

The Impact of Digital Marketing on Export Sustainability in the Digital Era

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Abstract

Digital marketing has become a key element in understanding and shaping export sustainability in the digital era. This research aims to explore the impact of digital marketing on export sustainability in the context of the current digital era. With rapid digital transformation, companies and exporting countries need to understand how digital marketing can impact various aspects of export sustainability, including economic growth, operational efficiency and environmental sustainability. This research uses qualitative methods and uses a literature study approach related to digital marketing, exports and sustainability. Literature findings provide insight into how digital marketing can accelerate global market penetration, increase supply chain efficiency, and make a positive contribution to the sustainability aspects of exports. The results of this research demonstrate that implementing digital marketing strategies can open up new opportunities to increase competitiveness and export growth. Positive impacts are also seen in increasing brand awareness, strengthening relationships with global consumers, and adapting to international market trends. However, challenges such as data security, international regulatory compliance, and changing digital consumer behavior have also emerged as critical factors that can impact export sustainability. Therefore, this research provides a holistic understanding of the relationship between digital marketing and export sustainability, providing a foundation for companies and government policies to optimize digital potential in facing global challenges and achieving sustainable export sustainability.

Keywords: *digital marketing, export, digital era*

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1. Introduction

Technological developments have caused significant changes in consumer behavior, where most of them now actively spend time on social and digital media platforms for various purposes, including searching for information and the product purchasing process (Faruk, Rahman, & Hasan, 2021). The impact of these changes is pushing companies to adapt their advertising strategies, with many shifting from conventional approaches to digital marketing. This shift was driven by a number of factors, among them the low cost advantages and ease of use offered by social media. Social media offers an effective and relatively easy to access platform without requiring special skills. In addition, the internet has become the main choice for advertising, where online advertising is considered effective in promoting company products or services (Anusha, 2016). Digital marketing provides a number of advantages, including increased brand awareness, efficiency in distributing information, sophistication in reaching target consumers, direct access to customers, and more efficient costs. By implementing this strategy, companies can optimally access the digital space to interact effectively with consumers, while building their overall brand image. The technological revolution has placed digital marketing as the main medium for providing information, promotions and services to customers, supported by the growth of various features offered by this technology. As digital marketing develops and its integration in all aspects of business models, recent research studies have evaluated business models related to digital marketing strategies.

Exports are one of the main drivers of economic growth, playing a crucial role in supporting increased productivity and national income. Through export activities, a country can expand its market share at the global level, increase the competitiveness of local industries, and diversify sources of economic income. This phenomenon not only produces direct economic benefits through increasing the volume of international trade, but also creates opportunities for technology transfer, improving product quality, and increasing national production capacity. Therefore, success in developing the export sector is a critical aspect in a country's economic development strategy. According to Salvator (1990), exports act as one of the main motors in driving economic growth. A study conducted by Salvator shows that exports play a significant role as a key factor for developing countries to increase their economic growth. Increasing the volume of exports and investments made by developing countries has the potential to stimulate output and overall economic growth. Consequently, an increase in export activity can generate foreign exchange which will later be used to finance imports of raw materials and capital goods that are essential in the production process, which in turn will provide added value. The accumulated added value produced by all production units in the economy contributes to the value of Gross Domestic Product (GDP). The increase in GDP from year to year, measured using constant prices, is an indicator

of economic growth. In this era of technology and information, understanding the extent to which the expected goals have been achieved is very important. Information is considered a crucial capital in advancing science in this era, and is a strategic tool in efforts to build the foundations of a country in the era of globalization, especially in the context of marketing management.

2. Empirical Literature Review

Digital marketing

Digital marketing, as a concept that emerged along with technological developments, is a strategy that utilizes various digital technologies to increase the effectiveness of marketing activities (Chaffey, 2013). In the context of developed countries, company awareness of the importance of digital marketing has become the key to winning competition and achieving business success. Integration of online methods with traditional approaches is a must, because this allows companies to more precisely meet the growing needs of customers. E-marketing, or electronic marketing, is actually an evolution of traditional marketing. Traditional marketing involves the marketing process through offline communication media such as brochures, advertisements on television and radio. With the rise of the internet and the ease of communication it provides, companies have begun to adopt internet media as a marketing tool, which has become known as e-marketing. The use of digital marketing brings five major benefits to companies that implement it.

