

DIGITAL MARKETING STRATEGY IN THE ERA OF BUSINESS TRANSFORMATION: IMPLEMENTATION AND DEVELOPMENT

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| Submitted 23 Juni 2024 | Accepted 28 Juni 2024 | Published 29 Juni 2024 |

Abstrak

Penelitian ini menginvestigasi peran dan implementasi strategi digital marketing dalam konteks era transformasi bisnis saat ini. Dalam lingkup yang semakin terhubung dan digital, strategi digital marketing menjadi kunci untuk mengoptimalkan visibilitas merek, mencapai pasar global, dan meningkatkan interaksi dengan konsumen. Metode penelitian yang digunakan adalah studi pustaka kualitatif, yang melibatkan analisis mendalam terhadap literatur akademik, jurnal, dan buku yang relevan dalam domain digital marketing dan transformasi bisnis. Temuan utama menyoroti pentingnya integrasi berbagai elemen digital marketing seperti SEO, SEM, content marketing, social media marketing, dan lainnya dalam mencapai tujuan bisnis yang lebih luas. Hasil penelitian juga menggambarkan bagaimana analitik dan data-driven decisions memainkan peran krusial dalam memahami dan meningkatkan kinerja strategi digital marketing. Implikasi dari penelitian ini mencakup rekomendasi untuk pengembangan strategi digital yang lebih efektif, beradaptasi dengan perubahan pasar yang cepat, dan memanfaatkan teknologi digital untuk memperkuat hubungan dengan pelanggan serta memperluas pangsa pasar secara global. Penelitian ini memberikan kontribusi signifikan dalam memahami bagaimana digital marketing berperan dalam mendefinisikan landscape bisnis masa kini dan masa depan.

Kata kunci: Digital Marketing, Pengembangan, Strategi, Transformasi Bisnis

Abstract

This research investigates the role and implementation of digital marketing strategies in the context of the current era of business transformation. In an increasingly connected and digital environment, digital marketing strategies are the key to optimizing brand visibility, reaching global markets, and increasing interaction with consumers. The research method used is a qualitative literature study, which involves in-depth analysis of relevant academic literature, journals and books in the domain of digital marketing and business transformation. The main findings highlight the importance of integrating various digital marketing elements such as SEO, SEM, content marketing, social media marketing, and others in achieving broader business goals. The research results also illustrate how analytics and data-driven decisions play a crucial role in understanding and improving the performance of digital marketing strategies. The implications of this research include recommendations for developing more effective digital strategies, adapting to rapid market changes, and utilizing digital technology to strengthen relationships with customers and expand market share globally. This research makes a significant contribution to understanding how digital marketing plays a role in defining the current and future business landscape.

Keywords: Digital Marketing, Development, Strategy, Business Transformation

1. INTRODUCTION

Along with advances in information and communication technology, there has been a paradigm shift in consumer behavior and effective marketing strategies. Today's businesses can no longer rely on conventional marketing methods such as print advertising and direct promotions as the sole means of achieving and maintaining relevant market share. Digital transformation has introduced a new paradigm where interactions between consumers and brands are no longer limited to a limited geographic scope. The internet and social media have enabled businesses to reach a global audience directly and in a more measurable manner. However, with these changes also come new challenges, such as expanding global competition

and rapid changes in consumer preferences that require businesses to continually adapt their marketing strategies [7].

Implementing an effective digital marketing strategy requires careful integration of the various digital platforms available today. As technology continues to advance, companies must deeply understand how to leverage social media, search engines, and other digital advertising technologies to achieve their marketing goals. For example, proper use of SEO (Search Engine Optimization) can help increase online visibility, while paid advertising campaigns can reach more specific target markets [20]. Additionally, a strong understanding of consumer behavior based on accurate data analysis is essential. By utilizing the right analytical tools and data processing, companies can identify consumer trends, product preferences, and purchasing patterns that can guide more effective and timely marketing decisions [1].

