

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

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Latar Belakang: Di era serba canggih saat ini, revolusi digital terus berkembang. Dewasa ini, dunia industri dan manufaktur telah menghadapi revolusi yang telah mengubah segala macam bentuk industri yang ada, terutama pada era keempat atau revolusi digital. Era 4.0 ditandai dengan munculnya berbagai perubahan yang terjadi di bidang teknologi yang berdampak pada berbagai bidang, salah satunya adalah aspek pemasaran.

Tujuan: Pada penelitian ini akan memberikan wawasan yang berguna bagi manajemen pabrik.

Metode: Data diproses dengan alat canggih (analitik dan algoritma) untuk menghasilkan informasi yang logik. Data yang diproses tersebut juga dapat membantu mempertimbangkan adanya masalah yang terlihat dan tidak terlihat di pabrik industri.

Hasil: Revolusi digital juga telah mengubah perilaku konsumen terhadap pemasaran. Perubahan perilaku konsumen dapat dilihat dari cara mereka mencari, membayar, menggunakan dan membuang barang yang dibeli setelah konsumsi. Kebiasaan konsumen dalam mengonsumsi media juga berubah drastis, dan inilah yang mendorong pemasar untuk membuat strategi dan berinovasi mencari saluran alternatif yang lebih efektif untuk menarik konsumen.

Kesimpulan: Dalam menghadapi era pemasaran digital, konsumen sekarang jauh lebih pintar dan cenderung menuntut lebih banyak dari keinginan mereka daripada selama era pemasaran tradisional. Hal ini disebabkan oleh pesatnya perkembangan teknologi informasi yang selalu memberikan informasi yang melimpah bagi penggunaannya. Saking melimpahnya, terkadang konsumen memiliki pengetahuan lebih dari pemasar. Hal inilah yang membuat konsumen tidak sepenuhnya mempercayai pesan yang disampaikan oleh pemasar dalam memasarkan produknya.

Kata kunci: revolusi digital, pemasaran global 4.0, perilaku konsumen

Abstract (English)

Background: 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.

Objective: This research will provide useful insights for plant management.

Methods: Data is processed with advanced tools (analytics and algorithms) to generate logical information. The processed data can also help consider the presence of visible and invisible problems in industrial plants.

Results: 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.

Conclusion: 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.

Keywords: digital revolution, global marketing 4.0, consumer behavior

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INTRODUCTION

The industrial revolution 4.0 is even believed to be able to significantly improve the economy and quality of life (Fonna, 2019). It was explained that the industry is currently entering new innovations, where the production process is starting to change rapidly (Makmur, 2020). In 2015, Angela Merkel 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).

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).

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.

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). 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 questionnaire and field research.

RESULT AND DISCUSSION

Digital Revolution

This digital revolution 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.

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).

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 is no wonder that currently many brands are using the services of food bloggers to increase brand awareness and sales figures.

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).

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.

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