

# EXPLORING THE CURRENT APPLICATIONS AND IMPLICATIONS OF EMERGING TECHNOLOGIES FOR DIGITAL MARKETING

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## **Keyword**

*Applications, Technology, Digital, Marketing, Emerging*

## **Abstract**

*With the development of internet and social media technologies, businesses are now able to interact with consumers directly and interactively through digital platforms, however, there is still a lack of understanding of the challenges and potential limitations faced by businesses in adopting and utilizing these technologies effectively. The purpose of this study is to gain a comprehensive understanding of the latest applications of emerging technologies for digital marketing, as well as to provide practical recommendations for companies to optimize the use of these technologies in digital marketing strategies. Data collection and analysis using a literature-based research approach. The rapid development of digital technology has influenced society in supporting various business activities in Indonesia, and many digital platforms help promote products to be sold or promoted. Although digital technology offers many benefits, it also presents challenges and risks. With the trend of digital marketing. This change shows that digital marketing has become a very effective medium for product promotion. By utilizing social media and digital marketing strategies, businesses can reach a wider target market, attract potential customers, and increase sales volume significantly. However, this also comes with challenges and risks. Data security and privacy are important considerations, especially when companies conduct online transactions and store customer data. This report emphasizes the importance of maintaining data security and privacy to build customer trust*

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## **INTRODUCTION**

The rapid growth of technology in the field of computer science has changed the way companies interact with consumers and influenced their marketing strategies. In the past, interaction was limited to traditional channels such as physical stores or telephone customer service, but with the development of internet technology and social media, companies can now interact with consumers directly and interactively through digital platforms. They can provide information, respond to queries, and provide real-time customer service. In addition, these technologies have also changed marketing strategies. Companies can now collect and analyze consumer data to design more effective and relevant strategies. They can personalize content, provide tailored product recommendations, and design more thoughtful marketing campaigns. Strategic decisions related to marketing are also affected by these technological developments. With big data analytics and sophisticated data processing, companies can mine valuable insights from consumer data to identify market trends, measure campaign effectiveness, and make more informed decisions. Thus, technology in computer science has opened up new opportunities for

companies to interact with consumers and change the way they approach marketing their products and services.

The internet as a form of technology has several attractions and advantages for consumers and organizations. The Internet is also medium cutting-edge electronics that support e-commerce (electronic commerce) and experienced rapid growth. Simplistically by creating a homepage and serving product orders through internet, it can already be said as a global marketer run e-commerce (Sutejo, 2006). Previously, communication and human interaction carried out in a manner directly or face to face, then it gets longer with social media presence. Development social media continues to improve with increasing number of users. Currently, there are estimated to be 200 more social media, some of them are Facebook, Twitter, Instagram, TikTok, etc. (Ayuni et al., 2019). In addition, digital technologies are changing the world in which brands interact their consumers. New technologies create new markets, which in turn create new customers and new competitors and make a difference. For example, the emergence of online marketplaces that connect consumers and producers eliminating the need for manufacturers to combine multiple retailers into the mix their value chain, enabling brand producers to bid directly with their customers (Pendahuluan, n.d.).

Previous studies conclude that digital media channels are online communication techniques used to achieve the goals of brand awareness, familiarity, fun, and to influence purchase intent by encouraging digital media users to explore the online media they create (Arfan & Hasan, 2022). The various types of digital marketing that companies choose in an effort to market and to increase sales of their products including websites, search engine marketing, search engine optimization, social media, online advertising, email and video marketing, etc. (Ayesha et al., 2022). One of the advantages of digital marketing is the ease of measurement of results compared to other marketing strategies such as the traditional mode. Every activity and progress achieved in digital marketing can be traced and adjusted to the targets set to determine the level of achievement achieved (Rapitasari, 2016). Digital Marketing strategy has an effect on competitive advantage for MSME actors, but there are things that must be improved in several aspects such as optimizing the website and social media used by MSMEs, it is necessary to provide insight into more marketing strategies informative, interactive, and updates (Wardhana, 2015). Other studies have concluded that the factors that influencing customer buying interest from the digital marketing mix are Products, Promotion, Price, People, Process, and Physical Evidence, while Place is not. This explains that companies must maintain digital marketing mix elements that are considered important and well by consumers (Jayabaya & Madiawati, 2018).

Despite the rapid development of cutting-edge applications and implications of emerging technologies in computer science for digital marketing, there is a lack of understanding of the challenges and potential limitations faced by businesses in adopting and utilizing these technologies effectively. This knowledge gap hinders the optimization of digital marketing strategies and the exploration of innovative approaches that can drive customer engagement, personalization and overall business growth. Therefore, there is a need to thoroughly investigate the current state, opportunities, and barriers associated with the exploration of these advanced applications and the implications of emerging technologies in computer science for digital marketing, in order to provide valuable insights and recommendations for businesses looking to maximize their digital marketing potential.

