determine good business communication strategies in the digital era with the internet.

#### 4. Lack of Discussion Between Employees

Discussion is an activity to expand knowledge by conveying various opinions. Having discussions makes communication better and also acts as a bridge between workers to convey their ideas. Lack of discussion within a company can make information ineffective. Workers sometimes have discussions, but not useful discussions so that knowledge of business communication strategies in the digital era is less than optimal. It is best if discussions can be held regularly with various predetermined topics or themes so that communication between workers becomes more effective.

#### 5. Lack of Communication Knowledge

Communication is an activity that a person does every day. Communication can be carried out between two or more people using various intermediaries. Communication in the digital era is very important for a business, therefore workers are expected to be able to communicate well between fellow workers and superiors. However, sometimes workers' communication skills are still minimal. Workers only know communication as a way to convey their ideas.

Communication itself has various types and forms, there are also various kinds of communication channels. Workers sometimes only know the basics of communicating without learning more about how to communicate well. It is necessary to know about good communication because if you have enough knowledge, a message can easily be received (Pachitanu, A, 2016). Good knowledge makes workers more aware of business communication strategies in the digital era. Having knowledge about business communication strategies in the digital era makes workers more optimal in conveying messages, ideas, information and thoughts.

In this digital era, business communication strategies are used as guidelines for companies to communicate between business partners and consumers. because if a company or business person succeeds in launching a product, the profits obtained will increase. The business strategies that can be implemented by entrepreneurs in the digital era are as follows:

##### 1. Maximize the Use of Technology



2. Use Digital Marketing
3. Innovation in business
4. Using a special application
5. Take advantage of social media for promotion
6. Promotions are Mobile Friendly (Vitorino, L. C., et al, 2020)

Good communication can make a company run more optimally. Communication strategy is very important, as it supports the company's strategy in carrying out business activities.

### **Introduction to various Strategies and their Relevance to Digital Marketing**

The creation of a marketing strategy aimed at increasing competitive advantage in the e-commerce sector is incomplete without efforts to cultivate potential and repeat customers. These individuals are those who show a liking for products marketed through e-commerce. Obtaining data regarding the targets mentioned above is the key to strengthening competition in the e-commerce industry (Olson, E. M., et al, 2021). This information allows determining what products to offer and how much funds to allocate to the target consumer base.

Digital marketing is also very helpful in the process of growth and development of the business being managed compared to just relying on conventional or so-called traditional systems. Apart from that, digital marketing is also able to increase buyer returns on the products being marketed. The main goal of digital marketing is to utilize the power of modern technology and digital platforms to showcase and advertise products or services (Homburg, C., & Wielgos, D. M, 2022). It also aims to attract potential customers while strengthening relationships with current clients.

In this ever-developing environment, digital marketing has also become an option as a tool for marketing, so after understanding the business is in a particular market and has determined a marketing strategy that can be fulfilled, then after that the business owner can start planning a marketing strategy in digital marketing. namely digital marketing strategy. Marketing strategies using digital technology are the biggest contribution to the marketing mix (Khairunnisa, C. M, 2022).

Digital marketing strategies are built by adapting various principles from traditional marketing strategies, namely by using opportunities that can be obtained from digital media (Saura, J. R., et al, 2019). Marketing carried out digitally only has slight differences from conventional marketing methods,

namely the media, there are 3 digital marketing strategy models that can be used to help solve problems in building a digital marketing strategy, namely:

1. Porter's five forces analysis is a method that helps determine strategies in competitive and attractive markets. This is important to be aware of new factors in carrying out digital marketing strategies.
2. 4 Ps theory, this theory can help in creating structures and components to offer brands and show the differences between branding and marketing, this theory is explained by product, price, placement, promotion, and as this theory develops, it is supplemented by another P, namely people.
3. SWOT analysis, this theory is the most ideal theory for understanding business and markets. SWOT analysis includes strengths, namely the strengths of the business owned for that market segmentation, weaknesses, namely the weaknesses of the business owned by competitors, opportunities, namely opportunities that can be obtained from products or services that are marketed and then sold in that market segmentation.
4. Threats are negative factors or threats that will affect business (Stokes, R, 2013).

## **CONCLUSION**

Digital marketing strategies are built by adapting various principles from traditional marketing strategies, namely by using opportunities that can be obtained from digital media. Marketing carried out digitally has only a slight difference from conventional marketing methods, namely the media. Conventional marketing strategies are carried out to convince consumers to buy the products or services offered, as well as digital marketing strategies, which have the aim of convincing consumers to buy the products or services offered and increase brand awareness of the products or services offered by using various supporting tools. and internet media. Marketing strategies such as the 4P mix, namely product, price, place, placement can also be carried out as a digital marketing strategy, namely with additional updates to another P element, namely people. Digital marketing as a marketing strategy is very good because it has a wide reach and has broad market segmentation and is displayed in various media with minimal payment and effort.