First, both small and large companies can adopt digital marketing strategies. This provides a level playing field for all types of companies to compete in the digital marketplace. Second, there are no physical limitations in terms of advertising space, compared to print and broadcast media. Digital marketing allows companies to reach a global audience without being limited by geographic boundaries. Third, access and search for information is very fast, allowing consumers to easily get information about the products or services offered by the company. Fourth, the company website can be accessed by anyone, anywhere in the world, at any time. This creates global market potential and expands business reach. Fifth, the shopping process can be carried out more quickly and independently, providing convenience to consumers in accessing products or services and carrying out transactions. Thus, digital marketing and e-marketing are not just an extension of traditional marketing, but also a revolution in the way companies interact with consumers and establish their presence in an increasingly connected global market. Wise integration between conventional and digital marketing strategies is the key to success for companies in this era.

Export

Exports, as explained by (Sukirno, 2013) refer to the activity of selling and sending domestically made goods to other countries. This sales and delivery process contributes positively to national income, because it generates a flow of expenditure into the corporate sector. In other words, export activities of goods and services play a role in increasing aggregate expenditure, which in turn causes an increase in national income. Sukirno expressed the view that exports are a form of international trade that involves the sale of domestic products to the global market. Thus, export activities are not only a means of increasing national income but also a strategy to expand market share for domestic products at the international level.

In the global economic framework, the contribution of exports is very significant in driving a country's economic growth. Export activities not only create opportunities to increase the competitiveness of local industries but also open access to international resources and markets. Therefore, in Sukirno's perspective, exports are not just trade transactions, but also an effort to optimize a country's economic potential through global market penetration with superior domestic products.

Digital Era

The digital era has had a profound impact on various aspects of human life, fundamentally changing social, economic and cultural dynamics. This transformation is not only limited to advances in information technology, but also includes a paradigm shift in the way humans interact, work and access information. This thesis will review and analyze the meaning of the digital era, identify its impact on society, and explore the significant implications inherent in this era. To complement the shortcomings in the research theme on digital marketing, especially in the capability gap (Herhausen et al., 2020) The digital era refers to a period of time in which information technology, especially the internet and computing, has permeated every aspect of human life. This is an era where data and information have become more easily accessible, exchanged and processed quickly and efficiently. Digitalization is not only limited to hardware and software, but also includes changes in business paradigms, social interactions, and the way humans view the world.

In the digital era, social transformation becomes real through unlimited global connectivity. Individuals can communicate and collaborate instantly regardless of geographic distance. Social media is becoming a major platform for self-expression, public opinion formation, and cultural exchange. Therefore, the digital era has created a globally connected society, opening the door to a plurality of ideas and experiences. On the economic side, the digital era is creating a revolution in the way business is run. E-commerce, fintech, and other digital innovations have changed conventional business models. Companies that can adapt quickly to these changes have the opportunity to grow and compete globally. However, the digital era also presents new challenges related to privacy, data security and unequal access to technology. The digital era is not just a technological change, but also a social and economic transformation. Understanding this era involves the complexity of interactions between humans and technology that shape our daily lives. By investigating the impacts and implications of the digital era, we can better understand how to optimize its positive potential while addressing emerging challenges.

3. Method, Data, and Analysis

This research adopts a qualitative research paradigm and uses a library study approach, namely a research method that uses descriptive data as a result of someone's research in the form of writing from a journal, book and web page. To explore the influence of digital marketing on export sustainability in the digital era. The literature study in this research aims to provide an overview and summarize relevant literature related to the topic being investigated. Literature reviews are often presented in the form of detailed and detailed works. In Cooper's perspective, literature reviews can have various focuses, goals, points of view, and target audiences, and cover various aspects of the organization (Cooper, 1998). In this framework, Jose L. Galvan emphasizes that the articles reviewed must be specific and relate specifically to the topic being discussed (Jose L. Galvan, 2017).

