



Original Article

Application of Digital Technology in Marketing Plan: Case Study of the Company's Strategic Transformation

Setia Teguh Wirawan^{1✉}, Irawan RD Budianto²

^{1,2} Universitas Mitra Bangsa, Jakarta, Indonesia.

Correspondence Author: setiateguhvirawan@gmail.com✉

Abstract:

Digital transformation is a dominant phenomenon in the global economy today, mainly triggered by advances in digital technology. This article discusses the impact of digital transformation, particularly in the context of business models and corporate strategy. With a focus on the manufacturing sector, Society 5.0, and dramatic societal changes, this article presents statistical data related to the use of digital technology in Indonesia. Digital transformation encourages companies to adopt innovative technologies and new business models to gain a competitive advantage. An effective digital business strategy is crucial in facing the demands of contemporary society and achieving the Sustainable Development Goals. This research uses a literature study method to analyze the impact of digital transformation on business model innovation, focusing on successful and less successful cases. The research results highlight the importance of digital leadership, digital maturity, and innovation strategies in facing digital transformation challenges. This research provides a comprehensive picture of digital transformation, emphasizing the need for investment in digital technology and skills, as well as adapting to changes in the economy and society.



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Keywords: Digital transformation, Global economy, Digital Business, Innovation

Introduction

Today's global economy is heavily influenced by rapid advances in digital technology, which are significantly changing the way of doing business, further developing organizational execution, and energizing progress in all areas of business (Fajrillah et al., 2020). Within the manufacturing sector, digital transformation is linked to the "Industry 4.0 Concept," which includes the use of mechanical technologies such as computerization, Web of Things, Big Information, Digital Actual Framework, Cloud innovation, and Intelligent Production lines in assembly systems. In line with rapid technological advances, the concept of Society 5.0 emerged which marked "a dramatic societal shift" (Banjarnahor, 2018).



Figure 1 Global Economy

The caption in the picture above is:

1. Total Population (total population): 274.9 million.
2. Unique Mobile Users: 345.3 million (125.6% of Indonesia's population).
3. Internet users: 202.6 million (73.7% of Indonesia's population).
4. Active Social Media Users: 170 million (61.8% of the total population in Indonesia)

Computerized change in the business world urges business visionaries to create and implement imaginative innovations and action plans to achieve excellence. Meanwhile, they also continue to assess aspects related to costs, advantages, and dangers (Banjarnahor, 2018). By implementing computerized business processes in a web-based stage, the pioneers of the organization tried to build on the value provided to clients in light of the increasing interest in common products and administration, as well as to expand the presence in business sectors around the world.

The application of digital technology in various aspects of contemporary society that is more than just having digital knowledge and skills is known as digital transformation. This relates to the capacity of an organization to effectively implement innovations and new strategies to improve the functional capabilities of its business. (Sari & Sutrisna, 2019). In line with the demands of modern society, the role of effective strategies is becoming increasingly important along with the digital transformation carried out by businesses to maintain business continuity. It is remembered for establishing plans around the world to achieve the Practical Improvement Goals (as per the goals of the Sustainable Development Goals), which are an important part of an organization's excellence. Systems play a very important role in various areas of business; The company's main (related) objectives and the set of steps that support those goals are combined into an "integrated whole" in this strategy, which summarizes the long-term plan. (Favari, 2020). Various "patterns" of effects play a role in directing current leaders

in making choices with respect to the increase in various supporting prime movers.

The meaning of computerized business methodology should be done carefully according to the specific targets of the organization. This is important to avoid hazards, for example, undervaluation of business opportunities or lack of asset allocation to advanced business drivers. In addition, to avoid misalignment between the direction of digital business strategy and poorly formulated business goals, inadequate technical support, wastage of resources, and other potential risks (Correani et al., 2020). As part of a comprehensive improvement plan, computerized business processes depend on new executions that the organization undertakes. This methodology refines how organizations will decide on the allotment of assets that are essential to achieve important goals and objectives, as well as differentiating advantages in business markets around the world. Applying new approaches and developing new business models in terms of marketing strategy, supply chain management strategy, information technology strategy, and other aspects are part of the digital business strategy development process.

