



Digital Marketing With Career Transformation Using Marketing Strategy

5.0 With Artificial Intelligence

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Abstract

The development of Artificial Intelligence (AI) technology today has brought significant influence on changes in digital marketing strategies in the marketing 5.0 era. This research aims to analyze 20 scientific articles related to the role of AI in digital marketing and its impact on career transformation. The research uses the method of literature review, strategies, and contributions of AI in the marketing field. The analysis shows that AI plays a significant role in personalization, marketing strategy, improving operational efficiency, and data-driven decision making. Marketing 5.0 provides new opportunities in career development, especially through the application of advanced technologies such as AI and Big Data. This research concludes that the adoption of AI in digital marketing not only changes the way companies interact with consumers, but also creates broader career transformation opportunities for individuals in this field.

Keywords: Digital Marketing, AI, Big Data

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I. Introduction

Along with the development of digital marketing and technology, especially in the application of Artificial Intelligence (AI). In recent years, marketing 5.0, which emphasizes the synergy between advanced technology and a human-centered approach, has emerged as a new paradigm in the marketing world that focuses not only on increasing efficiency, but also on creating a more personal user experience for consumers. According to (Philip Kotler, 2021), this approach emphasizes the importance of leveraging technologies such as Artificial Intelligence (AI), Big Data, and the Internet of Things (IoT) for data to create more relevant and personalized customer experiences. With this approach, it supports more effective interactions between brands and consumers through a deep understanding of user needs and preferences.

In addition, artificial intelligence, which includes various technologies such as machine learning and big data analytics, now plays an important role in designing and optimizing digital marketing to create a more effective and responsive marketing strategy to consumer needs.

These changes are not only impacting the way businesses interact with their consumers, but are also reshaping marketing careers, with professionals being required to master new skills in managing technology, as well as the ability to understand and apply AI tools in various aspects of digital marketing. In this context, digital marketing and AI provide opportunities for previously unimaginable innovation, while also paving the way for a major shift in the marketing career landscape.

This study aims to explore and analyze all uses of AI in a digital marketing strategy and how it can contribute to career transformation in marketing. By reviewing 20 relevant articles, this study aims to explore how this technology can change the way businesses market their products and services. With this study, it is hoped that it can provide useful insights for marketing professionals, academics, and industry players in understanding the trends, challenges, and opportunities presented by the application of marketing 5.0 and AI in the field of digital marketing.

II. Literature Review

Digital Marketing and Its Development

Digital marketing is a form of marketing that utilizes digital technology to reach consumers, utilizing platforms such as social media, search engines, and email. According to(Philip Kotler, 2021), digital marketing has become one of the most important components in running a modern business strategy, and allows a company to connect with their consumers in real-time and more personally. The development of increasingly sophisticated technology over time such as the internet, big data, and machine learning algorithms have provided a significant boost to the effectiveness of digital marketing, especially in terms of consumer behavior analysis and marketing content personalization.

Marketing Concept 5.0

Marketing 5.0, as explained by(Philip Kotler, 2021), is an evolution of marketing strategy that integrates advanced technology with humanistic values. In addition, marketing 5.0 also utilizes tools such as Artificial Intelligence, Internet of Things (IoT), and Augmented Reality (AR) to create a deeper and more relevant customer experience with the marketing carried out. One of the main focuses in marketing 5.0 is large-scale personalization supported by big data analytics.

Research by(Rudi Haryanto, 2024)shows that marketing 5.0 is able to significantly increase consumer engagement by combining technology with an emotional approach.

The Role of Artificial Intelligence in Digital Marketing

Today Artificial Intelligence has revolutionized the world of marketing. AI helps companies analyze customer data, design targeted marketing campaigns, and provide relevant product recommendations automatically. According to(Aulia Eva Nurjanah, 2024), AI has a very important role in collecting and analyzing customer data, which is then used from the results of the analysis to personalize content and more strategic advertising targeting to reach a wider audience for a marketed product.

In addition, AI also allows for automation of marketing processes, such as the use of chatbots as customer service and product recommendations tailored to customer preferences in real-time to improve customer experience when they visit a business platform. According to a study by(Proxis Group, 2023)emphasizes that AI can help speed up tasks that are usually quite time-consuming, such as data analysis and audience segmentation, allowing marketers to focus more on more creative and effective strategies.

