

MARKETING MANAGEMENT STUDY PROGRAM IN THE ERA OF DIGITAL ECONOMY AND GREEN ECONOMY

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ABSTRACT

It is easy to see that the implementation of higher education today is moving into an industry. The higher education service industry that shifts the meaning of the noble ideal of educational goals is to humanize people. The method used in this study is a qualitative method by collecting data, reading and recording, and managing it. The convenience offered in the Digital Economy automatically opens up wide business opportunities in various fields. The management of Tiggi University must be able to synergize all potentials in various situations and various stakeholders in collaborative cooperation between the government, business actors, and other parties. In a digital economy practice situation, the key to a university's success in marketing its study program lies in the level of ability and quality of managers in bringing together three important factors, namely: *computing, communications, and content*. *Computing*, which is the core of the industry, *computing* is the center of data and information processing needed to carry out Tri Dharma transactions.

Keywords: digital economy, green economy, service marketing, study programs

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INTRODUCTION

Universities compete to become the best through various ways of translating the Tri Dharma of higher education. The quick response from universities is to adjust the operational process starting from raw materials (student admission selection, curriculum) and production processes (lecturers, education staff, work systems) to become outputs (alumni) that are in accordance with the wishes of the community and industrial needs (Ivanov et al., 2021).

Competition is inevitable, especially in the era of economic digitalization (Amankwah-Amoah et al., 2021). The impact brings pressure on universities to formulate marketing strategies for study programs and continue to contribute to the spirit of environmental conservation.

Efficiently and effectively become a "*magic word*" for the consideration of all actions and steps to be taken by any individual or business entity. The more humans think based on considerations of how much it will cost, how long it will take and how many benefits will be obtained, it will come down to the choice of what system and device to use and how much it will cost.

The speed of the process and low costs are the drivers of companies entering the era of economic digitalization because they are able to bring changes in people's economic activities and businesses from manual to automatic, leading to a decrease in the share of human labor directly in the production process. The digitization of the economic transaction process brings a noticeable change to the needs of the workforce both in numbers and qualifications. This phenomenon must be observed by universities in order to maintain existence.

The basis of a logical and pragmatic approach does not mean ignoring the responsibility of universities to environmental issues. Therefore, universities must be able to adapt in an environment that is required by digitizing the work system and the demands on preserving nature. In such industrial situations and environments, the Study Program must be produced, packaged, presented and marketed.

The form of commitment to the environment is manifested in the research roadmap that is compiled to include elements of the purpose of nature conservation as well as community service which is one of the pillars of the Tri Dharma of Higher Education to be one of the entrances to the real contribution of universities in creating an economy that leads to the realization of a green economy. The content of the program and its targets are based on efforts to conserve nature in the form of various concrete actions that can be enjoyed directly by the community in general (Burger-Helmchen & Cohendet, 2011).

METHOD

The method used in this study is a qualitative method by collecting data, reading and recording, and managing it (Carpenter et al., 2004). Data comes from literature, journals, articles, statistical data, research results that have been carried out by state institutions, world institutions, the national and global industrial world related to the Digital Economy, Green Economy and Service Marketing. This method aims to develop theoretical aspects and a real picture of this topic so that it can conclude and give recommendations.

RESULTS AND DISCUSSION

Product Marketing Management Services

Service Products

Two notions of merit are presented by Christopher Lovelock and Lauren Wright as follows: First Service is defined as an act or performance offered by one party to another. Although the process may be related to physical products, performance is inherently intangible and usually does not result in ownership of any of the factors of production. The second meaning of Service is an economic activity that creates value and provides benefits to customers at a certain time and place, as a result of desired changes in—or on behalf of—the recipient of the service (Lovelock, 1999).

