

# Challenge And Opportunity Of Marketing Digital-Based For Business Owners During Pandemic In Indonesia

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### Abstract

Challenges and opportunities in marketing businesses relying on digital applications during the pandemic have been felt to be very diverse and complex. The study aimed to obtain scientific evidence of the challenges and opportunities of digital application-based business marketing. We discussed them under a phenomenological approach where we sought answers to gain a new understanding of a phenomenal event, namely marketing during a pandemic. To get the information, we needed to visit various sources of information, and we studied with a literature review system that involved data coding, evaluation, and interpretation of data. We did a virtual search of the data on several publications related to economic-based digital marketing issues during the pandemic. Finally, we concluded intending to get valid answers. Our data search was carried out electronically on several sources with a publishing period between 2010 and 2022 based on the results. After reviewing various sources and discussing them, we can conclude that digital-based marketing for a profitable and sustainable business has undoubtedly been proven to face many challenges and opportunities. The question mark is that not all business people and customers understand and can apply point technology, while the opportunity is that digital technology applications can innovate business marketing efforts efficiently, effectively, and productively.

**Keywords:** Challenge, Opportunity, Business, Digital Business Marketing

## INTRODUCTION

Digital application-based business marketing is one of the most important factors to understand and apply in marketing a business in the current era, which is an all-digital era (Mandviwalla & Flanagan, 2021). This is important to note. Digital-based marketing applications are the most innovative solutions in marketing products because everyone today is familiar with applications. For the business to be competitive, profitable, and sustainable, the governance or the manager must understand and apply it in the field when they run any business (Umrez, 2014). This is a challenge and also an opportunity for business drivers when they have to adapt to all digital applications, now it is no longer a problem that large companies own the application by large organizations to government and others, but every business drives small and large, the manager must understand and understand how to apply it to their business operations (Bharadwaj et al., 2013). Therefore, the study needs to talk about the significance of computerized advertising applications centering on productive and reasonable organizations for financial specialists and advertisers. We suspect this advanced-based advertising issue in numerous computerized-based showcasing organizations. Currently, the emphasis is on adding new clients, while information shows it costs multiple times more to offer to another client than to a current client (Engidaw, 2022).

With the development of the world of digital applications, which is now continuing to occur very rapidly, we cannot deny that more or less will undoubtedly impact all sectors of business activity and even other lives (Mishra, 2020a). So it can be said that this technology can innovate all life, including business, which today cannot be separated from increasingly fierce competition, whether in the city or the village. This means that even in villages now, many people have access to information, especially for doing business using digital-based application data. The business owner is the most important person who must understand and understand how a business is run in an era that is now all data-driven so that the business he runs can survive and be profitable. He must understand how to market with digital applications, which have now become the lifeblood of all practical business activities, big business, and even small business (Leeflang et al., 2014).

One of them is e-commerce which is understood as electronic or, in other words, a transaction system using digital assistance. This digital application is a virtual way of

business transactions assisted by internet technology and all devices integrated into the virtual. According to Andreoni et al., (2021), digital applications are understood as the expansion and strength of a business site that can facilitate business operations, both in terms of purchasing transactions and even distribution systems that can accelerate the way things work to give birth to an efficient and effective business, both of which are characteristics of the purpose of doing business in an era that is all-around technology.

Therefore, digital applications whose impact has been felt have changed the pattern of life in the shopping business and other ways of life, namely the impact of human sincerity to create something more effective, efficient, and profitable (Ghazawneh & Henfridsson, 2015). The concept of digital marketing or digital marketing has been very well known since a few years ago, especially when technology is increasingly showing rapid progress. Then, what is automatic promotion? Computerized showcasing is all advertising endeavors or exercises done utilizing electronic gadgets or the web and joined with different promoting procedures and different advanced media stages that make it more straightforward for purchasers or clients to impart on the web. Advanced showcasing in Indonesia has likewise begun to spread broadly. Financial specialists and visionaries have spread their business wings to different social stages like Instagram, Facebook, Twitter, Blogs, and WhatsApp (Sharma et al., 2020).