The use of innovation in business to draw up action plans, cycles, programming, and new frameworks is a computerized type of change. These changes aim to achieve higher benefits, higher excellence, and higher productivity. Organizations achieve these goals by changing business cycles and models, expanding productivity and workforce development, and tailoring meetings with clients or residents. Successful advanced business methodologies should be clear, correspond to the specific targets of the organization, and should be directed towards avoiding hazards, for example, negative evaluation of business possibilities, lack of distribution of assets to computerized business drivers, and advanced business systems. that does not correspond to the stated business objectives. ineffectively formed, insufficient special assistance, misuse of assets, and various hazards (Correani et al., 2020).

As a lengthy improvement plan, computerized business methodologies rely on the ongoing execution of the organization. It describes how the organization will divide the assets that are essential to achieving key goals and targets, as well as recognize excellence in the commercial center of business around the world. In terms of marketing strategy, Human Resource strategy, supply chain management strategy, Information Technology strategy, and other aspects, the process of developing a digital business strategy involves the use of new strategies and the development of new business models. After all, advanced change isn't just about innovation; The focus is on addressing current difficulties, building sophisticated computerized capacity, and taking on processes that empower corporate authority in business. With a strong financial impact, computerized changes introduced new standards and approaches to monetary development. At the core of the "new advanced economy" is information-based regulation. Some well-known ways to achieve "other economies", including more manageable and comprehensive ways, occurred in the age of computerization (Rochmawati et al., 2023).

Digital economic transformation has become a global trend in recent years. The use of advanced technology in various areas of life has changed the mindset, behavior, and communication between communities and institutions. Positive and negative consequences arise along with changes in advanced economies while opening up potential opportunities for financial development and business progress. However, to capitalize on the potential of these opportunities, dynamic cooperation from governments, educational institutions, and communities is expected to increase computer awareness and skills. Advanced financial change is a continuous cycle that requires help and interest in data innovation and correspondence. Organizations and countries around the world are

currently effectively planning ways to expand the change capabilities of computerized finance, determined to boost economic growth and open new doors for society and business.

In general, computerized monetary changes provide different opportunities for organizations to drive business progress more efficiently and prevalently. However, to take advantage of this valuable opportunity and compete in the global marketplace, organizations need to concentrate deeply on critical innovations and advanced technologies. In the age of globalization and digitalization, advanced monetary changes become a huge peculiarity and affect almost all aspects of life. Although these changes can have a profound impact on financial developments around the world, support business progress, and strengthen organizations around the world, difficulties such as administrative issues, lack of community attention and capabilities, and lack of innovative frameworks must be overcome. Some countries, such as Singapore and Indonesia, have understood the importance of computerized financial change and the strategies and frameworks that can help with it. Therefore, adapting to computerized monetary changes and seizing opportunities, while overcoming difficulties, is important for state administration, organizations, and society. In this particular situation, computerized training and skills for residents and workers, as well as increased interest in mechanical systems, are essential to increase the benefits of advanced monetary change (Rofaida et al., 2019).

