



MARKETING MANAGEMENT STRATEGY IN THE DIGITAL ERA

Dr. Muhammad Rakib, S.Pd., M.Si.
Dr. Hapsawati Taan, S.T., M.M
Dr. Lorina Siregar Sudjiman, BSC., MBA
Paul Eduard Sudjiman, MBA., Ph.D.
Dr. Adi Nurmahdi, MBA
H. Rukun Santoso, S.E., M.M., M.Si.



MARKETING MANAGEMENT STRATEGY IN THE DIGITAL ERA

Dr. Muhammad Rakib, S.Pd., M.Si.

Dr. Hapsawati Taan, S.T., M.M

Dr. Lolina Siregar Sudjiman, BSC., MBA

Paul Eduard Sudjiman, MBA., Ph.D.

Dr. Adi Nurmahdi, MBA

H. Rukun Santoso, S.E., M.M., M.Si.



Tahta Media Group

UU No 28 tahun 2014 tentang Hak Cipta

Fungsi dan sifat hak cipta Pasal 4

Hak Cipta sebagaimana dimaksud dalam Pasal 3 huruf a merupakan hak eksklusif yang terdiri atas hak moral dan hak ekonomi.

Pembatasan Pelindungan Pasal 26

Ketentuan sebagaimana dimaksud dalam Pasal 23, Pasal 24, dan Pasal 25 tidak berlaku terhadap:

- i. penggunaan kutipan singkat Ciptaan dan/atau produk Hak Terkait untuk pelaporan peristiwa aktual yang ditujukan hanya untuk keperluan penyediaan informasi aktual;
- ii. Penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk kepentingan penelitian ilmu pengetahuan;
- iii. Penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk keperluan pengajaran, kecuali pertunjukan dan Fonogram yang telah dilakukan Pengumuman sebagai bahan ajar; dan
- iv. penggunaan untuk kepentingan pendidikan dan pengembangan ilmu pengetahuan yang memungkinkan suatu Ciptaan dan/atau produk Hak Terkait dapat digunakan tanpa izin Pelaku Pertunjukan, Produser Fonogram, atau Lembaga Penyiaran.

Sanksi Pelanggaran Pasal 113

1. Setiap Orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf i untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp100.000.000 (seratus juta rupiah).
2. Setiap Orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf c, huruf d, huruf f, dan/atau huruf h untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp500.000.000,00 (lima ratus juta rupiah).

REPUBLIK INDONESIA
KEMENTERIAN HUKUM DAN HAK ASASI MANUSIA

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00202349355, 26 Juni 2023

Pencipta

Nama : Dr. Muhammad Rakib, S.Pd., M.Si., Dr. Hapsawati Taan, S.T., M.M dkk

Alamat : Perumahan Permata Sari PS IV No. 10 RT-002 RW 009 Kelurahan Gunung Sari Kecamatan Rappocini Kota Makassar., Makassar, Sulawesi Selatan, 90223

Kewarganegaraan : Indonesia

Pemegang Hak Cipta

Nama : Dr. Muhammad Rakib, S.Pd., M.Si., Dr. Hapsawati Taan, S.T., M.M dkk

Alamat : Perumahan Permata Sari PS IV No. 10 RT-002 RW 009 Kelurahan Gunung Sari Kecamatan Rappocini Kota Makassar., Makassar, Sulawesi Selatan, 90223

Kewarganegaraan : Indonesia

Jenis Ciptaan : Buku

Judul Ciptaan : MARKETING MANAGEMENT STRATEGY IN THE DIGITAL ERA

Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 26 Juni 2023, di Surakarta (solo)

Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.

Nomor pencatatan : 000482289

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.

Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.

a.n. MENTERI HUKUM DAN HAK ASASI MANUSIA
Direktur Hak Cipta dan Desain Industri



Anggoro Dasananto
NIP. 196412081991031002

Disclaimer:

Dalam hal pemohon memberikan keterangan tidak sesuai dengan sumpah pernyataan, Menteri berwenang untuk mencabut surat pencatatan permohonan.

LAMPIRAN PENCIPTA

No	Nama	Alamat
1	Dr. Muhammad Rakib, S.Pd., M.Si.	Perumahan Permata Sari PS IV No. 10 RT 002 RW 009 Kelurahan Gunung Sari Kecamatan Rappocini Kota Makassar.
2	Dr. Hapsawati Taan, S.T.,M.M	Jl. Alwin A. Djalil Habibie No 213 Kel. Oluhuta Utara Kec. Kabila Kab. Bone Bolango.
3	Dr. Lorina Siregar Sudjiman, BSC., MBA	Kampus UNAI, Jl. Kolonel Masturi No. 288, Parongpong, Bandung Barat 40559, RT 001/RW 014, Kel. Cihanjuang Rahayu, Kec. Parongpong, Kab. Bandung Barat
4	Paul Eduard Sudjiman, MBA., Ph.D.	Kampus UNAI, Jl. Kolonel Masturi No. 288, Parongpong, Bandung Barat 40559, RT 001/RW 014, Kel. Cihanjuang Rahayu, Kec. Parongpong, Kab. Bandung Barat
5	Dr. Adi Nurmahdi, MBA	Jalan Tebet Utara I No. 48 C, Tebet, Jakarta Selatan
6	H. Rukun Santoso, S.E., M.M., M.Si.	Jati Padang Poncol III/21, RT/RW 003/008, Kel. Jati Padang, Kecamatan Pasar Minggu, Kota Jakarta Selatan, DKI Jakarta

LAMPIRAN PEMEGANG

No	Nama	Alamat
1	Dr. Muhammad Rakib, S.Pd., M.Si.	Perumahan Permata Sari PS IV No. 10 RT 002 RW 009 Kelurahan Gunung Sari Kecamatan Rappocini Kota Makassar.
2	Dr. Hapsawati Taan, S.T.,M.M	Jl. Alwin A. Djalil Habibie No 213 Kel. Oluhuta Utara Kec. Kabila Kab. Bone Bolango.
3	Dr. Lorina Siregar Sudjiman, BSC., MBA	Kampus UNAI, Jl. Kolonel Masturi No. 288, Parongpong, Bandung Barat 40559, RT 001/RW 014, Kel. Cihanjuang Rahayu, Kec. Parongpong, Kab. Bandung Barat
4	Paul Eduard Sudjiman, MBA., Ph.D.	Kampus UNAI, Jl. Kolonel Masturi No. 288, Parongpong, Bandung Barat 40559, RT 001/RW 014, Kel. Cihanjuang Rahayu, Kec. Parongpong, Kab. Bandung Barat
5	Dr. Adi Nurmahdi, MBA	Jalan Tebet Utara I No. 48 C, Tebet, Jakarta Selatan
6	H. Rukun Santoso, S.E., M.M., M.Si.	Jati Padang Poncol III/21, RT/RW 003/008, Kel. Jati Padang, Kecamatan Pasar Minggu, Kota Jakarta Selatan, DKI Jakarta



MARKETING MANAGEMENT STRATEGY IN THE DIGITAL ERA

Authors:

Dr. Muhammad Rakib, S.Pd., M.Si.
Dr. Hapsawati Taan, S.T., M.M
Dr. Lorina Siregar Sudjiman, BSC., MBA
Paul Eduard Sudjiman, MBA., Ph.D.
Dr. Adi Nurmahdi, MBA
H. Rukun Santoso, S.E., M.M., M.Si.

Cover Design:

Tahta Media

Editor:

Tahta Media

Proofreader:

Tahta Media

Size:

ix, 111, Uk: 15,5 x 23 cm

ISBN: 978-623-147-084-3

First Print:

September 2023

Copyright 2023, On Author

Fill out the responsibility of printing

Copyright © 2023 by Tahta Media Group

All Right Reserved

Copyright protected by law
Translating, photocopying or
reproduce part or all of the contents of this book
without written permission from the Publisher.