The spread of computerized showcasing also opens up new potential donors for the local area. An ever-increasing number of individuals are opening computerized showcasing administrations and then some additional promoting specialists are likewise creating advanced advertising modules so they can be helpful to finance managers in fostering the computerized showcasing methodologies they need (Tien, 2021). The consequences of exploration led by Mondo (innovation and advanced promoting supplier) show that an ever-increasing number of organizations have plans to add their organization's computerized advertising financial plan. It is expressed that around 80% of organizations will build their advanced advertising financial plan over the following year to year and a half, of which 40% of organizations will expand their spending plan by 5-10%, 32% of organizations will build their spending plan by 10-25%, and the other organizations will expand their financial plan. Their advanced advertising financial plan is comparable to 0-5%. In reality, what is the motivation behind computerized showcasing? Degree research says that over half of

organizations are keen on expanding their computerized promoting spending plan. One of the fundamental objectives of computerized advertising is to reach target clients more proficiently and through existing advanced media. Like that, computerized showcasing should arrive at purchasers more rapidly, exactly, and broadly (Redjeki & Affandi, 2021).

By this development, we can see that creating and implementing digital marketing for business is the same as supporting digital transformation and company growth. Like other business strategies, digital marketing faces challenges its users must face. One of the main challenges is the scope and scale of digital marketing itself (Loonam et al., 2018). If fellow readers are interested in implementing digital marketing, then fellow readers must think about what digital marketing plans and techniques will be used, determine the number of digital marketing activities to be managed, determine dynamic, engaging, programmed content, and so on. Although digital marketing also has tough challenges, many entrepreneurs and business people agree that digital marketing is essential for the growth of their businesses and companies. According to the Smart Insights dot com website, several advantages of digital marketing or digital marketing make it very important for us to implement. The following are ten reasons why digital marketing is essential for us to implement (Winarsih et al., 2021).

Based above problem, we could repeat that the marketing has the undertaking of finding data on a necessary item by customers or creating existing items with respect for its potential benefits and impediments, then, at that point, detailing everything to the organization for rapid development (Pugna et al., 2016). One of the fundamental objectives of computerized advertising is to reach target clients more productively and successfully through existing advanced media. Advanced promotion should arrive at buyers more rapidly, unequivocally, and broadly. Promoting exercises for buyer consideration are completed using web-based entertainment, sites, email, and, surprisingly, increased reality (Richter, 2020). It should be possible with paid promotion, quality substance, or straightforward postings through web-based media. By utilizing computerized showcasing, business owners can reach a more extensive objective market since it is not restricted by geological area. Likewise, owners can determine what clients they need to focus on as limited-time targets, from calling, age, area, and side interests. One reason it is critical to learn computerized business is that they can run a promoting system by focusing on the

crowd more precisely and deliberately. Likewise, business people are ready to break down who the crowd is from every promotion crusade businesses run and the future technique (Zamrudi & Bae, 2022).

## **RESEARCH METHOD**

In this part, we were going to explain to the father how this study from the question formulation until reporting the result. The researchers accept that the business run today is not quite the same as the business before, where the present business is intensely connected with rivalry. To gain an advantage in the competition, one of the essential elements is the factor of doing marketing (Doyle et al., 2020). The most effective marketing today is batik marketing based on the digital, internet, or virtual world; this point is essential because the targeted customers are those not far from the internet or point applications (Ryhtä et al., 2020). Therefore, superior business people are able and willing to adapt to everything digital, one of which is promoting their business through digital assistance. So for that, the researchers search for data electronically on much literature in the form of books and scientific articles, websites and various other literature sources. After getting the data, we conducted a descriptive qualitative study that involved steps; including the first step, we determined the study area, in this case, was business marketing (Deschênes et al., 2020).

Furthermore, we conducted a literature search after getting the areas and problems to be achieved. The next step is to try to understand the literature by identifying problems and analyses that can provide answers to the problems we are studying. After we analyze and identify problems and answers that can answer our problems, then we outline the answers to the data in the form of a review of the previous step, namely that we report the report by copying it back with the correct organizational structure according to the article paper (Rodriguez & Storer, 2020). Thus, this study relies on secondary data from various scientific sources supported by research evidence from various perspectives, both for profitable online business marketing and others. These include the steps we have taken in carrying out a literature review that wants to gain an in-depth understanding of business marketing methods or strategies sourced from digital applications (Doyle et al., 2020).

