DIGITAL MARKETING TO ADVANCE THE CREATIVE INDUSTRY

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Abstract: The creative industry is the expertise, creativity, and talent needed by individuals in raising funds and employment. The core focus of this industry is creativity empowerment and individual creativity power. Moreover, the globalisation cycle has changed the world to be automation system of technological advancement in 4.0 Industrial Revolution. In order to respond this phenomenon, the government’s support is clearly needed to support the development of the Indonesian creative industry for improving the capability of creative industry to compete and participate in the development of globalization by making 8 million MSME programs online. The Ends, Ways, Means method was used for analysing this study to explaining about digital marketing concept to advance creative industry. The results of the study show that creating a digital marketing concept can be used by industries so that they are able to compete in the global market and achieve 8 million MSME programs online.

Keywords: Digital Marketing, Creative Industries, online MSMEs

1. Introduction

Indonesia is a contributing country of 29.98% of the world's population with a population up to 255,182,144 million. The number is increasing by an average of 3.33 million annually (Nur, 2017).

Seeing this increase, according to the Ministry of Finance of the Republic of Indonesia in 2020-2030, Indonesia is predicted to experience a demographic bonus. Demographic bonus is a condition where the number of people at productive age is greater than the number of young people while the number of elderly people is still not much. This can be said 10 of the total productive population aged 15 to 64 years will bear 3 to 4 non-productive age population, namely the elderly and children. This condition is a challenge that will be faced by Indonesia in the near future, because it can be a benefit and capital for economic development if Indonesian human resources at productive age have competent quality, but instead can be a threat if not well prepared. The problem faced by many countries in terms of population density and the number of people who are less competent is unemployment supported by the lack of employment.
Not only that, this condition will also trigger the emergence of many social problems such as poverty, crime, slowing economic growth and at a certain level of the country's sovereignty.

Besides that in following the flow of globalization changes, Indonesia is currently entering the era of revolution 4.0 where at that stage is a phase of high-level technological revolution with automation trends that change the way humans move differently from the previous phase on the scale, complexity, scope, and transformation of life experience according with the basic principles of the industrial revolution 4.0 namely the merging of machines, workflows and systems with the application of intelligent networks in the chain and production processes that are synchronized with each other. This has led to changes in people's behavior and patterns of other aspects of life, one of which is economics and specifically business behavior in industry. Digital marketing is one of the results of the formation of the 4.0 revolution in the industrial aspects, especially in the field of marketing. Digital marketing is able to help businesses to promote their products with a range that does not limit place and time. Digital marketing is also very helpful in minimizing operational costs incurred by business actors. But in its application, perseverance is needed, and high creativity can be used effectively.

The emergence of the creative industry is an effort made by utilizing the creativity, skills and talents of individuals in obtaining financial benefits. Recent creative industries are widely applied by young people or residents who fall into the productive age range. The young people use their expertise and talents to create a business. Therefore they are called entrepreneurs in the creative industries.

Young businessman or young entrepreneurs should welcome and be able to adapt to this condition. This can be achieved by using creativity and talent to create a creative industry and then operate the business by applying the concept of digital marketing to the aspects of product marketing. The use of gadgets, the use of social media and the use of applications available on gadgets is one form of individual life patterns that can not be separated from the 4.0 revolution and with these conditions can provide opportunities for entrepreneurs to achieve goals. But the reality is that not all business people are able to take advantage of this opportunity. And not many productive age population understand this condition due to lack of information and knowledge. Based on the explanation above, this research becomes interesting to be studied more deeply about how the strategy that must be determined to minimize the threat of population density arising from demographic bonuses in order to be able to compete against the 4.0 revolution.

2. Literature Review

2.1 Creative industry

1. Creativity and intellectuals are the main input of the cycle of creation, production and distribution of goods and services.
2. One part of a series of knowledge-based activities focusing on art that has the potential to bring financial benefits from trading activities and intellectual property rights.
3. Consists of products that can be touched and cannot be touched such as intellectual or artistic services with creativity, and economic value and market objectives
4. Has cross-sectoral nature between arts, services and industry
5. One part of a new dynamic sector in the world of commerce.

Creative industries have several benefits to the economy (Purnomo, 2008), namely:
1. For the economy: contribution to GDP, creating jobs, increasing export value;
2. For the business climate: impact on the marketing sector
3. National image and identity: can attract foreign tourists, as national icons, build cultural heritage and local values
4. Innovation and creativity: creating ideas and new ideas in value creation
5. Social impact: improving quality of life, equitable distribution of welfare, increasing social tolerance.