PENERBIT TAHTA MEDIA GROUP
(Publishing Group : CV TAHTA MEDIA GROUP)
IKAPI member (216/JTE/2021)

FOREWORD

Thank you, we pray for the presence of Allah SWT, because of His grace and grace this collaborative book can be published, it is hoped that it will reach the readers. This book was written by a number of Lecturers and Practitioners from various Institutions according to their expertise and from various regions in Indonesia.

It is hoped that the publication of this book can make a positive contribution to science and of course provide a different nuance from other similar books and complement each other in each discussion, namely in terms of the concepts contained so that it is easy to understand. The systematics of the book entitled "Marketing Management Strategy In The Digital Era" consists of 6 chapters which are explained in detail as follows:

Chapter 1 Technology In The Disruption Era

Chapter 2 Digital Economy

Chapter 3 Digital Business Platforms

Chapter 4 Digital Marketing Management Concepts

Chapter 5 Digital Marketing And E-Marketing

Chapter 6 Digital Marketing Opportunities And Challenges

Finally, we would like to thank all those who supported the preparation and publication of this book. Hopefully this book can be useful for all readers.

Director of Tahta Media
Dr. Uswatun Khasanah, M.Pd.I., CPHCEP

TABLE OF CONTENTS

Foreword.....	vi
Table Of Contents.....	vii
Chapter 1 Technology In The Disruption Era	
Dr. Muhammad Rakib, S.Pd., M.Si.	
Universitas Negeri Makassar	
A. Introduction	2
B. Definition Of Disruptive Technology.....	3
C. Causes Of Technology Disruption.....	4
D. Impact Of Technology Disruption.....	5
E. Key Of Technology Disruption	7
F. Steps To Deal With Disruption Technology	8
G. Benefits Of Technology Disruption.....	9
References.....	11
Author Profile	13
Chapter 2 Digital Economy	
Dr. Hapsawati Taan, S.T.,M.M	
Universitas Negeri Gorontalo	
A. Introduction	15
B. Digital Transformation	16
C. Understanding And Concept Of Digital.....	17
D. Digital Economy Concept	22
E. Characteristics Of The Digital Economy	28
References.....	35
Author Profile	37
Chapter 3 Digital Business Platforms	
Dr. Lorina Siregar Sudjiman, BSC., MBA	
Universitas Advent Indonesia	
A. Introduction	39
B. Digital Platforms.....	41
C. Growth Of Indonesia's Digital Economy	41
D. Definition Of Digital Business.....	43
E. Why Starting A Digital Business Is A Good Idea	46

F. New Forms Of Digital Business	48
G. Building A Digital Business Technology Platform.....	49
References.....	56
Author Profile	58

Chapter 4 Digital Marketing Management Concepts

Paul Eduard Sudjiman, MBA., Ph.D.

Universitas Advent Indonesia

A. Introduction	60
B. Definition Of Marketing And Digital Marketing Management	61
C. Types Of Digital Marketing.....	63
D. How To Decide Which Digital Marketing Strategy Is Best For Your Business	65
E. Digital Marketing Benefits	66
F. Philosophies Of Marketing Management.....	68
G. Conceptual Foundations Of Digital Marketing.....	71
H. Plans And Strategies That Are Part Of Marketing Management.....	73
References.....	76
Author Profile	78

Chapter 5 Digital Marketing And E-Marketing

Dr. Adi Nurmahdi, MBA

Univeritas Mercu Buana

A. Introduction	80
B. What is E-Marketing?	81
C. What Is Digital Marketing?	87
D. E-Marketing Vs. Digital Marketing: Key Differences	91
E. Careers That Use E-Marketing And Digital Marketing.....	94
F. Conclusion.....	94
References.....	96
Author Profile	97

Chapter 6 Digital Marketing Opportunities And Challenges

H. Rukun Santoso, S.E., M.M., M.Si.

Universitas Islam Jakarta

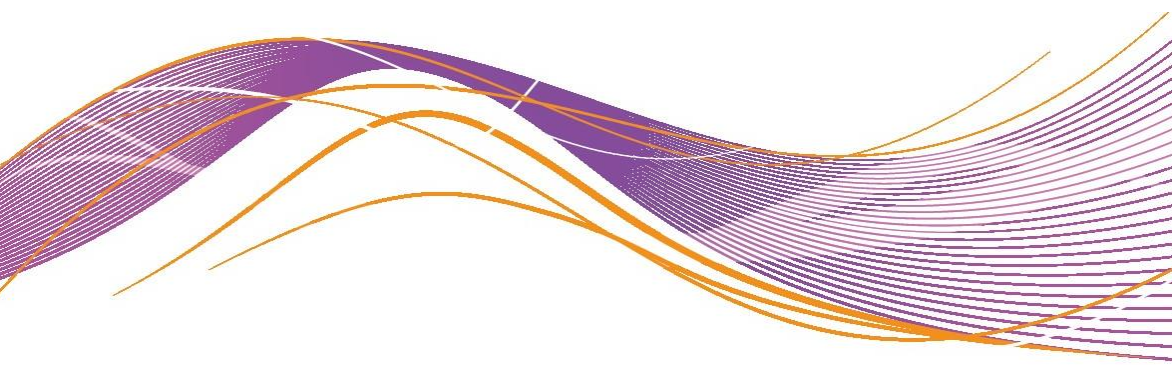
A. Introduction	99
B. Development Of Digital Marketing	100

C. Digital Marketing Opportunities 103

D. Digital Marketing Challenges 106

References..... 110

Author Profile 111



CHAPTER 1

TECHNOLOGY IN THE DISRUPTION ERA

Dr. Muhammad Rakib, S.Pd., M.Si.
Universitas Negeri Makassar



A. INTRODUCTION

It should be realized that the Industrial Revolution 4.0, with all the technological sophistication it has brought, has changed the nature of competitiveness in modern times. Many new industries have emerged as a result of technology, and they have a significant impact on the global economy. This change then caused disruption in various industrial sectors. When a new innovation enters the market and has a disruptive impact that is strong enough to change the pre-existing market structure, that is when the disruption period begins. Disruption periods are marked by profound shifts that affect newer business structures and processes.

When information and digital technologies start to advance quickly and reach a higher level, disruptive impacts start to become a thing in Indonesia. For example, in business, one can find conflicts between motorcycle taxis and online motorcycle taxis, conventional taxis and online taxis, and various online marketplaces which have sufficiently changed the buying and selling trend for some products such as mobile phones, due to the emergence of new technology. The impact of this disruptive era on numerous sectors, particularly the business sector, cannot be understated.

A study conducted by the Harvard Business Review, shows that the development of digital technology is an indicator of a new era of disruption. The Disruption Era is a period of time in which changes brought about by disturbances change the system and order of life in society as a whole. Industry disruption has potential advantages and disadvantages. On the one hand, this may be interesting and open up new opportunities, but on the other hand it can also be a threat and change the dynamics of existing competition.

The term "disruption" refers to a period of time marked by significant inventions and changes that radically transform all preexisting systems, orders, and environments into new ones. Due to disruption, people still utilizing the old system or method cannot

compete with those who have embraced the new system (technology). This indicates that the reason for disruption is the quickening pace of technology progress, which forces the need for new business agreements or modifies market structures. In this article, a situation referred to as disruptive a technology. Below is a detailed description of more information.

B. DEFINITION OF DISRUPTIVE TECHNOLOGY

Christensen coined the term "disruptive technology" or "innovation," which refers to a new development as a result of innovation that modifies the way, structure, and operations of business and industry. Disruption is described as "change that renders earlier products, services, and/or procedures ineffective" in the context of technology and innovation. Hence, discontinuity is implied, meaning that earlier technology and/or methods of operation are no longer practical (Millar, Lockett and Ladd, 2018).

The first step is to define disruptive technology precisely. According to this definition, it refers to "any improved or entirely new technology that replaces and disrupts an existing technology, making it obsolete. Hardware, software, networks, and combination technologies are all affected by disruptive technology (Techopedia, 2019). Artificial intelligence, the Internet of Things, space colonization, 3D printing, medical innovations, high-speed transit, robotics, blockchain, advanced virtual reality, and renewable energy are some examples of disruptive technologies now used in the world (Cag, 2020). Big data, the Internet of Things (IoT), and artificial intelligence (AI) are the only disruptive technologies that have been chosen for this study because they are integrated technologies that are widely employed by organizations worldwide and are thus pertinent to South African SMEs (GetSmarter, 2019; Guedez, 2018).

