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BUSINESS MARKETING COMMUNICATION IN THE DIGITAL ERA

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ABSTRACT

Business Marketing Communication In the Digital Age forces us to continue to innovate in business development, this has been done since the Covid 19 era occurred. The emergence of business and marketing through online has made a profitable field of money for young people, especially in Indonesia. Not only done conventionally but done online makes the business more creative. The business use of the Internet has grown from the electronic exchange of information to strategic business applications such as marketing, sales and customer service. The advantages of the Internet in marketing companies, products and services are now an interactive process. The company's website not only features product catalogs and advertising tools, but is also used for online dialogue, discussion and consultation with consumers. Enable consumers to be directly involved in product design, development, marketing and sales. Digital marketing is increasingly widespread in the use of the internet as a medium for disseminating information to the public. Very fast spread is inseparable from how you are able to use a good communication style. Business communication in digital marketing can be done on social media, the web, or electronic mail provider applications. So that it makes it easier and saves time that should take a very long time.

Keywords: *Communication, Marketing, Digital*

Introduction

Although the form of marketing is still very simple, communication is needed so that what marketers mean (communication) can reach potential consumers (media) properly. Marketers convey messages about products and offerings in at least a language consumers understand. It is also communicated in a way that is acceptable to consumers, including ethics (etiquette) that are often used in social interactions. It is also important to use nonverbal language (body language) that consumers are familiar with.

A communicator must do these basic things for his marketing goals to be successful. If the business person does not mediate in the above issues, it is likely that there will be interruptions and misunderstandings in communication. Perception is the essence of communication. Deddy Mulyana (2005) states that communication fails when perception does not start. Marketing often fails to buy, not because of the quality of the product, but because of customer misunderstandings. For example,

a marketer uses terms taken from foreign languages to make it look "cool". Instead of influencing potential customers, marketers are suspected of being dishonest. The word foreign in its (former) meaning mostly has a bad meaning because it is often used by citizens to deceive the nation and state. This potential consumer has just seen a spoiler against foreign words on TV. Then the suspicion arises that people who use foreign terms are mostly liars. This is an example of how important communication is in marketing. Experts then try to combine communication science with marketing science and form new terms for marketing communications. Barry Callen (2010: 2) defines marketing communications, as follows:

Marketing communication anything your entire organization does that affect the behavior or perception of your customers. Marketing communication process a conversation between you and your customers that as much about listening to your customers as it is about sending them messages. Marketing communications are anything your entire business does to influence customer behavior or perceptions.

The communication process of marketing communications is a conversation between the customer and the customer about what to say (listening to customer complaints based on published complaints). Efforts by experts to combine communication with marketing can be traced back to the fact that in empirical reality marketing can hardly work without communication. Communication is always present in every marketing. After all, with today's technology, marketing is designed in such a way that communication is impersonal. Communication does not represent people for people, but people for machines. However, the communication must be done in such a way that the user understands the symbols designed for the computer. Sometimes it can take a long time to get used to using tech support. The essence of consumer education is none other than communication. In their book *Marketing for Bankers* (1980), Leonard L. Berry and James H. Fennely cannot ignore the communication dimension. Both of them are willing to introduce the notion of communication to explain banking phenomena such as the communication process of Harold D. Lasswell and Wilbur Schramm. Lasswell is known for his book *Power and Personality* (1948), while Schramm is popular as editor of *The Process and Effects of Mass Communication* (1954). This shows that the business world requires communication skills to explain yourself to the wider community. At the empirical level, business and communication activities often go hand in hand, integrated. Can not be separated (Panuju, 2000: 4). In his famous marketing theory, namely 4 P (Product, Price, Place and Promotion), Philip Kotler claims that advertising is like blood flowing throughout the body. So stopping advertising is the same as stopping marketing. Robert J. Bensley (2003) explains the concept of the "marketing mix": 112) concludes that a mix based on the 4Ps depends on knowing the wants and needs of the target market segments to offer them what they currently do or what they believe. Clearly, the essence of knowing what the market wants, needs, and believes is nothing more than communication. Therefore Neni Yulianitan (2001: 1) The role of marketing communications grows every year, requiring further consideration to present, inform, stimulate, influence and support the buying behavior of consumers and potential business customers. In an era of ever-increasing competition, companies must try to avoid crossing similar old and new products to form brands. (http://repository.unitomo.ac.id/2252/1/3.%20Buku%20Kompas_compressed.pdf)

