



STRATEGI PEMASARAN DIGITAL

Perspektif Teoritis dan Praktik



Rahma Wahdiniwaty | Deri Firmansyah | Nanang Suryana



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Era disruptif teknologi di Industri 4.0 (I4.0) menuju era society 5.0 terjadi saat ini, bahkan masa yang akan datang yang tidak terbayangkan, diakui tidak ada strategi pemasaran yang lengkap jika tidak menggabungkan strategi dan ekspresi digital. Ekonomi digital telah terjadi dan sedang berlangsung, ini mengindikasikan pentingnya multiliterasi, variasi kompetensi sumber daya pemasar, pelaku bisnis, dan perusahaan, khususnya berhubungan dengan model bisnis dan praktik pemasaran di I4.0 dan masa depan. Ada perubahan penting dalam cara berpikir dan terlibat dengan digital. Strategi pemasaran digital terbaik dibangun di atas personal pembeli yang terperinci, dan langkah pertama adalah membuatnya, kemudian elemen-elemen pemasaran dikembangkan dalam konteks pemasaran digital. Buku ini hadir sebagai panduan untuk menyusun dan menetapkan Strategi Pemasaran Digital, dalam perspektif teoritis dan praktik.



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KATA PENGANTAR

Era disruptif teknologi di Industri 4.0 (I4.0) menuju Era Society 5.0 (ES5.0) terjadi saat ini, bahkan masa yang akan datang yang tidak terbayangkan, diakui tidak ada strategi pemasaran yang lengkap jika tidak menggabungkan strategi dan ekspresi digital. Ekonomi digital telah terjadi dan sedang berlangsung, ini mengindikasikan pentingnya multiliterasi, variasi kompetensi sumber daya pemasar, pelaku bisnis, dan perusahaan, khususnya berhubungan dengan model bisnis dan praktik pemasaran di I4.0 dan masa depan. Pekerjaan pemasaran telah berubah secara dinamis di era otomatisasi dan digitalisasi, dimana kinerja yang sukses dari peran ini membutuhkan respons yang jelas terhadap harapan bisnis dan pelanggan maupun pihak yang berkepentingan untuk kompetensi teknis dan nonteknis. Era ekonomi digital di I4.0 menuju ES5.0 bahkan menyongsong abad 21, dengan segala perubahan dan perkembangan berbagai bidang secara global telah berkontribusi besar dalam mempercepat transformasi digital, digitalisasi bisnis, praktik pemasaran digital (*digital marketing*) bahkan otomatisasi dan digitalisasi di berbagai aspek kehidupan.

Praktik digital marketing tidak hanya sekedar transformasi dari pemasaran tradisional ke digital, pemasaran tradisional akan terus diadopsi dan tetap sangat berguna dan sebagai dasar pengembangan dalam konteks praktik strategi pemasaran digital sesuai model bisnis dan tuntutan saat ini, dimana teknologi terus berkembang, lingkungan bisnis lebih dinamis terus berubah cepat, demikian perilaku pelanggan terus berubah dan bertransformasi satu sama lainnya saling mempengaruhi. Respon cepat dan terukur dibutuhkan, budaya inovasi dan adaptasi kian mengintervensi pemasar dengan segala kompetensinya maupun para pelaku bisnis di berbagai skala.

Praktik pemasaran digital dengan segala strategi bisnis yang dipilih menjadi praktik pemasaran paling relevan untuk perkembangan bisnis di era ini bahkan mungkin di era selanjutnya, di masa depan yang belum terbayangkan secara pasti.

Variasi kompetensi strategis yang diekstraksi menjadi kompetensi inti dari SDM pemasar dan bisnis diperlukan untuk mendukung keberhasilan dalam implementasi strategi pemasaran digital, pengembangan pemasaran digital secara berkelanjutan, reputasi *online*, bahkan untuk analisis dan evaluasi kinerja strategi pemasaran digital. Multiliterasi dalam perspektif teknis maupun non-teknis menjadi gabungan kompetensi untuk berbagai literasi dalam praktik bisnis di lingkungan digital yang harus dikuasai pemasar maupun para pelaku bisnis, termasuk perusahaan berhubungan keterampilan para personelnnya di setiap tingkatan bisnis.