REFERENCES

- Cag, D., (2020). 11 Amazing Examples of Disruptive Technology. *Richtopia*. [online] Available at: <https://richtopia.com/emerging-technologies/11-disruptive-technology-examples> [Accessed on 05/03/2023].
- Christensen, C.M., McDonald, R., Altman, E.J. and Palmer, J.E., (2018). Disruptive Innovation: An Intellectual History and Directions for Future Research. *Journal of Management Studies*, 55:7, pp. 1043 - 1078. doi:10.1111/joms.12349.
- Christensen, C.M., Raynor, M.E. and McDonald, R., (2015). What is Disruptive Innovation?. *Harvard Business Review*, December, p.44-53.
- GetSmarter (2019). *How the IoT can improve business productivity*. online] Available at: www.getsmarter.com/blog/market-trends/how-the-iot-can-improve-business-productivity/ [Accessed on 14 March 2023].
- Guedez, A., (2018). *Using IoT for SMEs: Application and competitive advantage*. [online] Available at: <https://www.gb-advisors.com/using-iot-for-smes/> [Accessed on 06/03/2023].
- Mehr, H., (2017). *Artificial Intelligence for Citizen Services and Government*. Harvard Kennedy School - ASH Centre for Democratic Governance and Innovation. https://ash.harvard.edu/files/ash/files/artificial_intelligence_for_citizen_services.pdf
- Millar, C., Lockett, M. and Ladd, T., (2018). Disruption: technology, innovation and society In: *Disruptive Technology and Innovation in Society. Technological Forecasting and Social Change an International Journal*, 129, pp.254-260.
- Patki, A.A., 2006. Managing Disruptive Technologies [innovative technology]. *Engineering Management*, Vol. 16, Issue 3, pp. 18-19.

Techopedia, 2019. *What does disruptive technology mean?* [online]
Available at:
[www.techopedia.com/definition/14341/disruptive-](http://www.techopedia.com/definition/14341/disruptive-technology)
technology [Accessed on 05/03/2023].

AUTHOR PROFILE



Dr. Muhammad Rakib, S.Pd., M.Si.

The author was born in Parepare, December 31, 1973. The author has completed his Bachelor Program Studies (S1) at the Ujung Pandang Teachers' Training College in 1997, Masters Program (S2) at Hasanuddin University in 2002, and Doctoral Program (S3) at Malang State University in 2009. The author as a teaching staff at Makassar State University with the functional position of Head Lector and now has a structural position as Chair of the Business and Entrepreneurship Department, Faculty of Economics and Business, Makassar State University in 2020 until now. The author has expertise in the field of Economics Education, especially in the fields of entrepreneurship, business, creative economy, and tourism. The author has produced several articles that have been published in both accredited national journals and reputable international journals and has also written several books with ISBNs in the fields of economic education, business, creative economy, and tourism, and has several IPRs. For more details, his works can be seen through:

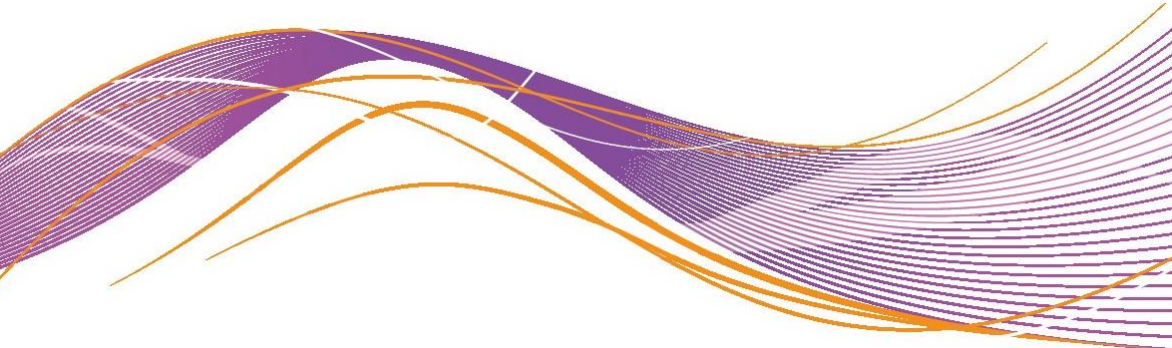
Scopus Author ID: 57188843132,

Orcid ID: <https://orcid.org/0000-0002-9498-9029>,

Google scholar ID: <https://scholar.google.co.id/citations?user=WVmD6FsAAAAJ&hl=id>,

Sinta ID: 6040644.

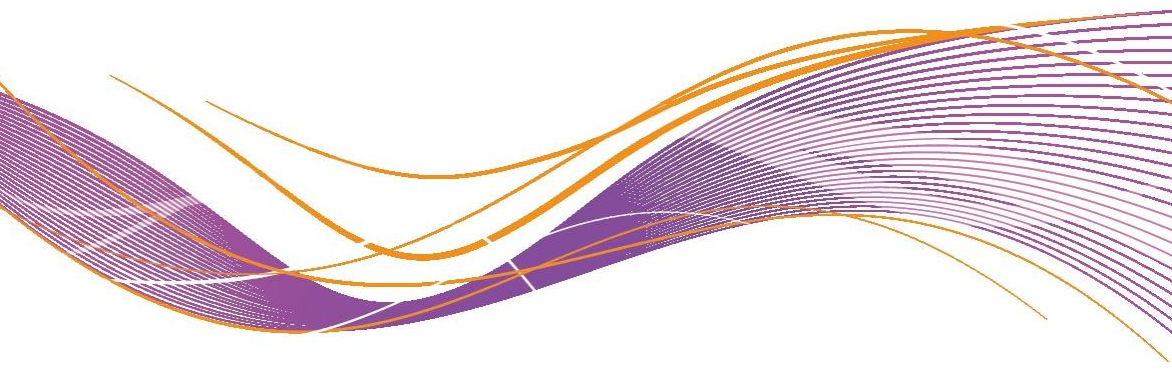
Email Penulis: m.rakib@unm.ac.id.



CHAPTER 2

DIGITAL ECONOMY

Dr. Hapsawati Taan, S.T.,M.M
Universitas Negeri Gorontalo



A. INTRODUCTION

The era of globalization and trade liberalization colored the new millennium (21st century). In the context of globalization, the intensity and scope of competition is very competitive and broad. Entering the industrial revolution 4.0, digital technology is one of the main capital needed by industry players to develop business lines. The presence of industry 4.0 is proof that currently industrial development cannot be separated from technological developments. The development of information technology has had a significant impact on the Indonesian economy. This development was able to create new highly dynamic business models and economic actors, so as to be able to shift previous traditional economic practices. This economic concept is known today as the digital economy concept which continues to develop along with advances in technology and communication. Gregory et al, (2015). The digital economy was born and developed along with the increasingly global use of information and communication technology.

Digitalization is the result of the evolution of technology, especially information, which has changed almost all orders in business (business) or the economy. Digital technology is growing rapidly all over the world including Indonesia. These changes changed several things and caused disruption. Disruption is the occurrence of very basic or fundamental changes. Digitalization on a certain scale will significantly increase work productivity. This is based on telecommunication and information infrastructure, digital use by consumers, as well as use for the business and government sectors (Sayekti, 2018). The development of a digital-based economy starts from the development of digital start-ups, e-commerce, fintech, services (on-demand service) to logistics (Adiningsih, 2019). Global developments that lead to the use of technology in all fields including the economic sector must utilize digital technology in all aspects and business activities. Indonesia is one of the countries that quickly adapts to the digital economy.

