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Research Article

The Best Marketing 4.0 Brand Model in Indonesia

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ABSTRACT

The purpose of this study is to find out the best marketing 4.0 brand model in Indonesia, not just a brand that is a symbol of the current development of technology or industry 4.0. Marketing is a major part of the progress of a company, along with the development of technology, marketing becomes the main problem of survival of a company. Marketing 4.0 is the right answer in helping to solve these problems, especially in building a company brand. But how to build the right Marketing 4.0 so that the brand becomes the main breath of the company. The method used is a qualitative case study method, which describes in detail a program. The results of this study show an invention for the best Marketing 4.0 brand model in Indonesia, so it is expected to be a model for the company's progress in this 4.0 industry.

Keywords: *Marketing 4.0, Brand, Model*

Background

Marketing is an important part of the company, which helps in achieving company success. Currently, marketing is experiencing developments that are not only conventional but have led to digital marketing (Bowden & Mirzaei, 2021). Future marketing will always require technology, where technology will certainly quickly adapt to the rapidly changing world, especially regarding consumers (Shabrina, 2019). This technology is a new information technology which is very helpful in the world of marketing, so that with this technology marketing already has the term, namely digital marketing or marketing 4.0.

With Marketing 4.0, companies can be helped by changes that are so fast along with increasingly advanced technology. The technology here is certainly related to the internet, this internet technology is what produces something very extraordinary in the development of marketing. Marketing 4.0 is a wave of updated information for companies, especially in approaching consumers. Supported by increasingly sophisticated technology and producing big data, the company reaches consumers with a more humane approach. Companies quickly understand the type of consumer that suits their company, and the company's interactions with consumers become private or personal.

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Big data, which is very detailed data, is part of the core in implementing online marketing strategies.

The Marketing 4.0 approach in this digital economy era is a new masterpiece, especially in the marketing arena. This is a new style or pattern of marketing combining offline and online companies to consumers or consumers to companies where the goal is to win influence on consumers.

Consumer evaluation of a brand cannot be separated from the influence of digital marketing because almost all brands use digital media. Digital activity directly or indirectly affects brand valuation. The best brands will always correlate with consumer ratings so that later they will become the best brands that are supported by marketing 4.0.

The main purpose of writing articles is to find out the best marketing 4.0 brand model in Indonesia. The brands used for this research analysis are brands that have been selected as the best brands which are the results of the Indonesia Best Brand Award (IBBA) survey (Suryadi et al., 2019). IBBA is a routine survey every year that measures the value of a brand by describing a number of variables that determine that value. From the results of this survey, it can be seen the position, change, and competition of each brand with other brands on each measured variable.

From the best brands, the authors take the results of interviews from each of the best brands, which are represented by various representatives from the leadership of each company. When viewed from the results of the IBBA 2019 calculation which is quantitative in nature, it is very, very clear that indeed these brands deserve to be asked to be the best, where the score given is very high regarding 5 indicators, namely: TOM ad (Top of Mind Advertising), TOM Brand (Top of Mind Brand), Brand Share, Satisfaction and Gain Index.

What is unique about the selected brands, where the results of interviews with representatives of each leader as many as 11 informants, show that there is a gap or disparity, especially in building these brands to be the best by carrying out Marketing 4.0. This gap is a very important part where answering the hypothesis of the difference and trying to answer the

problem, which will later help to provide the right model for marketing 4.0 brands in Indonesia. Based on this background and to answer the hypothesis, the researcher is interested in researching with the title "The Best Marketing 4.0 Brand Model in Indonesia".