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## RESULTS AND DISCUSSION

### Digital Marketing in Business

One of the main goals of computerized displays is to reach the target clients more proficiently and thoroughly through the existing sophisticated media. Thus, advanced advertising should reach buyers more quickly and broadly (Khamis et al., 2017). Another purpose of computerized promotions is to attract potential buyers and clients quickly. As we may know, the recognition of innovation and the web in the public eye is extensive, so it is not business as usual that the practice of displaying computers is a significant decision for organizations. Today's computerized advertising is very much needed by business visionaries considering that advanced promotion helps reach more people than standard techniques. Besides having the option of contacting more people, computerized exhibits are also more innovative and broader (Jones et al., 2015).

Computerized marketing has an unequivocal title. The primary justification behind progress by progress is so substantial that the mechanical presentation can provide precise bearing and motivation for the people in it. Most associations without automatic progress have no particular essential purpose. They do not have the right thoughts about what goals the company should achieve through e-marketing, especially getting new clients, increasing contributions, and maintaining relationships between producers and buyers online. Without programmed progress, we cannot exploit inventive change to have the option to give the right direction to the hierarchical turn of events (Chan & Guillet, 2011).

On the off chance that owned businesses do not have digital marketing, Competitors will grab the attention of our customers. Once more, we say that organizations that do not have automatic promotions will lose a ton. At the point when our organization does not have severe areas of strength for assembling skilled assets to dominate advanced promotion, our rivals will. Advanced advertising will simplify for finance managers and business people to talk straightforwardly with new buyers or their dependable clients. A business without clients will be an open business. In this way, we do not allow our rivals to stand out from our objective clients since we do not utilize advanced showcasing or do not boost their utilization that was worked toward the start of the business (Olson et al., 2021). Thus, from this point forward, set the proper computerized advertising procedure.

Digital marketing helps owners in knowing target customers online. If we do not maintain that our objective market or target clients should be taken over by contenders, then augmenting the utilization of computerized advertising is the arrangement. With the most extreme utilization of advanced promotion, we can determine the degree of client requests on the web (McGruer, 2020). In a roundabout way, we will get to find out about what our objective clients like and could do without. For this situation, we can utilize watchwords or catchphrases recommended by the Google application to draw into consideration of expected clients to our business site. Assuming one of the watchwords we use has prevailed regarding carrying them to visit our business site, then we realize it is an interest or interest that our objective clients need.

Digital marketing gives detailed information about customers. Assuming business people and colleagues feel they do not have the foggiest idea about the clients exceptionally well, then the utilization of advanced showcasing is the response. We know that nearly everybody concurs that media is an advanced stage that can gauge numerous things in this advanced time. For instance, we can figure out what shoptalk phrases are, for the most part, utilized by millennial representatives today, what popular items are purchased by buyers, etc. Advanced advertising can surpass the capability of google analytics or other comparable applications. For this situation, google analytics can assist us with seeing the number of visits by clients or expected clients to our site, yet does not give us a thought of what they like about our site and what they need in this advanced market world (Bala & Verma, 2018). All in all, advanced showcasing assists us with getting further client data than google analytics.

Online marketing helps owners grow substantial "Online Value." do you have at least some idea about that site or Instagram account? There are such countless supporters; it seems as though the item is excellent, so many individuals get it." Have the career advice partners heard a discussion like that? Or, on the other hand, even individual per users who express this to colleagues or family members? That is right! From the concise discussion above, we can perceive how advanced showcasing will help organizations or individual per users' organizations to have solid online worth (Wilson & Makau, 2018). Executing the proper advanced promoting procedure will make old clients more faithful to our items, and clients of different items will change to our items.



Advanced marketing can save the organization's spending plan. The presence of automatic promotion additionally makes the organization's financial plan safer and less inefficient. We never again need to burn through a large chunk of change to print flyers, print ads, make announcements, etc. (maybe the sum can be diminished). Like that, we can change to an automatic promotion that can expand the accomplishment of our business objectives. However, it is done online, so it is savvier (McGruer, 2020).