Digital users such as the public, business actors and even government agencies must have infrastructure. Literacy and talent as

well as the mindset of digital culture. In this case, we must be able to use all communication networks, applications that are used, and even the big data that we have, to use them wisely, comply with the law, and intelligently filter existing information (Aprilia et al, 2021). The digital economy provides a breadth of business transactions that no longer have to meet in person. This is an option during the Covid-19 pandemic. The digital economy is growing at this time. The Covid-19 pandemic has changed the mindset and behavior of people in interacting economically and socially Fadillah and Fasa, (2021).

Digital marketing is used to acquire consumers, build consumer preferences, promote brands, build consumer loyalty and increase sales which can increase profits. Digital marketing can assist consumers in getting information about products and transactions via the internet and sellers can track and fulfill the needs and wants of potential buyers regardless of time and geography.

B. DIGITAL TRANSFORMATION

Digital transformation is the evolution of business, where marketing, sales and customer service departments will develop into a connected digital work environment in an effort to increase operational efficiency, high profits, increase customer loyalty and satisfaction. (Barantum: 2019). Looking at market trends and the results of technology analysis and adoption, there are several things that stand out in digital transformation. Cloud-based systems, largely led by the CRM industry, are rapidly subverting on-premises systems or systems that use servers or other on-premises hardware/software. Masfiatun, et al, (2023) Digital economic development can be a solution to drive productive economic sectors. One of the transformations of the digital economy is doing business based on e-commerce.

One of the important factors in driving economic growth is developments in technological innovation. In the 1990s economic changes began to be associated with the internet which became the basis for digital economic growth. With the emergence of affordable

REFERENCES

- Abdurrahman, Nana Herdiana, (2018), *Manajemen Strategi Pemasaran*, Bandung, Pustaka Setia
- Adiningsih, Sri, (2019), *Transformasi Ekonomi Berbasis Digital di Indonesia Lahirnya Trend Baru Teknologi, Bisnis, Ekonomi, dan Kebijakan di Indonesia*, Jakarta, PT.Gramedia
- Aniqoh, N. A. F. A. (2020). The Role of Digital Economy to Enhancing Sustainable Economic Development. *International Journal of Social Science and Business*, 4(4), 519.
<https://doi.org/10.23887/ijssb.v4i4.2888>
- Aprilia, N. Dwi, S. D. Waluyo, H. JR. Saragih, (2021), Perkembangan Ekonomi Digital Indonesia, *Jurnal Ekonomi Pertahanan*, Vol.7 No. 2, Hal.245-259, file:///Users/mac/Downloads/877-4109-1-PB%20(3).pdf
- Asnawi, Nita, (2022), Kesiapan Indonesia Membangun Ekonomi Digital Di Era Revolusi Industri 4.0," *Syntax Literate* 7, no. 1 (2022): 389-413
<http://jurnal.syntaxliterate.co.id/index.php/syntax-literate/article/view/5739/3090>.
- Barantum. (2019) 4 Trend Langkah Transformasi, Retrieved from <https://www.barantum.com/blog/tren-transformasi-digital-2019>
- Budiarta, K., Ginting, S. O., & Simarmata, J. (2020). *Ekonomi dan Bisnis Digital*. Yayasan Kita Menulis.
- Fadillah, Rizky, M. Iqbal Fasa, (2021), Digital Economic Transformation : Optimalisasi Ekonomi Digital Pasca Pandemi Covid-19 Pada Pelaku UMKM, *Jurnal Manajemen dan Organisasi Review (MANOR)*, Vol. 3, No.2, E-ISSN 2716-148x P-ISSN 2657-0130, hal.123-135, OJS:
<http://journal.unifa.ac.id/index.php/manor/index>

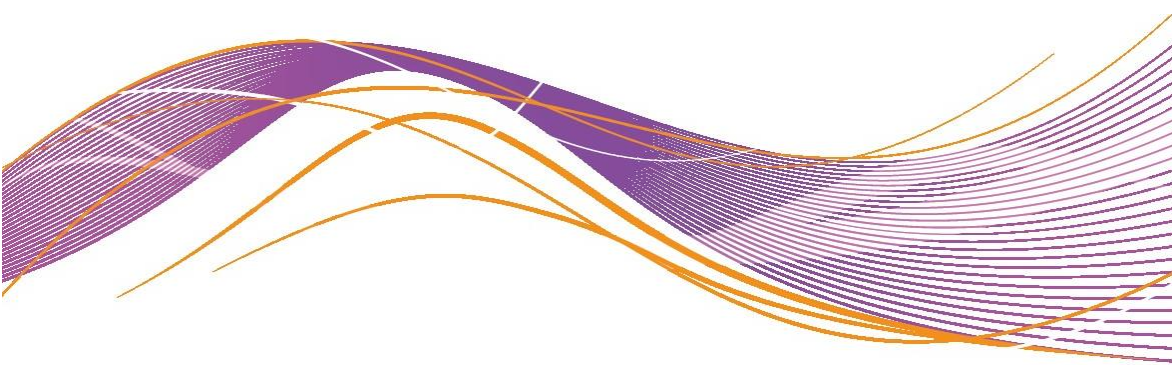
- Gregorius Chandra, Fandy Tjiptono, Y. Candra,(2015) Pemasaran Global: Internasionalisasi dan Internet,Yogyakarta, Andi
- Jumiati, Eti, (2020), *Ekonomi Digital Peluang dan Tantangan*, Jakarta, Mitra Wacana Media
- Kotler,Philip& Kevin Lane Keller, (2018), *Manajemen Pemasaran*, Edisi 12, Jilid 12, Jakarta PT.Indeks
- Kumala, Sindy Lita, (2021), Perkembangan Ekonomi Berbasis Digital di Indonesia, *Journal Of Economics And Regional Science* Vol. 1 No. 2 P-ISSN: 2776-2939 E-ISSN: 2776-3196 hal.109-117 <https://ejournal.stiejb.ac.id/index.php/jurnal-esensi/article/view/190>
- Masfiatun, M Supriyad, M. Nahdila, (2023), Dampak ekonomi digital dan tingkat inflasi terhadap pertumbuhan sektor ekonomi di Indonesia, *Jurnal Ilmiah Akuntansi dan Keuangan* Vol. 5, No. 6, 2023 P-ISSN: 2622-2191 E-ISSN : 2622-2205 Hal. 2745-2750 <https://journal.ikopin.ac.id/index.php/fairvalue>
- Munawarah, Alfiani , Anisa,M.Janah, Eka,A. O., Husnul. K, (2022), Peran Ekonomi Digital Bagi Perkembangan Pasar Modern Di Indonesia, *Jurnal Al-Aflah* Vol. 1 No. 2, Hal.124-133 <https://ejournal.iain-palangkaraya.ac.id/index.php/Al-Aflah>
- P-ISSN 2580-7994 E-ISSN:2746-3745, Hal. 8-18 <https://jurnal.uniraya.ac.id/index.php/JEB>
- Sayekti., N. W. (2018). Tantangan Perkembangan Ekonomi Digital di Indonesia. Vol. X, No. 05/I/Puslit/Maret/2018 10 (2018): 19-24., 19-24.
- Ustadiyanto, Riyeke, 2017, *Framework E-Commerce*, Yogyakarta, Andi
- Wau,F.Tharorogo, Samanoi H. Fau, J. Waruwu, (2023), Transformasi Ekonomi Digital dan Implikasinya pada Perekonomian Nasional, *Jurnal Ekonomi dan Bisnis Nias Selatan*, Vol. 6, No.2,

AUTHOR PROFILE



Management Lecturer Faculty of Economics, State University of Gorontalo (UNG) Dr. Hapsawati Taan, S.T., M.M Born in Kabere, February 1, 1976. Bachelor (S-1) education completed at the Indonesian Muslim University UMI Makassar, Industrial Management Engineering Department, Faculty of Industrial Technology in 1999, Postgraduate (S-2) completed in 2003 at UMI Makassar, majoring in marketing management, obtained a Doctoral Degree in the Doctoral Program in Economics with a concentration in marketing management at Hasanuddin University, Makassar, completed in 2015, which was funded by the BPPS Scholarship from DIKTI. Currently as a permanent lecturer with the academic rank of Head Lector / IVb in the Management Study Program, Faculty of Economics, State University of Gorontalo. The author has conducted several studies in the field of marketing and management of small and medium enterprises and has produced several articles published in both accredited national journals and reputable international journals. As well as writing several books with ISBNs: Consumer Behavior in Shopping (2017), Marketing Strategies and Consumer Purchase Decisions Implementation in Online-Based Companies (2020), Marketing Strategies for UMKM Affected by Covid-19, Potpourri (2020), Introduction to Business Ethics Book Chapter (2022).

