LEGAL MARKET STRATEGY IN THE DIGITAL ERA 5.0

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abstract

The market is an important object in economic activity, whether traditional, regional, national or even international. The role of business actors in carrying out market demand must fulfill all the hygienic and best needs of the market. The era of digitalization creates a modern market feel and releases all the channels in a traditional marketing system. The digitalized marketing system is a new marketing system with different methods from previously known marketing systems with general concepts.

Keywords: strategy, market, digital era 5.0.

Introduction

Marketing is the key to the success of an economic activity that cannot be underestimated, in fact marketing must be focused and must always be modified in procedures and governance as well as accelerations that display new discoveries with maximum results to be obtained.

Formulation of the problem

1. How big are the advantages of digital marketing
2. What are the obstacles in implementing digital systems?

The aim of this research is to find out how effective the digitalization system is with traditional marketing implementation systems so as to provide a clear and real picture of running a business system in the 5.0 era in the future. In this era of system change, it is necessary to look at the social phenomena that emerge in society so that the application of digital systems that are right on target for different societal commodities will result in their application and understanding of digitalization.

In the field of marketing, attention is also paid to supporting aspects in the form of brands that can arouse the market's imagination. An important part in the consumer's view is a brand that has added value to the product. (Kotler, 2004, p.285). The value will be higher for the product against the brand compared to the objective assessment of the product in the calculation. (Aaker, 2003, p. 151). A company's success cannot be separated from a successful brand that provides benefits for the company (Fayrence & Lee, 2011).

Buying goods and services is a consumer's own purchase interest in the products and services they are interested in. (Dodds et al, 1991). From a learning process and thought process as a perception and goal. Motivation is then recorded in the mind as an interest in buying which in the end the consumer actualizes by
fulfilling his needs according to those interests and thoughts. (Deighton et al, 1994). Marketing is a step that must be taken by economists in predicting consumer attitudes in the future (Howard, 1994).

Basically, a marketing strategy fulfills the 4P elements, namely:

1. Place
   Market objectives, market fulfillment and market control.

2. Price
   Price adjustments according to conditions

3. Production
   Products as superior, as pioneers and as trends

4. Promotion
   Promotion in all segments and methods that can suit market objectives.

Marketing strategy must pay attention to SWOT analysis:

1. Strengths
   Opponent's strength and own strength.

2. Weaknesses
   Opponent's weaknesses and own weaknesses.

3. Opportunities
   Opponent's chances and own chances.

4. Threats
   Threats from opponents and to oneself.

Literature review

Laksana's view (2019:1) is that marketing is the activity of a transaction of goods or services in meetings between sellers and buyers. Activity is an understanding of the market which is the activity of meeting sellers and buyers so that it does not appear to be a place. Kotler and Keller's (2016:26) view, Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably.

Marketing in the business world is very important in addition to the methods applied and implementation in accordance with the strategy so that it will lead to the success of a business.

In the era of digitalization, it has spread to 5.0, which applies digital online marketing and transaction systems with various media providers for marketing facilities and business transactions. The need for digitalization cannot be underestimated because it has become a lifestyle for all levels of humanity in all parts of the world who all use digitalization access.

Opportunities that can be taken as a business actor who follows market desires must immediately implement and organize all facilities and aspects that depend on it, both in terms of information and related to complaints and related to criticism and suggestions from various corners of the world community, both those who are already customers and those who are not, become customers for products offered directly and indirectly.

A process of identifying and fulfilling social human needs. In short, marketing is fulfilling consumer needs by making a profit. (Kotler 2012, p.27) marketing by The American Marketing Association is an activity, a set of institutions, and a process of creating, communicating, sending, and exchanging offers that have value for customers, clients, partners, and society in general (American Marketing Association, 2014). In Kotler (2012), in marketing the most important concepts are needs, wants and demands. Needs are basic human needs such as clothing, food and air. Turns into a desire in more specific conditions, for example, a person wants anointed rice, the essence of which is rice. A request (demand) is a desire supported by financial capabilities.
Methodology

The research used uses library research by quoting from various scientific works in journals and other literature which is in line with the direction of qualitative research. Library research must make consistent methodological assumptions. So it is inductive which is not in the direction of the author's question.

Results and Discussion

The effects arising from economic activities in the form of marketing are the flow of a natural process. The company always focuses on the marketing sector in promoting its products in the form of goods and services to the market. A strategy in economic activity focuses on marketing as an effort to promote the purchase and sale of products through direct and indirect sales as well as promotional advertising.