Digital marketing is a series of marketing activities that use digital media, such as the internet, mobile devices and other online platforms, to promote products, services or brands. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries and potential consumers. Along with increasingly rapid technological developments, digital economic transformation has become a global trend in recent years. Digital transformation can be defined as the use of digital technology in various aspects of modern society that goes far beyond digital literacy and competence, this is related to the ability of companies to successfully apply new technologies and procedures to improve their business operations [3].

Digital transformation is not just about adopting technology, but also about creating a more adaptive and digitally connected organization. By integrating digital marketing into their business strategy, companies can become more responsive to rapid market changes and industry trends. This involves using in-depth data analysis to understand consumer behavior, identify new opportunities, and respond to competition more effectively. In addition, digital marketing allows companies to exploit the full potential of technology in improving operational efficiency and data-based decision making. By using advanced analytical and data processing tools, companies can gain valuable insights to optimize their marketing strategies and increase ROI (Return on Investment) [9].

The aim of this research is to investigate and analyze various digital marketing strategies that are effective in facing the challenges of digital transformation. This research aims to identify best practices in implementing digital technology in marketing, with a focus on digital platform integration, in-depth consumer data analysis, and rapid response to market changes. In addition, this research also aims to understand how companies can develop digital marketing strategies that not only increase visibility and interaction with consumers, but also ensure compliance with increasingly stringent data security and privacy regulations. Thus, it is hoped that this research can provide practical guidance for organizations to optimize the use of digital technology in achieving their business goals in this dynamic era of transformation.

2. METHOD

This research uses qualitative methods with literature study. This research method focuses on in-depth analysis of relevant literature, academic journals, books and articles in the field of digital marketing and business transformation. This approach allows researchers to collect and evaluate comprehensive information from diverse theoretical sources to understand the latest trends, best practices, and strategic role of digital marketing in the context of business transformation. The initial step in this method is identifying relevant research topics using appropriate keywords in academic databases and digital libraries. After that, a selection of the most relevant and authoritative literature was carried out, which includes theories, conceptual

frameworks, and empirical findings related to digital marketing strategies and their impact on business transformation. Analysis is carried out by examining differences of opinion, convergence, and trends in the literature, as well as exploring how various theories and findings can be applied in the context of the research being conducted. Furthermore, in this qualitative literature study method, synthesis and interpretation of various literature that have been collected are carried out. This process involves organizing the main findings, identifying general patterns, and developing a conceptual framework that can be used as a basis for understanding how digital marketing strategies can be implemented and developed in business practice. In addition, this method also allows researchers to explore new ideas or identify knowledge gaps that can become a focal point for future research.

3. RESULTS AND DISCUSSION

Digital Marketing Strategy Integration

Integrating digital marketing strategies is a very important approach in the context of modern business which continues to change and develop. This concept refers to efforts to unify various digital marketing elements into one coherent and coordinated whole, with the ultimate goal of increasing the effectiveness and efficiency of the overall marketing strategy [2].

a. SEO (Search Engine Optimization)

SEO (Search Engine Optimization) is a key strategy in digital marketing that aims to increase the visibility and ranking of web pages in organic search results on search engines such as Google. SEO practices include various aspects that reflect how search engines like Google evaluate and determine the relevance of a page to the keywords searched by users. This includes optimizing content by strategically including relevant keywords in titles, descriptions and page content, as well as ensuring that the content is informative, high-quality and meets user needs.