Ada perubahan penting dalam cara berpikir dan terlibat dengan digital. Strategi pemasaran digital terbaik dibangun di atas personal pembeli yang terperinci, dan langkah pertama adalah membuatnya, kemudian elemen-elemen pemasaran dikembangkan dalam konteks pemasaran digital. Buku ini hadir sebagai panduan untuk menyusun dan menetapkan Strategi Pemasaran Digital, dalam perspektif teoritis dan praktik.

Penulis menyadari, tentunya masih terdapat begitu banyak kekurangan dan kelemahan dalam penyusunan buku ini yang memerlukan perbaikan dan saran yang berguna dari semua pihak untuk dapat melengkapi dan memperbaiki kualitas dari buku ini di masa yang akan datang. Permohonan maaf penulis sebesar-besarnya seandainya dalam penulisan buku ini masih terdapat ada sumber-sumber kutipan yang terlewatkan atau tidak tercantumkan, kiranya semua itu bukan sesuatu yang disengaja, namun merupakan bentuk kekhilafan penulis sebagai manusia biasa yang tentunya masih memerlukan bimbingan dan terus belajar.

Penulis / Nama

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**STRATEGI PEMASARAN DIGITAL PERSPEKTIF TEORITIS
DAN PRAKTIK**

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BAB

1

STRATEGI PEMASARAN DAN DIGITALISASI PEMASARAN

A. Pendahuluan

Era disruptif teknologi di Industri 4.0 (I4.0) menuju era society 5.0 terjadi saat ini, bahkan masa yang akan datang yang tidak terbayangkan, diakui tidak ada strategi pemasaran yang lengkap jika tidak menggabungkan strategi dan ekspresi digital. Ekonomi digital telah terjadi dan sedang berlangsung, ini mengindikasikan pentingnya multiliterasi, variasi kompetensi sumber daya manusia (SDM) pelaku bisnis khususnya berhubungan dengan praktik pemasaran di I4.0 dan masa depan (Firmansyah, Rifa'i, et al., 2022), adanya kesiapan digital, kemampuan transformasi digital dan kolaborasi digital (Wahdiniwaty, Firmansyah, Suryana, et al., 2022). Menurut Rob (2013:5), memahami digital membutuhkan pemikiran di luar satu alat atau saluran apa pun, dan menuju pertukaran nilai: perdagangan sistem ekonomi dengan perhatian sebagai mata uang. Memahami digital dapat menjadi dasar terbukanya wawasan ke dunia digital dengan ekosistem yang dinamis dimana lingkungan selalu berubah.

Kondisi demikian terjadi tidak lain karena begitu masifnya perubahan yang terjadi dari efek digitalisasi yang terus membayangi dan mempengaruhi berbagai aspek kehidupan. Pergerakan umat manusia pun dalam memenuhi dan memuaskan kebutuhannya kini mengalami perubahan, lebih luas dalam mencari alternatif solusi atas berbagai pertanyaan kehidupan secara kritis terus bergeser seolah-olah ruang digital menjadi taman kehidupan maya, namun

BAB 2

RISET PASAR DAN PELANGGAN DIGITAL

A. Pendahuluan

Internet adalah platform penting untuk pertukaran informasi. Banyak konsumen bertemu secara online di mana mereka memperdebatkan pengalaman mereka dengan berbagai produk. Melalui interaksi satu sama lain, mereka mempengaruhi pendapat dan keputusan pembelian satu sama lain. Kini, jelas semakin banyak konsumen mengandalkan opini online saat membuat keputusan pembelian. Untuk alasan ini, perusahaan harus memiliki pengetahuan tentang posisi aktual produk mereka di Web (Kaiser et al., 2011). Identifikasi situasi kritis dalam pembentukan opini online melalui riset pasar online perlu dilakukan. Riset pasar sebagai konsep penting yang harus diimplementasikan dalam tataran empiris dan praktis (Firmansyah, Saepuloh, et al., 2023), guna mengetahui kebutuhan, keinginan dan perasaan konsumen atas suatu merek produk/jasa, pola perilaku, minat dan keputusan pembelian konsumen yang berinteraksi dalam wadah digital di berbagai platform digital.