Meanwhile, *The American Marketing Association* (AMA) defines services as activities, benefits, or satisfactions offered for sale or provided with the sale of goods to customers, namely pre-sale and after-sales services. Service is an act, performance, or effort. The service consists of all the personal facilities needed from time to time such as; medical treatments, education, rental of residences and vehicles, haircuts, spas, music concerts, dance classes, etc. Services provide benefits without ownership. Services are economic activities carried out by one party to another. Often based on time, these performances bring the desired result to the recipient, thing, or other asset. In exchange for money, time, and effort, customer service expects value from access to labor, skills, expertise, goods, facilities, networks, and systems.

Services tend to have four distinctive characteristics: intangible, heterogeneity, non-durable, inseparable. The main implications of these characteristics include:

Most services cannot be inventoried (that is, output can be damaged). Intangible elements usually dominate value creation (that is, services are physically intangible). Services are often

difficult to understand (that is, services are mentally intangible). Customers are often engaged in co-production (that is, if the person processing is involved, the service is inseparable). People (service employees) can be part of the product of services and experiences. Operational inputs and outputs tend to be more varied (i.e., heterogeneous services). Time factors are often considered very important (for example, management capacity). Distribution can be carried out through nonphysical channels (for example, information processing services).

Service Categories by Type of Processing

- a. Processing of people (for example, passenger transport, hairdressing)
- b. Ownership processing (e.g., freight transport, repair services)
- c. Processing of mental stimulus (e.g., education)
- d. Information processing (e.g., accounting)

Service Marketing

Service marketing is different from product marketing of goods. Service marketing is the marketing and sale of intangible products (non-physical products) based on relationships and values aimed at utilizing effective communication methods to create demand. Marketing challenges are different from marketing goods. As an organizational function, service marketing is described by the AMA as a set of processes to identify or create, communicate, and deliver value to customers and to manage customer relationships in a way that benefits the organization and stakeholders.

There is an interactive model of service management that explains how service marketing is shaped by organizations. This model involves the relationship between three elements of the organization such as the company, employees and service consumers. Company: binding appointments with employees, as well as making appointments with customers. Employees: deliver on promises. Customer: receiving an appointment from the company

The synergy of the three elements produces two kinds of marketing, namely:

a. Internal marketing

Internal marketing in the service triangle is used for companies and organizations that motivate their employees. They give parties to their employees to keep their spirits up. The goal is to keep them satisfied when they are satisfied, then they can better use their creative abilities for customer satisfaction.

Such companies also decentralize power into their employees, so they can decide for themselves. Empowering them with decision-making will increase their loyalty, and they will take responsibility for their actions.

b. External marketing

External marketing is a very common type of marketing that companies usually do to increase their sales and brand awareness. It involves all the activities that companies usually carry out towards their customers. Sales promotion, personal sales, direct sales, offers, and direct marketing fall into the category of external marketing.

Service Marketing Strategy

The marketing strategy of services will be very different from the product of goods. Intensively marketing campaigns for services, containing explanations and more relevant information about the services. Since customers can't see or touch them, companies must provide potential consumers with a simulated experience.

a. Referrals - Referrals

Word of mouth is an excellent service marketing strategy. That's because when a happy customer will share his experience with his friends and social circle, then they will most likely come to experience the company's services.

b. Educating Customers

The company educates customers about the services to be launched. The more aware the customer is, the more likely they are to want the service. More demand means more sales.

Service business managers face variables that need to be synergized for business goals to be successful, Lovelock offers an 8P approach to explain these variables, namely:

a. Product - Product Element.

Covering all the components of a performance service that creates value for the customer involves the steps that need to occur in a defined order. The manager must determine the features of the core product and the additional service elements that come with it, with reference to the benefits desired by the customer and how well the competing products perform.

b. Place - Place, Cyberspace, and Time

Management decisions about when, where, and how to provide service to customers. Delivering product elements to customers involves decisions about the place and time of delivery and may involve physical or electronic distribution channels (or both), depending on the nature of the services provided.