The Covid-19 pandemic has made many people confused about running a business. Market conditions before and during the Covid-19 pandemic certainly changed significantly. Many entrepreneurs worry about the stability of their company. However, this can be overcome if the

company has a business marketing communication strategy. However, the pre-pandemic approach definitely won't work if you continue with it. The way products and services are marketed has to change to maintain people's brand awareness.

Theory

1. Marketing Communications

Marketing communication is a two-way exchange of information between parties or institutions involved in marketing. Everyone involved in the marketing communications communication process does the same thing, ie. listen, answer and speak until a satisfying conversation is reached. This includes information exchange, persuasive explanations and negotiations (Magdalena Asmajasari, 1997:1). Part of the entire marketing communication process is advertising. Advertising can help marketers build exchange relationships with others. Another part of the communication process is feedback. This feedback demonstrates the effectiveness of the communication and offers the opportunity to align advertising measures with market needs. (Magdalena Asmajasari, 1997:1). Marketing communications are communication activities carried out by buyers and sellers that support marketing decision making and bring exchanges to a more satisfying level by increasing awareness. In a better direction From a marketing point of view, marketing communication is the exchange of information between parties or institutions. (Basu Swastha and Iran, 2001:345). Marketing communications can be divided into three important parts (OkaA.Yoeti, 1990:141), namely:

1. There must be a medium that acts as a sender.
2. There must be a recipient who receives the message from the media.
3. There must be a tool to send messages in the form of channels (channel) that functions as a media news channel.

2. Model Marketing Communications

1. Sender or also called the source (source).
2. Marketers decide how to structure messages so that recipients, in this case consumers, can understand and respond positively. The entire process from creating the message to deciding which ad to use is called the coding process.
3. Transmission of messages through the media (transmission process).
4. Answer and interpret (decode) received messages. This process includes receiving messages that provide interpretation of the messages received.
5. Feedback on Sent Messages. Marketers report whether the message was conveyed as expected, ie.

Did they get a positive reaction or action from consumers, or was the message not communicated effectively? Many factors influence the success of marketing communications. Variables such as the marketer's ability to break down communication objectives into attractive and effective messages for consumers, the accuracy of choosing campaigns, the accuracy of using media to convey messages, the attractiveness of messages, and the credibility of message senders. The credibility of a source is the level of expertise and consumer confidence in the news source. (Sutisna, 2002:271).

3. Digital Age

The general understanding of the digital era is an era or era that has experienced developments in environmental conditions in an all-digital direction. The development of the digital era is getting faster and faster and people cannot stop it. Why? Because actually we challenge and challenge ourselves more effectively and practically. Of course, this also has negative and positive effects. So what is the digital age? What developments are taking place in the digital age? And what is the impact of the digital age? For the answer, read the following Digital Age article to the end. As more and more new technologies are introduced to society, some obsolete technologies are automatically abandoned. In the digital era, technological developments are growing rapidly. Some developments in the digital era are as follows:

1. Communication industry In terms of digitalisation,

Communications is the fastest growing sector. In the past we had to use cell phones to connect with other people in different places and we also relied on SIM-to-SIM communication. Then the development of communication in the current digital era is increasing with the presence of smartphones with many advanced features. One of the most important parts of a smartphone is its internet capabilities which are far more optimal and can be used to communicate and connect with many people. Even with this technology, you can communicate via video calls, which was not possible before in the cell phone era.