Beberapa literatur teori dan penelitian, mengemukakan bahwa interaksi online, persepsi dan pendapat yang diperoleh dari online dapat mempengaruhi perilaku konsumen dan keputusan pembelian satu sama lainnya. Park et al., (2007); Houser & Wooders (2006); Yali & Bayram (2010), hasil studinya menemukan bahwa opini online memiliki pengaruh yang besar terhadap pengambilan keputusan konsumen. Selain itu, pentingnya riset pasar online akan memberitahukan bahwa

BAB 3

PEMASARAN DIGITAL DAN PENGEMBANGAN STRATEGI

A. Pendahuluan

Elemen operasional pemasaran digital sebagai ujung tajam dari disiplin yang menunjukkan konsentrasi praktik pemasaran dan pengembangan pemasaran digital seperti pengembangan situs web, pengoptimalan mesin telusur (*search engine optimization* – SEO), iklan pencarian (*search advertising*), periklanan online (*online advertising*), afiliasi marketing (*marketing affiliate marketing*), pemasaran konten (*content marketing*) dan pemasaran video (*video marketing*), media sosial (*social media*), dan email pemasaran (*email marketing*). Aspek digital telah menjadi aspek pemasaran strategis yang diterima, sejumlah konsep telah dikembangkan yang tidak hanya terkait dengan pemasaran online, tetapi bersifat holistik, berdampak pada lebih dari satu aspek (Charlesworth, 2018). Diakui bahwa beberapa memiliki relevansi dengan setiap elemen bauran pemasaran digital, dan setiap elemen bauran pemasaran digital terpengaruh dalam beberapa cara. Khususnya dalam pengaturan online, pemasaran sedang mengalami transformasi. Hartley (1976); Jackson & Ahuja (2016); Firmansyah et al., (2023), menyebutkan bahwa paradigma bauran pemasaran kini terus mengalami perdebatan, transformasi paradigma bauran pemasaran, karena masyarakat, teknologi, media, informasi, dan uang telah berubah. Menurut Opreana & Vinerean (2015), bahwa bisnis online tidak dapat lagi mengandalkan taktik dan kampanye pemasaran tradisional untuk menarik, mempertahankan, dan memperluas konsumen karena ada

BAB

4

OPTIMALISASI MESIN PENCARI

A. Pendahuluan

Sejak kelahiran Internet komersial, mesin pencari (*search engine*) telah dilihat sebagai portal, pintu depan, ke Internet (Charlesworth, 2018). Siapa pun yang mencari produk atau layanan memulai dengan mesin pencari, jadi jika Anda ingin menjual sesuatu, Anda harus memiliki peringkat tinggi di halaman hasil mesin pencari (*search engine results page* - SERP). Mesin pencari memiliki peran penting dalam menyajikan halaman yang benar kepada pengguna karena ketersediaan sejumlah besar situs web, Mesin Pencari seperti Google menggunakan Algoritma Peringkat Halaman untuk menilai halaman web sesuai dengan sifat konten dan keberadaannya di web di seluruh dunia (Almukhtar et al., 2021). SEO dapat dicirikan sebagai metodologi yang digunakan untuk meningkatkan situs dengan mengingat tujuan akhir untuk memiliki peringkat tinggi yaitu, hasil teratas.

Menurut Xu et al., (2012), sebelum Anda menyelam lebih dalam, sangat penting bagi Anda untuk memiliki strategi strategis yang baik. Memberi peringkat untuk kata kunci baik-baik saja, tetapi juga penting, bahkan mungkin lebih penting, untuk memastikan bahwa Anda bertemu dengan pelanggan Anda di setiap titik proses pembelian. Dikemukakan Kareem & Okur (2018), sangatlah penting untuk menyadari bahwa SEO bukanlah sesuatu yang harus Anda lakukan dengan pendekatan setengah-setengah; sebelum Anda menggali, Anda harus memiliki strategi strategis yang baik. Memberi peringkat

BAB 5

STRATEGI PEMASARAN KONTEN

A. Pendahuluan

Frase konten adalah raja telah direferensikan selama beberapa waktu, hanya dalam beberapa tahun terakhir Strategi Pemasaran Konten telah dipadatkan menjadi disiplin tersendiri (Rob, 2013). Karena pemasaran konten menjadi pendekatan yang layak untuk membangun merek dan terhubung dengan konsumen (R. Wang & Chan-Olmsted, 2020). Pemasaran konten adalah istilah umum, yang berfokus pada pencocokan konten (informasi atau hiburan) dengan kebutuhan para pelanggan, pada tahap mana pun mereka berada dalam siklus pembelian atau perjalanan pelanggan. Tidak seperti TV, di mana pengiklan mendorong pesan ke audiens yang tertahan, fokusnya adalah pada konten yang menarik, yang berarti pemasar harus berpikir seperti penerbit (menarik audiens) daripada melihat diri mereka sebagai pengiklan (membeli audiens) suatu produk. Internet, dalam banyak hal, memotong perantara. Konsumen dan brand kini dapat terhubung langsung melalui sejumlah platform online yang mudah diakses. Strategi pemasaran sebagai bagian dari proses yang mencakup pemahaman tentang semua konten yang dibuat oleh merek, untuk siapa konten tersebut ditujukan, dan untuk tujuan apa. Ada kebutuhan untuk memahami merek dan konteks konsumen dan mencocokkannya dengan rute terbaik menuju pelanggan (dalam hal taktik).