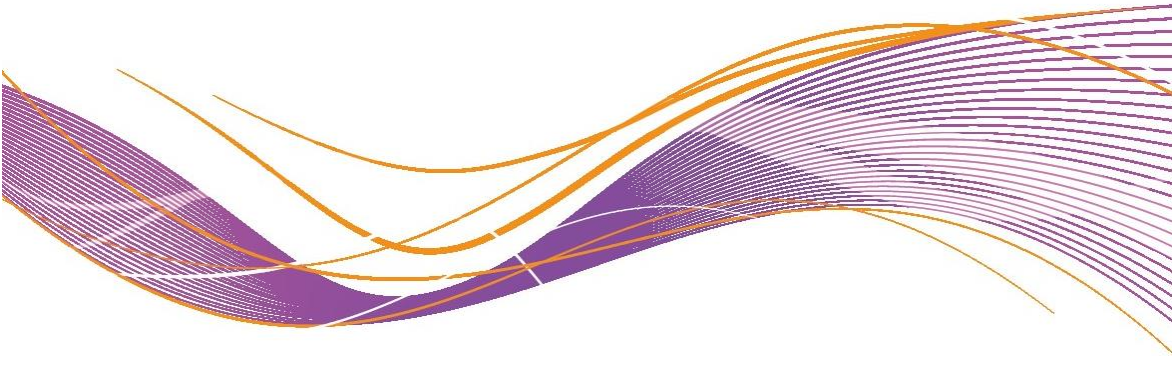
Author Email: hapsawatitaan@ung.ac.id



CHAPTER 3

DIGITAL BUSINESS PLATFORMS

Dr. Lorina Siregar Sudjiman, BSC., MBA
Universitas Advent Indonesia



A. INTRODUCTION

In this day and age, conducting business online is extremely vital, and all business owners should educate themselves in this area. Because a company that does not wish to transition into the digital age will not be able to compete successfully against the continuous advancement of technology and the intense competition from other companies. Many large corporations have failed because they failed to respond quickly enough to changes in the marketplace. Fortunately, today's new business owners don't have to go through the same level of stress, as the vast majority of enterprises who enter the market also have an internet presence.

The platform definition is still quite broad or linguistic and has shifted to emphasize the online space, for professional or personal use. In the world of information technology, a platform refers to any piece of hardware or software that serves as a host for an application or service. For instance, the components that make up an application platform are computer hardware, an operating system, and a collection of coordinating programs that make use of the instruction set for a specific processor or CPU. When shopping for software, it is essential to have a solid understanding of the various platforms that the product was developed.

Digital platforms are connected companies that make it possible for at least two different groups to do business with each other (Mishra & Tripathi, 2020b). Usually, one group is a supplier and the other is a consumer. Digital tools, technologies, and gadgets can help business leaders and frontrunners change the way they think about their business to create better understandings for customers, employees, and ecosystem partners and cut costs (Hein et al., 2019). (Nambisan et al., 2019) says that when businesses try to take advantage of these opportunities, they have to do two main things: build a digital platform and build a new working model. The sketchy ecology of

digital platforms is shown in Fig. 1 (Hein et al., 2019, Nambisan et al., 2019).

As the term implies, a digital business is a business that uses digital tools or is a firm that has been digitized. In a broad sense, digital business is any business that uses technological sophistication to manufacture or market a product. Product sales for digital enterprises are typically conducted online through the use of digital media, particularly the Internet. However, this company is not confined to selling things; it can also sell services. It can be classified as a digital business if it makes use of technical instruments.

According to Danuri (2019:119), digital technology is an information technology that places a premium on tasks that may be completed on a computer or digitally rather than through human effort. According to Musnaini, Suherman, Wijoyo, and Indrawan (2020), digital technology is defined as a type of technology that does not require the use of physical labor or human labor. On the other hand, it is typically an automatic operating system that utilizes a computerized or computer-readable format for the system. Kraus et al. (2021) say that digitalization and the innovation it drives are changing companies, institutions, and society as a whole. Digitalization, which puts the focus on organizations, is causing disruptive changes within firms and their immediate business setting, making the current business model obsolete faster (Wirtz et al., 2022).

Given how important technology is becoming and how it affects businesses, firms need to find gaps and new ways to look into things. (Kraus et al., 2022) to do this, the firm must use an updated strategy to guide the data curation and analysis process and make sure it is done in an objective way. The role of digitalization in business and management is to find out what's new state the goal of the study, describe how it was done, and then present the results, (Snyder, 2019).

REFERENCES

- Danuri, M. (2019). Perkembangan Dan Transformasi Teknologi. INFOKAM Nomor II Th. XV/SEPTEMBER/2019.
- Gartner. (2016). *Gartner Identifies The Top 10 Strategic Technology Trends For 2017*. Press Release (October), Melalui <http://www.gartner.com/newsroom/id/3482617>.
- Hein, A., Schrieck, M., Riasanow, T. et al. (2019) Digital platform ecosystems. *Electron Markets*. <https://doi.org/10.1007/s12525-019-00377-4>.
- Kasali, R. (2017). Inilah Pekerjaan yang akan Hilang Akibat “Disruption”. (Online). <https://ekonomi.kompas.com/read/2017/10/18/060000426/inilah-pekerjaan-yangakan-hilang-akibat-disrupti>
- Kraus S, Jones P, Kailer N, Weinmann A, Chaparro-Benegas N, Roig-Tierno N (2021) Digital transformation: an overview of the current state of the art of research. <https://doi.org/10.1177/21582440211047576>. SAGE Open July-September
- Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1). <https://doi.org/10.24198/jmk.v3i1.12963>
- Mishra, S., & Tripathi, A.R. (2020b). Platform business model on state-of-the-art business learning use case. *International Journal of Financial Engineering*, 2050015.
- Nambisan, S., Wright, M., & Feldman, M. (2019). The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes. *Research Policy*, 48(8), 103773
- Osterwalder, A & Pigneur, Y. (2017). *Business Model Generation : Pedoman bagi para Visioner, Penggerak Perubahan, dan Pendobrak*. Jakarta : PT Elex Media Komputindo

- Snyder H (2019) Literature review as a research methodology: an overview and guidelines. *J Bus Res* 104:333–339.
- Wijoyo, H., Sunarsih, D., Cahyono, Y., & Indrawan, I. (2020). *Manajemen Pemasaran Di Era Globalisasi*. 1st ed. CV. Pena Persada Redaksi.
- Wirtz B.W., Weyerer J.C., Heckerroth J.K. (2022). Digital disruption and digital transformation: *A strategic integrative framework*. *Int J Innov Manage* 26(3):2240008

