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Marketing Mix Analysis Against Digitalization Revolution 4.0

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Abstract. The purpose of this research is to examine the impact of digital 4.0 in the revolution era on customer satisfaction for DIGITAL users. The method used in this study is a qualitative method with phenomenological strategies for what the research subjects experienced, such as: behavior, recognition, motivation, overall behavior and through verbal and linguistic descriptions. Further research needs to review the effect of marketing mix elements on customer satisfaction, especially those using scan mode by increasing the sample size and expanding the search domain so that search results can be generalized. The results of this study are aimed at consumers and digital industry players who really like digitalization in the marketing mix because it facilitates the marketing of goods and services, and protects their intellectual property to reduce piracy.

Keywords: Marketing; Marketing Mix; Industrial Revolution digital 4.0

A. INTRODUCTION

With changes in industry Changes 4.0 The use of technology, communication and information is getting faster The term was first introduced at the Hannover Messe in Germany in 2011 and summarizes the wide variety of changes taking place there. Artificial intelligence, technology trading, etc. Digital (e-commerce), big data. (Big data), a financial technology for the use of robots. And at this point, digitization begins.

According to the Big Indonesian Dictionary (KBBI), digitization is a process that creates or uses a numbering system. This process continues to develop very rapidly. With this rapidly advancing technology, digitalization is very beneficial for mankind by bringing convenience and many changes. Today, we need to achieve all sorts of innovations that can be used in our daily activities.

According to the Minister of Communication and Informatics, digitalization is the key for Indonesia to compete with other countries that can make its economy more efficient. A clear sign of the outbreak of digitalization is the increasing use of digital technology in almost every social class Therefore, anyone can access information quickly and easily.

The meaning of the term digitization is used to describe a process of media transformation that begins with the use of print, video, or audio media as digital media so that documents can be stored in digital format. According to Brennan and Kries, "digitalisation is digital communication and its impact on social life today". In Gartner.com terms, digitization means using digital technology to transform your business model, provide new revenue and value opportunities, and transition to a digital business. . This process can be done digitally. What is digitization? Digitization is the process of converting from analog to digital. This digitalization aims to reduce costs by optimizing internal processes such as: Automating work, reducing paper consumption, etc. Through therefore, the use of digital technology requires the use of digital data such as the following, which cannot be digitized without digitization first. Documents that were originally written as electronic documents in PDF format. Documents etc.

B. LITERATURE REVIEW

Marketing

According to the "American Marketing Association (AMA), cited by Kotler and Keller (2016:27), marketing is an organizational function, a set of ways to create, communicate, and manage relationships with customers in a way that benefits the organization and its operations In other words, marketing is the most fundamental effort in the process of commercializing products and services for the Organization. Therefore, the marketing function is intended to provide consumers with an understanding of the products and services they sell or offer

Digital Marketing

At this time, technology and information have far entered the mainstream market and advanced rapidly into the current New technology which is able to create relationships between individuals or groups. Digital marketing itself is a way to market by using "digital distribution technology" means to touch consumers effectively, privacy and cost-effectively (Satyo, 2009). In Marketing matters are mostly carried out with computer equipment, either through product delivery, payment or return.

One form of innovation that exists in digitalization is the existence of digital marketing. Digital Marketing is said to be very disruptive because it makes the market more competitive and not dominated by just a few brands. Another advantage is that commercial players do not spend much on promotion. Well, for those who are growing a business, the role of

digitalization in helping your business grow faster, especially when expanding abroad, is obvious. However, it remains unclear how businesses can benefit from digitalization.

Some of the benefits you get are:

1. Global market platforms (indonesiahub.com, alibaba.com, and the world)
2. SME Development
3. Use digital services
4. Optimization of product quality
5. Commercial, regulatory, and logistical advice

Marketing Mix

Products, Price, Place and promotions are as a means of how to market goods and services, what is needed is to understand deep business to be able to combine these factors. "Activity (Hintze, 2015). organizations that can integrate the marketing mix into tools to market and influence Customers to determine their product choices must have the skills, and other abilities to drive their strategies through **the** support of the marketing mix". (Christopher and Pek, 1997).