Ini terjadi selama beberapa tahun terakhir, pemasar semakin beralih ke apa yang disebut pemasaran konten untuk

BAB

6

PENGEMBANGAN WEB STRATEGIS

A. Pendahuluan

Ketika teknologi digital semakin meresap dalam kehidupan kita sehari-hari, harapan dan kekhawatiran muncul terkait desain, pengembangan, dan penerapannya. Kontras antara pilihan desain yang berasal dari strategi bisnis atau dari etika menjadi semakin terlihat (Brakkee & Horst, 2022). Bahkan, ada beberapa set aktor yang berfungsi sebagai simpul kunci di web dan strategi khusus sangat penting untuk meningkatkan dan memperdalam mengembangkan web untuk bisnis (Kezar et al., 2008), karena bisnis saat ini sebagian besar mengadopsi *e-commerce* untuk mencapai tujuan bisnis yang berbeda (Law & Bai, 2006). Oleh karena itu, proses pemeliharaan situs web yang berkualitas tinggi dan efektif sangat penting bagi bisnis untuk memperkuat hubungan pelanggannya dan unggul dalam transaksi bisnis (e-bisnis dan digital). Dimana menurut Hernández et al., (2009), menyebutkan bahwa desain situs web yang berkualitas, sebagai bagian dari strategi e-bisnis, telah menjadi elemen kunci untuk sukses di pasar online.

Untuk mendukung keberhasilan bisnis di era digital yang tidak terlepas dari ebrbagai platform dan basi web, maka pemasar dan bisnis perlu membangun dasar-dasar dan pengembangan keberadaan web. Namun, di masa-masa awal web komersial, *e-commerce* adalah istilah yang digunakan untuk mendeskripsikan bisnis apa pun yang dilakukan secara online, termasuk penjualan, pemasaran, rekrutmen, dan logistic (Charlesworth, 2018). Untuk beberapa alasan, e-bisnis

BAB

7

E-COMMERCE

A. Pendahuluan

Electronic commerce (*E-commerce*) memainkan peran penting dalam memajukan teknologi informasi serta komunikasi. Hal ini terutama berlaku di bidang ekonomi. Di era globalisasi ekonomi, banyak pasar telah menjadi semakin internasional dan kompetitif. *E-commerce* adalah singkatan dari perdagangan elektronik dan berkaitan dengan perdagangan barang dan jasa melalui media elektronik (Gupta, 2014). B2B, B2C, C2C, dan peluang serupa membantu preferensi konsumen dan pasar konsumen mengembangkan infrastruktur elektronik untuk menghadapi tantangan di masa depan. *E-commerce* adalah istilah yang digunakan untuk mendeskripsikan bisnis apa pun yang dilakukan secara online termasuk penjualan, pemasaran, rekrutmen, dan logistic (Charlesworth, 2018). Untuk beberapa alasan, e-bisnis digunakan untuk menggambarkan inisiatif bisnis online strategis. *E-commerce* telah merevolusi bisnis, mengubah bentuk persaingan dengan internet (The NET), jaringan komunikasi komputer menciptakan tempat pasar e-commerce untuk konsumen dan bisnis. ini difasilitasi dengan adanya perkembangan teknologi berbasis Internet dan Web, perbedaan antara pasar tradisional dan pasar elektronik global seperti ukuran modal bisnis, antara lain, secara bertahap dipersempit.