Items and cycles that were previously physical have now undergone changes into computerized structures. Previously, the paper was printed in printing houses at night, and then shipped with cargo to be sold at magazine kiosks and shops. Today, news is introduced in computerized designs and can spread around the world in no time. Similarly to internal processes in organizations, which today rely heavily on the flow of paper archives, today's computerized innovations empower remote connections and other social cycles, speeding up navigation and saving time. Almost anything can now be digitized by obtaining computerized information, such as using sensors. Further handling of this information may result in important additional data. Another illustration of an open computerized action plan is WordPress. WordPress can be used for free by individuals who only need basic skills or by individuals who have experts to modify or program important things for the organization. For those looking for an easier setup, there's a premium membership option WordPress.com with valuable extra elements. Internet businesses have also undergone major changes with the rise of online retailers, for example, Amazon, which significantly impacted the way we shop and leveraged man-made logic and Artificial Intelligence to introduce special offers across purchasing systems. Without advanced innovation, the entire Amazon store network will be hampered. Although business processes have been digitized, individuals remain the focal point of important change. Options should be judged based on their influence on clients, workers, colleagues, the community, or other important meetings in the organization. It is important to understand the main objectives of the meeting and how they connect with the organization. Computerized innovation opens up new types of communication, so vision and inventive reasoning are expected to increase.

To complete a computerized action plan change, it is not enough to limit yourself to the presentation of the latest data innovations and the robotization of existing business processes. While this will ensure the implementation of organizational processes given the current advances in data, it will have only a limited impact on the development of seriousness. This stage includes two very useful computer devices, namely Google Exam

and Google Administrator Alarm. The Google Investigative Administration permits the collection of data on the casting and development of organizational items. In the meantime, Google's Label Inspector allowed the creation of counter-following and embedding on organizations' sites. This allows organizations to understand how clients collaborate with on-premises and electronic administration. This information can help in the creation of computerized client profiles, reflecting their tendencies and communication with the organization's administration. If there is no location, the organization can collect data about the client through interview strategies (Averina et al., 2021).

Methods

This research uses the method of literature study which includes article investigations, research reports, and contextual investigations that have been distributed regarding the impact of computerized changes on the development of action plans with respect to the Company's Vital Changes. In this study, emphasis is placed on contextual analysis, applied systems, and exploratory findings related to the impact of computerized change on the development of action plans in Corporate Key Change. To identify the key elements that have an impact on the development of an action plan, testing is also carried out on effective cases and cases that are less fruitful.

Findings from literature analysis are systematically organized and documented in the form of clear conclusions. In compiling these findings, important viewpoints relating to the effect of computerized change on the development of action plans in Organizational Essential Change were recognized, including the harnessing of man-made brain power, big information, and advanced stages. This exam technique centers on writing studies, utilizing newly distributed sources. With reference to related papers, this examination can provide a top-to-bottom understanding of the effect of computerized change on the progress of the action plan in the Company's Key Changes. Nonetheless, it is important to remember that each situation of Corporate Vital Change may have different differences, and further research can be carried out using different strategies, for example, investigations and contextual studies, to gain a more thorough understanding.

In this study, using data collection techniques through research instruments that we have developed, such as observation and literature studies supported by sources such as books, journals, and other supporting documents. The data collection process is carried out carefully and accurately to ensure the validity of the research results that we have conducted.

Results

Digital transformation can be interpreted as the fusion of computerized innovation into all perspectives and the rebuilding of associations, ultimately driving fundamental changes in the way associations are run and convey value to clients. This exploration investigates methodologies that are expected to achieve excellence in computerized supply chains and also assesses how sophisticated modern changes can drive the use of smart advances, which may further develop connectedness execution (O. A. Putri & Hariyanti, 2022). Digital transformation is a change that occurs due to mechanical advances at various levels within an association. Digital innovations that have the potential to transform business models are being investigated as part of this transformation, as is the application of digital technologies to improve existing procedures. Digital innovation is

the creation of new digital products using digital technology and physical components. Computerized business change is the adjustment of an association through the use of computerized innovations to be carried out in general implementation. Today, directors and industry pioneers in conventional fields need to remain aware of advanced business change patterns, working on tendencies and hierarchical designs to overcome the difficulties of the computerized age. Industry must know its peculiarities and develop computerized change methodologies, and this exploration includes explicit steps in advanced business change processes based on experimental data.

