

## MARKETING MIX IN THE DIGITALIZATION AGE

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### **Keywords**

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### **Abstract**

One of the important keys in business competition in the modern industrial era is being able to create a product or service that is able to meet the needs and desires of consumers. The importance of this issue makes all large and small companies and even micro business actors make various efforts in order to win the hearts of consumers and try to provide maximum satisfaction for their consumers. In its application, marketing has several variables that are integrated with each other and affect the success of its application.

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### **INTRODUCTION**

A modern economy like today's consumers have various alternatives to a product or service. Changes in the behavior of consumers or customers in the current digital era cause producers to be able to deal with and follow these changes. Advances in science and technology, especially in the world of marketing (Marketing) have caused a revolution, especially changes in customer behavior patterns in purchasing. One indicator of the progress of the marketing world is the increasing variety of products or services offered by producers in an industry. At this time it is very difficult to find a product or service that is only offered by one producer (monopoly) . The diversity of products or services can be seen both from the number of marketers, delivery methods, payment methods and others. This diversity causes customers/consumers to have many alternatives so that it creates competition for players in an industry. Competition really strict and no can avoided by providers of products and services (producers). This competition causes producers to compete in various ways and methods to provide the best for their consumers.

As a result of the increasingly competitive competition, producers must have a qualified and accurate strategy to be able to win the competition and be able to maintain the viability of their business. A comprehensive and modern marketing strategy is needed to be able to explore and understand what the wants and needs of consumers are. Products and services produced by producers must depart from the needs and desires of

consumers. In the world of marketing wrong one strategy Marketing mix that is already very well known and widely used by both domestic and international marketers is the marketing mix. Needed many innovation and knowing like what real need \_ Public need so that make loyal community.

The marketing strategy used will play a key and strategic role for success in a business. Accuracy and accuracy in the application of marketing strategies will make the company able to face competition and win the competition in an industry. At this time there is a major change/revolution in the world of marketing, one of which is in the marketing mix. This development is marked by changes in consumer habits, for example in promotion through advertising. The most effective advertising media in the past were print and electronic media (TV and radio). At this time the two media have begun to be abandoned, turning to internet media, especially social media as the most desirable means by consumers to obtain product or service information they want. Data in 2019, according to Kompas.com, there were 175.4 million internet users in Indonesia, an increase of 27.4 percent compared to the previous year. From these data it can be concluded that the market potential is very large for marketers to carry out promotions for the products or services they produce. Another indicator is a means of marketing communication that is increasingly effective. Currently there is a very intense relationship and two-way communication that is built between producers and consumers. Consumers can complain, complain and submit suggestions for products or services that are freely consumed in the media, either through the company's official website or social media. Digital media has replaced conventional media in marketing mix programs, especially in terms of promotion.

Another factor that will determine the competitive advantage of a business company is the quality of service provided to customers. Service quality is very important and is one of the a tool for business companies in creating competitive advantage. A marketing/marketing mix that has been designed and implemented by a company will be in vain if it is not accompanied by good service quality. Good service quality will provide a strong impetus for customers/consumers to build good relationships with service providers/producers. Quality service must started from needs ending customer \_ on perception customer . This thing means image quality service not perception from provider service but from customers . \_ It is the customers who consume and enjoy service something agency , so that they should be accept quality \_ \_ service . Perception customer to quality service service is evaluation thorough on superiority service . According to Supranto (2001:227), " Quality service is something activities offered \_ by something party to the other party and on basic no form as well as no produce ownership something production process and also no linked with something product physical".

With so, article this discuss about the marketing mix in the digital era.

## **RESEARCH METHODS**

Study from research this use study which literature \_ retrieved literature \_ in accordance with tree discussion and analyzed \_ by deep so it can be taken conclusion and findings in research. Literature taken good from books , articles journal good national no international and literature other (Phillippi & Lauderdale, 2018 ; Porter et al., 2016 ; Brinkman -Kealey , 2012 ; Richardson, 2018 ; Antin et al., 2015 ; Percy et al., 2015) .

## **RESULTS AND DISCUSSION**

### **Marketing**

Marketing is effort for promote , inform and offer to consumer about a product effort or service managed services \_ by a company in order to achieve one of the company's goals, namely to earn profits and expand the market . To be able to achieve these goals required a strategy that is able to analyze what the needs and desires of consumers . According to Kotler (2014) Understanding marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value to others. According to Private (1996 ) Marketing is an attempt to satisfy the needs of buyers, buyers and sellers. From this understanding it can be concluded that the main concept of marketing is the fulfillment of the needs and desires of the buyer by the seller so that a mutually beneficial relationship is formed for both parties.