Apart from content optimization, SEO also involves optimizing site structure and other technical factors, such as the use of meta tags, setting SEO-friendly URLs, optimal page loading speed, and responsiveness to mobile devices. These practices not only help search engines to understand page content better, but also improve the overall user experience, which is an important factor in ranking in search results. The benefits of effective SEO implementation are very significant for online businesses. By improving its organic rankings, a site can attract more relevant and potentially high-converting traffic from search engines. This also helps build brand awareness organically, as users often tend to trust organic search results over paid ads [5].

b. SEM (Search Engine Marketing)

SEM (Search Engine Marketing) is a digital marketing approach that uses paid advertising to increase a website's visibility in search engine search results. One of the most popular platforms for SEM is Google Ads (formerly known as Google AdWords), where companies pay to display their ads in certain search results or on Google partner websites. Payment models for SEM are often based on Cost-Per-Click (CPC), where advertisers pay each time a user clicks on their ad, or Cost-Per-Impression (CPM), where advertisers pay based on the number of ad views [13].

The main advantage of SEM is its ability to provide fast and measurable results in increasing website traffic and achieving specific marketing goals. By targeting relevant and strategic keywords, companies can reach audiences who are already interested in their products or services. SEM also allows advertisers to control and

manage campaigns in a timely manner, from determining daily budgets to scheduling ad display times. This allows for high adaptability in adjusting marketing strategies to changes in market trends or seasonality. However, optimal SEM success often depends on its integration with SEO. While paid ads can provide quick results, they are also temporary and do not provide the same long-term benefits as organic strategies obtained through SEO. By combining SEM with strong SEO, companies can achieve a greater competitive advantage, increasing their visibility in organic and paid search results simultaneously.

c. Content Marketing

Content marketing is a strategy that focuses on creating, distributing and promoting content that provides added value to the target audience. Types of content that can be used include blog articles, infographics, videos, podcasts, and others. The main goal of content marketing is to increase engagement with the audience, build brand authority, and drive the conversion process in the purchasing journey. Quality and relevant content not only attracts the attention of the audience, but also builds long-term relationships with them. Through informative, educational, or entertaining content, companies can strengthen their position as thought leaders in a particular industry. For example, in-depth blog articles on topics related to their products or services can help grab the attention of potential consumers who are doing research.

Integrating content marketing with SEO is very important to increase content visibility in organic search results. By ensuring content is optimized with the right keywords, good structure, and appropriate meta tag settings, companies can increase the likelihood of their content appearing on the first page of search results. Apart from that, integration with social media helps in distributing content to a wider audience and building more active interactions. Through platforms like Facebook, Instagram, and LinkedIn, companies can drive traffic to their content, invite discussion, and expand brand reach organically [4].

d. Social Media Marketing

Social media marketing (SMM) is a digital marketing strategy that uses various social platforms such as Facebook, Instagram, Twitter, and LinkedIn to interact with audiences, promote content, and build relationships with potential customers. Each social platform offers unique ways to communicate with audiences, from text posts, images, videos, to specifically targeted paid ads. SMM leverages the virality and social networking characteristics of social media to expand the reach of marketing content and messages.

The integration of SMM with content marketing is very important for campaign effectiveness. Content created by companies can be easily distributed and promoted through various social platforms, reaching a wider audience in a more organic way. For example, an interesting video or infographic can quickly go viral and create a buzz among social media users, helping to increase brand awareness and engagement. In addition, integration with analytics is a key component in SMM. Through analytical tools such as Facebook Insights, Twitter Analytics, or other analytical tools, companies can measure the performance of their social media campaigns in depth. This includes metrics such as the number of likes, shares, comments, as well as ROI from paid advertising run. Accurate data analysis helps companies to understand their audience behavior better, identify ongoing trends, and optimize marketing strategies on different social platforms [18].

e. Email Marketing

Email marketing is a strategy that involves sending promotional and informative messages to an email list of customers or prospects. This is one of the most effective ways to communicate directly with an audience that is already interested in a company's products or services. Via email, companies can send various types of content, such as periodic newsletters, special offers, new product announcements, event invitations, or following up sales to increase customer transaction value.