Online marketing helps the business be famous even though the scope is extensive. Albeit the organization of individual per users has a seriously enormous spending plan, the use of automatic promotion is even more viable than other showcasing systems. Why would that be? One of the benefits of computerized showcasing is that it can speed up clients' arrival all the more rapidly, precisely, and comprehensively. Assuming we take a gander at Indonesia's immense geology from Sabang to Merauke, we could feel that advancing our items and administrations throughout Indonesia is unimaginable (Coles, 2017). Notwithstanding, the presence of automatic promotion will make things more straightforward. Executing a viable and suitable computerized advertising procedure will help our business develop and become well known, despite the degree being exceptionally expansive.

Digital marketing helps businesses to be more dynamic. We live in a time of fast change. If we do not follow the progressions that happen or do not have any desire to adjust to every one of the progressions that exist, then we should be ready to be abandoned by our rivals. Computerized advertising will assist us with perusing every progression through web-based media, so our business can adjust to this large number of changes. Advanced marketing will build customer trust in business. One might say that practically all clients who need to purchase an item or pick a help will check the data accessible on the web (Sahai et al., 2018). They will check through sites, Instagram accounts, Facebook, Twitter, and other social stages that might have the option to give reliable data and content. Fortunately, this will encourage a high feeling of trust from clients in our business.

Digital marketing can be integrated with traditional marketing strategies. Albeit automatic promotion is reasonable for current showcasing techniques, advanced advertising can likewise be incorporated with customary showcasing procedures. We do not simply depend on advanced improvements to advance items and administrations or utilize virtual

entertainment to arrive at additional new clients. In any case, customary promoting procedures can be utilized, so the organization's showcasing methodology will be more grounded (Zhu & Gao, 2019). After paying attention to the ten explanations behind the significance of computerized promoting above, are the kindred per users prepared to claim or foster the organization's advanced showcasing? We trust that the matter of individual per users will find true success with the most excellent execution of advanced showcasing. Keep the spirits up, career advice associates.

### **Challenges in Structuring Digital-Based Marketing Strategies**

We realize that today's technology-based marketing strategy is essential for business drivers if they want to get a profitable business and continue to grow in an era of digital needs that requires attention and overall so that customers continue to grow and are loyal so that the business continues to benefit and is sustainable (Katsikeas et al., 2019).

According to experts, several digital-based marketing plans have been developed in a structural form, which is a marketing strategy, namely integrating planning to achieve things such as plan, reach, convert, and engage, as will be discussed below through a marketing structure where this strategy seeks to build digital marketing that is believed to be very effective which requires several steps that can ultimately keep customers through the steps of decision making and business values that are applied. Thus, the Framework developed is an efficient and effective marketing structural framework that, in practice, will be improved following the developed business objectives. The benefits of various digital marketing systems can be seen from the results and marketing activities carried out online, and this uses data and knowledge tailored to the type and business model to be achieved and its objectives. The advancement stage begins with computerized business promoting arranging, incorporating plan, reach, activity, change, and commitment. In the accompanying, we will depict the essential achievement factors for each phase of a computerized showcasing technique, with a coordinated example across the RACE framework.

### **The Promotion Technique with A Planning Stage**

Each compelling modernized exhibiting procedure starts with a plan! We propose entrepreneurs embrace a data-driven procedure, review their continuous automated advancing reasonability, and need to improve starting there. Multichannel orchestrating

substantial entryways integrate tweaking examination, setting up KPI dashboards, and advancing SMART goals to concoct an improvement system that spotlights how they apply advancing media, advancement, and data to extend leads and arrangements. To ensure their high-level Framework works capably and really, we recommend embracing a methodology that spotlights electronic strategy and organizing. Our electronic change game plans are expected for sponsors and chiefs to make a completely integrated, data-driven, practical modernized displaying methodology to help their overall business vision (Piñeiro-Otero & Martínez-Rolán, 2016; Sidqi, 2021).

The electronic change plans to increase progressed improvement across the business while simultaneously consolidating “reliably on” cutting edge publicizing practices with the brand and things advancing inside the business. As our mechanized advancing improvement benchmark recognizes, the early improvement level compares to not having a described arrangement or philosophy, no particular goals for cutting-edge responsibilities, and limited practice needs (Bala & Verma, 2018). Then again, market-driving, improved computerized promoting plans incorporate full far-reaching, advanced showcasing mix, test and construction enhancement programs, and coordinated match and information for a 360-degree perspective on the client.

