THE EFFECT OF THE DIGITAL REVOLUTION TO CONQUER GLOBAL MARKETING IN ERA 4.0 ON CONSUMER BEHAVIOR

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ABSTRACT

In today's sophisticated era, the digital revolution continues to develop. Today, the world's industry and manufacturing has faced a revolution that has changed all kinds of existing forms of industry, especially in the fourth era or the digital revolution. Era 4.0 is marked by the emergence of various changes that occur in technology that have an impact on various fields, and one of them is the marketing aspect. Marketing has now shifted from the traditional marketing concept to Global Marketing, where today's trade has reached a matter of seconds because all transactions are carried out online with the help of the internet and can spread widely anywhere, both domestically and abroad. The digital revolution has also changed consumer behavior towards marketing. This change in consumer behavior can also be seen from the way they search for, pay for, use and dispose of purchased goods after consumption. Consumer habits in consuming media have also changed drastically, and this has prompted marketers to create strategies and innovate to find effective alternative channels to attract consumers.

INTRODUCTION

The term Indonesia 4.0 must be familiar to us. The origin of this term is the occurrence of the industrial revolution around the world, which is a fourth industrial revolution. It can be said as a revolution, because the changes that occur have a big effect on the world's ecosystem and the way of life and in the field of marketing is easier to see the changes. The industrial revolution 4.0 is even believed to be able to significantly improve the economy and quality of life. (Fonna, 2019)

The industrial revolution was initiated for the first time by a group of representatives from various fields from Germany, in 2011 at the Hannover Trade Fair. It was explained that the industry is currently entering new innovations, where the production process is starting to change rapidly (Makmur, 2020). In 2015, Angella Markel introduced the idea of the Industrial Revolution 4.0 at the World Economic Forum (WEF). Germany itself has provided €200 million in capital to support academia, government and business to conduct cross-academic research on the Industrial Revolution 4.0. Not only Germany is carrying out serious research on the Industrial Revolution 4.0, but the United States is also driving the Smart Manufacturing Leadership Coalition (SMLC), a non-profit organization consisting of manufacturers, suppliers, technology companies, government agencies, universities and laboratories whose goal is to advance the way thinking behind the Industrial Revolution 4.0 (Wulan Ndari, 2020).
We are currently in an era where the Industrial Revolution 4.0 has just begun. Then what exactly is the Industrial Revolution 4.0? The Industrial Revolution 4.0 applies the concept of automation carried out by machines without the need for human labor in its application. Where this is a vital thing needed by industry players for the sake of time, labor and cost efficiency. The application of the Industrial Revolution 4.0 in factories is currently also known as Smart Factory. Not only that, currently data retrieval or exchange can also be done on time when needed, via the internet network. So that the production and bookkeeping processes that run at the factory can be authorized by interested parties anytime and anywhere as long as they are connected to the internet.

If we look back at the Industrial Revolution 3.0 which is the starting point of the digital revolution era, which combines innovation in the fields of Electronics and Information Technology. There is a debate whether the Industrial Revolution 4.0 is suitable to be called an industrial revolution or just an expansion or development of the 3.0 Industrial Revolution (Saragih, 2018). But in fact, the development of the Industrial Revolution 3.0 to the 4.0 Industrial Revolution was very significant, new things that had never existed before in the 3.0 Industrial Revolution era began to be discovered. Experts believe this era is the era of the Industrial Revolution 4.0, because there are many new innovations in Industry 4.0, including the Internet of Things (IoT), Big Data, 3D printing, Artificial Intelligence (AI), driverless vehicles, genetic engineering, robots and so on. smart machine. One of the biggest things in the Industrial Revolution 4.0 is the Internet of Things (Yudhanto & Azis, 2019).