Charlesworth (2018), mengemukakan bahwa e-commerce telah menjadi hampir secara universal, untuk menggambarkan situs web yang menjual secara online. Artinya, pesanan untuk

BAB

8

COPYWRITING

A. Pendahuluan

Salinan online adalah multi-tasker pekerja keras (Rob, 2013), tentunya harus memberikan informasi kepada pengunjung, terlibat dengan mereka, meyakinkan mereka untuk mengambil tindakan yang diinginkan dan, sambil menyampaikan etos merek. Itu juga harus menyediakan konteks dan relevansi dengan mesin pencari (*search engine*). Perlu untuk mencapai semua ini tanpa membuatnya terlihat seolah-olah penulis berusaha terlalu keras. Jelas bahwa menulis untuk media digital berbeda dengan menulis untuk media yang lebih tradisional. Karena banyaknya informasi di Internet, konten berkualitas adalah raja, dimana banyak orang berpendapat bahwa ini adalah salah satu faktor penentu keberhasilan kampanye online yang paling signifikan bagi pemasar. Mengingat ini adalah salah satu jalur komunikasi paling langsung dengan para konsumen, hal ini tidak mengherankan. Oleh karena itu, bahasan penulisan untuk digital atau copywriting akan berhubungan dengan bab sebelumnya yakni strategi pemasaran konten.

Makna dalam komunikasi pemasaran berbasis digital saat ini semakin dipertukarkan dalam bentuk yang lebih multimodal. Pesan yang dulunya dominan disampaikan dalam bentuk teks verbal, telah menjelma menjadi berbagai tampilan yang mencakup kombinasi berbagai mode, seperti teks, suara, gambar, dan video (Riesky, 2018). Ini juga diterapkan ketika orang ingin mempengaruhi orang lain untuk tujuan komersial.

BAB 9

MANAJEMEN HUBUNGAN PELANGGAN

A. Pendahuluan

Kerangka kerja baru untuk kegiatan perusahaan yang muncul pada tahun 1990-an, ditandai dengan globalisasi pasar, perkembangan teknologi, jumlah pesaing yang lebih besar, dan permintaan pelanggan yang meningkat, mewajibkan perusahaan untuk memperbaharui sistem manajemen mereka untuk menyesuaikan diri dengan lingkungan kompetitif yang baru (Chalmeta et al., 2001; Chalmeta, 2006). Akibatnya, di masa depan, diferensiasi dari pesaing akan didasarkan pada kecepatan kemampuan perusahaan dalam menanggapi kebutuhan dan tuntutan pasar dengan produk dan layanan inovatif (Boon et al., 2002). Oleh karena itu, meskipun layanan pelanggan selalu menjadi aturan dasar aktivitas komersial, model baru manajemen hubungan pelanggan (*customer relationship management*) dikenal sebagai CRM, sekarang diperlukan untuk mengadopsi bentuk organisasi yang berfokus pada pelanggan, yang memaksimalkan nilai yang dapat diharapkan pelanggan dari perusahaan dan melihat dalam informasi yang berasal dari pelanggan peluang untuk menetapkan strategi bisnis (Kenneth, 2002).

Bahkan Rob (2013), menyebutkan manajemen hubungan pelanggan (CRM), telah ada sejak orang pertama kali mulai menjual barang. Penjaga toko pertama yang berhenti untuk mengobrol dengan pelanggannya, yang mengingat nama mereka, dan mungkin memberi mereka 'gratisan' kecil untuk terus menggunakan layanannya, mempraktikkan bentuk

BAB 10 | PERIKLANAN ONLINE

A. Pendahuluan

Periklanan online, pilar konten gratis di Web, telah merevolusi bisnis pemasaran dalam beberapa tahun terakhir dengan menciptakan segudang peluang baru bagi pengiklan untuk menjangkau pelanggan potensial (Estrada-Jiménez et al., 2017). Model periklanan saat ini dibangun di atas infrastruktur rumit yang terdiri dari berbagai entitas perantara dan teknologi yang tujuan utamanya adalah menayangkan iklan yang dipersonalisasi. Industri periklanan online, yang diilustrasikan dengan mewah oleh Google DoubleClick dan penawaran waktu nyata (*real-time bidding*-RTB), adalah contoh otomatisasi yang terus berkembang dari proses ini, dan aspek penting lainnya dari sebagian besar masyarakat, kesuksesan kegiatan ekonomi yang kompetitif bergantung pada periklanan, khususnya pada kemampuan untuk secara efektif memilih dan mengarahkan informasi ke pelanggan potensial yang tepat. Periklanan online adalah penggerak ekonomi utama dalam ekonomi Internet, mendanai berbagai situs web dan layanan (Guha et al., 2011).