The second structural stage of the challenge is the aspect of marketing outreach. It means that every business person doing marketing goes through the outreach stage where his promotion reaches more potential buyers by building an awareness of his advantages and disadvantages. By digital means, the information owned by the businessman on the goods and services produced can be conveyed through digital applications to improve or encourage consumers to flock to see the promotional displays on display (Hall, 2020). The stages of this race can follow the development of the most updated marketing strategy in the form of marketing frames within this range, for example, by presenting a tracking strategy and turning this strategy into a digital-based marketing trend for business products. Therefore, digital applications in the stage of reaching potential consumers online can be made with a system, for example, the renewal from 2021 with 2022 marketing; this is a structured way, which is done with the help of google searches every time there is a change. In short, the marketing feature is searching to reach consumers, for example, by asking

related questions and serving virtually. It can increase online visits so that new targets and buyers can be reached (Sceulovs & Lorencs, 2017).

Efforts to develop a digital-based marketing strategy for business beginners, especially in the tourism sector, are also convinced by studies (Muhammad et al., 2019). According to them, businesses in the startup category can also take advantage of the convenience of internet technology which is part of the development to reach customers to attract domestic and foreign investment. Business processes integrated with digital applications are beneficial in becoming an effective business with innovative products and supported by digitally developed marketing methods so that the company becomes a competitive company by developing various business models. This way, it will help the target owner regularly, which is used as a business reference until it reaches the level of reaching investors. They believe that in this way, various strategies and tactics can be utilized to promote digital-based products and services to achieve goals and generate profits through digital marketing strategies to increase the number of online visitors to the tourism business (Dilami et al., 2021).

Act online-based marketing strategy is a frame of action strategy. This method will undoubtedly speed up interactions in the digital realm, such as creating content on various social media platforms in the hope that this method will help business people generate prospective customers. After the prospective customer reaches the business message, the business person needs to influence it with real action so prospective buyers can decide that they will make a transaction, visit and buy (Klaus & Nguyen, 2013). Content-based marketing on various social media platforms is a strategy that conveys messages and acts because, through action content, it will undoubtedly provide entertainment, perhaps inspiration, education, and efforts to convince customers with compelling content. There is another side to a digital-based marketing strategy. This strategy of action must also be able to influence customer behavior digitally on many social media platforms. Of course, the owner business will have the opportunity to see what innovations they provide, maybe design promo content and interactive marketing, and are proven to engage with content prepared. This is a method used by many well-known companies where they show the trend that their design is content-based, and this has been seen since the emergence of various social media and various businesses doing content presentation in 2022. This interaction

with this content is indeed relatively easy to promote business student products and services with awe-inspiring 3D visuals by designing speed according to the website matrix provided by google (Sun et al., 2022).

Challenges and opportunities for business product marketing strategies are called change. This way of structured digital marketing is continuously changing to attract many customers (Berthon et al., 2012). In making changes to this strategy, of course, starting with the target, then how the strategy for changing is carried out and optimizing the level of change which will undoubtedly invite customers to buy online or directly with various communication channels that business people may prepare. What is called based marketing is a way to increase business promotion quickly. This marketing trend is indeed accelerating change. With a note that this method is, of course, aimed at optimizing and structuring changes. Finding out the greatest strength of digital marketing can be done by changing so that the benefits can be felt.

Of the many strategies that are commonly used today, for example, such as smarter with a percentage of consumers saying they now tend to prefer looking for promotions to look for goods with a system that they consider easy, such as using an application, especially now customers are those from the younger group who are not far away from using an application (Purcărea, 2019). This method is unknown to many people, perhaps from developed countries utilizing increasingly popular technology signs, so the changes they make from conventional converting methods to electronic trading using social media will certainly help business people. Social media-based promotion methods have also received a tremendous response through various opportunities (Sion, 2019).

Another example of a digital-based business marketing strategy is an engagement system or strategy. So after business, people try their best to carry out various promotional efforts with the techniques they have learned. Finally, business people must also apply the inclusion strategy (Hermawan et al., 2020). Thus, business people can increase sales to many subscribers where involvement and participation in the form of communication, both personal and organizational, of course with a system of using email websites and also involvement in social media by using various strategies and data that have been studied and taken into account in the marketing strategy might be said to be very personal (Drummond et al., 2020). The participation referred to above is undoubtedly part of a digital-based

marketing strategy that currently includes, for example, a testing system by personally bringing people closer to customers by providing easily accessible mapping content, then establishing friendships with customers, and of course, also providing easy-to-reach location locations.