Career Transformation in the Digital Age

Digital transformation has changed the career landscape significantly, especially for the millennial generation where technological developments are increasingly advanced. According to (Premiere, 2019), the millennial generation now interprets career not only as loyalty to one company, but also as a means to strengthen self-capacity and develop professional identity through diverse work experiences. This certainly shows a shift in values, where millennials now value self-development and flexibility in their careers.

In addition, the digital era also demands to improve the competence of human resources, especially in the field of digital marketing. According to (Achmad Tahar, 2022), emphasizing the importance of developing digital skills, such as information and communication technology literacy, as well as the ability to think critically and adaptively to changes and developments in technology today as a provision to face the challenges of the industrial revolution 4.0 and towards society 5.0. With the enhancement of this competency, it is very crucial for individuals to be able to adapt quickly to changes in technology and the dynamics of the current job market.

Implementation of Marketing Strategy 5.0

According to (Arta P. Dinata, 2024) in a case study on Tahu Bakso Mas Arta producers, analyzing the implementation of digital marketing strategies in the era of society 5.0. The results of this study indicate that the producer implements various components in the digital marketing mix such as products, prices, distribution, and promotions by utilizing digital platforms and content creators for marketing.

Meanwhile, in another study by (Melon Branding Team, 2023), shows that collaboration between technology and a humanistic approach is a key factor in creating loyalty and brand recognition among customers in the long term.

III. Research Methods

This article uses a descriptive qualitative approach with a literature review method. This method was chosen to analyze and summarize relevant research results related to the application of AI. This literature review aims to identify the concepts, strategies, and implications of the use of Artificial Intelligence (AI) in digital marketing with a marketing 5.0 framework, as well as the impact of AI use on career transformation in the marketing field.

The data used in this study were obtained from 20 scientific articles that were selected based on their relevance to the chosen discussion topic. These articles came from various sources, including international journals, academic conferences, and research reports that discussed topics such as the implementation of AI in digital marketing, the concept and practice of marketing 5.0, and the impact on career transformation in the marketing field. The selection of these articles was carried out by considering the reliability of the sources, the quality of the research methodology, and the focus on the application of AI technology and digital marketing in the context of modern business.

Meanwhile, the analysis process was carried out using a comparative approach to explore the similarities and differences in the findings in each article. In addition, thematic analysis was also used to identify the main themes that emerged in the articles, such as the use of AI for marketing personalization, the influence of

marketing 5.0 on interactions between companies and consumers, and changes in the skills needed by marketing professionals in today's digital era.

IV. Research Results and Discussion

Research result

Based on a literature review conducted on 20 articles relevant to digital marketing, marketing 5.0, and the use of Artificial Intelligence (AI), it was found that AI is increasingly becoming an integral component in modern digital marketing. From the 20 articles, AI was identified as a technology that can accelerate marketing personalization and improve customer experience through big data analysis of consumer behavior predictions to determine the preferences of each consumer's needs when they visit a business platform. In addition, AI also allows a company to provide more relevant and timely content, increase conversions and build long-term relationships with customers. For example, technologies such as big data analytics and machine learning help companies understand consumer behavior patterns, their preferences and needs, so that marketing can be more structured and targeted.

Most of the articles show how a company uses AI to automate various aspects of digital marketing, such as managing advertising campaigns, data-driven product recommendations, and analyzing customer sentiment. Through the implementation of chatbots or virtual assistant technology that can be used to deliver more relevant messages, faster response times to all consumer questions, and more personal customer interactions. With the implementation of this technology, it is not only used to improve operational efficiency but also enables marketing that is more data-driven and more in line with consumer preferences. Several studies also highlight that AI also accelerates the decision-making process in marketing, for example in managing digital advertising that can be done in real-time that is tailored to the target audience. This is useful for improving a more personal and engaging user experience while using the platform.

In addition, research also shows that marketing 5.0 combines technology with a human-centered approach. This marketing emphasizes the importance of a more personal relationship between brands and consumers. By using this AI development, companies can better understand the needs and desires of consumers, and provide more appropriate solutions by making decisions. Most articles reveal that the implementation of marketing 5.0 can open up new opportunities for professional career development in the marketing field. This profession now demands skills from technology, especially in terms of the use of AI and data analytics.

Technological developments also have an impact on marketing practices, where the articles reviewed also underline the transformation that occurs in professional careers in marketing. Most articles state that individuals who are able to adapt to these technological developments have better career opportunities, while those who do not follow these technological developments will face the risk of stagnation or even loss of relevance in today's increasingly competitive labor market.