To more easily acquire and expand it, advanced development measures are used in monitoring computerized changes. Implementing data inspection in advanced changes is simpler by leveraging business knowledge. Business knowledge helps in examining data and information to assist business leaders as well as administrators in pursuing effective business options. Computerized change also affects many areas within an organization, including various partners such as promotion, Information Technology, product development, methodology, and human resources to guarantee the change process. In determining the priorities of digital transformation activities, all these groups need to work more together. There are several different viewpoints to consider in order to further develop security settings. A computerized change process requires proficient data security that includes thorough investigation, execution, refresh, and inspection. In addition, the impact of digital transformation varies by industry.

Associations that have strength in client and business-to-buyer commitment may face the impact of the previous era of computerization with more prominent results than associations that are business-to-business-based. An important process of change includes nurturing dreams, essential preparation, and execution. However, many decision-makers struggle to develop effective digital transformation strategies, as evidenced by the urgency felt by practitioners across various industries. The directors of various companies need to draw up activity steps to describe ways of change, focus on some activities, and reinforce the essential vision for the computerized era. To understand the stages of computerized change, it is advisable to plan a development model, utilize the steps of the newly created computerized development model, and apply quantitative means to deal with the size of the level of development.

This research is structured as follows. First, provide a brief overview of the fundamental ideas in computerized change, as well as ideas in implementing development models. Second, understand how data research is carried out. An inspection meeting is a review conducted to understand the design from top to bottom. The phrase "advanced change" can be applied to industry- and authority-level changes. For the reason of this study, the emphasis is only on changes in organizations. Computerized change includes the process of digitization with an emphasis on proficiency, as well as advanced development with an emphasis on working on existing items through the use of advanced mastery. Transformation management actively designs and implements digital transformation as a change process. With the encouragement of information innovation, the receipt of data or information can occur quickly and precisely (N. I. Putri et al., 2021).

During the time spent creating and using the web to find new plans, information innovation became a fundamental necessity. The use of information innovation is also needed in the stages of dissemination, development, and exchange of transactions, thus ensuring that the cycle runs more productively and actually. The development of this industry can be seen from several variables, including the development of information innovation which is experiencing rapid progress as a fundamental element. Logging into

the farm server via the web becomes easier, while the social progress process goes according to plan. Each district is unique in its surrounding social capacity, and its residents will be more familiar with today's culture. The presence of information sources, for example, various universities that provide quality human resources, as well as high levels of creativity and development, all contribute. This fusion of different viewpoints results in a fusion of flavorful and innovative elements, forming a new computerized inventive industry.

The innovation procedure refers to the ideas of progress created by experts. The hypothesis of progress was created according to modern needs and mechanical progress. Product innovation, process innovation, marketing innovation, and industrial innovation are the four categories of innovation defined by innovation theory. Item development includes the presentation of labor and products that do not yet exist or have gone through the interaction of item improvements to build the excellence of the item. Process development includes the execution of new techniques of creation or delivery or improvement of existing strategies to achieve important execution improvements. Display development plans to further develop advertising execution through bundling settings, item positions, progress, or estimates. For a while, modern development plans to improve deals, address buyer issues, open up new business sectors, and better position modern goods.

Modern development refers to the utilization of new modern strategies in business applications, modern work environments, or modern relationships with outside elements. One way public authorities can expand the seriousness of computerized innovative industries through this framework is through a business seeding approach. The business hatching methodology is fully suitable for businesses that are still in their infancy. The search results show that most computerized creative businesses in the West Java Region, 88% to be exact, are still in the early stages with a business scope of 0-5 years. Therefore, West Java Province realizes that business incubators are the right strategy to develop the digital creative industry. Through the Ministry of Tourism and Creative Economy, the government increased the number of business incubators in Jakarta, Bandung, Bali, Makassar, Yogyakarta, and Bandung. Bandung as the center of advanced imaginative industries in West Java has several factors that help the development of computerized innovative industries, including public acceptance of new ideas, contributions of instructive organizations as sources of creative human resources, support from environmental governments, and restrictions on social wealth that can be a special trademark for certain computerized goods (Rofaida et al., 2019).