Literature Review

Digital Marketing

Armstrong et.al, 2018, what is marketing? Many people think that marketing is just selling and advertising. We receive daily inquiries about TV commercials, catalogs, information provided by salespeople, and online promotions. However, sales and advertising are only the tip of the marketing iceberg. Today, marketing is not to be understood in the old sense of selling—"telling and selling"—but in the new sense of meeting customer needs. If marketers effectively attract consumers, understand their needs, develop products that provide excellent customer value, and price, distribute and promote them, these products will be easy to sell. In a narrowly defined business environment, marketing involves establishing profitable value exchange relationships with customers. Therefore, we define marketing as the process by which marketing organizations attract customers, build strong customer relationships, and create customer value in return for obtaining value from customers. However, instead of this standard definition, we consider the definition of digital marketing proposed by Kannan and Li (2017), as "an adaptive, technology-enabled process by which organizations create with customers and partners, communicate, deliver, and maintain specific values. to stakeholders." Marketing in the digital realm is dynamic and adaptive (may require real-time processing powered by AI and machine learning), which differs from the sequential, step-by-step process associated with traditional marketing planning and execution.

This conception of marketing implicitly recognizes a broad ecosystem of collaborators that is not enterprise- or institution-centric. Ecosystems must organize processes to collaboratively design, develop and deliver sustainable value, then distribute it among different users. Marketing might then shift from product-or company-centric to stakeholder-centric (e.g.,

all stakeholders are stakeholders dealt with by marketing efforts), which would imply a fundamental rethinking of current theory based on a marketer-led two-party exchange structure.

In particular, the main function of marketing will change from finding customers for company offerings leveraging an ecosystem that finds deals for customers (eg finding Uber drivers for passengers, finding target customers for advertisers). Marketing has a bigger role in digital marketing than in conventional business because it can facilitate supply-demand balance in a short period of time (or even in real time) through its access to data from all users. Marketers will need to calibrate and manage supply and demand at the aggregate level continuously, using tools such as dynamic pricing (e.g., spike pricing) (Chen, 2016) and adjusted pricing (e.g. digital coupons).

Following the strong centric definition of the American Marketing Association (<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>), we adopt a more inclusive perspective and define digital marketing.

Digital marketing is not about understanding technology, but about understanding people, how they use technology, and how to use it to interact with them more effectively. learn to use technological tools to understand humans the real key to unlocking the potential of digital marketing (Ryan, 2014).

The use of digital media, data, and technology to support marketing activities has given rise to a confusing range of labels and jargon created by academics and professionals. It is called digital marketing, Internet marketing, electronic marketing, and web marketing. Digital marketing is the application of digital media, data and technology to achieve marketing objectives, or digital marketing is the application of digital media, data and technology in combination with traditional communications to achieve marketing objectives (Chaffey & Ellis-Chadwick, 2019).

Adaptive processes are very likely to be supported by digital technology in creating new value in a new digital environment. Organizations that leverage digital technologies develop core competencies to co-create this value for themselves and their customers. Digital

marketing independently allows for a series of digital adaptive parts covering organizational marketing, processes, and customer activities. Significantly, the number of touchpoints is increasing by more than 20% annually, as offline customers turn to digital technology and “young, digitally driven consumers rank among shoppers” (Bughin, 2015).

Brand

Customers attach meaning to the brand and develop brand relationships. Brand has meaning far beyond the physical attributes of a product (Armstrong et al., 2018). I believe in fully understanding this process, including where the biggest pitfalls, challenges and opportunities lie in each of the critical first steps in building a solid brand (Leland, 2016). Steve Jobs married art, design and technology to revolutionize the way we think about consumer electronics and brand marketing. Olivier Rousteing of Balmain brings luxury to the masses with his 1.6 million followers and a cheery bunch of social media celebrities. And modern social media savvy brands understand that influencer marketing can persuade consumers to do it.

Today's marketers must position their brands strongly and manage them well to create valuable brand experiences (Kotler and Armstrong, 2018).

Methods

Type of research

The research was conducted using a probability sampling technique, namely purposive sampling, (Kumar, 2011) The main consideration in sampling with a specific purpose is an assessment of because the people who can provide the most information to achieve their research objectives point to the right people who are most likely to have information that researchers need and who are willing to do so. This type of sampling is very useful for establishing historical facts, explaining phenomena, or developing what is little known.