Discussion

The application of AI in digital marketing has shown that this technology is able to provide influence from various marketing dimensions, starting from advertising strategies to more personalized customer relationship

management. For example, an AI-based system such as chatbots and virtual assistants allows companies to provide responsive customer service 24/7, increase customer satisfaction, and reduce operational costs.

The results of this study reveal that the integration of AI in digital marketing is not only changing the way companies market their products, but also how companies and their workforces can adapt to the new dynamics of the business world. Here are some key points discussed in more depth:

1. Operational Efficiency and Personalization of Marketing Strategy

There is a change that occurs not only with a focus on efficiency and personalization, but also on career transformation. AI has been proven to be able to automate all processes carried out in marketing activities that initially required a lot of time and human resources. For example, the use of machine learning-based algorithms to create personalized advertising campaigns according to customer preferences, which allows companies to reach target audiences more effectively.

According to (Alamarketing, 2024), explained that the implementation of AI algorithms allows companies to recommend relevant products to each customer based on their purchase history and browsing behavior. It is proven that AI can increase conversions by up to 25% through more accurate product recommendations. This technology not only makes marketing more efficient but also helps to increase customer satisfaction when they visit a platform because they will get information or offers that are more relevant to their needs.

2. Humanistic and Technological Collaboration in Marketing 5.0

For example, in an article by (Philip Kotler, 2021), explained that marketing 5.0 is not only about the use of technology, but also about understanding the existence of a behavioral change that increasingly relies on personalized and responsive experiences. AI allows business owners to not only recognize consumer behavior patterns, but also predict all actions that consumers will take in the future, which is very helpful in making more precise and data-based strategic decisions.

For example, sentiment analysis on social media allows companies to understand consumer perceptions of their brands and take proactive actions to improve brand image. This reflects the role of AI as a tool to bridge the relationship between brands and consumers in a more personal way.

3. Career Transformation in the Digital Marketing Era

Although technological transformation brings various benefits to companies, the implementation of AI also requires changes in the structure of an organization and human resource skills. Several articles analyzed indicate that organizations need to provide training and development to ensure that workers can adapt well to using new digital tools, and are able to maximize the use of AI in their marketing. This is very relevant to the current career transformation, because the marketing profession in the future will be more focused on mastering technology and good analytical skills.

Along with the positive impacts provided by the development of this technology, in fact this transformation also still presents challenges, especially in terms of adaptation. Several articles note that not all professionals are able to keep up with the development of this technology, either due to lack of adequate training or resistance to existing changes. Therefore, training and skills development are one of the urgent needs for a company that wants to remain competitive in the global market.

4. Opportunities and Challenges in AI Implementation

Although AI offers many benefits in the technology, such as efficiency, personalization, and data-driven decision-making, the implementation of AI is never free from challenges. One article notes that the adoption of AI requires significant investment in technology infrastructure and workforce training. In addition, there are ethical risks that need to be considered, such as the misuse of customer data or biased algorithms. Therefore, the implementation of AI in marketing must be accompanied by strict regulations and policies to ensure that the technology is used responsibly by all parties.

5. The Relevance of Marketing 5.0 for the Future

Marketing 5.0 is predicted to continue to grow along with technological advancements. The articles analyzed show that a company that adopts this technology faster tends to have a greater competitive advantage compared to their competitors. By leveraging AI to create a better customer experience, companies can increase customer loyalty and build a stronger brand.

Overall, the results of this study confirm that AI, as part of marketing 5.0, has a significant impact on marketing practices and professional career development. Companies that successfully adopt this technology have a greater competitive advantage, while individuals who master digital skills will be better prepared to face any form of career challenges in the future.

V. Conclusion

This study shows that Artificial Intelligence (AI) has become a major component in digital marketing, especially in the context of marketing 5.0 which integrates advanced technology with a human-centered approach. Through an analysis of 20 scientific articles, it was found that AI plays a significant role in improving personalization, operational efficiency, and data-based decision making in digital marketing. In addition, the implementation of marketing 5.0 strategies allows companies to build more personal and relevant customer relationships.

In addition, the impact of this technological transformation is also felt in career development in marketing. That the demand for digital skills and mastery of technologies such as data analytics and machine learning has increased significantly. Thus, both organizations and individuals need to adapt to these changes through training and skills development. In conclusion, AI and marketing 5.0 are not only changing the way a company interacts with consumers, but also creating new opportunities and challenges in the marketing career landscape.

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