Diakui bahwa, kemunculan Internet dan Web telah menciptakan segudang peluang baru bagi pengiklan untuk menargetkan miliaran orang dengan hampir tanpa usaha. Namun, iklan online tidak hanya ada di mana-mana. Pada hari-hari awal Web, iklan ditayangkan langsung oleh penerbit (yaitu, pemilik halaman) mengikuti pendekatan satu ukuran untuk semua. Namun karena kemudahan pengguna Web dapat

BAB

11

SMMS: STRATEGI PEMASARAN DI MEDIA SOSIAL

A. Pendahuluan

Dekade terakhir telah menyaksikan perkembangan interaksi yang kompleks, beraneka ragam, dan intensif antara perusahaan dan pelanggan mereka melalui penggunaan media sosial. Di satu sisi, menurut Gao et al., (2018), bahwa perusahaan memanfaatkan platform media sosial untuk memperluas jangkauan geografis ke pembeli. Ini penting untuk mendukung evaluasi merek (Naylor et al., 2012). Juga membangun hubungan yang lebih dekat dengan pelanggan (Rapp et al., 2013). Di sisi lain, Hamilton et al., (2016), menyebutkan bahwa pelanggan semakin diberdayakan oleh media sosial dan mengendalikan proses komunikasi pemasaran, dan mereka menjadi pencipta, kolaborator, dan komentator pesan. Karena peran media sosial secara bertahap berevolusi dari alat pemasaran tunggal menjadi sumber intelijen pemasaran (di mana perusahaan dapat mengamati, menganalisis, dan memprediksi perilaku pelanggan), semakin penting bagi pemasar untuk menggunakan dan memanfaatkan media sosial secara strategis. untuk mencapai keunggulan kompetitif dan kinerja yang unggul (Lamberton & Stephen, 2016).

B. Konsep Media Sosial

Media sosial kental dan melekat dekat dengan istilah strategi pemasaran media sosial, strategi media sosial, strategi pemasaran online, dan pemasaran media sosial strategis (Choi

BAB

12

MOBILE MARKETING

A. Pendahuluan

Pemasaran seluler (*mobile marketing*) adalah topik yang semakin menarik dan penting. Perangkat seluler menawarkan peluang untuk menggabungkan pencarian informasi, fungsi telepon, dan interaksi saat berbelanja di dalam toko atau menggunakan produk. Ini menunjukkan bahwa Web seluler ada di mana-mana, temuan survei menunjukkan bahwa enam dari setiap tujuh orang di dunia menggunakan ponsel atau sama dengan enam miliar orang (Wang, 2013; Rob, 2013). Perangkat seluler sebagai pendamping konstan bagi konsumen, pintu gerbang ke hubungan antara konsumen dan pengecer, menjadikannya saluran tambahan yang ideal untuk penjualan jarak jauh dan ritel fisik (Shankar et al., 2010). Kini pasar massal telah terfragmentasi, dan oleh karena itu komunikasi massa impersonal, terutama iklan media, menjadi kurang efektif sedangkan komunikasi pemasaran satu-ke-satu yang ditargetkan menjadi lebih penting. Didorong oleh adanya prediksi dan optimisme tentang keberhasilan pemasaran seluler di masa depan dan kisah sukses kampanye pemasaran seluler tingkat tinggi. Namun, untuk meraih kesuksesan ini menekankan pentingnya ada wawasan terkait dengan sistem nilai pemasaran seluler yang muncul untuk memanfaatkan potensi penuh peluang pemasaran seluler. Implikasinya, benar-benar bahwa perangkat seluler penting untuk dipertimbangkan dalam setiap strategi pemasaran, dan siapapun dapat menggunakan seluler sebagai bagian dari strategi keterlibatan.

BAB

13

FACEBOOK MARKETING

A. Pendahuluan

Media sosial telah meningkat sebagai saluran pemasaran, dan Facebook adalah perusahaan media sosial terbesar secara global. Bahkan, sebagian besar ponsel cerdas dan tablet sudah dimuat sebelumnya dengan aplikasi Facebook atau setidaknya memiliki fitur yang memungkinkan untuk berbagi dengan Facebook (Diamond, 2022). Semua pengguna Facebook memiliki profil Facebook, yang menyertakan gambar utama, atau avatar; Timeline yang mencantumkan aktivitas dan komentar terbaru mereka dari teman; dan bilah sisi yang menyertakan tautan untuk foto, informasi pribadi, dan aplikasi lain. Facebook berisi informasi positif dan negatif tentang perusahaan; oleh karena itu, penting bagi perusahaan untuk mengelola halaman Facebook mereka untuk melayani kepentingan mereka sendiri dengan sebaik-baiknya. Mempromosikan bahkan perusahaan dan bisnis kecil menggunakan media sosial seperti Facebook adalah solusi yang lebih murah daripada mengambil risiko membayar dalam jumlah besar untuk beriklan di media non-virtual (Dehghani & Tumer, 2015). Platform Facebook dapat mengubah bisnis menjadi mesin pemasaran online yang hidup, bernafas, satu-ke-satu (Vahl et al., 2014). Facebook telah mengubah permainan, dan tidak ada waktu yang lebih baik daripada saat ini untuk bergabung. Meskipun sebagian besar pengguna akrab dengan aktivitas bisnis dan pemasaran di Facebook, mereka