Population and sample

The number of brand participants participating in the 2019 IBBA is in the hundreds, divided into several sections, namely Cosmetics and Personal Care, Food and Beverage,

Pharmacy, Telecommunication and Media, Automotive, Retail, Fashion, Transportation, Building Materials, Household Products, Household appliances, Finance and banking and office equipment.

There are 11 informants each, where these 11 informants are leaders of brand representatives who have won from each of the above categories. These 11 brands are "O", "TO", "W", "H", "G", "P", "TE", "F", "TY", "Y" and "V".

Data Collection

Data was collected in one form, namely triangulation data consisting of observations, interviews and document analysis. Interviews were conducted with informants who are representatives of the leaders of each company. Where the selected informants were 11 people, the interview technique was semi-structured and the purpose of this interview was to investigate the problem more openly, and opinions and opinions had been asked from the parties invited for the interview.

Data Analysis

For data analysis, the researcher analyzes the data consisting of texts to describe the

central phenomenon under study and interpret the meaning of the data. To interpret this meaning, the researcher conducts a personal reflection on how the findings relate to existing research as well.

Tools

In qualitative research, it is mapped with very familiar qualitative tools, namely the NVivo 12 research, this tool has enormous uses in assisting qualitative analysis. Nvivo 12 helps all existing documents from sources of informants, secondary data, photos or the like. The results of the analysis can be developed as creatively as possible by researchers so that they find something new from the description of the data found (Bandur, 2019).

Results and Discussion

In general, Marketing 4.0 (digital marketing) carried out on Brands in Indonesia is divided into strategic placements according to the definition of Marketing 4.0 (digital marketing) (Chaffey and Chadwick, 2019; Ryan, 2014) which are carried out, among other as follows:

Table 1. Journal Comparison

No	Company	Category	Result
1	"O"	Water faucet	Onda's content and communication style are adapted to social media users, who are generally young people. Marketing on social media complements the previously available channel on the onda.id website which functions as a product showcase. "O" offers a competition with voucher prizes on social media The plan is to open an online store in the marketplace as a storefront and to improve brand image
2	"T"	Food packaging plastic	Build strong brand awareness in the digital era, display product advertisements on social media, and collaborate with bloggers and celebrities. Also reaching out to e-commerce, by utilizing platforms on social media.
3	"W"	Gas stove regulator	Activities on new social media provide information about products and accommodate consumer complaints.
4	"H"	Cold and cough medicine	Digital marketing is carried out on two channels, namely social media and video advertising, which is expected to increase brand awareness.

No	Company	Category	Result
5	"G"	Peanuts and wafers	Open collaboration by doing joint promotions in the marketplace. Utilize influencers or key opinion leaders to market their products on social media.
6	"P"	Medicine for headache	The company builds two-way communication on digital platforms, namely the "P" quick site, and on several social media and uses influencers or key opinion leaders.
7	"TE"	GSM SIM card	The use of social media is the use of more web series content, unique styles with stories and interactive.
8	"U"	Medicated oil and honey	Building customer engagement online activities through social media, with the development of digital media, namely consumer input and complaints can be received more quickly and responses can be made immediately.
9	"TY"	MPV & Small Sedan	TARRA, "TY" Interactive Virtual Assistant through this digital application, customers can access "T" social media. as well as an empowerment program for social media enthusiasts, by inviting well-known social media activists, both from within and outside the country. In the workshop session, content creators are asked to share their experiences.
10	"Y"	Probiotic drink	Through social media, "Y" took advantage of the influencers recommended by the agency.
11	"V"	Face tonic & Milk Cleanser	For every product purchase on the website, free samples are given for new products and free shipping with conditions, while on social media activating brand awareness, campaigns on social media for promo and discount package info are carried out periodically or flash sales at Harbolnas.

Source: swa (Suryadi et al., 2019)

Online Approach

Refer to the above table, the online approach strategy carried out by the best brands in Indonesia is carried out with various approaches to achieve the goals.