Marketing 4.0 is a marketing approach that combines online and offline interactions that occur between sellers and consumers. Marketing 4.0 is the latest approach whose main goal is to win consumer advocacy. The combination of online and offline interactions is needed to complement each other. Advances in technology have indeed allowed us to do online marketing management so that it is easier and can target a wider range of customers. But online interaction alone is not enough. In fact, offline interaction is still needed. This is necessary to touch consumers in order to get satisfactory service from the products or services offered (Latianingsih, Susyanti, Martina, & Mariam, 2021).

That is why in marketing 4.0, the online market is not trying to bring down the offline or traditional market. But instead they fill each other’s roles.

IoT (Internet of Things) has the ability to connect and facilitate the communication process between machines, devices, sensors, and humans through the internet network. As a small example, if previously in the era of the Industrial Revolution 3.0 we could only transfer money through ATMs or bank tellers, now we can transfer money anywhere and anytime as long as we are connected to the internet network. Enough with the applications that are in our gadgets and an internet connection, we can control our financial activities anywhere and anytime (Yudhanto & Azis, 2019). In addition to the Internet of Things, there is also the term Big Data which plays an important role in the Industrial Revolution 4.0. Big data is all information stored in cloud computing. Big data analytics and cloud computing, will help early detection of defects and production failures, thus enabling prevention or improvement of productivity and quality of a product based on recorded data. This can happen because of big data analysis with the 6c system, namely connection, cyber, content/context, community, and customization.
The process can provide useful insights for plant management. Data is processed with advanced tools (analytics and algorithms) to produce logical information. The processed data can also help to consider the existence of visible and invisible problems in industrial plants. Information generation algorithms should be able to detect unseen problems such as engine degradation and component wear and tear.

**METHOD**

Research variables are basically everything in any form that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. The variables used in the study can be classified into: independent variables (independent), namely variables that explain and influence other variables, and dependent (bound) variables, namely variables that are explained and influenced by independent variables. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Naryoso, 2020).

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. To determine the measurement of respondents' answers in this study, using a research in the form of a questionnaire, which was measured using a Likert scale (Likert's Summated Rating).

This data collection technique, the authors collect data and information through research with the techniques used are as follows:
1. Questionnaire Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.
2. Field Research The method of collecting data is carried out at the location (object of research) directly or in other places that are related to the subject of discussion. Field research was carried out by distributing questionnaires. In this case the questionnaire was submitted directly to the respondents at the research location.

**RESULTS AND DISCUSSION**

The results achieved through a questionnaire entitled The Effect of the Digital Revolution to Conquer Digital Marketing in the 4.0 Era on Consumer Behavior. The students of the Islamic Economics and Business Faculty of UINSU are as follows:
1. In the current era, consumer behavior should be able to take advantage of digital media as one of their product marketing efforts so that consumers are more familiar with the products produced by digital marketing.
2. The development of digital technology allows consumers to market their products online and make transactions through the online banking system as well.
3. Digital marketing is one of the important business sectors in Indonesia because it has an important role for economic growth in Indonesia.
4. The results obtained from this distributed questionnaire are giving an influence on the use of digital marketing as a digital revolution to conquer digital marketing in the 4.0 era on consumer behavior, especially for students of the Islamic Economics and Business Faculty of UINSU.
Digital Revolution

If we carefully observe the developments of the era from the 80s to the present, we will find extraordinary developments in the field of information technology. The reason is, in the 80's information disclosure began, and in the 90's a big revolution occurred. It was in this era that the internet began to be known by many circles, and this is what is often referred to as the digital revolution.

This digital revolution has changed a person's perspective in living a very sophisticated life as it is today. A technology that makes big changes to the whole world, from helping to make things easier to creating problems for not being able to use these increasingly sophisticated digital facilities properly and correctly.

This digital revolution also affects a person's lifestyle in carrying out their duties as a consumer, in the past people buying clothes had to go to the store to sort and choose which clothes to buy, try on and then buy. But now people are facilitated by buying online. People do not have to go to a clothing store to choose clothes, but simply by ordering via online then a few moments later the order will be sent. Consumer behavior today with the past has changed.