2.2 MSMEs Going Online

MSMEs Going Online is a program initiated by President Joko Widodo in accordance with his vision of making Indonesia the Digital Energy of Asia. This program aims to facilitate and provide opportunities for MSMEs in various regions to be ready to compete in the era of globalization with wider market coverage. The MSMEs Going Online program is a form of collaboration between the Ministry of Cooperatives and MSMEs with the Ministry of Communication and Information by involving several market place companies such as Tokedia, Bukalapak, Blibli, Belanja.com, Shopee and others.

2.3 Industry 4.0

Industrial Revolution 4.0 is a form of integration of the Cyber Physical System (CPS) with the Internet of Things and Services (IoT and IoS) in manufacturing and logistics and other processes in the production process (Kagermann, 2013). CPS is a technology to combine the real world with the virtual world in the form of integration between physical processes and computing (embedded computers and network technology) in a close loop (Lee, 2008). Industry 4.0 is horizontal, vertical and integrated from the whole system that focuses on standardization to facilitate organizations connected with each other, has the complexity of management needed when developing and implementing new models and methods of organization, a high-quality comprehensive infrastructure by having information networks and internet connection, security and protection of confidential data, design and work organization as a substitute for the role of employees with better performance results and long-term functioning, harmonization of laws and frameworks and effective use of resources that have the potential to save raw materials and energy (Marina, 2017).

2.4 Digital Marketing

Digital marketing is the use of the internet as a technology that can connect two-way communication between producers and consumers (Coviello, 2001). The term digital marketing describes a form of the process of using digital technology in marketing to get customers, build customer preferences, promote brands, retain customers with the main goal is to increase sales (Kannan, 2016). Another benefit obtained from the use of digital marketing is that business people and entrepreneurs can monitor and provide all the needs and desires of potential
customers, in terms of prospective consumers can find and get product information only by browsing in cyberspace so that consumers can be independent in choosing products that are desirable and can independently consider the product to be purchased in terms of quality and price, save time and effort and can also provide and know product recommendations that will be purchased from other consumers.

The concept of marketing using digital marketing aims to promote products and be able to reach consumers in a wide range, on time, relevant (in accordance with the targeted market share) and economical in financing. Digital marketing strategies affect competitive advantage sequentially starting from the most dominant: the ease of product search, the availability of special offers, the ability to identify and attract new customers, the availability of product information or articles that support and provide product guidance for consumers, the ability to create visibility and brand awareness, the ability to strengthen brand image received by consumers, the availability of display testimonials, the availability of the latest information, photos of product illustrations, and online communication service assistance (Aditya Wardhana, 2015)

The application of the concept of digital marketing can be done with several techniques, namely promotion of products with market places (bukalapak, shopee, tokopedia, etc.), promotion through websites, blogs, infographics, use of content marketing (SEO, SEM, blog posts, ebooks and articles, online brochures).

The use of email blasts, YouTube and the easiest and cheapest is the use of social media (Facebook, Twitter, Instagram, Linkedin, Snapchat, Pinterest and Google+). Digital Marketing is one of the results of the formation of the 4.0 revolution in the industrial aspects, especially in the field of marketing. Lately, almost all large companies from various industries use the concept of digital marketing to market their products. In terms of business people and entrepreneurs, the use of digital marketing for product marketing is very helpful in terms of cost efficiency but it requires creativity and perseverance in its use. It is not uncommon for some companies to change their organizational structure by adding digital marketing divisions and employing professional employees for this expertise.

3. Methodology

This study uses the Lykke formula strategy approach. Strategy in this case is a set of commitments and ways for an organization in a competitive environment to obtain superior results from time to time Colonel Artthur F. Lykke Jr. (1989) describe the formulas of a strategic approach namely Ends, Means, Ways. The Lykke method is a simple military strategy method commonly used by US troops in every decision. The mathematical formula in this model can be described "Strategy = Ends + Ways + Means" Ends in this case are the objectives to be achieved, Ways are actions taken to achieve the goals set, and Means in this case is a means or instrument used to achieving goals. This simple approach is deeply embedded in the minds of US military staff and analysts and is used to create a strategy concept (Andrew, 2019).
The strategy approach of Ends, Ways, Means is applied in this research to conceptualize the strategy regarding problems in research, namely how to advance the creative industry with digital marketing.

The flow in this study is described as follows:

1. 4. Result

1 Means

Productive Age: Communities in the age range of 15 to 64 years.