These stages start from finding problems related to public information disclosure on the influence of digital marketing on the sustainability of exports in the digital era, searching for literature related to these problems, searching for and analyzing data so that the data can be accounted for and used as a reference in making this journal. Information resulting from literature study, after being processed in the form of oral and written expressions, can be explained through words or sentences (Nurul Qamar, 2018). The data that has been analyzed will later be used to draw conclusions deductively.

4. Result and Discussion

4.1 Digital Marketing

Digital marketing, also known as online marketing, web marketing, e-marketing, or i-marketing, represents a dynamic intersection where the vast global system of interconnected computer networks meets the principles of marketing. The Internet, as a network of networks comprising millions of private, public, academic, business, and government networks, functions through the amalgamation of various technologies. It stands as the most extensive source of information ever accessible to mankind, establishing the groundwork for an unparalleled number of information channels that surpass what was created until the 20th century. In the realm of Marketing, defined as the social process facilitating the acquisition of necessities and desires through the creation and exchange of products and value with others, the convergence with the Internet presents boundless opportunities. According to the renowned definition by (Kotler and Keller, 2007), marketing is fundamentally about satisfying needs and wants through the exchange of products and value. By bridging the fields of Marketing and the Internet, a strategic application of marketing principles within the digital domain becomes evident.

The implementation of marketing in the Internet era involves multifaceted approaches, including the creation of web pages, internet advertising, marketing research on the internet, and electronic commerce. These strategies leverage the global connectivity of the Internet to reach diverse audiences, enhance brand visibility, and facilitate seamless transactions. However, it's crucial to acknowledge that digital marketing necessitates a nuanced approach in certain aspects compared to traditional marketing methodologies. Digital marketing is essentially the promotion of products or services over the Internet. This encompasses a spectrum of activities, from establishing an online presence through websites to utilizing various online advertising strategies. The distinctive nature of digital marketing lies in its ability to harness the power of digital channels, such as social media, search engines, and email, to engage with the target audience effectively.

The dynamic nature of the internet requires marketers to adapt to rapidly evolving trends and technologies. Digital marketing allows for real-time interaction and engagement with consumers, enabling businesses to tailor their strategies based on immediate feedback and data analytics. Additionally, the global reach of the internet provides businesses with the opportunity to transcend geographical boundaries and tap into international markets. In conclusion, digital marketing represents a transformative force in the realm of marketing, reshaping how businesses connect with consumers and promote their offerings. As the digital landscape continues to evolve, the synergy between the principles of marketing and the expansive capabilities of the internet will undoubtedly shape the future of commerce and communication.

Indeed, digital marketing encompasses the utilization of a company's website in conjunction with various online promotional techniques. These techniques include banner advertising, search engine optimization, pay-per-click advertising, email marketing, and the establishment of links or partnerships with other websites to attract and acquire new customers. While some may perceive digital marketing as simply creating a website with its content, it is, in reality, a much more intricate and interconnected process. Digital marketing involves the seamless integration and interconnection of various elements, such as the company's website portal, search engines, partner sites, blogs, reciprocal linking with other websites, B2B partnerships, customers, and outsourcing partners, among others. Contrary to the misconception that digital marketing revolves solely around website content, it is a multifaceted strategy that leverages diverse online platforms to reach a wider audience. For any form of marketing, the key is to reach the largest possible audience. In the context of digital marketing, the potential customer base is directly correlated with the widespread use of the internet itself. This highlights the significance of having a strong online presence and utilizing various digital marketing channels to maximize exposure and engagement with potential customers.

4.2 Techniques of Digital Marketing

An digital marketing plan will help define specific e-marketing objectives and develop strategies to ensure that resources are deployed to take advantage of the marketing opportunities provided by the Internet, and to counter its threats. E-marketing is focused on how a company and its brands use the web and other digital media such as e-mail and mobile media to interact with its audiences in order to meet its marketing goals. We developed through all the variety of marketing arenas from content and social marketing to marketing technology, analytics and organizational transformation, to find and establish the ultimate summary for marketing trends 2017. The various marketing trends articles of different authors and experts were read, dissected, analyzed and summarized as below

4.3 long-term export sustainability

Exports, according to Sukirno's definition, refer to the process of selling and sending domestically produced goods to other countries. In this context, export activities are considered as a mechanism that can increase national income. These shipments create a flow of spending that flows into the corporate sector, thereby increasing aggregate spending and ultimately boosting national income.