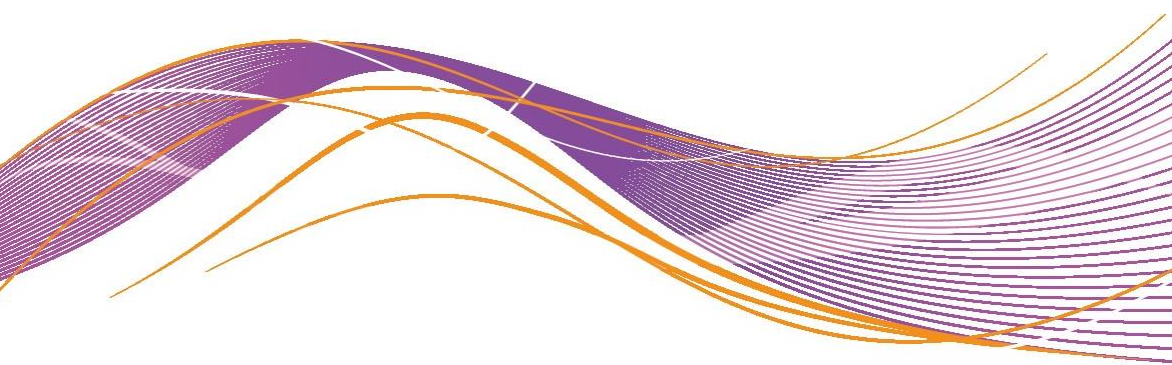
AUTHOR PROFILE



Dr. Lorina Siregar Sudjiman, BSC., MBA

The author was born in Jakarta, on January 9, 1970 and now living in Bandung. Finish S1 education at Philippine Union College in 1992, with a major in Accounting. The writer continues Master degree at the University Of Santo Tomas Philippines in 2002 with the Master of Business major Administration. And the last Education for S3, Writer completed Doctoral Education in Financial Management from Indonesian University of Education, Bandung in 2020. As long as the author takes S2 and S3, and until now, the author works as a Lecturer at the Faculty of Economics, Accounting Study Program and Management. The author has written in many scientific journals and presented at the International Scholar's Conference in Indonesia, Philippines, Thailand, Vietnam and several places and wrote books.

Author Email: lorina.sudjiman@unai.edu



CHAPTER 4

DIGITAL MARKETING MANAGEMENT CONCEPTS

Paul Eduard Sudjiman, MBA., Ph.D.
Universitas Advent Indonesia



A. INTRODUCTION

The Fourth Industrial Revolution, also called Industry 4.0 (I4), has created a platform for creativity in many fields that have never been seen before. Almost a quarter of a century has passed since the Internet and the World Wide Web were first used for profit. Big tech companies that didn't exist twenty years ago, like Google, Facebook, Amazon, Alibaba, eBay, and Uber, are now driving forces in the global economy. Between 22% and 27% of all internet sales are now conducted on mobile devices (Cristiano, A., Gianluca, O. & Guido, P. (2023). The need of developing a "digital relationship" with customers has recently come to the forefront of corporate strategy (Kannan & Hongshuang, 2017). Smartphones, smart products, the Internet of Things (IoT), artificial intelligence (AI), and deep learning are just a few examples of digital technology and devices that promise to drastically improve customers' lives in the not-too-distant future. Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Digital marketing, also called "online marketing," is any kind of marketing that uses digital channels to reach customers. It includes all online marketing strategies used through digital means to reach business and marketing goals.

(Bilgin, 2018) People think that marketing activities on social media can directly improve their brand equity, which includes brand awareness, brand image, and brand loyalty. Bilgin says that companies can make new marketing patterns by doing things like making their own brand profiles, running online customer service, spreading information about their products, and making special deals in a way that is easy, cheap, and long-lasting. This finding is reaffirmed by Seo & Park (2018) that marketing activities on social media have a significant impact on building brand equity, and positive brand equity will increase e-WOM and consumer commitment.

The marketing concept is a set of strategies that companies use to figure out what their customers want and then figure out how to give it to them. This leads to more sales, more profit, and beating out the competition. Companies all over the world use the idea of marketing now, but that wasn't always the case. According to this idea, an organization needs to meet the needs and wants of its customers in order to reach its goals. So, marketing is the process of getting people and keeping in touch with them, as well as matching their needs and wants with the services or products an organization offers. This makes sure that the organization will make money.

One big benefit of online marketing over traditional marketing is that we can collect and analyze data in real time. Digital marketing teams can reach their business and marketing goals by making choices based on data. Kruger & Steyn (2019) say that the benefits of decades of investment and progress in information technology and telecommunications are now being felt by modern society. Technological advances and new uses in areas like industrial robots (which could become personal robots in the future), artificial intelligence, big data, 3D printing, the Internet of Things (IoT), biotechnology, blockchain, and others have brought back the question of how the development and use of new technologies may put people out of work.

B. DEFINITION OF MARKETING AND DIGITAL MARKETING MANAGEMENT

Promoting a business to sell goods is the same thing as marketing. Businesses now promote on the radio, in commercials, in print, and on the internet to get the word out about their company and its goods. Market research is another part of the marketing definition. This is the process of gathering information that can be used to market goods and services more precisely. When deciding how to sell a product, a

REFERENCES

- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128-148.
- Cristiano, A., Gianluca, O. & Guido, P. (2023). The knowledge-intensive direction of technological change. *Eurasian Business Review*. Volume 13, Issue 1, No 1. 27 pages.
- Feki, C. & Mnif, S. (2016). Entrepreneurship, Technological Innovation, and Economic Growth: Empirical Analysis of Panel Data. *Journal of the Knowledge Economy*, 7(4).
- Godin, Seth (1999). *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*. New York: Simon & Schuster. ISBN 0-684-85636-0.
- Jerome McCarthy (2008). *Essentials of Marketing Strategy Planning Approach*, 14th Edition. New York: McGraw-Hill Education.
- Kannan, P.K & Hongshuang, A.L. (2017) "Digital Marketing: A Framework, Review, and Research Agenda", *International Journal of Research in Marketing*, 34(1), pp. 22-45.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management*. 15th Global Edition. London: Pearson Education.
- Kruger, S. & Steyn, AA. (2019) Enhancing technology transfer through entrepreneurial development: practices from innovation spaces. *The Journal of Technology Transfer*: 1–35. DOI: 10.1007/s10961-019-09769-2.
- Seo, E. & Park. J. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*. 66: 36-42.

Van der Westhuizen, T & Goyayi, M. (2019). The influence of technology on entrepreneurial self-efficacy development *and Innovation* 21(1).

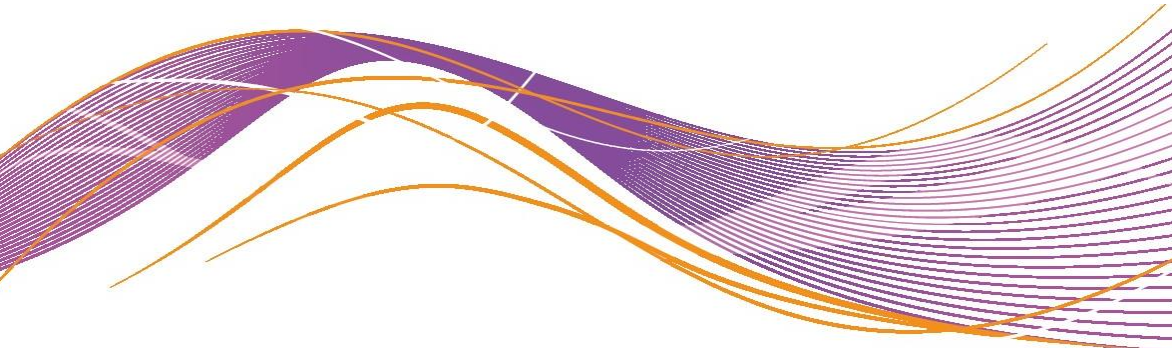
AUTHOR PROFILE



Paul Eduard Sudjiman, MBA., Ph.D

he author was born in Bandung on March 20, 1959. The author completed his Bachelor's degree in Management from the Philippine Union College in 1992. His Master degree with the Masters of Business Administration was completed in 1994 from the University of Santo Tomas, Philippine. Doctoral Program Doctoral Program majoring in Commerce obtained from the University Of Santo Tomas Philippines in 2005. In 2008-2014, He served as Dean of the Faculty of Economics, Indonesian Adventist University. In 2018-2020, he served as Treasurer of the Indonesian Adventist University Foundation. Currently the author teaches at the Faculty of Economics, Management Study Program at the Indonesian Adventist University. And now He is still active as Deputy Chair of the West Bandung Regency Wage Council and Member of the West Bandung Regency Apprenticeship Network Communication Forum, from 2008 to later in 2024. The author also participates in many activities related to advancing West Bandung Regency. The author also writes books and research, presents International Scholar's Conferences in Indonesia, the Philippines, Thailand and Vietnam, as well as writes several journal articles.

