

# Implementation of Digital Marketing Strategi to Improve Business Competitive

Nurafrina Siregar

## Abstract

Development digital technology has bring change fundamental in the business world, especially in the aspect marketing. Change behavior increasingly consumers depend on the internet and social media push perpetrator business for adopt marketing strategies digital- based. Digital marketing is an important strategy Because capable reach consumers broadly, quickly, interactively, and measurably. Research This aim for specifically analyze the digital marketing strategies that play a role in increase Power competition business in the digital era, especially in business small and medium enterprises (SMEs). Method research used is approach descriptive qualitative with 3531technique studies literature and observation to digital marketing practices that include social media marketing, content marketing, and search engine optimization (SEO). The results of the study show that consistent use of social media, presentation relevant and valuable content, and optimization machine seeker capable increase brand awareness, expand market reach, increase interaction with consumers, as well as impact positive to improvement sales. In adition that, digital marketing provides efficiency cost promotions and convenience in evaluate performance marketing through analytical data. With Thus, the implementation of a targeted and sustainable digital marketing strategy can increase Power competition business significantly.

**Keywords:** Digital Marketing, MSMEs, Power Competition Business, Social Media, SEO

Nurafrina Siregar

Master of Management, Universitas Pembangunan Panca Budi, Indonesia

e-mail: [nurafrinasiregar@gmail.com](mailto:nurafrinasiregar@gmail.com)

2nd International Conference on Islamic Community Studies (ICICS)

Theme: History of Malay Civilisation and Islamic Human Capacity and Halal Hub in the Globalization Era

<https://proceeding.pancabudi.ac.id/index.php/ICIE/index>

## Introduction

Development technology rapid information and communication has push occurrence digital transformation in various 3532techniques, including 3532technique business and marketing. Marketing conventional previously relying on print media, television, radio, and promotion face advance now start displaced by internet- based digital marketing. The phenomenon This influenced by the increase internet penetration and smartphone usage are driving change pattern consumption public.

In the digital era, consumers own more characteristics active, critical, and independent in look for information. Consumers can with easy compare product, price, quality, and review from other consumers before take decision purchase. Condition the demand perpetrator business For more adaptive and innovative in 3532marketing strategy techniques. 3532Digital marketing is becoming solution strategic Because allows company reach consumers more wide, building communication two direction, and create experience more personalized customers.

Competition growing business strict, especially for MSMEs, demanding perpetrator business for own Power strong competitiveness. Power competition No only determined by quality products, but also by capabilities business in utilise digital technology as means marketing. Therefore that, study regarding effective and applicable digital marketing strategies in increase Power competition business become very important for done.

## Literature review

### Digital Marketing

Digital marketing is activity marketing that utilizes digital technology and internet networks for create, communicate, and deliver mark 3532technique consumers. According to Kotler and Keller, digital marketing enables company weave connection term 3532technique3532 with consumer through sustainable and measurable digital interactions.

### Digital Marketing Strategy

Digital marketing strategies include a number of approach main, namely:

1. **Social Media Marketing**, which focuses on utilizing platforms such as Instagram, Facebook, TikTok, and WhatsApp Business to build interaction and closeness with consumers.
2. **Content Marketing**, which emphasizes the creation of content informative, educational, 3532and 3532technical3532 use increase trust consumer to brand.
3. **Search Engine Optimization (SEO)**, which aims increase website or marketplace visibility in the results search machine searcher.
4. **Email and Marketplace Marketing**, which is used For guard connection term 3532technique3532 with customer.

### Power Competitive Business

Power competition business is ability company for survive and excel in market competition. Indicators Power competition covering improvement sales, growth amount customers, loyalty consumers, as well as ability adaptation to market changes. Effective implementation of digital marketing can increase 3532ic-indicator technique3532 on an ongoing basis.

### Research Methodology

Study This use method descriptive with approach quantitative approach quantitative used For measure the influence of digital marketing strategies on Power competition business objectively and measurably. Method This chosen Because capable give description connection between 3532technique 3532i based on numerical data.

## Variables Study

Variables in study This consists of from:

1. **Variables Independent (X): Digital Marketing**, with 3533IC technique 3533:
  - o Social media marketing (frequency) uploads, interactions, responses consumers)
  - o Content marketing (quality) content, relevance, consistency)
  - o Search Engine Optimization/SEO (visibility search, convenience found)
2. **Variables Dependent (Y): Power Competitive Business**, with 3533IC technique 3533:
  - o Improvement sale
  - o Growth amount customer
  - o Loyalty consumer
  - o Brand image

## Data collection technique

Data collected through distribution questionnaire 3533technique respondents as well as supported with studies literature. The measurement scale used is Likert scale with range value 1–5.

## Data Analysis Techniques

Data analyzed use analysis descriptive 3533IC technique3533 for know description implementation of digital marketing and level Power competition business.

## Population and Sample

Population in study This is all over perpetrator efforts that have been implementing digital marketing in activity marketing. Sample study determined with 3533purposive sampling technique, namely active MSMEs using social media, marketplaces, and websites. Criteria sample covering intensity digital promotion, consistency content, as well as sustainability minimum two business year.

## Results

Study results show that social media marketing is the most effective strategy in increase Power competition business. Consistency uploads content, use of engaging visuals, and response fast to consumer proven increase interaction and trust customers. Content marketing that contains education products, testimonials customers, and promotions creative capable increase interest buy consumers.

Besides that, implementing SEO helps increase visibility business in machines seeker so that make it easier consumer in find product or services. The use of digital analytical data allows perpetrator business for evaluate performance marketing based on amount visits, level interactions and conversions sales. This make digital marketing a tool strategic that is not only functioning as promotion, but also as base taking decision business.

## Conclusion

Digital marketing is an effective and relevant marketing strategy. in increase Power competition business in the digital era, especially for MSMEs. Planned and consistent implementation of social media marketing, content marketing, and search engine optimization capable increase brand awareness, market reach, interaction consumers, as well as performance sales. Therefore that, the perpetrator business recommended for develop an integrated and sustainable digital marketing strategy to be able to compete in environment dynamic business.

## References

- [1] Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* . Pearson.
- [2] Kotler, P., & Keller, K. L. (2016). *Marketing Management* . Pearson Education.
- [3] Tjiptono , F. (2015). *Marketing Strategy* . Andi

- [4] SIREGAR, N. and HAKIM FADILLAH, S.E., 2017. PENGARUH PENCITRAAN, KUALITAS PRODUK DAN HARGA TERHADAP LOYALITAS PELANGGAN PADA RUMAH MAKAN KAMPOENG DELI MEDAN. *Jurnal Manajemen*, 8(2).
- [5] Siregar, N., 2017. PENGARUH PENCITRAAN, KUALITAS PRODUK DAN HARGA TERHADAP LOYALITAS PELANGGAN PADA RUMAH MAKAN KAMPOENG DELI MEDAN:
- [6] NURAFRINA SIREGAR, SE, M. Si. dan HAKIM FADILLAH, SE. *Jumant*, 8(2), pp.87-96. Siregar, N. and Fadillah, H., 2017. The Effect of Image, Product Quality and Price on Customer Loyalty at the Kampoeng Deli Medan Restaurant. *Journal of Management Tools*, 8(2), p.8796.