

## **APPLICATION OF DIGITAL MARKETING AS A MARKETING STRATEGY IN SYNTAX CORPORATION INDONESIA**

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### **ABSTRACT**

The digital world is predicted to be a crucial point for all human activities, including business activities. This can be seen from several indicators in the form of increasing digital advertising expenditures, increasing ownership of smartphones to access the internet, improvements to telecommunications infrastructure in order to improve the quality of data access, as well as the launch of 4G services. Advances in internet technology that offer opportunities for the digital world with new interactions and market places , and even an unlimited network marketing world of business have made companies start paying attention to the importance of marketing their products or services using the internet. Based on the formulation of the problem above, the purpose of this study is: "To determine the effect of implementing digital marketing as a marketing strategy in Syntax Corporation Indonesia ". This study uses a descriptive method with a qualitative approach because the implementation includes data, analysis and interpretation of the meaning and data obtained. The results show that the implementation of digital marketing in Syntac has been going well, in terms of turnover and from all marketing channels, 70% of marketing platforms have been used.

**Keywords:** Digital marketing, Internet, Marketing Strategy

### **INTRODUCTION**

The digital world is predicted to be a crucial point for all human activities, including business activities. This can be seen from several indicators in the form of increasing digital advertising expenditures, increasing ownership of smartphones to access the internet, improvements to telecommunications infrastructure in order to improve the quality of data access, as well as the launch of 4G services. The rapid development of technology, the digital world and the internet of course also has an impact on the world of marketing (Afrilia, 2018) . The marketing trend in the world has shifted from what was originally conventional (offline) to digital (online). Digital marketing is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet (F. Rachmawati, 2018) .

Advances in internet technology that offer opportunities for the digital world with new interactions and market *places* , and even an unlimited network marketing world of business have made companies start paying attention to the importance of marketing their products or services using the internet. Digital marketing using the internet not only benefits marketers to simplify and expand their marketing reach, but is also very useful for consumers to make it easier for them to choose and get the information needed about products by certain marketers and make it easier for consumers to order and buy them. The Internet has various attractions and advantages for consumers and organizations. This can be caused by the internet being able to reach a wide area of potential and quickly in distributing information universally (Nurpratama & Anwar, 2020) .

Digital marketing is a promotional activity and market search through digital media online by utilizing various means, such as social networks. The virtual world is no longer only able to connect people with devices, but also people with other people around the world. Digital marketing which usually consists of interactive and integrated marketing facilitates interaction between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easy for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information only by browsing the virtual world so as to simplify the search process. Buyers are now more independent in making purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any more geographical or time restrictions. Seeing this, we can conclude that the potential for digital marketing in Indonesia is still very large (Syaifullah et al., 2017) .

To properly target consumers, you must first understand the media and consumer behavior in it. Business owners can determine strategies to build meaningful conversations with their customers. This is commonly referred to as *Integrated Marketing Communication* , which is a marketing communication planning concept that evaluates the strategic role of various communication disciplines, such as general advertising, personal selling, direct marketing, public relations, and combines these disciplines to provide clarity, consistency and maximum communication impact through comprehensive integration (F. Rachmawati, 2018) .

The situational marketing strategy can influence the steps taken by the company in improving product quality and customer quantity efficiently and effectively through organized and systematic strategic planning with several time scopes such as short, medium and long term. Utilizing the company's internal strengths is one of the steps taken in taking advantage of opportunities obtained from the external scope (Adnan, 2018) .

Based on the background of the problems described above that have been reviewed regarding the results of implementing digital marketing as a marketing strategy, the researchers wanted to know the effect. Thus, researchers are interested in conducting research with the title " Application of Digital Marketing as a Marketing Strategy at Syntax Corporation Indonesia.