Companies can provide services directly to their customers or through the intermediaries of organizations such as retail outlets owned by other companies, which receive a fee or a percentage of the sale price for performing certain tasks related to sales, service, and customer contact. Customer expectations of speed and comfort are important determinants in the service delivery strategy that can be achieved using information technology and internet facilities.

c. Process

A certain method of operation or a set of actions, usually creating and delivering product elements to customers requires the design and effective implementation of processes. A process describes the methods and sequences in which the operating system services work. Poorly designed processes tend to annoy customers due to slow, bureaucratic, and ineffective service delivery.

d. Productivity and Quality

Productivity: how efficient service inputs are converted into outputs that add value to customers. Quality: the extent to which the service satisfies the customer by meeting his needs, desires, and expectations.

Improvement of the quality of the suit should be taken into account the possibility of the appearance of additional costs and those that can reduce the company's profits.

e. People - People

Namely customers and employees engaged in the production of services. Many service services rely on direct personal interactions between customers and company employees (such as haircuts or eating at restaurants). The nature of this interaction greatly affects the customer's perception of the quality of service. Customers often judge the quality of the service they receive largely based on their assessment of the person providing the service. Successful

service companies devote significant effort to recruiting, training, and motivating their personnel, primarily—but not exclusively—those who are in direct contact with customers.

f. *Promotion and Education*

No marketing program can succeed without an effective communication program. Promotion and Education in the form of communication activities and incentives that are educational in nature are designed to build customer preferences for certain services or services. Communication is delivered directly by salespeople and or through social media.

This component plays three important roles of providing needed information and advice, persuading target customers about the benefits of a particular product, and encouraging them to take action at any given time.

g. *Psychical Evidence*

Physical forms in the form of the appearance of buildings, vehicles, interiors, furniture, equipment and the appearance of employees, print media is a real, easy-to-see clue that provides evidence of service quality as well as other tangible clues that provide evidence of the company's style and quality of service.

h. *Price and Other User Outlays*

Pay attention to the prices and expenses that will be borne by users in the form of: the time and effort spent by customers to buy and to benefit from service products.

Digital Economy

According to Tapscott, the digital economy is a social phenomenon that affects the economic system, where the phenomenon has characteristics as an intelligence space, including information, various accesses to information instruments, information capacity, and information processing. The components of the digital economy that have been successfully identified for the first time are the ICT industry, e-commerce activities, and digital distribution of goods and services. Tapscott identified twelve important characteristics of the digital economy namely: Knowledge, Digitization, Virtualization, *Collectivity*, *Internetworking*, Disintermediation, Convergence, Innovation, *Presumption*, Immediacy, Globalization, and *Discordance* (Agustina, 2019).

Rapid digitalization affects all aspects of life such as how humans interact, work, shop, and receive services. It also focuses on the creation and exchange of value. Digitalization is closely related to the use of cross-border data, cross-users occur within countries and across countries that use the internet network. Its use has implications for economic, social, political, defense and security as well as human rights. In the Digital Economy data can be a business opportunity, so data becomes a key strategic asset for the creation of self-value and social value.

As the 2021 Digital Economy Report published by UNCTAD (*United Nations Conference on Trade and Development*) shows the complexities involved in organizing cross-border data and data flows in a way that can bring the benefits of sustainable development (UNCTAD, n.d.).

A research report on the Digital economy in Southeast Asia sponsored by three major Google companies, Temasek, and Bain & Company shows data that internet growth for economic activity increased from 2016 to 2021. According to this report, The region's digital economy with a population of 589 million people is moving from resilience to revival, paving the way for a future, where the internet economy is projected to reach a gross *merchandise value* (GMV) of \$1 trillion by 2030 (Davis, 2021a).

Changes in consumer behavior driven by the pandemic are expected to have a long-term impact on the growth of major internet economies such as: *e-commerce*, food and transportation, *online* media, *online* travel, and digital financial services as well as health and education. To open up great opportunities for business growth, businesses must know what is needed to meet consumer expectations and increase customer satisfaction. The consumption of digital services is a new way of life and will be at the forefront.