BAB

14

INTERGRASI FACEBOOK DENGAN MEDIA SOSIAL LAIN

A. Pendahuluan

Pada tahun 2001 web generasi ke-3 atau web 3.0 dari layanan internet berbasis web sudah diperkenalkan. Web 3.0 juga disebut sebagai web semantik, namun Tim Berners-Lee menggambarkannya sebagai komponen Web 3.0, ini adalah web dalam resolusi yang lebih tinggi karena setiap tautan antara data ditentukan, memberikan lebih banyak informasi dan makna pada tautan tersebut (Machek, 2018). Tujuan akhir dari web semantik adalah agar semua pengetahuan manusia tersedia dalam bentuk yang dapat dibaca mesin. Namun demikian, aplikasi media sosial Web 2.0 seperti Facebook, Instagram, Twitter dan semacamnya masih terus menciptakan peluang baru bagi perusahaan untuk meningkatkan operasi internal mereka dan berkolaborasi dengan cara baru dengan pelanggan, mitra bisnis, dan pemasok mereka. Ini menjadi bagian dari adanya kemampuan dalam memanfaatkan aktivitas pemasaran dengan mempromosikan kehadiran akun Facebook yang dimiliki secara silang. Ini juga berpotensi dapat mengarahkan pengguna ke Halaman Facebook yang dimiliki dari saluran pemasaran lain di jejaring sosial lainnya.

Jejaring sosial (*social networks*) telah menjadi saluran pemasaran tambahan yang dapat diintegrasikan dengan berbagai platform digital lain, bahkan dengan taktik pemasaran tradisional sebagai bagian dari bauran pemasaran. Perubahan dinamika pertukaran pemasaran antara perusahaan dan konsumen seperti yang diperkenalkan oleh jejaring sosial telah

BAB

15

VARIASI KOMPETENSI YANG DIBUTUHKAN SDM PEMASAR DAN BISNIS DI ERA EKONOMI DIGITAL

A. Pendahuluan

Pekerjaan pemasaran telah berubah secara dinamis di era otomatisasi dan digitalisasi, dimana kinerja yang sukses dari peran ini membutuhkan respons yang jelas terhadap harapan industri maupun pihak yang berkepentingan untuk kompetensi teknis dan nonteknis (Yeoh, 2019). Era ekonomi digital di industri 4.0 (I4.0) menuju era society 5.0 bahkan menyongsong abad 21, dengan segala perubahan dan perkembangan berbagai bidang secara global telah berkontribusi besar dalam mempercepat transformasi digital, digitalisasi bisnis, praktik pemasaran digital (*digital marketing*) bahkan otomatisasi dan digitalisasi di berbagai aspek kehidupan. Praktik digital marketing tidak hanya sekedar transformasi dari pemasaran tradisional ke digital, pemasaran tradisional akan terus diadopsi dan tetap sangat berguna dan sebagai dasar pengembangan dalam konteks praktik pemasaran digital sesuai tuntutan saat ini, dimana teknologi terus berkembang, lingkungan bisnis lebih dinamis terus berubah cepat, demikian perilaku pelanggan terus berubah dan bertransformasi satu sama lainnya saling mempengaruhi. Respon cepat dan terukur dibutuhkan, budaya inovasi dan adaptasi kian mengintervensi pemasar dengan segala kompetensinya maupun para pelaku bisnis di berbagai skala.

Praktik pemasaran digital dengan segala strategi bisnis yang dipilih menjadi praktik pemasaran paling relevan untuk perkembangan bisnis di era ini bahkan mungkin di era

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Nama : **Dr. Rahma Wahdiniwaty, Dra., M.Si, Deri Firmansyah, S.E., M.M dkk**

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