## REFERENCES

- Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. V. (2013). Digital business strategy: toward a next generation of insights. *MIS quarterly*, 471-482.
- Brown, N., & Brown, I. (2019). From digital business strategy to digital transformation-How: A systematic literature review. *Proceedings of the South African Institute of Computer Scientists and Information Technologists 2019*, 1-8.
- Earley, M. A. (2014). A synthesis of the literature on research methods education. *Teaching in Higher Education*, 19(3), 242-253.
- Felix, A., Cerlysia, C., De Sheng, L., Hendra, M., Tjalani, R., & Colin, V. (2023). Strategi Komunikasi Pemasaran Digital. *Jurnal Common*, 7(2), 164-175.
- Firmansyah, A. (2020). Komunikasi pemasaran. Pasuruan: Qiara Media, 3.
- Hofacker, C., Golgeci, I., Pillai, K. G., & Gligor, D. M. (2020). Digital marketing and business-to-business relationships: a close look at the interface and a roadmap for the future. *European Journal of Marketing*, 54(6), 1161-1179.
- Homburg, C., & Wielgos, D. M. (2022). The value relevance of digital marketing capabilities to firm performance. *Journal of the Academy of Marketing Science*, 50(4), 666-688.
- Khairunnisa, C. M. (2022). Pemasaran Digital sebagai Strategi Pemasaran: Conceptual Paper. *JAMIN: Jurnal Aplikasi Manajemen dan Inovasi Bisnis*, 5(1), 98-102.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (Vol. 1, No. 2). Jilid.
- Lerner, S. (2015). Digital business strategy. *Touro Accounting & Business Journal*, 48.
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business horizons*, 64(2), 285-293.
- Pachitanu, A. (2016). Communication in the digital era and online corporate communications strategies—untapped opportunities for businesses in Romania. *Eastern European Business and Economics Journal*, 2(1), 27-42.

- Pagani, M. (2013). Digital business strategy and value creation: Framing the dynamic cycle of control points. *Mis Quarterly*, 617-632.
- Prasetyo, B. D., Febriani, N. S., Asmara, W. W., Tamitiadini, D. D., Destrity, N. A., Avina, D. A. A., & Illahi, A. K. (2018). *Komunikasi pemasaran terpadu: pendekatan tradisional hingga era media baru*. Universitas Brawijaya Press.
- Rosid, A., Purnomo, H., Hamid, A., Wardhana, M. G., & Setianti, Y. (2023). THE INFLUENCE OF INTEGRATED COMMUNICATION STRATEGIES IN ONLINE BUSINESS IN THE DIGITAL ERA ON BUILDING AND SUSTAINING CORPORATE IMAGE: A CASE STUDY ON THE DYNAMICS OF COMPANIES IN INDONESIA. *INTERNATIONAL JOURNAL OF ECONOMIC LITERATURE*, 1(2), 177-190.
- Rusdana, N. R., Choirani, S. J., & Friska, A. S. (2022). Digital marketing communication strategy for micro, small and medium enterprises (MSMEs) in business competition. *International Journal of Research and Applied Technology (INJURATECH)*, 2(1), 163-168.
- Salamzadeh, A., & Kawamorita Kesim, H. (2015). Startup companies: Life cycle and challenges. In 4th International conference on employment, education and entrepreneurship (EEE), Belgrade, Serbia.
- Saura, J. R., Palos-Sanchez, P. R., & Correia, M. B. (2019). Digital marketing strategies based on the e-business model: Literature review and future directions. *Organizational transformation and managing innovation in the fourth industrial revolution*, 86-103.
- Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of research in Marketing*, 39(2), 541-565.
- Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*, 4, 245-273.
- Singleton, J., Degenhardt, L., Hall, W., & Zabransky, T. (2009). Mortality among amphetamine users: a systematic review of cohort studies. *Drug and Alcohol Dependence*, 105(1-2), 1-8.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of business research*, 104, 333-339.
- Stokes, R. (2013). *eMarketing: The essential guide to marketing in a digital world*. Quirk Education Pty (Ltd).

Tjiptono, F. (1997). Prinsip-prinsip total quality service.

Varey, R. J. (2002). Marketing communication: Principles and practice. Psychology Press.

Vitorino, L. C., Lisboa, A., & Antunes, R. J. (2020). Digital era: how marketing communication develops business innovation–case studies. In Digital Marketing Strategies and Models for Competitive Business (pp. 1-29). IGI Global.