New internet users in 2021, the number of digital consumers or users who have paid for *online* services is also increasing. For starters, the region added 40 million new internet users this year, on top of the 40 million people who were *online* in 2020. This brings internet penetration in the region to 75%.³ Percentage of internet users across digital services.

Indonesia has 21 million new digital consumers from the beginning of the pandemic until 2021. Of these new users, 72% are from non-metro areas – a very positive sign of growing penetration in the region's largest market. These users remain, considering that 96% of them still use the service and 99% intend to go ahead. Pre-pandemic users - those who used the service before the pandemic - have consumed an average of 3.6 more services since the pandemic began, and among all users, satisfaction with the service reached 87% across verticals (Davis, 2021b).

In addition, 60 million people started using digital services for the first time after the pandemic, and a third of them only started using them in 2021.⁴ In addition, the adoption of digital services remains strong in 2021, with growth across services ranging from *e-commerce* to food delivery and *ride-hailing*.

The digital economy in Indonesia can have many positive impacts, allowing the emergence of new business models, integration between business sectors, as well as changes in business models in existing sectors.

E-commerce, which has driven most of the market's growth in 2021, is expected to reach more than two-thirds of the region's GMV by 2030. At that time, online shopping was expected to become the norm for consumers of all ages, both in urban and rural areas, and nearly 50% of retail shopping would occur online, compared to about 10% now.¹⁴ This growth will be driven by the popularity of digital financial services such as e-wallets and services (*Buy Now Pay Later* – BNPL), which will enable generations of underbanked consumers to shop *online*.

Food Delivery Services and *e-commerce*, in Indonesia, are strong, and growth in all *e-Commerce* sectors remains the main growth driver at 52% YoY (\$35 billion to \$53 billion), while transportation & food, and *online* media grew by 36% and 48% YoY, respectively.

UNCTAD also reports that it is estimated that global internet traffic in 2022 will exceed all Internet traffic up to six years in advance. Five major business sectors are rapidly advancing in the internet economy: *e-commerce*, transportation and food, online travel, *online* media, financial services, and two new sectors of *health tech and edutech*.

Signs of Digital Economy opportunities are characterized by the high interest of foreign investors to enter the Indonesian digital market; Technological innovations that support the digital economy enter Indonesia massively; and The potential for managing remittances of Indonesian migrant workers is still very large. On the other hand, there are challenges such as: high *abuse opportunities* in the digital world; the influx of similar products from abroad at a lower price, the high bargaining power of buyers; and the current *Nerve center platform* is entirely abroad.

In the digital economy, the boundaries between consumers and producers that have been clearly seen have become blurred. Almost all consumers of information technology can easily become producers who are ready to offer their products and services to the public and the business community (Nasution et al., 2019).

Green Economy

According to the United Nations Environment Programme (UNEP) "A green economy is an economy that results in improved human well-being and social equality, while significantly reducing environmental risks and ecological scarcity (Bappenas & Global Green Growth Institute, n.d.).

The Green Economy plays a role in two aspects namely firstly sustainable consumption and production aims to improve production processes and consumption practices to reduce resource consumption, waste generation, and emissions throughout the life cycle of the process and products Secondly resource efficiency refers to the ways in which resources are used to provide value to society and aims to reduce the number of resources needed, and emissions and waste generated, per unit of product or service. The Green Economy provides a macro-economic approach to sustainable economic growth with a primary focus on investment, employment and skills (UNEP, n.d.).

So 'Green Economy' is a concept of economic behavior that pays attention to economic growth along with the concept of preventing damage to the natural environment and decreasing the quality of the communal environment. So as to create an economic system that is fair, inclusive, and sustainable. The result is a green economic system capable of: generating wealth, guaranteeing a good quality of life by reducing environmental risks and ecological scarcity; creating jobs, and eliminating poverty by promoting welfare and social justice.