The continuous development in the ongoing age of computerization has made massive changes in various fields through a computerized process of change. This can happen through adaptation to change, including associations that should have the option to adapt to innovation as a component of a computerized change process. Digital leadership is the guidance of leaders who are able to lead change in organizations to achieve digital transformation goals. Organizations can undergo digital transformation with this guide.

The relationship between advanced administration is inseparable from associations involved in innovation, as in emerging industries. Startup clarification refers to associations that are temporary in nature and are used to find repeatable and versatile action plans. The idea of an iterative plan of action demonstrates the ability to redeploy the application repeatedly to create unsurprising results in new business, both in terms of revenue and client development. When an industry can manage large and rarely owned

resources and capabilities, then the industry can excel. The explanation of computerized authority so far can be arranged into two points of view, namely a large-scale point of view and a miniature point of view. Ability in computerized authority is characterized as a variety of information, abilities, and ways of behaving while utilizing computerized innovations to improve our lives efficiently (Purnomo et al., 2021).

Computerized changes have turned Indonesia into a country with a very rapid development of web-based business, along with the increasingly widespread use of mobile phones and web media communication frameworks. The results of the Information and Communication Technology Market study conducted by the Human Resource Innovation Office of Service of Correspondence and Data in 2016 found that around 24.2% of internet users in Indonesia, or nearly 19.5 million Indonesians, have successfully carried out web-based business activities. Similarly, the results of a review conducted by the Indonesian Internet Domain Name Manager (PANDI) in 2016 showed that around 130.8 million Indonesians know that the web is used as a labor and product trade office, with 84.2 million residents having made web-based exchanges (A. Adrianto & Hidayat, 2022).

With such a large number, of course, Indonesia is a very large field for creating online businesses and computerized application organizations. The large market capabilities of web-based businesses and existing sophisticated application businesses are an attraction for planned business people to compete in starting new businesses, also called new companies. A startup is a business that operates primarily through a web platform and utilizes data and internet technology. Based on the Indonesia Tech Startup Report, startup businesses in Indonesia in 2016 were created more attractive, more impactful for society, and continue to receive universal attention, as seen by GoJek which became the first unicorn startup in Indonesia after receiving speculation of around 550 million dollars, followed by Matahari Shopping Mall which received capital of around 100 million dollars.

This large amount of investment will certainly have a major impact on Indonesia's financial development. This is reinforced by research that states that new companies, as a form of modern digitalization, have a major contribution to improving Indonesia's imaginative economy. Indirectly, this shows that the computerized economy provides a positive commitment to public monetary development, with one of the main drivers being new businesses. Although the number of new companies in Indonesia is growing rapidly, this increase is in line with the increasing number of startup failures. Reality shows that the overall startup disappointment rate can be as high as 90%. CB Knowledge conveys 20 factors that cause startup disappointment in building their business and five of them are generally considered to be the cause of interior industry disappointment, namely: (1) goods that do not meet market needs (42%) and 2) waste of money. wasteful (29%), (3) not strong groups (23%), (4) losing to competition (19%), and (5) price and cost issues (18%), (K. R. Adrianto & Ariesta, 2021).

Conclusion

Digital transformation can be defined as the incorporation of digital technology into all aspects of the organization and organizational reorganization, both of which ultimately result in infrastructure changes in the way the organization conducts business and provides value to customers. This includes investigating methodologies that are expected to achieve excellence in computerized supply chains, as well as analyzing how advanced changes in the industry can drive the use of smart advances, which can thus be successful in demonstrating business relationships. Digital transformation is innovation

driving change at various levels within an association, which includes the use of computerized innovations to work on existing cycles, as well as investigating further developments that may be able to change action plans.

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