The Digital Revolution is a change from analog mechanical and electronic technology to digital technology that has occurred since 1980 and continues to this day. The revolution was initially probably sparked by a generation of teenagers born in the 80s. Analogous to the agricultural revolution, the industrial revolution, the digital revolution marked the beginning of the Information age (al-Fikri, 2021).

Global Marketing 4.0

In the digital economy era, Marketing 4.0 was introduced. Marketing 4.0 is the latest approach in the world of marketing, namely a marketing approach that combines online interaction and offline interaction between companies and customers whose main goal is to win consumer advocacy (Kotler, Kartajaya, & Setiawan, 2019).

In addition to combining online and offline, marketing 4.0 also integrates style and substance, because style is important but people don't only need style but also want to know the substance, so substance is also important. This means that brands not only prioritize good branding but also provide good and relevant content with up-to-date packaging.

Marketing 4.0 does not only develop machine-to-machine connectivity in order to boost productivity but must also be balanced with the development of human-to-human connectivity which will actually strengthen customer engagement. So that technological developments do not stop at the technology itself (Mukhoyaroh & Susilawati, 2019).

In the era of marketing 4.0, in the culinary world, many brands have implemented this marketing strategy. The competition in the culinary world is so tight that culinary businessmen must be able to take advantage of consumers and all related parties so that they are willing to work together to increase brand awareness online and offline. So it's no wonder that currently many brands are using the services of food bloggers to increase brand awareness and sales figures.

Not only online strategy, offline is also important. Business people must still think about brand activation so they can meet directly with customers. In addition to offline brand activation events, it must also be communicated online so that netizens also understand all
offline events held by the company. In the current era, Marketing 4.0 must indeed be carried out so that a brand can win the competition.

**Consumer behavior**

Consumer behavior is the process and activity when a person relates to the search, selection, purchase, use, and evaluation of products and services to satisfy needs and wants. Consumer behavior is the things that underlie consumers to make purchasing decisions. For low-involvement goods, the decision-making process is carried out easily, while for high-involvement goods, the decision-making process is carried out with careful consideration (Aji & Widodo, 2010).

The digital revolution and consumer behavior are a correlation. As previously explained, the digital revolution has changed human behavior as consumers of a product. Let's discuss consumer behavior in this digital era based on the notion of consumer behavior itself. Okay, consumer behavior according to Indonesian explains that, consumer behavior is a process and activity when someone relates to the search, selection, purchase, use, and evaluation of products and services in order to meet the needs and desires of consumers themselves (Aji & Widodo, 2010).

In the past, people looking for products had very limited information, at best people got information from advertisements in pamphlets, billboards, newspapers or other things. Now with the digital revolution, it is very easy and cheap to find a product, only with the help of an internet search engine called "Mbah Google" we will get almost all product information needs.

The most prominent of the changes in consumer behavior in this era of the digital revolution is purchasing. A person can get a laptop, a car, even a house just by sitting in front of the computer, of course, after that person places an order by sending money for the price of the goods purchased. And that is the model for some people to make buying and selling transactions in this digital era. Many influences, a person then feels unsuitable with the product he buys, in evaluating his decision, someone usually asks for advice from close friends or people who are already experts or are familiar with the products purchased, but with this unlimited information, people will be more It is easy to evaluate the decision to then buy a new product, namely by using social media or other internet media

**CONCLUSION**

The digital revolution has also changed consumer behavior towards marketing. Changes in consumer behavior can be seen from the way they search for, pay for, use and dispose of purchased goods after consumption. Consumers' habits in consuming media have also changed drastically, and this is what drives marketers to create strategies and innovate to find alternative channels that are more effective to attract consumers. In the face of the digital marketing era, consumers are now much smarter and tend to demand more from their desires than during the traditional marketing era. This is due to the rapidly increasing development of information technology which always provides abundant information for users. So abundant, sometimes consumers have more knowledge than marketers. This is what makes consumers not fully trust the message conveyed by marketers in marketing their products.
REFERENCES