Concrete actions aim to minimize waste, reduce environmental pollution and global warming, as well as prevent resource exhaustion.

The target of realizing a Green Economy faces challenges, first, there is a need for real transformation of society. Many companies and communities are not ready for this change. In many countries, this concept is far from reality. The second challenge lies in the transition to a Green Economy in developing countries. In this region, adopting an effective green economy system is complicated and requires a more complex bioeconomic analysis (Kamos, n.d.).

DISCUSSION

The convenience offered in the Digital Economy automatically opens up wide business opportunities in various fields. The management of Tiggi University must be able to synergize all potentials in various situations and various stakeholders in collaborative cooperation between the government, business actors, and other parties.

Dharma Pendidikan product is an intangible product where as a service it can be said to provide intangible benefits (increased knowledge, talents, professional expertise, skills) produced with the help of a set of tangible (infrastructure) and intangible (faculty expertise and learning). As with other services, this product cannot be stored or stocked, meaning that the production and consumption processes occur simultaneously. Its characteristics are high Fixed Cost, Low Variable Cost.

As of 2020, the number of institutions providing higher education is 4,593. Based on the form of vocational higher education 1,190 and higher education 3,403. Meanwhile, based on

the group of trustees of 3,044 private universities, 1,240 religious colleges, and 122 public universities, special colleges 187.

The university manages 29,413 study programs with details of 3,426 vocational study programs and 25,987 non-vocational college study programs. The study programs are managed by 15,815 private colleges, 7,182 public colleges, 5,377 religious colleges, 1,039 special colleges. as shown in the following diagram.



Figure 1: Number of Study Programs Based on Form of Education



Figure 2: Number of Study Programs by Group of Trustees



Figure 3: Number of PTs by Group of Trustees

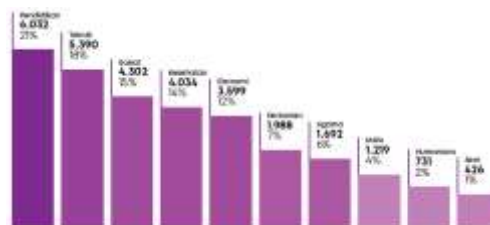


Figure 4: Number of Study Programs by Science Group

Taking into account so many higher education providers, every manager should compile a clear, careful, detailed direction and goals, becoming an action program in each study program.

College Products

Higher Education products can be traced through the Tri Dharma of Higher Education, namely Dharma Pendidikan products, Dharma Research products, and Dharma Community Service products.

Dharma Pendidikan products produce outputs in the form of study program graduates who have certain knowledge and skills. Dharma Research products produce outputs in the form of scientific works such as books, journals, proceedings, copyrights, and patents. Dharma Community Service products produce physical work, and skills, increasing community literacy in the fields of law, economy, culture and democracy, politics, and social.

The production process to produce products in the three types of dharma takes place on and or off-campus involving the entire academic community. Each production program departs from the Strategic Plan and Operation Plan as the basis for implementing the work program.

Its consumers consist of student students, graduate user institutions, and the community, especially the target of community service activities.

The degree of product absorption by the user of each Dharma reflects the quality of the product itself. For example, the more and faster the graduates of study programs who are absorbed in the industry, the better the quality of graduates. The more scientific papers published in well-known journals indicate the more active the research activities are. The more missed his arrival in the community, the more useful his service program became. So that the existence of universities and their work programs will be more stable.

College Product Characteristics

In the Dharma of Education, Higher Education becomes a factory of "*intangible products*" in the form of knowledge and skills inherent in its graduates. As an intangible product—educational, it can rarely be tried, checked, or tested first before "buying". This unique educational product is not exactly the same as other *intangible* products produced by transportation, finance, banking, hospitality, tourism, workshops, or medical services. Alumni of universities as *an output* of the academic process will enter the world of work, either as workers or entrepreneurs. However, at different times before graduation, they are the main *input* for teaching and learning activities that take place on and off campus.