Apart from selling, the aim of marketing is to provide a sense of satisfaction for consumers. As a function, several functions in marketing are related to economic activities. It is stated that a marketing function for a business is:

1. Market Observation
Information data on potential consumers, competitors and overall factors in the market.

2. Product Development
Modifying and accelerating products as an effort to balance overall market demand.

3. Pricing
The price of a product, goods and services, is in accordance with market desires and the operational costs of the product, thereby providing an opportunity to reach the market by paying attention to the business actor's profits.

4. Promotion
The message for a product is carried out in various ways to reach consumers so that it becomes a wide market, such as advertising in various forms, with sales promotions and public relations.

5. Distribution
The distribution factor must provide a sense of satisfaction and comfort for consumers through retail, distributors, e-commerce and agents as distributors.

6. Customer Handling
The approach method is to provide services to consumers, both with product and service satisfaction and problems caused to consumers as well as with marketing tasks such as:

1. Market Research Solutions (Market Research)
The impact of negative factors in a market by collecting supporting data so that research is carried out and the results are provided as a solution to the impact of a bad effect from a market on the products offered to the public as market users as a whole.

2. Market Segmentation Solutions (Market Segmentation)
Specifically targeting market groups by providing real understanding and by classifying markets according to consumer needs with strategies that are precisely targeted safely and providing solutions for after-sales products so that there is no negative impact on the market.

3. Product and Service Development Solutions
In developing a product and service in accordance with market needs so that product updates meet market needs based on the latest developments in the market by paying attention to product and service developments from various competitors with their methods.

4. Promotion and Communication Solutions (Promotion and Communication)
The power of promotion provides a change in market mindset so that it will foster high interest in consuming products that are offered openly by means of general advertising in print media, television, social media, billboards, leaflets and events held as a form of introduction and as a social for society.

5. Sales and Distribution Solutions
Smooth distribution is a solution from the level of producers, distribution agents to reach consumers smoothly and provide satisfaction for consumers and by using a distribution system both from direct actors...
Some skills that a marketer must have are:

1. Good Communication Skills
Communication is the most important and main factor for a marketer with personality and selling power both verbally, imagination and product knowledge by providing a sense of superiority and satisfaction to consumers compared to competitors so that marketing abilities will cover the advantages of competitors' products and provide greater value. from a product offered so that reaching a market that is not possible becomes possible.

2. Creativity
Methods using creativity are a very important way to provide techniques to reach consumers and markets so that a reliable marketer with sophisticated techniques that other marketers do not yet have will provide very significant results for products marketed in the middle of nowhere. competition between competitors is very tight.

3. Analytical Ability
Marketers need to analyze campaign data and results to measure performance and make strategic decisions. Analytical capabilities enable them to identify market trends, understand consumer behavior, and adjust marketing strategies according to measurement results. Data analysis tools and statistical understanding can also help in optimizing marketing campaigns.

4. Time Management Ability
A marketing professional will determine the time schedule for carrying out marketing activities by mapping and determining the time and circumstances so that he can see when the opportunity will be taken and when it will be abandoned, thereby producing a work of marketing that is very professional and structured with a comparison of costs and producer profit in running the business.

5. Understanding of Technology and Digital Marketing
A marketing professional in the current decade requires expertise in using access to digital technology which is currently required by competition for a marketer to be able to utilize technology for the purpose of marketing success. The skills of a marketer are required to understand SEO (Search Engine Optimization) system skills, social media support facilities as a very dominant support in the world of digital marketing and IT era technology.

Marketing methods can be grouped as:

1. Determine the Target Market
Market mapping or determination must first be classified accurately so that in the steps towards the marketing process it is directly targeted without having to research the conditions that occur.

2. Determine the Marketing Strategy
Determining a strategy that is carried out early can provide steps and stages that are more efficient and effective so that all marketing processes with all promotional methods in all ways provide maximum value in its achievements. Promotion methods using media, brochures and direct events make marketing perfect.

3. Marketing Products or Services
In this system, it is divided into two types of products and services so that marketing will both have maximum results with all the skills of a marketer and will be supported by the products and services that will be marketed by means of promotion and product expression in a target market mindset.

4. Selling Products
Sales in the digital sector through e-commerce or social media facilities such as the application of traditional and natural sales funds marketing tools with the aim of generating the maximum possible sales.