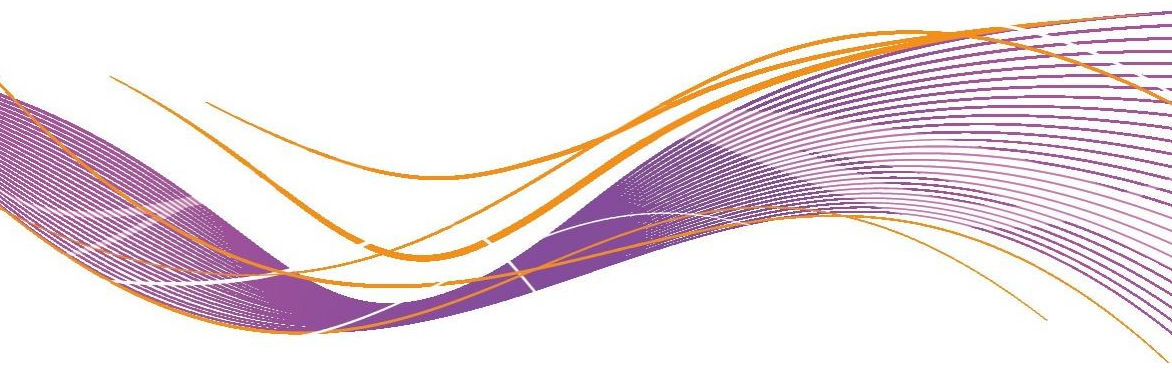
Email: pesudjiman@unai.edu



CHAPTER 5

DIGITAL MARKETING AND E-MARKETING

Dr. Adi Nurmahdi, MBA
Univeritas Mercu Buana



A. INTRODUCTION

Effective marketing strategies are vital to the success of a business, especially when there are so many choices for goods and services being offered online (market space) and offline (market place). Businesses often use modern technology to advertise their products and services with techniques like digital marketing and e-marketing. Chaffey and Ellis-Chadwick (2012) stated that digital marketing is *achieving marketing objectives through applying digital media, data and technology*. Knowing the differences between these marketing strategies can help us increase the chances of success for our businesses and marketing strategies, as well as marketing tactics. In this chapter, we discuss the growth of e-marketing and digital marketing, including the definition of each strategy, key differences between them and examples of how we can use them.

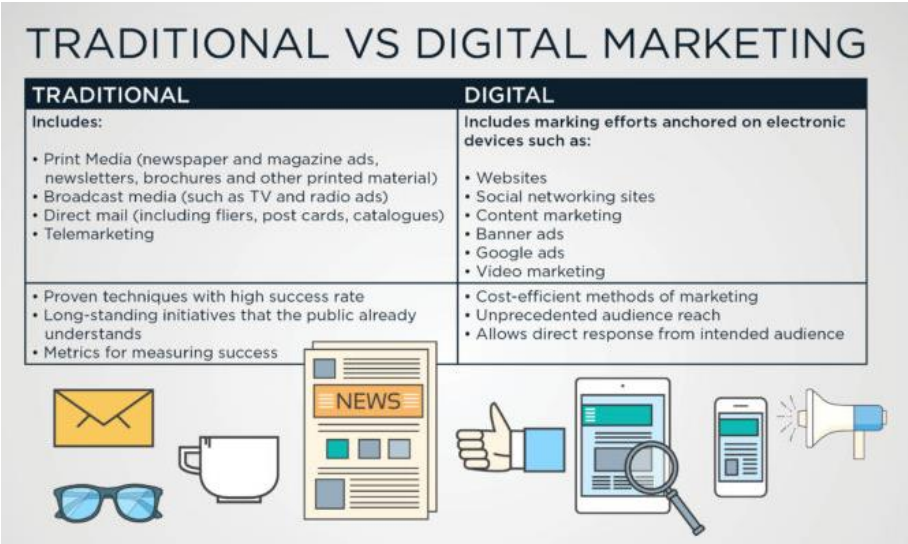


Figure 5.1: Traditional Vs. Digital Marketing

Source: digitalschoolofmarketing.co.za

Figure 5.1 explains that in the past traditional marketing system was more dominant, but due to advancement of technology and the development of Internet of Things (IOT) trading using digital

marketing is boundary less and now becomes a lot easier, inevitably more efficient in time and energy and which can be done remotely.

These are four similar terms: Digital marketing, Internet marketing, Online marketing, Electronic-marketing (not to be confused with email marketing). These are all broad terms that are sometimes used relatively interchangeably. The question is why should we have them all if they mean the same thing and may have the same impact too? As it turns out, there are subtle nuances in some of the phrases. Online marketing and internet marketing are similar enough, but digital marketing and e-marketing are two really different sectors of marketing. There is absolutely some overlap, but there are some differences among them, too. We might wondering what those differences are and how to use the terms correctly? This chapter will address the differences between digital marketing and e-marketing so we can comprehend the terms fully.

B. WHAT IS E-MARKETING?

E-marketing refers to electronic marketing techniques that aim to engage with customers for better brand recognition and higher profits. This technique typically uses platforms like social media or blogs that allow for communication with their target audience rather than those that are static (traditional marketing) and not targeted, like a billboard next to a trans-Java toll road. Instead, marketers want to narrow their audience using online analytics and interact with them more intensely through social media, emails and blogs. Since e-marketing uses technology to advertise, it is considered a subset of digital marketing that focuses on the internet instead of all digital platforms.

E-marketing encompasses a variety of channels to reach a broad audience, including websites, television, radio, mobile, short messaging services (SMS), and social media. E-marketing presupposes a broad audience, a democratic medium accessible to all. Transmission

REFERENCES

Chaffey, Dave., & Ellis-Chadwick, Fiona., 2012, Digital Marketing: Strategy, Implementation and Practice, 6th Edition, Pearson, New York.

<https://www.educba.com/emarketing-vs-digital-marketing/>
retrieved on 1 May 2023.

<https://www.indeed.com/career-advice/career-development/emarketing-vs-digital-marketing> retrieved on 5 May 2023.

<https://www.simplilearn.com/traditional-marketing-vs-digital-marketing-article> retrieved on 15 May 2023.

<https://www.statista.com/outlook/dmo/digital-advertising/indonesia> retrieved on 1 June 2023.

<https://www.wordstream.com/blog/ws/2022/04/19/digital-marketing-statistics> retrieved on 1 June 2023.

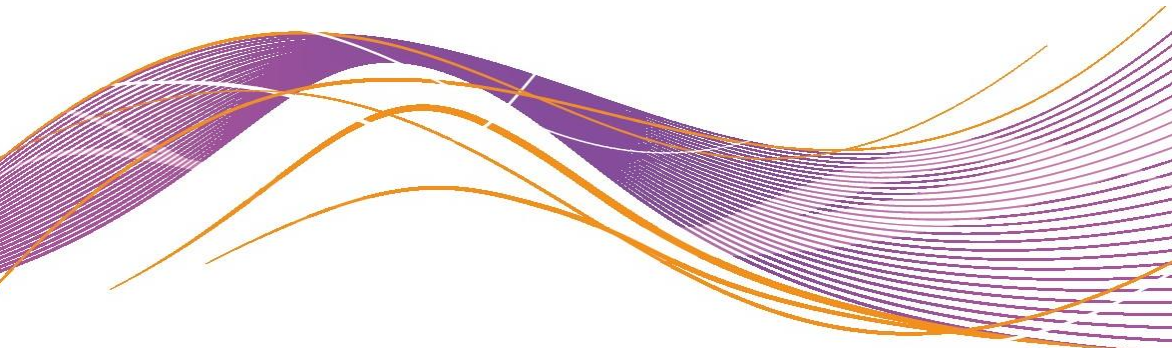
AUTHOR PROFILE



Dr. Adi Nurmahdi, MBA

Academician of Universitas Mercu Buana (UMB) Jakarta, experienced practitioner for management consulting, advisor and trainer at private and state owned enterprises for subjects of Organizational Development, Feasibility Study, HRM & Marketing. Former founder & CEO BMS Consultindo, and currently founder & CEO Elite Management Consulting, and owner of Elite Café - Bekasi.