Based on the above background, the main objective of the research is to gain a comprehensive understanding of the latest applications of emerging technologies in computer science for digital marketing, as well as to provide practical recommendations for companies to optimize the use of this technology in digital marketing strategies. As for the approach to finding solutions in research to explore current applications and emerging implicated technologies for digital marketing, two alternatives are implemented. First, use customer analytics and data to make smarter decisions and personalize the customer experience. The second alternative is to leverage social media and influencer marketing to expand and build closer relationships with customers. By engaging influencers and leveraging the power of social media, the sellers can increase brand awareness

and reach a wider audience. This can help increase the effectiveness of digital marketing easily and efficiently.

## **METHOD**

The research is designed by using qualitative method. The collection and analysis data use a literature and library-based research approach about current applications and implications of emerging technologies in digital marketing in Indonesia. Information is analyzed, and interpreted, by reading selected literature to gain insights and develop a comprehensive understanding of a research topic into findings and results, and a descriptive technique is used for data analysis

## **RESULTS**

Since the pandemic, the latest trend and segmentation used in product promotion is using social media and instant courier service. With a digital wallet payment system. This happens in segmentation services market from MSMEs with the reach of income customer segments upper middle class but also reach out to young people. This started during the current pandemic period reducing the intensity of face-to-face meetings and boosting the post-normal era economy new (Wardhani & Romas, 2022). While there are 20 e-commerce platforms in Indonesia since the July 2020 period which has become a digital marketing trend; Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.ID, Orami, Bhinneka, Zalora, Sociolla, Matahari, Blanja, Elevenia, Fabelio, Jakmall, Laku6, Mapemall, Monotaro.id, Ralali, and Mothercare (Salsabila Putri & Zakaria, 2020).

Recent trends and segmentation in product promotions have changed significantly since covid-19 pandemic. Social media and instant courier services are the dominant channels used to market products, while the digital wallet payment system is the main choice for transactions. This change mainly occurs in MSME services which target segment customers with upper middle income and young people. The pandemic has reduced the intensity of face-to-face meetings, so businesses are turning to digital platforms to reach consumers. This also encourages the emergence of a new post-normal economic era. This effort aims to broaden the reach of consumers who have potential purchasing power and who actively use social media as a means of promotion. Since July 2020, Indonesia has witnessed the presence of 20 e-commerce platforms which have become trends in digital marketing. Among them are Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.ID, Orami, Bhinneka, Zalora, Sociolla, Matahari, Blanja, Elevenia, Fabelio, Jakmall, Laku6, Mapemall, Monotaro.id, Ralali and Mothercare. The presence of these platforms reflects the diversity and high competition in the e-commerce industry in Indonesia.

Overall, this shift in trend and segmentation is a response to changes in consumer behavior and the business environment triggered by the pandemic. The use of social media and e-commerce platforms is an effective means of reaching a wider target market, as well as increasing economic growth in the post-normal era. The relationship with the development of real technology application insights is that the development and utilization of real, effective and easy technology applications in business reflects the need to continuously update and develop insights about existing technologies, as well as prepare oneself to adopt new and increasingly sophisticated innovations in applications. future technology.

A finding related to digital technology is that digital technology such as broadband network infrastructure, routers or access points, as well as advertising devices and services such as Google Ads Services, Adnow, and Media Net have a crucial role in facilitating online entrepreneurial activities. In addition, the use of servers such as Google Cloud Compute, Amazon Web Services, and Microsoft Azure is also an important part of supporting digital business continuity (Informatika et al., n.d.). The application of this technology allows entrepreneurs, especially the millennial generation, to develop their business digitally. By utilizing digital technology, millennials can create new business opportunities, develop innovative business models, and reach a wider target market via the internet.

The implications of the development of information technology which is developing very rapidly have an effect on community in supporting various business activities, both large and small, so that they can be widely recognized global. The most obvious impact besides being known can also increase sales volume and profit (Ratna Gumilang, 2019). In the past, the activity of selling industrial products was conventional or conventional Traditionally, they make products only by order. But after getting to know social media, some residents have started receiving lots of orders, so sales volume has increased rapidly compared to the old way of selling. Digital marketing is seen as the best media as the most effective means of promotion and efficiently and able to increase sales volume significantly. these changes show the importance of businesses to be open to change and take advantage of existing technology to improve their sales performance. The use of social media and digital marketing not only helps in product promotion, but also opens up new opportunities for greater business growth.