5. Long Term Marketing
Program in conducting and caring for consumers so that they become regular consumers by always providing advertising and gifts as well as providing solutions to consumer complaints and receiving ideas from consumers and the market in general so that in long-term marketing fulfillment it continues to produce the maximum possible targets for the company.
How to Improve Marketing in Business

A part of a company that really supports the sustainability of a company or business actor is the marketing sector so that this marketing sector must be the golden child for every business actor by providing rewards for a marketing person and by regularly achieving targets with increasing statistics. So that everything that is necessary for the sustainability of a business entity will be achieved.

To help with a marketing system, use a CRM system, such as Barantum CRM. An integrated and systemized system in CRM in the cloud so that customer data is stored safely and systemically. The need for this system so that a marketing team can use it to carry out marketing work in a structured manner will meet market needs.

Etzel's view of brands, Walker and Stanton (1999:242), namely: Names indicate an identification of a product, either from a person or a group of fiber sellers, to differentiate it from competitors. According to Aker (2002), a brand or symbol is a differentiator (logo, stamp or packaging) with the aim of being a differentiator from competitor products and becoming a special choice for market consumers.

Sutojo's view of Image (2004), image is an emanation of identity, whether personally, in groups or objects. Simamora's view (2001) states that image is a permanent identity in the long term (enduring perception). Forming an image is not easy and requires a process and also making changes requires a long process to achieve. Image formation must be clear in order to win the competition against competitors. Sutojo's (2004) view, the benefits of a good image for a company are:

1. Strong competitiveness in the medium and long term (mid and long term).
2. Become a shield during times of crisis (an insurance for adverse times).
4. Increasing the effectiveness of marketing strategies (increasing the effectiveness of marketing instruments).
5. Operational improvements (cost savings).

Brand Image

Robert's view of brand image (2004) is consumers' perceptions and feelings about a brand. According to Roberts (2004), Keller (1993) means a brand image as something that is recorded in consumers' memories. In the view of Hsieh, Pan, and Setiono (2004), the success of brand image as an identification that is fulfilled by the company is able to differentiate the company's competitors. From a positive perspective, brand image is not only an increase in ability to compete but also as a motivation for consumers to keep buying (Porter & Claycomb, 1997). By having a good brand image in society, it will provide a better ranking in the market, survive with a competitive advantage, increase market share or a characteristic of the business entity (Park, Jaworski, & MacInnis, 1986).

1. Ridwan Sanjaya & Josua Tarigan (2009)
   It can be concluded that digital marketing is a marketing activity which includes branding using various media. Such as blogs, websites, e-mail, AdWords, and other types of social media.

2. Kleindl and Burrow (2005)
   As a planning and implementation of concepts, ideas, prices, promotions and distribution.

3. Heidrick & Struggles (2009)
   The use of the digital world as advertising is not directly advertised, but in a very effective way and has an important influence in the world of advertising and the use of digital marketing.

   The view of Coviello, Milley and Marcolin (2001), regarding digital marketing is a way of dialogue between entrepreneurs and consumers through the internet through interactive technology so that they are identified. The facilities used are Instagram, Facebook or Whatsapp compared to conventional systems through direct sales and network methods in carrying out the sales process to obtain minimal results from digital marketing.
1. Reach a wider target market
In the conventional system, the brochure banner method or print media used to be very effective in reaching the market, but using digital media will reach all layers both in general and in the office or home environment and even far from crowds and general advertising sources. By using this method, it can provide an introduction to regional, national and even international communities who can access all layers of the world market efficiently and effectively so that the market potential achieved will be wider and bigger. Using digital marketing has become a demand in the era of significant digitalization.

2. Boost sales figures
In reality, broad market outreach has a very clear impact in providing maximum sales volume. With easy information about the products offered, it will make it easier for consumers to choose and obtain the products they want. In the consumer's view, the products offered will clearly provide good quality so that they will provide very high and sustainable sales value and be able to win the competition against competitors.

3. More economical
One efficient and effective fact is that it uses digital technology and provides reach and openness regarding the existence of products offered clearly without any other factors influencing consumer product selection and will provide a guarantee of satisfaction for consumers and the market.