Efforts to meet these needs can be done by establishing a relationship. In marketing (*marketing*) one of the The important thing to achieve success in marketing the products or services produced is to build good relationships between sellers (producers) and customers (consumers). Modern marketing emphasizes a mutually beneficial relationship between the two parties. The traditional (conventional) pattern which views the relationship between the two parties as buyers and sellers must be abandoned, because the concept is considered to only benefit one party. The seller is considered the party who benefits the most in this transaction process. Therefore, in the modern marketing concept, the pattern becomes a mutually beneficial partnership relationship.

According to Stanton (1984) Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to both current and potential consumers. In this sense, we can conclude that marketing exists to answer the needs and desires of buyers or consumers, so that only marketing that is able to meet the wants and needs of buyers will be able to make a profit.

According to Basu and Hani (2004) Marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers. Marketing will determine the

success of business people in running a business. With the existence of marketing will make the company can be adaptive to business developments that occur in the business environment. Companies that have implemented marketing programs well will be able to predict developments and dynamics that occur and can plan, implement and evaluate policies and marketing programs.

Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy wants and achieve target markets and company goals. Activity marketing is activities that are actual, because relate direct with life man everyday good \_ man by individual, group nor Public by whole. In something company activity marketing hold role important in effort for reach destination and guard continuity company that. Activity marketing conducted company for maintain continuity life company and develop effort for get profit. Marketing becomes an important tool or strategy for companies because with marketing it can be known what the needs of consumers are, designing products or services as desired and promoting and delivering products or services according to market needs .

Based on several definitions of marketing according to the experts that have been described, it can be concluded that marketing is a process of business activities to carry out strategic plans directed at meeting the needs of consumers who will become the target market, designing products or services that suit market needs, determining prices. appropriate, determining the appropriate ways of promotion and distribution.

### **Marketing Management**

In In an increasingly modern economy, customers or users of products or services have various alternative products or services available in the market. This results in increasingly competitive competition that occurs between producers or service providers. Consumers will be the ones who will benefit greatly from the conditions of competition between producers because producers will compete to offer the highest quality products or services and the best and most satisfying services for their consumers. For producers or service providers, the increasingly dynamic needs and desires of customers/consumers is a challenge so marketers must always be able to deliver innovative and creative products or services so that they are able to keep up with market developments and changes (consumer desires). The biggest challenge in modern marketing is the increasing number of marketers in an industry and the increasingly diverse demands and desires and changes in consumer behavior. All of these things will make marketers have challenges to survive or win business competition. Marketers must have a comprehensive business concept, especially in terms of marketing so that any changes in an industry can be anticipated and anticipated by marketers, so that they can be superior and adaptive in the competition. A good marketing strategy must include good and measurable planning, good implementation and evaluation / control to find out the weaknesses and strengths it has. Marketing activities have several interrelated elements and affect the achievement of

producer goals. All of these elements must be able to be managed and integrated in their implementation in company activities. Promotional programs, for example, will be successful if the design of the product or service produced is in accordance with the needs and desires of the market.

Kotler (1997) defines marketing management as a social and managerial process in which the individual and group get what they need and want by creating, offer and exchange products of value to others .Marketing Management will integrate activity activity mutually relate to recognize consumer needs and develop products, determine competitive prices, design accurate promotions and according to the target market, proper distribution has cost efficiency , service which needs consumer and satisfying with good on level profit certain .

Managers in business companies certainly really want the company to grow rapidly, increase sales, broad *market share* and become a market leader in an industry. This is a big challenge for all business people. It is not easy to achieve this goal, it takes a marketing program that is synergistic and well integrated with other programs within a company, such as production. Therefore, it is necessary to have a good marketing program that starts with the planning to the evaluation of the program. The main purpose of implementing management golden p is to ensure that business actors can estimate and analyze every need and desire of their customers, produce products/services that are in accordance with the wishes and needs of the market so that consumers will feel maximum satisfaction so that the company will be able to achieve maximum profits and will be able to win the competition in an industry. It is not easy to achieve this. Therefore, business people must be able to implement their marketing programs well, be competitive and have a vision for the future.

