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Digital Marketing Strategy in India

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ABSTRACT

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Article History

Accepted : 10 Sep 2022 Published : 26 Sep 2022 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

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
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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

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relates to the effectiveness of digital marketing based on its platforms.

A strategy is a way to achieve long-term goals. Business strategies can be in the form of geographic expansion, diversification, acquisition, product development, market penetration, employee rationalization, divestment, liquidation and joint ventures (Kartajaya in Yuliana, 2013). The strategy is a unified, comprehensive and integrated plan that addresses the company's strategic superiority to environmental challenges and ensures that its business objectives can be achieved through its proper implementation (Nitisemito in Yuliana, 2013). According to David (2015: 39), management strategy can be defined as the art and science of formulating, and evaluating implementing, cross-functional decisions that enable an organization to achieve its goals. Barney and Clark in Butarbutar et al. (2017) prssssssssssssssssssssssssffers а sustainable competitive advantage. First, resources must be valuable (V) or provide added value to the end product and consumers. Second, these resources are hard to obtain or rare (R). Unless it is difficult to source resources, there is equality of the competition. Third, resources must be difficult to replicate or have low imitability (I) because they are historical, have a causal link with a performance that is difficult to understand, socially complex, or in fact cannot be replaced. Finally, these resources must be well utilized by the organization (O). Therefore, strategic planning must analyze the factors of corporate strategy (strengths, weaknesses, opportunities, and risks) under the current conditions. The SWOT analysis compares external opportunities and threats with internal strengths and weaknesses. Barney in Setiawan (2017) defines strategy as a business theory for successful competition. The implementation of business theory on competitive behavior has three effects on a company's competitive position:1. Very successfully compete for competitive advantages, 2. Successful competition for equality of competition, 3. Competition is unsuccessful to gain competitive

disadvantages, that is when the company's actions in an industry. Offer no economic added value.

II. RESEARCH METHOD

The research approach is incorporated into descriptive research with a qualitative approach. Understanding Qualitative Research is research that seeks to understand the phenomena that are experienced by research topics holistically and by a description in the form of words and language in a special complex that is natural, and using various natural methods (Moleong in Bayu Aji) Pernama Journal, 2012). A qualitative descriptive approach is used, with the aim that this research can be carried out in-depth to provide answers to the problems formulated. This type of research is descriptive research with the aim of systematically, factually and accurately describing the facts and characteristics of populations and certain objects. Qualitative research does not prioritize population size or the sample is very limited, even among the population or sample. If the data collected is profound and can explain the studied phenomenon, there is no need to look for other samples. Here the problem of the depth (quality) of the data and not the quantity) of the data is emphasized more. The Unit Analysis in this study is the digital marketing industry of PT ABC India. The technique of data acquisition takes place over the cross- sectional time horizon. According to Sekaran and Bougie (2013: 106), crosssectional research is a study that can be conducted if the data is collected only once. The data collection techniques used in this study include the interview method, observation method, and documentation method.

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				Cate	egories
1	Human Resource	Human			0	Comp	etitive
		Capital			Ũ	Disadv	antage
2	Employee loyalty	Human			0	Comp	etitive
		Capital			-	Disadv	antage
3	Distribution of	Structural			o Competi		etitive
	employee work	Capital			Ŭ	Disadv	antage
4	Relationships	Structural				Comp	etitive
	between	Capital			0	1	antage
	employees		Jitui				
5	Relationships with	Relational			0	Comp	etitive
	suppliers	Capital			-	Disadv	antage
6	Relationships	Relational				Sustain	nable
	between	capital			х	compe	etitive
	employees					Disadv	antage
7	Relationships with	Relational			x	Comp	etitive
	customer loyalty	Capital				Disadv	antage
8	Employee ideas	Human		x		Comp	etitive
-		Capital				Disadv	antage

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	sis results S		Results		
110	W	Results			
	0				
	Т				
	1	a.	The offered price is cheap and still		
			has quality		
		b.	The price depends on the budget of		
1	Strength	2.	the customer		
-	ottengti	C.	Give the customer a free trial		
		d.	Give customer priority		
		e.	Stay in touch with customers who		
			have employment contracts		
		a.	Not many customers due to labor		
			shortage		
2	Weakness	b.	New in the digital marketing industry		
		C.	Most marketing uses WOM		
		d.	The workforce is less committed and		
			disciplined		
		a.	Master most of the forex industry		
2		b.	Offer opportunities through digital		
3	Opportunities		seminars		
		C.	The era of digital transformation		
		d.	The capital is no bigger than online		
		a.	New trends and competitors		
4	Thurst	b.	Work results can not be known by		
4	Threat		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 theFive Forces Porter theory. The details of the information obtained can be explained as follows; 1) Threat of replacement products or services, the risk of replacingproducts or services is inherently low.2) The threat of new entrants in the digital marketing industry is quite strong. 3) Thethreat 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					
Technolog	the internet creates a paradigm in the					
у	industry in society					
Legal	the legality of the ITE Law in Indonesia					
Environm	The application of digitalization to					
ent	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, 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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Forward integration



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