## **RESEARCH METHOD**

The research design is a strategy in setting the research setting so that researchers obtain valid data according to the characteristics of the variables and research objectives (Tanzeh, 2011) . In this study using a descriptive method with a qualitative approach because the implementation includes data, analysis and interpretation of the meaning and data obtained. Descriptive research is research that seeks to describe a symptom, event, event that is happening at the present time. (Ibrahim, 1989) . Whereas qualitative approach is A data collection procedure that produces descriptive data in the form of written words of certain phenomena and behaviors. A research approach, which is directed at the background and the individual in a natural and holistic manner so that it does not 'isolate' the individual or organization into a variable/hypothesis (Tobing et al., 2017) .

### **Place and time of research**

#### **Research Place**

The place for the research is Syntax Corporation Indonesia, which is located at Greenland Sendang Residence Blok. D No.02, Sendang, Kec. Source, Cirebon Regency, West Java 45611 .

### **Research time**

The time of this research was carried out in approximately **X** months so that researchers get answers to the problems posed in accordance with the target time.

### **Research Population and Sample**

#### **1. Research Population**

Population is a generalization area consisting of objects and subject as well as have quality as well as characteristics set by \_ researcher for then studied and drawn conclusion (Arikunto, 2002) . Population in study this is **XXX** at Syntax Corporation Indonesia.

#### **2. Research Sample**

The sample is part of the population in the study with meaning for generalize results study or lift conclusion from study which apply for population (Arikunto, 2002) . Determination of the sample in this study using *saturated sampling* technique which is a sampling technique where all members of the population used as sample (Sugiyono, 2014) . So that in study this, all employees at Syntax Corporation Indonesia will made sample study that is as much **XXX** employees.

### **Research variable**

#### **1. Independent Variable**

The independent variable is a variable that affects other variables. This e l variable produces an effect on other variables which are generally at order of time that has occurred earlier. In this research, the independent variable is Digital Marketing , hereinafter referred to as the “X” variable.

#### **2. Dependent Variable**

Variable dependent called also as variable bound , this variable is variable which influenced by variable independent. The dependent variable in this study is the Marketing Strategy , hereinafter referred to as the “Y” variable.

### **Data collection technique**

Data collection techniques are steps that must be taken by researchers, because the main purpose of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the standards set (Neliwati, 2018) . Data collection techniques from this research are as follows:

#### **1. Interview**

Interviews are the most frequently used form of data collection in qualitative research. Interviews in qualitative research have slight differences compared to other interviews such as interviews on new employee recruitment, new student admissions, or even in quantitative research. Interviews in qualitative research are conversations that have a purpose and are preceded by some informal questions (IN Rachmawati, 2007) .

#### **2. Observation**

Observation is an analytical method by making systematic records of behavior by observing or observing individuals and groups directly . This method is carried out in research to obtain data about the geographical location of the school, and the school's organizational structure (Purwanto, 2008) .

## **Research Instruments**

### **1. Interview guidelines**

Interview guide is a tool used by researchers when collecting data through question-and-answer activities orally to obtain information. The form of information obtained is stated in writing, or recorded audio, visual, or audio visual.

### **2. Observation Guidelines**

Observation guidelines, which are tools used by researchers when collecting data through systematic observation and recording of the phenomena being investigated. This observation guide is used to observe a number of phenomena related to the object of research.

## **Data analysis technique**

Qualitative data analysis is carried out if the empirical data obtained is qualitative data in the form of a collection of tangible words and not a series of numbers and cannot be arranged in categories/classification structures. According to Miles and Huberman, analysis activities consist of three activity flows that occur simultaneously, namely data reduction, data presentation, and data presentation drawing conclusions/verification. Occurring simultaneously means that data reduction, data presentation, and drawing conclusions/verification as intertwined are cyclical processes and interactions before, during, and after data collection in parallel forms that build general insights called "analysis" (Ulber , 2009) .

Data analysis techniques used in qualitative research include interview transcripts, data reduction, analysis, data interpretation and triangulation. From the results of data analysis, conclusions can then be drawn. the following are data analysis techniques used by researchers:

### **1. Data reduction**

Data reduction is not something separate from analysis. Data reduction is defined as the process of selecting, focusing on simplification, abstraction, and transformation of rough data that emerges from written notes in the field. Data reduction activities are ongoing, especially during a qualitatively oriented project or during data collection. During data collection, there were reduction stages, namely making summaries, coding, tracing themes, creating clusters, partitioning, and writing memos .

Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary, and organizes data in such a way that conclusions can be drawn and verified. This data reduction or transformation process continues after the field research, until a complete final report is prepared. So qualitative research can be simplified and transformed in various ways: through rigorous selection, through a summary or brief description, classifying it in a broader pattern, and so on.

### **2. Triangulation**

In addition to using data reduction, the researcher also uses the triangulation technique as a technique to check the validity of the data. Where in terms of triangulation is a technique of checking the validity of data that utilizes something else in comparing the results of interviews with the object of research (Moleong, 2007) Triangulation can be done using different techniques (Nasution, 2003) namely interviews, observations and documents. This triangulation is not only used to check the correctness of the data but also to enrich the data.

### 3. Draw a conclusion

The third analysis activity is drawing conclusions and verification. When data collection activities are carried out, a qualitative analyst begins to look for the meaning of things, noting regularities, patterns, explanations, possible configurations, causal pathways, and propositions. Conclusions that are not clear at first will become more detailed. “Final” conclusions will emerge depending on the size of the field note collections, their coding, storage, and retrieval methods used, the skill of the researcher, and the demands of the funder, but often these conclusions are often formulated in advance from the start.

## RESULT AND DISCUSSION

Service activities in the form of socializing the application of digital marketing to support marketing activities at Syntax Corporation Indonesia , West Java Province, starting in June 2022 . There are several main activities carried out in this activity, the following describes the activities that have been carried out by the implementing team until this progress report was made:

Determine the marketing channel to be educated regarding the use of information technology in supporting marketing activities. The number of actors in Syntax Corporation Indonesia is quite large, so it is necessary to select participants who are deemed necessary to be given this socialization. Participants in this socialization activity were then selected based on several considerations, including being productive craftsmen and not using information technology (especially *digital marketing* ) in running their business.

1. After finding and determining 20 participants who are considered suitable for socialization, the next activity is coordinating with these actors to ask for their willingness to participate in socialization activities.
2. The socialization material provided in this service activity is material that does not come from the field of expertise of the implementing team, therefore,

the implementing team determines and coordinates in determining resource persons who are experts in their fields as presenters in socialization activities. The research team selected two resource persons who have expertise in the field of Information Technology, especially *online promotion media*. Both speakers are students.

3. The socialization activity which contains training on creating simple *online marketing content* requires participants to be provided with modules and training materials to be used when experiencing difficulties when they are going to practice independently in the future. To accommodate these needs, the implementing team coordinated with resource persons to prepare modules and materials to be delivered at the socialization activities.

The highlight of this activity is the implementation of *digital marketing socialization activities*. The socialization activity was held on 25 June 20 22 . Located at Syntax Corporation Indonesia Building K edawung . The socialization material presented at this activity consisted of 2 main topics, namely the introduction of the importance of implementing *digital marketing* in supporting marketing activities in an effort to increase the turnover of the actors. Based on the activities that have been carried out, it can be observed

that not many participants in the socialization know about digital marketing methods and the positive impacts generated by using this method. After being explained about the positive impacts that can be obtained, several participants felt interested in learning and applying this digital marketing method.

## CONCLUSION

In this digital era the development of information is very fast, information spreads faster than conventional media such as newspapers or billboards, but can be very convincing such as word of mouth. The advantage in this digital era is that everything that is processed can be measured statistically and is more accurate, this is what makes advertising media also develop. The longer the development of technology, the development of information is also getting faster due to the development of smartphones. Each person generally has one smartphone, the personal data entered by each person on social media is very complete, such as date of birth, place of residence, preferences, zodiac, keywords searched on the internet, etc., so from here the target grouping audience by social media itself and how ads can target audiences will be easier to do.

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