Then survey customer desires on the website and, of course, also with digital experiences and all of that is digital-based marketing that does demand insights that customers have never experienced, and it gives new nuances to consumers (Saura et al., 2022). For example, how to analyze and predict to identify the time spent on the way to the destination of the order with continuous communication by responding to what customers want and combining the best services and products so that in these ways, the strategy will win consumers and also win business. Thus the steps and stages of the proven Framework can be applied in various business models, and business activities will eventually increase the number of customers, and that is the key to doing business, namely winning as many customers as possible (Dieguez et al., 2022).

#### **Trends and Challenges in Digital Marketing**

Reliance on technological development correspondence innovations helps organizations develop and create, make client connections, reinforce hierarchical viability, and assist individuals with finding out about one another. Advancements, for example, the web, cells, virtual entertainment, and client assistance, the board frameworks significantly impact how organizations speak with possible clients. This new type of correspondence is quickly changing the media scene and information systems. Numerous customers and business experts look for data and associate with one another through their PCs and telephones. With admittance to many wellsprings of data and an interest in intelligent media, buyers can accumulate more item data autonomously (Mishra, 2020b). Other issues are security and privacy issues. Protection and security are the main worries of online customers. As indicated by Brandon Gaille, 86% of clients are finding a way dynamic way to work on their internet-based security. As an ever-increasing number of information protection guidelines and rules are carried out by states, industry, and security associations all over the planet, it becomes significant for advertisers to figure out these principles and follow them with or will have to deal with material damages and fines.

Straightforwardness in marketing is another issue that for the time being, advertisers can gather much information about customer data on the web. To give clients a positive individual encounter, advertisers need their information. Be that as it may, all advertisers are likewise legitimately committed to approaching this individual information with deference and reasonableness (Moradi, 2021).

Lopsided internet infrastructure in Indonesia happens in automatic promotion is web access, which has not been uniformly appropriated in Indonesia. A review led by the economist intelligence unit set Indonesia at 57<sup>th</sup> out of 100 nations in the inclusive internet index, demonstrating that there is still a lot to be finished to work on the computerized economy. All around the world, Indonesia is at the base and in the fourth situation among other lower-center pay nations regarding web inclusivity. Likewise, Indonesia is 62 in the 2019 GCI and has not encountered a critical increment. The score stays beneath the worldwide normal, with just 4G utilization expanding (Kongying & Purisai, 2021).

## CONCLUSION

In this final section, we will conclude the results of a review of various sources of information to answer research questions that aim to obtain scientific support and evidence from various digital science fires and business marketing in the digital era. By exploring multiple sources and examining them under a phenomenological approach, we finally found a series of descriptions of answers to why digital applications are a business marketing strategy that is widely used in various business contexts. So we can say that the reason why business marketing uses digital applications. The answer is a digital marketing application because this application can innovate marketing effectively, efficiently, and profitably compared to conventional marketing strategies; this is added because today, all activities have been adopted into applications not only in education matters but even in all business sectors including marketing.

Another reason that this digital technology application is relevant for use in the business marketing sector is that technology is the result of today's most advanced work where every individual, especially customers, has used digital applications not only in personal matters such as learning but also in making transactions and purchases, especially if the world is protected. By tragedy or pandemic, what about government policies prohibiting large gatherings of people, the best solution is the use of technology, especially

digital applications in terms of promotions and business transactions. Other things we have found from a series of reviews include that for businesses to adopt digital application technology to promote their business, finding various obstacles and challenges as well as opportunities.

Likewise, the challenge business people face when they have to adopt digital applications to market their products is that not all business people use applications; in other words, they must seek better human resources to use this application to become good. Another thing that we have found from a series of business applications, from several advantages, such as being famous in business, being dynamic in operations, making it easy for customers to find it, and becoming a strategy that benefits our parties, we also find that the implementation of business using this application is because it does not include all customers today can reach what they want through digital applications, which means that for Indonesia conditions, digital applications for business have not yet become a common understanding. However, some customers and companies still carry out their traditional business activities and operations.

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