Email marketing integration with CRM (Customer Relationship Management) plays a key role in campaign success. CRM allows companies to centrally store and manage customer data, including personal information, purchasing preferences, interaction history, and transaction history. Using this data, companies can create more personalized and relevant email messages for each segment or individual in their customer list. For example, they can customize content and offers based on previous purchasing behavior or interests demonstrated by customers [6].

f. Mobile Marketing

Mobile marketing is a marketing strategy that focuses on the use of mobile devices such as smartphones and tablets to interact with consumers. With the rapid growth in the use of mobile devices worldwide, mobile marketing is becoming increasingly important for companies to reach their audiences effectively. This strategy includes a variety of approaches, from developing mobile applications specifically designed to increase user engagement, to optimizing websites to be responsive to various mobile device screen sizes.

One of the main elements of mobile marketing is location-based advertising, where companies can target users based on their current physical location. This allows companies to deliver relevant messages or offers based on a user's geographic context, such as offering a discount at a nearby store or informing them of an ongoing local event. This approach not only increases the relevance of the marketing message, but also increases the likelihood of conversion because the message conveyed is relevant to the user's current situation [16].

Integration with analytics is also very important in mobile marketing. Through the right analytics tools, companies can better understand mobile user behavior, such as their preferences for accessing content, most active usage times, and interactions with ads or apps. This data helps companies to better optimize their marketing strategies, identify areas where they can improve user experience, and adjust campaigns to achieve better results.

g. Analytics and Data-driven Decisions

Analytics and data-driven decisions are the main foundation for optimizing digital marketing strategies in the modern era. Analytics refers to the process of collecting, analyzing and interpreting data to understand digital campaign performance in depth. One of the most commonly used tools is Google Analytics, which provides information about website traffic, user behavior and the overall effectiveness of marketing campaigns. Using this data, companies can identify trends, patterns and valuable insights to guide better strategic decisions.

Data-driven decision making allows companies to optimize marketing strategies in a more efficient and effective way. For example, by tracking conversions from various marketing channels, companies can allocate their marketing budget more

intelligently to the channels that provide the highest ROI. Data analysis also allows companies to deeply understand consumer preferences and behavior, enabling them to tailor marketing messages, offers and user experiences to be more relevant and engaging.

Apart from that, analytics helps in measuring the achievement of goals and KPIs (Key Performance Indicators) that have been set. By monitoring metrics such as conversion rate, bounce rate, page dwell time, and more, companies can evaluate the effectiveness of their campaigns in real-time and make necessary adjustments to improve future performance. Data-driven decisions also enable companies to respond to market changes more quickly and precisely, ensuring that marketing strategies remain relevant and adapt to changing conditions [8].

h. User Experience (UX)

User Experience (UX) is a critical aspect of a digital marketing strategy that focuses on the experience users experience when interacting with a website or application. Good UX includes not only visual aesthetics, but also factors that influence user comfort, satisfaction and efficiency in using digital products. One of the main elements in UX is page loading speed; modern users tend to expect fast, responsive access to content without experiencing significant lag. A slow website or app can increase rejection rates and reduce user retention rates.

Additionally, intuitive navigation is also an important component of good UX. Users should be able to easily find the information they are looking for without experiencing confusion or frustration. A clear and structured navigation design helps guide users through content in a logical and efficient way, increasing engagement rates and reducing bounce rates. Responsive design is also crucial in providing a consistent experience across devices, from desktops to smartphones, ensuring that users have an optimal experience without having to customize the interface too much [15].

Integrating UX in a digital marketing strategy not only impacts user satisfaction, but also contributes to the overall success of the marketing campaign. A positive user experience increases the likelihood of conversion, as users are more likely to explore further or take the desired action when they feel comfortable and connected with the product or service. Therefore, investing in UX improvements not only improves brand perception and customer loyalty, but also optimizes the return on investment (ROI) of digital marketing efforts, ensuring that every interaction with users brings significant added value to the company.

i. Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a strategic approach in business that focuses on managing interactions and relationships with customers. The goal is to better understand customer needs and preferences, so that companies can provide more personalized and satisfying service. In the context of a digital marketing strategy, integration with CRM allows companies to increase the personalization of communications with customers. CRM plays a key role in collecting and organizing customer data centrally. This data includes information about customer purchase history, product preferences, interaction activity, and contact information. By utilizing this data, companies can design more targeted and relevant marketing campaigns. For example, they can send special offers or product recommendations tailored to each customer's previous shopping behavior.