According to Kotler (2017) management marketing is the process of analysis , planning , implementation , and supervision of programs aimed at cause exchange with target market \_ with meaning for reach destination company . In the modern economy, especially those engaged in services, it is very important to have an accurate and integrated marketing program so that they are able to gain market share and even become market leaders. Based on this definition, it can be concluded that marketing management emphasizes the importance of good and accurate planning so as to be able to run all marketing programs that are in accordance with market needs so that the company's goals for example are to create maximum profits and maintain business continuity.

According to Dharmasta and Handoko (2014) understanding management marketing is wrong one activity main thing to do by company for maintain continuity the company is growing and get profit from activity exchange . In its application the marketing concept is to understand the wants and needs of consumers, create services/products that are in accordance with the needs and desires of consumers. With marketing management that is well implemented by business people, it will allow business people to be able to dominate the market, be adaptive to all market changes, be able to predict future market symptoms and phenomena so that they will be at the forefront of innovation and creation.

## Marketing Mix

The marketing mix is one method or program that is currently popularly used by business actors at various levels and within the scope of business. In the modern business era as it is today, the marketing mix is growing and expanding both in terms of application and the number of actors who apply it. The concept has been integrated with various other business programs in which basically business people want to create products or services that can meet the expectations of customers or consumers that will create satisfaction and the ultimate target is to retain customers through customer loyalty.

Strategy marketing is set the principle that precise, consistent, and worthy held by companies to use reach target the intended market (target market) in period long and destination company period length (objective), in situation competition certain.

According to Assauri (2013:198) four element strategy mix marketing namely; Strategy product, Strategy price, Strategy distribution/distribution and Strategy promotion.

According to Kotler in Situmorang (2011:158) *marketing mix* is tactics in integrate bids , logistics , and communication product or service something company . *Marketing mix* can grouped again Becomes two part , that is offer ( *offering* ) in the form of *product* and *price*, as well as ( *access* ) in the form of *place* and *promotion*.

In practice, the *marketing mix* is theoretically divided into 4p and 7p. In the service industry, the application of the mix emphasizes more on 7p. Additional 3p besides 4p is *people*, *physical evidence* and *process*. This emphasis is intended that in an industry that emphasizes services other than 4p variables, other 3p variables play an important role and have a direct influence on the success of the service industry. For example, the airline industry is the price factor (airfare), good promotion is not only a determining factor for success in selling its services, the *people factor* or service provider in various lines, both ticket sales services to flight attendants are the determinants of the company's success. This is different from the industry that produces products (manufacturing industry).

Implementation of the marketing mix later customized with condition company services that will carry it out , however by general , 7P concept is used for take decision in making strategy communication marketing . According to Boom and Bitner (2008; 21) 7p marketing mix as follows:

1. Product or services. Product service is products that can provide benefits , fulfill needs consumers , and can satisfy consumers . Truly customer no buy goods or service, but buy benefit from something to offer.
2. Price. Determination price is something Thing important. The company will to do Thing this with full consideration because determination price will be able to influence total revenue and cost. Price is factor main determinant position and must decided in accordance with market target, mix variety product, and service, as well as competition.

3. Business Location. Reach the place Becomes a must considered by ripe, strategic places of course have opportunity access more public \_ fine , however cost rental rental from the place the also must taken into account as consequence from convenience access to consumers.
4. *Strategy Promotion*. Promotion is something activity and deep material the app use technique, below control seller/ manufacturer, who can communicate information interesting persuasion about products offered by seller/ manufacturer, good by direct nor through parties who can influence purchase.
5. Source power human (HR). People are the main asset in industry service, more again business in need source power with high performance. Consumer needs for high-performing employees will cause consumers to be satisfied and loyal. Good *knowledge ability* (knowledge) will be a basic competency in the company's internal and good imaging on the outside.
6. P roses or activity business: Service or product quality is very dependent on the process of delivering services to consumers. Bearing in mind that the driving force of service companies is the employees themselves, to ensure service quality (quality assurance), all company operations must be carried out in accordance with standardized systems and procedures by competent, committed, and loyal employees. company the place work.
7. Proof physique company. *Building* is part from physical evidence, characteristics that are a value-added requirement for consumers in service companies that have character. Attention to interiors, building equipment, including lightning systems, and spacious layouts are important concerns and can affect the mood of visitors.

## CONCLUSION

Variables mix marketing it can be used as base for set something strategy in effort for get strong position in the market . But in implementation , mix marketing the must be customizable with existing conditions \_ or character flexible . In its application , the marketing mix is very dynamic and flexible and pays attention to how developments occur in the business world. Therefore, the marketing mix in its application is strongly influenced by other factors, for example the trend of economic growth as well as business and economic indicators in general.

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