Several interview results were chosen purposively to represent others, some to informants where, this interview correlated with the mention of Marketing 4.0 (digital marketing) or marketing was done online. Are as follows:

Arie M. from company "O" as the president director stated in the interview as follows: "We have a Facebook group to communicate with the digital community. Now that Instagram is trending, we are starting to increase engagement on Instagram".

Fu Yin L. The president director of the company "T" gave an explanation of the use of online media:

"Companies always approach the community, MSME entrepreneurs and micro-scale food industry entrepreneurs to present answers from endorsers. Pro-active on social media in approach to millennial and cosmopolitan segment customers".

Thomson, Marketing Director of company "Y" gave an explanation about the use of online media: "The team formed today refers to Industry 4.0. Of course, you will face many serious problems if you are indifferent to the current trend changes. Continuous improvement in R & D for the entire structure within the company's

management to get closer to the current changes".

Project Map Online

One of the features found in NVivo to display the results of research is in the form of a Map. The term previously used in NVivo was Model, but now it has been replaced with the

term Map. Project Map: Map that sourced from coding that has been made previously, be it Files, Nodes, or Relationships, this refers to the themes of the coding results so that they can visualize the coding results. The results displayed by analyzing the descriptions in table 1 are as follows :

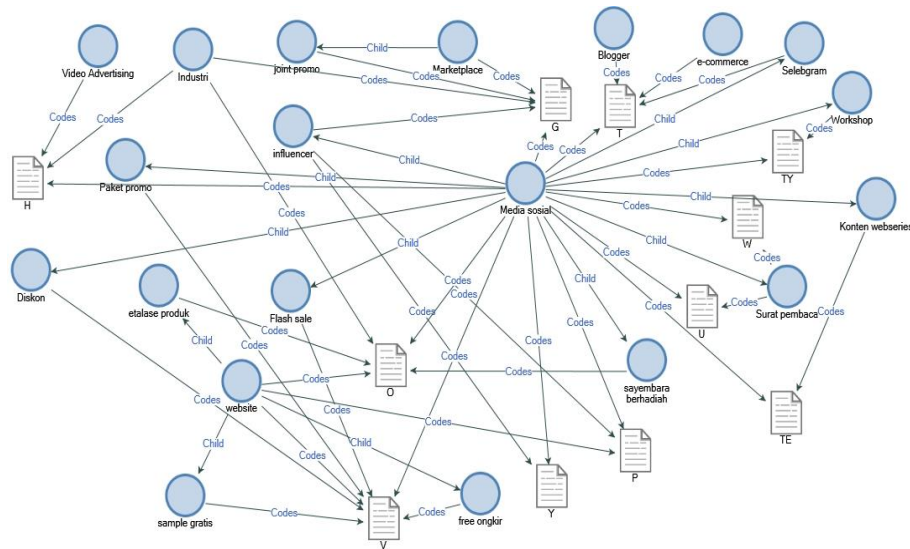


Figure 1. Project Map Online

From the map or model above, 11 companies use social media, the social media used include; prize competitions, use of influencers, flash sales at certain events, letters from readers to receive complaints and consumers, use of celebrity Instagram for company product representatives, promo package facilities, web series content by displaying something new and unique as well as conducting workshops for sharing events and adding knowledge to the audience consumer. Only 1 company uses the Marketplace, namely the "G" company as a venue for joint promotions with related parties

(Safanta et al., 2018; Sharma et al., 2011). Only 1 company, namely "T" uses Blogger and E-commerce as brand awareness in the company (Carvalho and Carvalho, 2020; Erdmann and Ponzoa, 2021). Only 2 companies, namely "O" and "V" use a website where this website is for product displays, free shipping or free shipping and free gifts or free samples of their latest products (Dolega et al., 2021; Tomic and Supin, 2019). And the last company "H" which only uses video advertising as a brand awareness of their company's brand(Goodrich et al., 2011; Wendt et al., 2016)

Table 2. Offline brand table

No	Company	Category	Result
1	"O"	Water faucet	Doing rebranding, changing the logo font to a minimalist one as well as market expansion to modern projects and markets.
2	"T"	Food packaging plastic	Embracing the culinary micro-entrepreneur community and the home-scale food industry, as an integrated company from upstream to downstream for plastic products, creating innovation and improving product quality.