CRM integration with digital marketing strategies also allows companies to track and analyze customer interactions in more depth. This includes measuring customer engagement levels, assessing campaign effectiveness, and predicting future customer behavior. Data obtained from CRM helps companies understand their customer lifecycle, identify potential sales opportunities, and increase customer retention by providing more personalized and relevant service [10].

j. Conversion Optimization

Conversion optimization is the strategic process of increasing the percentage of website or application visitors who take a desired action, such as purchasing a product, signing up for a newsletter, or downloading an application. The ultimate goal is to maximize the value of each visit received by converting visitors into active customers or further engaged prospects.

A conversion optimization strategy involves a variety of approaches, including A/B testing, analyzing user behavior, and improving design elements or website content. A/B testing allows companies to test two different versions of a page or specific element, such as a call-to-action button or registration form, to see which produces a higher conversion rate. User behavior analysis also plays an important role in identifying obstacles or challenges experienced by visitors in the conversion process. By understanding user interaction patterns and potential points of failure, companies can implement the necessary changes to significantly increase conversion rates [19].

Integration with analytics is key in a conversion optimization strategy. Through analytical tools like Google Analytics, companies can measure and analyze conversion metrics such as conversion rate, bounce rate, average transaction value, and more. This data provides valuable insights into consumer behavior, conversion trends, as well as the effectiveness of ongoing marketing campaigns. With this information, companies can make evidence-based decisions and optimize their marketing strategies to achieve better results [9].

Implementation of Digital Marketing in Developing Business Strategy

The implementation of digital marketing has a crucial role in developing business strategies in the modern era. In this case, digital marketing refers to the use of digital platforms and technologies to promote products or services, increase brand visibility, and interact with audiences effectively [12].

a. Digital Marketing allows wider access to global markets

Digital marketing plays a crucial role in providing broader access to global markets for companies in this digital era. Through online platforms such as websites, social media, and digital marketplaces, companies can reach a larger and more diverse audience without being limited by traditional geographic boundaries. For example, a small company in Indonesia can use social media such as Instagram or Facebook to promote its products to potential consumers around the world without needing to have offices or distributors abroad. This not only opens up opportunities to expand market share, but also increases sales potential significantly.

Additionally, digital marketplaces such as Amazon, Alibaba, or Etsy provide a very effective platform for companies to sell their products to the global market. By participating in this marketplace, small and medium-sized companies can offer their products to millions of consumers who are actively looking for certain items. Another

advantage of using a digital marketplace is the existing infrastructure, including payment systems, international shipping, and customer support that can help companies overcome logistical and administrative obstacles that may arise in their international expansion.

b. Digital Marketing provides tools to measure and analyze campaign performance in more depth

Digital marketing not only provides wider access to global markets, but also provides very important tools to measure and analyze the performance of marketing campaigns in depth. One of the most commonly used tools is Google Analytics, which allows companies to track key metrics such as website traffic, conversion rates, traffic sources, and user behavior in real-time. Using this data, companies can gain deep insights into how their campaigns are performing and how users are reacting to various marketing initiatives.