In Indonesia, development the food/culinary industry is affected considerable impact on existence digital technology, including social media, websites and applications of culinary reviews, e-commerce websites and applications and distribution applications. With existence of the website and application, MSME entrepreneurs can with easy to reach consumer base who are active in the media (Krisnawati, 2018). The existence of digital technology, including social media, websites, and culinary-related applications, has opened up great opportunities for MSME entrepreneurs in the food/culinary industry in Indonesia. Entrepreneurs can more easily reach a larger consumer base, promote their products more effectively, and increase affordability and sales through existing digital platforms.

Information technology can also help companies to increase productivity and performance, with automated and integrated systems. performance, with an automated and integrated system. However, the use of information technology information technology can also pose challenges and risks. Data security and privacy are things that must be must be maintained, especially when companies conduct online transactions and store customer data in their systems. Dependence on technology is also another challenge, where if there is a system failure, it can threaten business continuity. system failure, it can threaten business continuity. Companies that are smart in adopting information technology are companies that can utilize technology wisely and strategically (Anggraeni & Maulani, 2023). Another thing that must be considered in digital technology is the challenge of overcoming security vulnerabilities in this area. Businesses should ensure that they can advertise their company without constantly worrying about online security. This implies that by implementing a strong cybersecurity strategy, businesses can protect their digital assets, protect customer data and create a secure environment for marketing activities. This, in turn, instills confidence in customers, strengthens brand reputation and allows businesses to focus on their marketing goals without compromising online security (Kumar & Pallathadka, 2022)

## **DISCUSSION**

The trends and segmentation in product promotion are changing in response to changes in consumer behavior and the pandemic situation. Businesses need to be able to adapt quickly to shifting market trends and utilize social media and digital technology as effective marketing tools. By leveraging social media and e-commerce platforms, businesses can reach a wider market segment. This shows the importance of expanding the target market and identifying potential consumer segments in the digital era.

These data can also be used to measure the effectiveness of marketing campaigns and monitor overall business performance. Through data analysis, businesses can identify emerging trends and patterns, measure consumer engagement levels, track conversions and sales, and evaluate the success of marketing campaigns. This allows them to take the right actions and make the necessary changes to improve marketing results. Thus, the use of this reality data base can provide a competitive advantage in marketing development. These data enable businesses to

make informed and relevant informed decisions, direct their marketing efforts more effectively, and achieve better results in achieving business goals.

A paradigm shift in the sale of industrial products has taken place where previously sales were carried out conventionally, by only making products based on existing orders. However, with the trend of digital marketing. This change shows that digital marketing has become a very effective medium for product promotion. By leveraging social media and digital marketing strategies, businesses can reach a wider target market, attract potential consumers, and increase sales volume significantly. As an example, having websites and applications for culinary reviews, e-commerce, and distribution applications also makes it easier for MSME entrepreneurs to increase exposure and affordability of their products. Consumers can search for information, reviews, and recommend culinary products through these platforms. MSME entrepreneurs can take advantage of these platforms to increase their visibility, attract consumer interest, and increase sales. digital economic growth in Indonesia is a trend that is of interest to millennials.

In this digital era, the millennial generation sees opportunities and hobbies in developing business online. With digital technology, they can leverage their expertise and interests to create more flexible business opportunities that have the potential to generate significant economic growth. Digital technology enables entrepreneurs to reach a wider market, both nationally and internationally. Through the internet, businesses can be accessed by potential customers in various locations, without geographical boundaries. This opens up opportunities to increase sales and business growth. the good impact of implementing technology in entrepreneurship is increasing operational efficiency, access to a wider market, increasing visibility and marketing, developing new business models, and improving customer experience. By making effective use of digital technology, businesses can optimize their growth, increase their competitiveness, and achieve greater success in an increasingly digital business environment.

While digital technologies offer many benefits, they also present challenges and risks. In particular, data security and privacy are highlighted as important considerations, especially in the context of online transactions and customer data storage. Maintaining data security means protecting sensitive information from unauthorized access, ensuring its integrity and confidentiality. This includes implementing appropriate security measures, such as encryption, firewalls and access controls, to protect customer data from breaches or unauthorized disclosure.

## **CONCLUSION**

This research highlights the importance of current trending applications and the implications of technological developments in digital marketing. Enterprises need to take advantage of the advanced targeting capabilities, in-depth data analysis, and direct customer interaction that these applications offer. However, they must also consider privacy and security issues and ensure compliance with applicable data protection laws. In the ever-evolving digital era, the application of smart and innovative technology will be the key to success in digital marketing. trending applications enable companies to target audiences more effectively through advanced targeting capabilities and deeper data analysis. It is also used to understand user behavior patterns and provide relevant recommendations. This allows companies to reach the right audience with relevant messages, increase the efficiency of marketing campaigns and optimize user engagement rates. However, the use of digital technology comes with challenges and risks. Data security and privacy are important considerations, especially when companies conduct online transactions and store customer data. This report emphasizes the importance of maintaining data security and privacy to build customer trust.

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