2. Business Applications

Another very rapid development is the use of commercial applications. Digital technology can help businesses reach their customers more easily. Of course, this situation is very different from the previous situation, when it was very difficult for merchants to present their products to customers. However, the impact on business people who are not ready for the development of the digital era will become obsolete and lose their business due to digital competition.

2. Financial Technology

The development of the financial sector can also be observed in recent years, as the number of digital wallets has increased. The development of this area continues to be associated with the application-based business world. After all, fintech (financial technology) also relies heavily on applications to serve its users well. Without leaving the house, you can complete transactions using only your smartphone. 4. Electronic Commerce The presence of electronic commerce in the digital era can improve the people's economy. E-commerce itself is a service provider of products and goods online in a website or application. With online shopping, you no longer need to leave the house to shop because you can buy the things you need via your smartphone. Of course, it also helps sellers to increase their purchases. (<https://accurate.id/technology/era-digital/>)

Discussion

1. Social support for those affected Don't focus on winning.

The Covid-19 pandemic has affected all market segments. If you don't take care of it, you can lose the trust of customers. Show empathy for the state of the world. If necessary, offer the product to those who need it. For example, if you sell vitamins, offer the product in the quarantine area as a promotional tool and build trust in the product.

2. Choose the appropriate keywords or topics.

Based on data from the Ministry of Communication and Informatics, people's internet activity has increased by up to 442 percent during this pandemic. That is why the internet has now become a heaven for the world of marketing, because the more users it has, the more reach digital marketing can achieve. During a pandemic, people really pay attention to their health. Companies that benefit the most from this disease are the health, pharmaceutical, and food and beverage industries. Therefore change keywords and topics to reach people who are starting to enter the world of health. (<https://graduate.binus.ac.id/2022/06/05/7-strategi-komunikasi-marketing-business-in-era-pandemi-covid-19/>)

3. Make the most of your social media presence

When people are forced to keep their distance and stay at home, one of their entertainment options is social media. The selection of social media as a company marketing communication tool must also be adjusted. If the target market is young, Instagram, Twitter and Tiktok are suitable platforms. On Facebook, it is usually dominated by mature and old users.

4. Use different media at the same time.

A marketing communication strategy is maximized when it maximizes the role of each media on the Internet. Apart from social media, other media such as websites are also very effective in increasing brand awareness among consumers.

5. Always ensure product safety.

The pandemic indirectly teaches people to live healthy. Therefore, they handle the products and services they receive with care to avoid any illness, including Covid-19. Always pay attention to product safety and service system sterilization.

6. Always update the company strategy.

Topics and trends on the Internet change so quickly that you have to constantly adapt your strategy to current trends to stay up to date. You can start by tracking trends or topics that are currently being discussed

7. Do not ignore the words.

Words don't just work in offline marketing. Word of mouth is a marketing strategy in the form of personal recommendations. Currently, many well-known companies and brands choose advertising services in the form of social circles, celebrities and artist recommendations to provide information and benefits from their products and services because they achieve good results. (<https://graduate.binus.ac.id/2022/06/05/7-strategi-komunikasi-marketing-business-in-era-pandemi-covid-19/>).

Conclusion

The Covid-19 pandemic has made many people confused about running a business. Market conditions before and during the Covid-19 pandemic certainly changed significantly. Many entrepreneurs worry about the stability of their company. However, this can be overcome if the company has a business marketing communication strategy. Communication remains important for potential consumers (media) to reach marketers (media) in the way they want. Marketing communications are communication activities carried out by buyers and sellers that support marketing decision making and bring exchanges to a more satisfying level by increasing awareness. In a better direction Marketing communication is thus a two-way exchange of information between the parties or institutions involved in marketing. Digital marketing communication becomes a digital

marketing communication strategy, which is a planned and systematically organized brand promotion activity. Strategy to build brand interaction with its users.

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