No	Company	Category	Result
3	"W"	Gas stove regulator	In promotion, participate in exhibitions organized by the ministry of industry and government agencies. For incoming marketing to retail franchises or retail distribution agencies.
4	"H"	Cold and cough medicine	Product quality consistency, maintained and validated process flow and supported by manufacturing equipment that meets quality standards. Enlarging over the counter (OTC) products, in collaboration with local and national distributors to reach pharmacies and drug stores.
5	"G"	Peanuts and wafers	Carry out promotions both above the line and below the line, in collaboration with schools and entrepreneurial groups, including sampling selling and canteen branding.
6	"P"	Medicine for headache	Have a team to improve and maintain brand equity the main focus of customer satisfaction.
7	"TE"	GSM SIM card	Prioritizing technology quality, specifically network quality, which has 209,000 BTS.
8	"U"	Medicated oil and honey	Use above the line and below the line
9	"TY"	MPV & Small sedan	Total Ownership Experience, providing the best experience to customers through product, technology and service improvements. The customer engagement program builds a community of Toyota car owners.
10	"Y"	Probiotic drink	Yakult lady, effective in reaching consumers.
11	"V"	Face tonic & Milk Cleanser	Creating communities and conducting meet and greets in a number of cities in Indonesia. And there are also talk shows from resource persons regarding product knowledge. Focus on product availability, affordability of prices to product innovation.

source: swa(Suryadi et al., 2019)

Offline approach

The offline approach strategy carried out by the best brands in Indonesia is carried out with various approaches to achieve goals, including: Several interview results were chosen purposively to represent others, some to informants where, this interview correlated with the mention of Marketing 4.0 (digital marketing) or marketing was carried out offline. Are as follows:

Danny W from company "V" as Marketing Manager stated in the interview as follows: "In order for V's products to shine, we also create communities by conducting meet and greets in a number of cities such as Jakarta,

Bandung, Bekasi, Solo, Yogyakarta, Malang, and Surabaya. They are collected on Saturdays and Sundays. There are around 100 people, they are taught by the company about product knowledge. In addition, there is a talk show from the speakers regarding all V products".

Antonius N. Director of marketing and commercial communications of the company "Y" provides an explanation of the use of online media:

"Yakult lady (Yl), has 9,700 Yl, Yl directly deals with customers and customer prospects, visits residential or homes including the office to provide knowledge on the importance of maintaining healthy digestion, Yl can affect consumers'

souls in the field. There is chemistry between consumers and YI, always updating problems in consumers for needs and desires”.

Diana C., Director of sales and marketing of the company “U” gave an explanation about the use of online media:

“To build customer engagement, run offline activities in the form of sponsorship activities or

community events in various regions, and prioritize value for money, namely trying to provide quality products at affordable prices”.

Project Map Offline

The results displayed by analyzing the descriptions in table 2 are as follows:

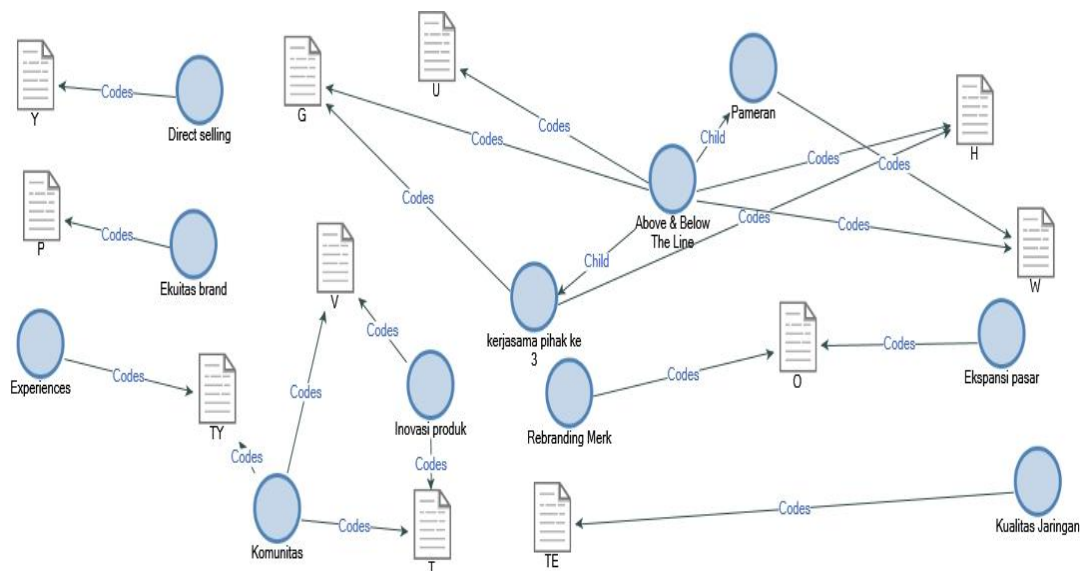


Figure 2. Project Map Offline

From the map or model above, 11 companies have very significant differences compared to using online media, only 4 companies have similarities in carrying out brand awareness to consumers through Above & Below the line (Tenghe and He, 2010; Ueda and Ban, 2018), where the program carried out is in the form of exhibitions and 3rd party collaborations. Only 2 companies are the same for a community approach (Bowden and Mirzaei, 2021; Ho and Wang, 2020; Tenghe and M. He, 2010; Ueda and Ban, 2018) and product innovation (Alexis and Andreea, 2009; Purbasari et al., 2019), the rest only 1 from each company, among others; direct selling (Harrison and Hair, 2017), brand equity (Dumitriu et al., 2019), experiences (Lou and Xie, 2020; Petit et al., 2019) and network quality (Srikanth Reddy, 2020). However, there is something unique where only 1 company runs brand awareness in the form of brand rebranding and market expansion (Ritter, 2020; Suh and Chow, 2021).

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Conclusion and Recommendation

The model formed for online and offline has novelty or novelty, and this is also supported by previous research where 99 percent were taken from Scopus indexed journals, which among others:

Model online:

1. Although it consists of heterogeneous industries, finding something new in the form of similar policies in determining the success of Marketing 4.0 (digital marketing)
2. That social media has almost the same policy as the best brands in Indonesia, it means that brand awareness of social media is the main support for the right Marketing 4.0 (digital marketing), so that companies can carry out marketing strategies to the fullest and that has been proven by brands. -the best brand in Indonesia.
3. Besides that, there are also similarities that form another policy model, namely the Website, which has effectiveness in carrying out Marketing 4.0 (digital marketing) with a focus on product showcases and promotion of the latest products along with the services provided.

Model Offline

1. Almost certainly not the same as existing policies online, the similarity of policies in forming models is only 27 percent, brands from companies that have a Marketing 4.0 (digital marketing) strategy.
2. Strategy using Above the line and below the line which focuses on exhibitions and third party cooperation, is the most widely used strategy and has similarities in carrying out Marketing 4.0 (digital marketing)
3. Another strategy that almost has similarities with the above but only 2 companies that have similarities in Marketing 4.0 (digital marketing) is community and product innovation.
4. Only in the offline model, 1 company carries out the Marketing 4.0 (digital marketing) strategy, namely brand rebranding and market expansion

Suggestions for further research are to focus on one industry aka homogeneous and multiply informants so as to bring closer the similarity of policies in determining success

and success using Marketing 4.0 (digital marketing), where it is expected to find more novelties or innovations that are more appropriate and effective.

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