

Digital Marketing Strategy in India

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ABSTRACT

This research aims to provide input to PT. ABC India in the digital marketing industry about a strategy that will provide competitive advantage from other competing companies in the digital marketing industry. The data processed with descriptive qualitative methods of Milles and Huberman, The data collected based on primary and secondary data through direct interviews with companies in the digital marketing industry to look at external and internal factors that include PESTLE (Political, Economic, Social, Technological, Legal, Environmental), 5 Forces Porter, RBV (Resource Based View) methods at PT. ABC India . Recommendation Strategy based on VRIO (Valuable, Rare, and Imitability Organized) to see the resources are a competitive disadvantage, competitive advantage parity, or sustainable competitive advantage and SWOT (Strength, Weakness, Opportunities, Threat) matrix to see and create alternative strategies that can be implemented firmly.

Index Terms : Strategy, VRIO, SWOT, Competitive Advantage, Competitive Disadvantage

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I. INTRODUCTION

THE development of rapidly advancing information technology on a global scale is increasingly exacerbating the company's business competition when senior management needs to think about strategic steps in each plan of business activity. One of the company's efforts to win the competition is to use the Internet as a complete and accurate medium. The presence of the Internet is very helpful in providing information and knowledge. Increasingly, the Internet, as a communication and information medium, will facilitate the rapid dissemination of information for all users, especially consumers.

Table 1: The world's largest Internet user in 2018

No	Country	Total
1	China	855.0
2	India	469.5
3	India	121.6
4	Japan	104.8
5	Russia	97.9
6	Brazil	138.2
7	USA	285.4

The above picture shows that the population of India is 262 million people that of Internet users in India is 121 million, 46% are active users. The following data

III. RESULTS AND DISCUSSION

a. V R I O Results

Based on the data that has been obtained and analyzed, VRIO FRAME described in the following table:

No	Capabilities & Resources	Type of Resource				Categories
1	Human Resource	Human Capital			o	Competitive Disadvantage
2	Employee loyalty	Human Capital			o	Competitive Disadvantage
3	Distribution of employee work	Structural Capital			o	Competitive Disadvantage
4	Relationships between employees	Structural Capital			o	Competitive Disadvantage
5	Relationships with suppliers	Relational Capital			o	Competitive Disadvantage
6	Relationships between employees	Relational capital			x	Sustainable competitive Disadvantage
7	Relationships with customer loyalty	Relational Capital			x	Competitive Disadvantage
8	Employee ideas	Human Capital			x	Competitive Disadvantage

Based on the results marketing industry at PT. ABC India can develop alternative strategies to maximize PT's resources and capabilities. Above all, PT. ABC India relies on resources and capabilities that remain competitive advantage and competitive advantage equality to gain sustainable competitive advantage. For those who have tasted in the category of lasting competitive advantage, resources and capabilities do not require specific strategies or new strategies, but only to continue to maintain and sustain the existing strategy. Based on the results of the analysis of the importance of resources and capabilities in PT. ABC India in the digital marketing industry has found that there are sources and capabilities that fall into the category that is urgently needed for a new business development strategy that has two competitive disadvantages, namely human resources and employee retention, three competitive parties, namely, division

of labor, employee relations, and supplier relationships, then there are three of the lasting competitive advantages, namely customer loyalty, customer relationships, and employee ideas.

b. SWOT analysis results

Following are the results of the analysis of the SWOT analysis results

No	S W O T	Results
1	Strength	a. The offered price is cheap and still has quality b. The price depends on the budget of the customer c. Give the customer a free trial d. Give customer priority e. Stay in touch with customers who have employment contracts
2	Weakness	a. Not many customers due to labor shortage b. New in the digital marketing industry c. Most marketing uses WOM d. The workforce is less committed and disciplined
3	Opportunities	a. Master most of the forex industry b. Offer opportunities through digital seminars c. The era of digital transformation d. The capital is no bigger than online
4	Threat	a. New trends and competitors b. Work results can not be known by the public c. A company that already has its own digital marketing division

d. Five Forces Porter analysis

Based on data obtained from primary data through direct interviews with PT. ABC INDIA and secondary data from the Internet provide researchers with information related to the Five Forces Porter theory. The details of the information obtained can be explained as follows; 1) Threat of replacement products or services, the risk of replacing products or services is inherently low. 2) The threat of new entrants in the digital marketing industry is quite strong. 3) The threat from suppliers' bargaining power is relatively weak. The digital marketing industry is categorized as an attractive industry because Facebook

and Google alone are estimated to benefit up to 220 US dollars from digital advertising in 2019.

e. PESTLE analysis

Based on the indicators contained in PESTLE namely Politics, Economy, Social, Technology, Legal and Environment. It was found that PT. ABC India has several things related to these 6 indicators, as explained in previous research about the meaning of the PESTLE analysis which is a very useful tool in understanding an external environment that is based on opportunities and opportunities from the surroundings, namely external parties.

Table : Pestle Analysis

Politics	There are obstacles in blocking Facebook in several countries
Economy	A weakening exchange rate economic growth grew by 5% which affected purchasing power
Social	changes in people's lifestyles
Technology	the internet creates a paradigm in the industry in society
Legal	the legality of the ITE Law in Indonesia
Environment	The application of digitalization to paper reduction

IV. CONCLUSION

Based on the data analysis results obtained by PT. ABC India concluded that:

a. SWOT analysis

In this case, the results of the SWOT analysis obtained by researchers were obtained from the results of interviews conducted with the top management, namely the director of PT. Saint Technologies India. From the conclusions of the researcher, an alternative strategy formulation was obtained, which was implemented by PT. ABC India is called: Market penetration, Market development, Product development, Forward integration

b. VRIO analysis

The VRIO analysis carried out was obtained with the results of interviews with the top management, namely the director of PT. ABC India and subordinate management, namely PT's Chief Marketing Officer and Copywriter. Saint Technologies India, therefore the data will be summarized and alternative strategies will be applied that can be applied to PT. ABC India, namely: Market penetration, Product development, backward integration

c. Strategy recommendations

From the results of the analysis with SWOT and VRIO alternative strategies can be derived, which are recommended by PT. ABC India is two suitable strategies that can be implemented based on the company's external and internal environment. Defining the strategy of the researchers based on the results of the company analysis. The strategies that can be implemented are market penetration strategy and product development strategy

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