The marketing mix is as an old-fashioned marketing idea that businesses **use** to deliver goods to customers through differentiation and manipulation of the marketing mix (Chrisropher and Peck, 1997). Nevertheless, the marketing mix as a starting point for marketing strategies is constantly evolving and should be able to pay special attention to its marketing activities. As **it** has shifted to consumer-oriented **ways and ideas** such as creating more value for consumers with products purchased or consumed (Chrisropher and Peck, 1997)", The use of the marketing mix in its dasaris as a customer development The concept cannot be ignored. Value as a way of marketing products, Products are defined as attribute elements in the form of privileges and uses that are used in order to meet customer satisfaction (Kotler and Keller, 2006). Products also used as a base material can affect consumption (Pomering, 2017).

You can use a combination of products and attributes to leverage your product and encourage consumers to buy it. In the context of consumer behavior, a product is one of the criteria for finding, buying, using and evaluating a product (Schriffman and Kanuk200). "Product matching is an effort to distinguish between product marketing and consumer opinion, so that consumers can easily choose the right product sold by the company (Sadeli et al., 2016). A product line is a set of types and ranges of goods offered by the company. Product accessories are used to persuade consumers to adopt traditional shopping models, and online shopping uses the same attribute base, but is communicated to customers in other ways. Products that the company produces in order to obtain various combinations of materials and **different** levels of the process, which affects the direction of production (pomering 2017). which is different from these products by the company, Companies need to be aware of the products they offer in the market, including the same products offered (Dubrovski, 2001).

The role of digitalization in industry and business

In the previous section, it has been explained that the presence of digitalization in many fields can help reduce costs, simplify many activity processes, and so on. Therefore, this section describes the roles that exist in industry and business.

Digitization of production

Digital changes that occur in production systems, such as the use of quality control automation (QC) using special programming algorithms based on artificial intelligence (AI), have the potential to minimize surveillance. It is very beneficial as a commercial player to produce quality products.

Digitalization of finance

Financing in the corporate and digital industries is a great initiative. In fact, with the digitization of finance, business people can reduce data loss, find the location of company balances more easily and accurately, make the use of digital currencies easier and more convenient digitally, and register the company's financial status.

Digitization of reports

The advantage of scanning these reports is that it helps you make quick judgments by finding strategic anomalies.

Digitization services

The presence of digital services in the industrial and commercial world is through chatbot technology by answering questions, asking questions automatically, and sending broadcast messages and customers to remember the available promotions.

C. RESEARCH METHODOLOGY

The methods used in this study are qualitative methods with phenomenological strategies over what the subject of the study experiences, such as: Behavior, recognition, motivation, behavior as a whole and through verbal and linguistic descriptions. Further research needs to re-examine the influence of marketing mix elements on customer satisfaction, especially those who use scan mode by increasing the sample size and expanding the search domain so that search results can be generalized. The results of this study are aimed at consumers and digital industry players who are very fond of digitalization in the marketing mix because it facilitates the marketing of goods and services, as well as protecting their intellectual property to reduce piracy.

The data analysis methods used are descriptive and quantitative, and the data analysis method used in this study consists of classical acceptance test, multiple regression, simple correlation test, certainty test, t test and improvement F test. Use variables and preliminary estimates (hypotheses) to draw conclusions from the sample data. In other words, there is a relationship that affects each other between research variables.

D. RESULTS AND DISCUSSION

Based on the results of the tests and analysis carried out, in this study it can be concluded that:

1. The digital revolution is also changing and also changing actors, consulting firms, marketing directors. Changes in the search can be seen in them from, how to pay, use to disposal of goods purchased after consumption. Consumer habits in consuming media have also changed drastically, and that is what drives the market to research and look for the most effective alternative channels to attract customers.
2. Faced with digital, their purchases are now more numerous and they tend to demand more of what they want than in the traditional era. This is the rapid development of technology that always provides information. Due to the abundance of knowledge, customers have passed through the market. This is what makes it not easy for them to peel off the trusted messages conveyed by marketing marketing products.
3. For Marketing Companies, with the digitalization era, it makes it easier to reach their potential consumers so that they can predict the needs of their consumers, changes in patterns and ways of marketing are needed that are appropriate today.
4. Continue to update and upgrade the situation and situation of the marketing field with this digitalization, it even requires qualified IT personnel to be able to keep up with the times.

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