Digital Marketing: In this case digital marketing is a marketing concept that can help a productive age that has a business to be able to advance its business more effectively. Digital marketing not only about entrepreneur have an marketplace account like as bukalapk, tokopedia etc, but also use the a concept or marketing method to promote products and business brands in the digital world by utilizing several digital assets for marketing, namely websites, blog posts, social media, email, brand identity (logos, company profiles ), google accounts and online tracks (reviews, customer feedback, etc.) using some or all of the techniques, namely SEO (Search Engine Optimization) and SEM (Search Engine Marketing) for make the website on the top on google search, google ads to find out the location of the destination market share, social media online advertising (facebook, Instagram, twitter , snapchat, pinterest, email blast and linkedin), blog, website setups, business articles and digital banners. To get maximum results, it takes perseverance and creativity in its management. Some marketing professionals who focus on the digital world already have implemented this concept, and most of them create business opportunities by making course of digital marketing with high price.
The Government's Role: The government as a forum and mediator in helping businesses to be able to compete and compete comfortably and easily to enter the market and to influence each sale so that the tendency of consumers to buy products is higher both at home and abroad. Many of the productive age, especially businesses in the creative industries, have not yet explored the concept of digital marketing in running their businesses. Some who have understood, will seek information about this method by attending special seminars and private but requires expensive costs. Some business actors in the creative industries are newcomers who lack the ability to manage a business. To welcome the technological sophistication and protect the creative industry businesses in growing their business, the government initiated the MSMEs Going Online program.

2 Ways

MSMEs Going Online: an idea from the government is an integration between the Ministry of Communication and Information, the Ministry of MSMEs and cooperatives, professional digital marketing, market place companies and creative industry businesses to advance the industry and help businesses maximize their business management in utilizing the potential of digitalization. So far, business actors who have not yet applied the concept of digital marketing feel that business management using the digital world is difficult and complicated, so as not to maximize the potential of their technology, therefore the idea of MSMEs going online helps businesses, especially creative industries, compete in the market. The target are on boarding (make entrepreneur use online operation), active selling and increase transaction traffic, scale up business, go international market-export.

One strategy to optimize demographic bonuses in Indonesia is to welcome young entrepreneurs. National economic resilience is stronger if the number of entrepreneurs owned is large (Air Langga, 2019). Based on the 2015-2019 RPJMN the target given to the Ministry of Industry is to grow as many as 20,000 new entrepreneurs until the end of 2019. Therefore, one of the government's contributions in dealing with this condition is by observing the MSMEs Going Online program which is able to accommodate business actors, especially young entrepreneurs for given business management briefing in the industrial era 4.0. This program is a form of integration between the government namely the Ministry of Industry, the Ministry of SMEs and Cooperatives, the Ministry of Trade, the Ministry of Communication and Information, the Ministry of Finance with business actors and involves several marketplace companies such as Tokopedia, Bukalapak, Shopee, Lazada, Blibli.com. Professional involvement in digital marketing is also needed to provide input and material to business people to get to know the concept of digital marketing in depth and educate business people to understand the convenience provided by the digital world and digital potential in the market. There is also a need for a roadshow / workshop / seminar on how to implement the concept of digital marketing in managing business routinely and sustainably at a cost that does not burden the creative industries. Continuously in this case in order to periodically upgrade the skills of businesses to keep abreast of developments in the digital world.
Workshop / Roadshow / Training: activities carried out in introduction to strategies for managing a business. Workshop / Roadshow / Training is organized by the government where businesses, especially the creative industries, can participate in these activities without being charged heavy fees. This kind of training will be filled by digital marketing professionals and this organization can help facilitate creative industry businesses to apply the digital marketing concept that is assisted by professionals.

3 Ends:

The aim of the concept of digital marketing is to show the creative industries in order to compete in a market that has now penetrated the digital world. The end goal of this concept is to be able to advance the creative industries that can compete in the industrial era 4.0. The progress of this creative industry will have an impact on increasing economic growth. This will be in line with the wishes of the productive age community who will utilize their digital potential to gain financial benefits by becoming a creative industry businessman.

4. Conclusion

Digital marketing is a method recommended in business management in the face of the revolution 4.0 era where everything is carried out with digitalization. Digital marketing methods are not only done by registering accounts in several marketplaces, but many techniques are used such as websites, blog posts, social media, email, brand identity (logos, company profiles), google accounts and online tracks (reviews, feedback from customers, etc.) by using some or all of the techniques, namely SEO (Search Engine Optimization), SEM (Search Engine Marketing), google ads, online social media advertising (facebook, Instagram, twitter, snapchat, pinterest, email blast and linkedin), blog posting, set up websites, business articles and digital banners which in general, creative industry businesses do not yet know more in depth this technique. Creative industries will develop if they exploit their potential by utilizing perseverance and creativity. Creative industry businesses can also save operational costs if they apply this digital marketing concept. To synergize business actors to be able to understand the concept of digital marketing, the government must take part in supporting the creation of creative industry progress with the MSMEs going online program and regularly conducting training / workshops / roadshows to creative industry businesses. The number of creative industry entrepreneurs who easily manage their businesses, this will be an attraction for young people to become entrepreneurs or business people. The final result obtained is by reducing unemployment and creating creative and superior human resources that can enhance a country's economic growth.
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