The quality of this *intangible* product depends on the processing process, raw materials, and management skills of the manager. In order for the product to sell well in the market, consumer tastes and needs are factors that cannot be ignored.

As consumers of university products, the business world and the industrial world are developing and adapting in line with the development of engineering technology and information technology. Recently, information technology has developed very revolutionarily, it has brought changes in the way of production from the beginning, many are done directly by human labor, now many are replaced with artificial intelligence technology.

The result of today's rapid changes brings up new problems as well as new opportunities. New problems such as no longer the need for a lot of manpower, no longer the need for a large number of office branch buildings, this results in the amount of labor supply as a college product inversely proportional to the existing demand or job opportunities. However, on the other hand, this extraordinary development of information technology opens up new opportunities and job opportunities in fields related to the job automation process. Taking this into account, universities must be able to open study programs to print their products to adapt to existing developments and changes.

How universities produce is the main key to product quality. The characteristics of a college producing are different from how a company produces in general. All companies sell intangible goods on the market, consumers are not interested in knowing how they are produced in their place. This is different from universities where almost the entire production process is known by the public and closely monitored by institutional stakeholders such as LLDikti, BAN PT or LAM, the industrial world. Through various kinds of monitoring devices online or offline. Various forms of reports must be prepared electronically or manually. Coaching activities are also carried out systematically, integrated, and intensively from all aspects of educational administration from the recruitment of students to the tracing of graduates (tracer study). Similarly, with the process of improving the quality of educators, various kinds of coaching programs and evaluation assessments in the form of educator certification, and performance

reports are regularly submitted to relevant institutions. In addition, universities also function as *agents of development*, in this case, universities are asked to prepare roadmaps and work programs in the field of research and community service. Thus the quality of products from universities will be further maintained.

The public can watch or listen to testimonials from alumni to see how well the learning and teaching process is performing. Or they can ask institutions that use the business world and the industrial world to find out the performance of their graduates.

College Product Marketing

The 2020 statistical data published by the Directorate General of Higher Education mentioned above, shows the number of universities, and study programs based on the form of: education, and coaching groups. Given a large number of existing study programs, it is impossible for a college without a marketing strategy.

In the current situation of digitalization of the economy, the service sector is in almost constant change. Each college has a different strategy to market its study program. Various strategies such as price strategies (how to pay tuition fees, scholarships, deductions for first applicants, etc.), the advantages of education offered, the advantages of the physical form of learning infrastructure, cooperation networks, or job placements have become elements of attracting prospective students.

According to Lovelock, the forces that drive its growth, shape its composition and determine its basis, namely: government policy, social change, business trends, advances in information technology, as well as internationalization and globalization (Wirtz & Lovelock, 2021).

If these factors are translated into a situation of higher education services then:

a. Government Policies: regulations that are always updated such as the independent campus learning policy, and new regulations to protect the interests of students, lecturers, and the environment.

b. Social Change in the form of increasing public expectations there is a quality of higher education services.

c. Business Trends: The business world and the industrial world as users of college products are developing according to consumer demand, and variations of new types of business models are emerging

d. Advanced Information Technology: the teaching and learning process takes place synchronously using information technology so that it can take place almost without time and place constraints.

e. Internationalization: the importance of establishing relationships with foreign institutions to develop collaborative programs

All of these things will give birth to the demand for quality and affordable educational services increasingly, competition between universities is intensifying which will eventually give birth to renewable educational products in a new way of delivery as well.

a. Utilization of Information Technology facilities

There is an integration of information technology with economic activities that exist in today's global society. Marketing activities are directed to the use of social media, *websites*, e-commerce platforms (if necessary), and other applications. Each Study Program can start by creating content on social media or Universities can organize meetings, webinars, and talk shows about the services of the study program, and or a choice of topics that are relevant and

attract the target participants. But one thing to keep in mind that when the College is at the stage of educational marketing, it is better if the College focuses on the benefits and utility of the service, rather than talking about price.

b. Performance Demonstrations

Through the internet network, universities can reach areas far from their main campus. For people who are hesitant and lack the confidence to register themselves especially if they do not have the information heard before. Colleges can offer visual demonstrations, and give the opportunity for free.