Data analysis from Google Analytics and other analytical tools allows companies to understand consumer preferences better. For example, they can see which pages are visited most frequently, what products or services are most in demand, and at what stage in the purchasing process users are likely to exit. This information is invaluable in designing more effective and targeted marketing strategies, as companies can tailor messages, offers, and user experiences to achieve better results. In addition, analytical data also allows companies to evaluate the effectiveness of ongoing campaigns and make smarter decisions regarding marketing budget allocation. For example, if a campaign is not delivering expected conversion rates, companies can quickly identify potential problems and make the necessary adjustments to improve the campaign's performance. Thus, digital marketing not only provides the ability to reach a global audience, but also allows companies to adapt quickly to market changes and maximize the return on investment (ROI) of every dollar invested in marketing [14].

c. Digital Marketing allows personalization of communications with customers

Digital marketing has changed the way companies interact with customers, especially in terms of personalizing communications. By using data from previous customer experiences such as purchase history, product preferences, and previous interactions with the brand, companies can produce more relevant and individually targeted marketing messages. For example, by analyzing customers' purchasing patterns, companies can tailor special offers or product recommendations to suit their interests and needs. This not only increases the likelihood of conversion, but also strengthens the relationship between the company and the customer by providing real and meaningful added value.

Personalization of communication also plays an important role in increasing customer engagement. When customers receive messages that take their personal needs and preferences into consideration, they tend to feel more cared for and appreciated by the company. This can result in higher engagement rates, whether in the form of responses to marketing emails, participation in special promotions, or even in more frequent repeat purchases. By building deeper and more relevant connections with customers, companies can build strong brand loyalty and keep customers from switching to competitors. Additionally, personalization also has a positive impact on the overall user experience. When users feel that they are getting an experience tailored to their needs, they tend to have a more positive and satisfying experience with the brand. This creates an environment where customers feel more comfortable interacting

with the brand on an ongoing basis, creating opportunities for long-term growth in customer value and company profitability [5].

d. Digital Marketing facilitates interaction and engagement with customers directly through social media and other digital communication platforms

Digital marketing is not only changing the way companies communicate with customers, but also facilitating more direct and personalized interactions through social media and other digital communication platforms. With features such as comments, direct messages, or online contests on platforms like Facebook, Instagram, or Twitter, companies can more easily interact in real-time with their customers. For example, companies can respond directly to customer comments or questions, provide live support, or even hold discussions or polls to get feedback from consumers. This direct interaction not only helps in building closer relationships between companies and customers, but also in strengthening brand loyalty. When customers feel they are heard and cared about by a brand through these direct interactions, they tend to feel more connected to the brand emotionally. This has the potential to increase customer retention rates and reduce churn rates, as customer loyalty often correlates with their level of engagement with the brand.

In addition, digital marketing also creates opportunities to build active communities around certain products or services. Through interesting and relevant content, companies can build a loyal fan base or followers on social media. This community can be a place for customers to share experiences, recommend products to others, or even provide input for future product development. By strengthening customers' bonds with each other and with the brand, companies can create an environment that supports long-term business growth and continued customer loyalty [11].

4. CONCLUSION

The conclusions of this research highlight the crucial role of digital marketing in shaping the modern business landscape. In an era where digital technology has changed the way consumers interact with brands, digital marketing strategies have become the main driver for achieving business success. Through effective implementation, companies can utilize online platforms such as websites, social media, and digital marketplaces to increase brand visibility, reach global markets, and expand market share more efficiently. This not only allows wider access to a diverse audience, but also facilitates direct interaction with customers, which can strengthen brand loyalty and create an active community around a particular product or service.

Apart from that, digital marketing also provides powerful analytical tools such as Google Analytics to track campaign performance in depth. The data collected from these analytics not only helps in understanding consumer behavior and their preferences, but also in evaluating the effectiveness of ongoing marketing strategies. With timely and accurate information, companies can make smarter decisions regarding marketing budget allocation, adjust ongoing campaigns, and optimize overall return on investment (ROI). Thus, a digital marketing strategy is not just about using the latest technology, but also about leveraging data and digital interactions to develop deeper relationships with customers and achieve bigger business goals in an era of ever-evolving business transformation.

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