Sukirno explained that exports are the process of sending and selling domestically made goods to other countries. Factors that influence export development can come from within the country or abroad, including government policies in the foreign sector and international market conditions. Several key factors that play an important role in export development involve government policies that support exporters, foreign market conditions, and exporters' agility in exploiting market opportunities.

1. Government Policy in the Foreign Affairs Sector:

Government policies, such as simplifying export procedures, production facilities for export goods, eliminating export costs, and providing export facilities, can provide significant encouragement for exporters to increase export activities.

2. Overseas Market Conditions

Demand and supply from various countries can influence prices on world markets. A high level of demand for export goods can increase opportunities to increase exports.

3. Exporter Agility in Taking Advantage of Market Opportunities

Exporters' ability to search for and exploit market opportunities, as well as expertise in marketing strategies, can be determining factors for success in expanding marketing areas and increasing export volumes.

Thus, these factors create an environment in which exporters can optimize their export potential. Overall, the development of supportive government policies, understanding of foreign markets, and exporter agility are key elements that can shape a country's export development.

4.4 Digital Marketing Challenges in an Export Context

1) Digital Infrastructure Gap:

Challenge: In some countries or regions, digital infrastructure may not be optimal. These gaps can limit potential customers' access to online platforms, hindering the effectiveness of digital marketing campaigns.

2) Differences in Consumer Habits:

Challenge: Each market has different consumer habits. Understanding these differences and adapting digital marketing strategies effectively can be challenging, especially if there is a lack of understanding of local culture.

3) Regulation and Compliance:

Challenges: Different policies and regulations in each country can be an obstacle. Managing compliance with diverse digital marketing regulations can require deep understanding and careful coordination.

4) Data Security and Privacy:

Challenges: When operating in a global market, data security and privacy compliance can be an issue. Maintaining consumer trust and complying with international privacy standards are important aspects of successful digital marketing.

5) Intense Global Competition:

Challenges: Globalization opens the door to tougher competition. Companies must compete with local and international competitors who have a deep understanding of the local market and effective digital marketing policies.

4.5 Digital Marketing Opportunities in Export Context:

a. Access to Global Markets:

Opportunities: Digital marketing provides easier access to global markets. With effective online campaigns, companies can reach a global audience without geographic constraints.

b. Personalization and Market Segments:

Opportunities: Digital marketing allows personalization of messages and campaigns, so companies can more effectively reach the right market segments in different countries.

c. Data Analysis and Smart Decision Making:

Opportunity: Digital marketing provides in-depth analytical data. Analyzing this data wisely can help companies identify trends, consumer preferences and formulate more effective marketing strategies.

d. Use of International E-commerce Platforms:

Opportunities: Digital marketing allows companies to leverage international e-commerce platforms, expand sales channels, and make it easier for global customers to make purchases.

e. Optimize SEO and Local Search

Opportunity: Optimizing local SEO and local search strategies can help companies appear in relevant search results in every market. This can increase visibility and discoverability for local consumers.

f. International Payment Technology Adoption:

Opportunity: Providing secure and convenient international payment options can increase global consumer confidence and encourage international transactions.

Digital marketing challenges and opportunities in an export context can fluctuate depending on a number of factors, including the type of product or service, market characteristics, and the marketing strategy implemented. Carefully analyzing the global business environment and responding to it with appropriate strategies can help companies optimize their digital marketing potential at the international level.

5. Conclusion and Implications

Digital marketing has a crucial role in increasing export sustainability in the digital era. Various positive impacts can be recognized as a result of implementing effective digital marketing strategies in the context of global exports. By understanding and managing challenges and taking advantage of existing opportunities, companies can achieve higher export sustainability through implementing digital marketing strategies. In the ever-evolving digital era, innovation and adaptability to changing online marketing trends are the keys to achieving success and sustainable growth in the global market.

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