For example, if a college plans to start a business marketing class, then it should start with a one-day free session. So that people can feel the impact. If they like the impact, then they will take the class.

c. The Importance of Impressions (Levitt, 1981)

The general opinion confirms that appearance has a great influence on the assessment of reality, to some extent the external impression becomes the determinant of the interest of the public in entering a particular College. The courses in it will be assessed by some people with the perspective of which college offers it—not only who owns the college, but also who the manager is.

Managers and owners are both an indispensable and inevitable part of the "product" that prospects must assess before they enroll or hire their alumni as potential user employees. The service products of universities, the stronger and constantly judged by how the educational process is organized, who and what is the background of the teacher, the manager, and what achievements he has obtained.

d. Managerial revolution.

College management needs to redesign the content of each study program, starting from the process of determining graduate profiles, the process of preparing a syllabus, learning models. Monitoring the development of information technology must always be done, this is important because a large contribution to the development of information technology has changed the business model which in fact is consumers of university products.

e. Strengthening Relationships With Customers

College customers are graduate users, and prospective students. Strengthening relationships with customers means setting up a communication program. Communication is not just a joke between college leaders and them but in the form of concrete actions to invite them or come to them. Relationships with graduate users should be managed more carefully and constantly. Inviting graduate users can be in the form of public lectures or mentoring for related study programs. While visiting users, providing consulting services, technical guidance, and trading activities. Each study program conducts it in an organized manner so that there is a real and sustainable synergy. All these actions confirm tacitly that "the college is known and has an extensive, trusted network. Without having to say words, because after all words alone will be less convincing. Colleges thus not only realized their promises, they also industrialized their services. The existence of solid users can be used to develop Tri Dharma activities.

f. Managing Evidence

Managing evidence means realizing a promise or realizing an intangible product. Embodying the intangible means making promises into credible expectations. Depending on each university, it wants to be perceived as an elite, acceptable, exclusive or inclusive, popular,

and affordable university. The choice of perception will create those actions that follow. Universities can do this by showing where alumni work, and what professional fields they are engaged in. Here is the name of the alumni institution by profession. work locations in prestigious institutions, or unique types of professions that uphold high morality. On the other hand, universities can also explore physical conditions such as learning and accommodating facilities and infrastructure into the entire marketing package. If a tangible thing must be shown to add attractiveness to get customers.

College As An Agent Of Change

The college plays an important role as an agent of nature conservation. Public education about the importance of their participation in maintaining the quality and quantity of natural resources can be achieved through a series of program activities that are structured, planned, and sustainable. In fact, these programs are accommodated through community service activities, real work lectures, project cooperation with local governments, and environmental care communities. Or include material about preservation in the curriculum of the study program. All of them are interactive marketing, intentional or not part of the promotion of college products.

CONCLUSION

In a digital economy practice situation, the key to a university's success in marketing its study program lies in the level of ability and quality of managers in bringing together three important factors, namely: *computing, communications, and content*. *Computing*, which is the core of the industry, *computing* is the center of data and information processing needed to carry out Tri Dharma transactions. Meanwhile, *Communications* include all programs, media, and activities that take place between the academic community itself and or with stakeholders. *Content* in the form of the entire content includes a package of regulations, policies, curriculum, lecturers, quality assurance, facilities, and infrastructure. Attention to the importance of preserving the environment and the natural environment is manifested in the curriculum of each study program that accommodates these elements.

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