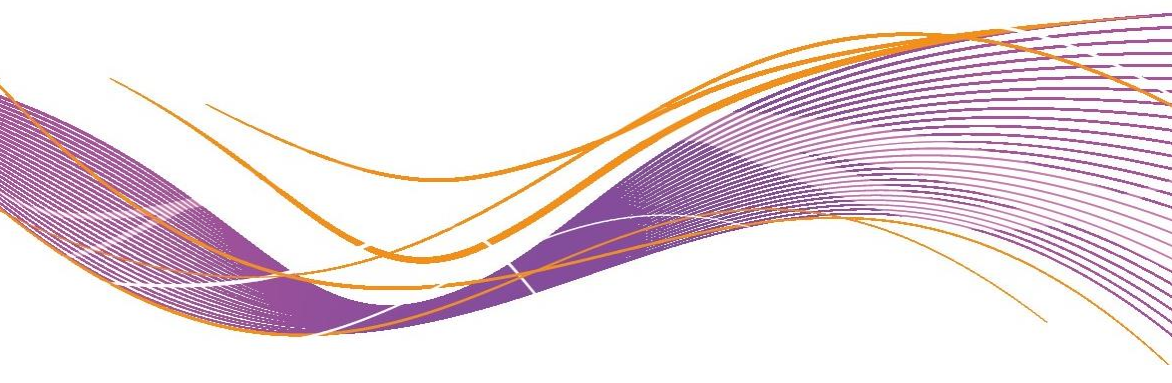
Previously had careers in bank and financial services industry. Research & teaching interests include: strategic management, marketing management, HRM, and economics. Graduated Doctoral in Management and Business (DMB) Universitas Padjadjaran (2007), obtained scholarship from a prominent national entrepreneur H. Probosutedjo - Mercu Buana Group by funding study in the UK for 7 years (1985-1992) at: Lansdowne College - London for O and A-Levels, University of East Anglia - Norwich for BA (Honours) in Economics, and University of Stirling - UK for MBA in General Management. Interests travelling, cooking and networking, living in Jatibening, Bekasi, West Java, Indonesia.



CHAPTER 6

DIGITAL MARKETING OPPORTUNITIES AND CHALLENGES

H. Rukun Santoso, S.E., M.M., M.Si.
Universitas Islam Jakarta



A. INTRODUCTION

Marketing is a strategic process that involves identifying, reaching, and fulfilling the needs and wants of consumers in a way that is profitable for the company. The purpose of marketing is to create added value for consumers, build strong relationships with them and achieve profitable results for the company.

Marketing involves various aspects, including market research, product development, pricing, distribution, and promotion. In the current digital era, marketing also includes the previously mentioned aspects of digital marketing.

Digital marketing refers to a marketing strategy that uses digital platforms and online technologies to promote a product, service or brand to its targeted audience. In the ever-evolving digital age, digital marketing has become an essential component for many companies in achieving their business goals.

Digital marketing involves using a variety of channels and methods, including social media, search engines, websites, email, online advertising, digital content and many more. The aim is to reach the target audience effectively, build brand awareness, increase sales and create stronger relationships between companies and consumers. Some important aspects of digital marketing include:

1. Search Engine Optimization (SEO)

This involves techniques and strategies to improve the ranking of a company's website in the organic search results of search engines such as Google. The company can reach more potential visitors, by having a higher ranking.

2. Online Advertisement

This involves paying to display the company's advertisement on various online platforms, such as display advertisement, video advertisement, and paid search advertisement. Companies can target relevant audiences and implement more specific targeting

strategies to increase the effectiveness of their advertising campaigns.

3. Social Media

Social media has become a very popular platform for digital marketing. Companies can use platforms such as Facebook, Instagram, Twitter, and LinkedIn to interact with audiences, share relevant content, promote products or services and build a community of followers.

4. Digital Content

High-quality content has become very important in digital marketing. This involves creating and distributing informative, engaging, and relevant content, such as blog articles, info graphics, videos, podcasts, and more. Good content can grab visitors' attention, increase engagement and build trust with the audience

5. Digital Analytics

One of the main advantages of digital marketing is its ability to collect data and analyze campaign performance in-depth. Using digital analytics tools, companies can track and measure metrics such as website traffic, conversions, user engagement, and retention rates. This analysis helps companies understand the effectiveness of their marketing strategies and make necessary improvements.

Digital marketing continues to evolve along with technological developments and changes in consumer behavior. Companies that properly adopt digital marketing can take advantage of the opportunities that exist to reach audiences more effectively, increase their brand presence and achieve better business results.

B. DEVELOPMENT OF DIGITAL MARKETING

The development of digital marketing has experienced a rapid and significant evolution in recent years. The development of digital

REFERENCES

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
- Handayani, R., & Widyastuti, D. (2020). *Pemasaran Digital dalam Era Transformasi Digital*. Mitra Wacana Media.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson Education.
- Ryan, D., & Jones, C. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- Hennig-Thurau, T., Hofacker, C.F., & Bloching, B. (2013). Marketing the Pinball Way: Understanding How Social Media Change the Generation of Value for Consumers and Companies. *Journal of Interactive Marketing*, 27(4), 237-241.
- Mangold, W.G., & Faulds, D.J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons*, 52(4), 357-365.

AUTHOR PROFILE



H. Rukun Santoso, S.E., M.M., M.Si.

The author was born in Lamongan, June 18, 1959. He has been pursuing the field of management since he was a student at the University of Indonesia majoring in Commercial Administration, graduating in 1997, obtained a Master's degree from the University of Indonesia majoring in Fiscal Administration, graduating in 2003. While the Doctoral degree was obtained at Pancasila University majoring in Economics (Business Strategy) graduated in 2020. In the course of his career, he has been a finance director in state-owned and private companies. The author is also active in politics and has been the Chairman of the DKI Jakarta DPRD faction. In addition, he is active in various organizations, including the Chairman of ASPEKINDO, Deputy Chairman of DPP HKTI, Deputy Chairman of SAHI, Deputy Chairman of ISEI DKI Jakarta, Board of Trustees of Masika ICMI, Board of Trustees of Iluni University of Indosia, Board of Trustees of the Ummul Mukminin Waqf Foundation, Deputy Chairman of KSU SAHI MAJU BERSAMA Cooperative, K-MERSII Advisory Board, Currently active as a permanent lecturer at the Jakarta Islamic University Postgraduate Program, an adjunct lecturer at the STIAMI Postgraduate Program, an adjunct lecturer at the Faculty of Economics, Pancasila University and as an adjunct lecturer at various other campuses, actively in writing books, national and international journals.

Email: rukunsantoso1859@gmail.com

Chapter 1 Technology In The Disruption Era

Dr. Muhammad Rakib, S.Pd., M.Si. (Universitas Negeri Makassar)

Chapter 2 Digital Economy

Dr. Hapsawati Taan, S.T., M.M (Universitas Negeri Gorontalo)

Chapter 3 Digital Business Platforms

Dr. Lorina Siregar Sudjiman, BSC., MBA (Universitas Advent Indonesia)

Chapter 4 Digital Marketing Management Concepts

Paul Eduard Sudjiman, MBA., Ph.D. (Universitas Advent Indonesia)

Chapter 5 Digital Marketing And E-Marketing

Dr. Adi Nurmahdi, MBA (Univeritas Mercu Buana)

Chapter 6 Digital Marketing Opportunities And Challenges

H. Rukun Santoso, S.E., M.M., M.Si. (Universitas Islam Jakarta)



CV. Tahta Media Group
Surakarta, Jawa Tengah
Web : www.tahtamedia.com
Ig : tahtamedia group
Telp/WA : +62 896-5427-3996

ISBN 978-623-147-084-3