1. Based on Strategy
Digital can be divided into two such as:
1) Push Digital Marketing
Offers to consumers directly with the Push digital marketing system precisely and quickly. This strategy is carried out for every new product that is not yet known by the market with the aim of exposure as the main goal.
Examples of push digital marketing are product endorsements from the owner to influencers or celebrities, promotional emails from a product to customers who have subscribed to the newsletter on the site, or WA broadcasts to the entire list of people who have made purchases.
2) Pull Digital Marketing
This is in the opposite direction to the previous system, in pull digital marketing promotions are not carried out frontally. Usually this type of advertising is carried out in such a way that consumers who have become customers will be interested and become motivated to know about the existence of the product being marketed.
The priority target for pull digital marketing is increasing customer awareness and loyalty. SEO content is an example of digital marketing on a site, pay per click advertising, social media tools, media coverage, giveaways, or discounts in the marketplace.

2. Based on Marketing Media
Divided into 5 parts in digital marketing media such as;
1. Website
Website facilities are the main requirement for business actors where as a promotional place and also as an office or shop or even a warehouse which in cost calculations is much more economical and profitable and in other contexts provides greater satisfaction with the information available and provides customer satisfaction in carrying out very cheap and easy transactions. and affordable from any location.
2. Pay Per Click
In using the website to carry out a digital marketing system in open promotions. As a difference between this promotion and other websites with large and well-known visitor capacity. This method uses a banner which, if clicked, will bring up an official website command on the official website or market place where products are sold so that the use of this system is very popular with business actors.
The term used to refer to pay per click (PPC). All costs incurred when clicked by consumers will be borne entirely by business actors with parameters for satisfaction and success of a digital promotion.
3. Search Engine Marketing (SEM)
Similarities to search engine optimization (SEO), search engine marketing or SEM strategies with the focused use of search engines for advertising. In an effort to get advertising like this, you can use products on Google Ads. In PPC, promotional content for SEM should be made more interesting and eccentric with the costs incurred so that it is hoped to obtain maximum and large profits.

4. Social Media Marketing (SMM)
If SEM is a search system, SMM uses social media. In this form of fish, by utilizing Facebook and Instagram ads. If a comparison is carried out with SEM, the product will become very well known because almost all people use social media.

5. Email Marketing
In using this system, the messages displayed are in the form of images as well as messages and writing to all consumers and become regular customers by subscribing to newsletters on websites or platforms owned by other business owners. It is different from other promotional systems in that other promotions cannot be seen by everyone and this concept is the main target in reaching new consumers and old consumers remain a permanent and profitable market.

For example, by promoting using the Instagram ads site, Instagram will provide options regarding costs for each promotion, both in daily, monthly and even annual capacities, with the ability for each consumer to use the website to provide a solution so that the capacity is cheaper and more affordable for carrying out promotions. Even though the capacity achieved is not like digital marketing which has a tariff, in promoting it so that it is known to many people, it is one step further than the conventional system.

The Informed Consumer Law And Its Implication For The Online Marketplace
It is a rule regarding consumers implemented by the FTC. This regulation contains verification of the identity of sellers from third parties who have a large volume of sales on the platform and thus it will be easier if misuse occurs by certain parties. So that third parties will be able to understand the information and other safeguards.

The Can-Spam Act And Its Requirements For Commercial Email
Regulations that require compliance with the CAN-SPAM Act in marketing via email so that it can be reached by consumers and are also protected by existing regulations. Establishes rules for commercial emails and Marketing messages and their requirements and authorizes recipients to stop sending emails and will be subject to heavy sanctions.

Consumer Review Fairness Act And Its Protection Of Consumer Opinions
This regulation emphasizes the level of fairness in digital transaction activities where business people and consumers use digital marketing but still protects consumer interests and provides freedom to provide appreciation in any forum and media so as to provide guaranteed legal certainty.

6 digital business categories:
1. Data protection and privacy laws
2. Disability and discrimination laws
3. Brand and trademark protection
4. Intellectual property rights
5. Contract law and distance selling
6. Online advertising law
7. Law Number 11 of 2008 concerning Information and Electronic Transactions.

Conclusion
A marketing system using the digitalization method provides a more efficient and effective way for both marketers and consumers who receive the system. Digitalization has good and bad effects for both business actors and recipients of the product, in addition to being faster and simpler and at prices that can be chosen accordingly. market capacity, but product unsuitability will be an obstacle in making returns, in addition to not clearly knowing the whereabouts of the business actor if the business actor is fraudulent. This digital marketing provides maximum opportunities but is limited by applicable regulations with heavy sanctions to protect the parties, in carrying out digital transactions.
reference list


