



## Original Article

### Transformation of Traditional Marketing to E-Marketing: A Theoretical Review of Digital Technology Utilization Impact Against Business Marketing Competitiveness

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#### Abstract:

This research is a literature review aimed at describing the impact of the transformation from traditional marketing to E-Marketing, focusing on the use of digital technology on business marketing competitiveness. Through the literature review method, this research collected and analyzed various literature sources from scientific journals, books, articles, and research reports related to the topic. The literature review results show that digital technology has influenced how businesses interact with consumers and how companies manage marketing information. Social media, websites, and mobile applications have enabled companies to reach consumers more efficiently and effectively. Analytical technology and big data have also provided valuable insights into consumer behaviour, allowing companies to develop targeted and personalized marketing strategies. However, this research also reveals that the transformation to E-Marketing brings challenges. Competition in the digital world is increasingly fierce, forcing companies to innovate continuously to differentiate themselves from competitors and attract consumer interest. Additionally, privacy and data security issues have become critical, and companies must take proactive steps to protect consumer data and build strong trust.

**Keywords:** Transformation, Traditional Marketing, E-Marketing, Digital Technology

#### Introduction

Currently, we have entered the era of Industrial Revolution 4.0, which is marked by the introduction of digital technology in various aspects of human life, both in the economic, business, banking, infrastructure and communications sectors. Along with the development of this rapidly developing technological era, marketing media has also changed roles, from all those who use print media, radio or television to digital marketing.



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Drastic changes in the business world, caused by advances in digital technology, have significantly transformed how business actors conduct marketing ([Aliudin & Arisanty, 2018](#)). Starting from traditional marketing models that relied on conventional methods such as print advertising and mass media, businesses are increasingly turning to E-Marketing to achieve success and maintain competitiveness.

The Internet has increased rapidly and changed consumer shopping patterns from conventional markets to digital e-commerce ([Dewi & Hartono, 2019](#)). The Internet has a vital role in online purchasing (Katawetawaraks & Wang, 2011). The increase in internet use, mobile users, and social media use has resulted in changes in the shopping behaviour of Indonesian digital consumers to online shopping ([Slamet et al., 2016](#)). Consumers often act quickly according to their desires and can suddenly make decisions online. Ease of accessing online purchases is one factor ([Phan, 2020](#)). The rapid development of technology and digitalization is characterized by a digital transformation process that is very dynamic and non-deterministic ([Satalkina & Steiner, 2020](#)). The dynamic development of technology requires business people to strive to survive by having a competitive advantage ([K & Maemunah, 2019](#)). The existence of a competitive advantage makes a product unique and different from its competitors.

One of the main impacts of the development of e-commerce on traditional retail businesses is changes in consumer patterns and purchasing preferences. Consumers now have easier and faster access to various products and services through e-commerce platforms. They can conduct product searches, compare prices, and read user reviews before purchasing. This has changed consumer behaviour and encouraged them to prefer shopping online rather than going to physical stores ([Ardiansyah, 2023](#)). This is in line with [Sazali & Rozi, \(2020\)](#), whose research produced several explanations for why the Millennial generation buys or shops online. First, in Indonesia, e-commerce sales actors often hold promotions. Second, products purchased online are cheaper. Third, e-commerce provides convenience and comfort in shopping without exhausting your energy and taking time to look for the desired product from shop to shop. All four e-commerce have positive reputations. Fifth, there are many payment methods in e-commerce, and sixth, the delivery of goods is relatively fast. The following is data regarding the most visited e-commerce throughout 2023.



Figure 1. The most visited e-commerce in Indonesia 2023

Source: <https://goodstats.id>

The transformation of traditional marketing into E-Marketing provides complex challenges for businesses in the digital era, which can lead to increasingly competitive competition, which requires companies to continue to innovate continuously in order to attract the attention of consumers who are increasingly connected online ([Oktavenus, 2019](#)). Companies often collect a lot of personal data from consumers to achieve success in digital marketing strategies and increase engagement and personalization. However, this also presents critical issues regarding data privacy and security ([Puspitasari & Firdauzy, 2019](#)). The issue of data privacy and security is an essential aspect of a digital environment that is prone to cyber threats. When companies collect consumers' data, such as contact information, purchasing preferences, or online behaviour, their responsibility to protect that data becomes more excellent. Privacy breaches or data leaks can cause significant losses, including loss of consumer trust, damaged reputations and even lawsuits ([Vinerean et al., 2013](#)). Digital technology has changed how businesses interact with consumers, enabling direct and interactive communication through social media platforms, email and company websites ([Orinaldi, 2020](#)). Digital technology has expanded business access to increasingly complex global markets. Companies can easily access overseas markets through e-commerce and collaborate with business partners from all over the world. Customer information and data collected through digital technology provide valuable insight into consumer behaviour ([Avriyanti, 2021](#)).

Companies must take proactive steps to manage and maintain consumer data security ([Jashari & Rrustemi, 2017](#)). This includes investing in adequate security infrastructure, using encryption to protect data, and implementing strict policies and procedures for managing and storing sensitive consumer information. Additionally, educating employees about the importance of data privacy and involving stakeholders in efforts to create a safe and trustworthy business environment is essential. The use of encryption is very important to protect data. Implementing strict policies and procedures in managing and storing sensitive consumer information is also an important step. Companies must have clear policies on how consumer data is accessed, used and stored. Strict access controls must also be implemented to ensure that only authorized employees can access sensitive data ([Ermawati et al., 2020](#)). Not only that, companies must also provide training and education to employees about the importance of data privacy. Employees must be given a deep understanding of the importance of maintaining data confidentiality and the dangers that can arise if the data is misused. With this understanding, employees will be more careful and responsible in managing consumer data ([Putra, 2019](#)). Apart from involving employees, companies must also involve stakeholders, including consumers and business partners, in an effort to create a safe and trustworthy business environment. Listening to input and feedback from stakeholders will help companies improve privacy and data security practices that are more effective and in line with their needs and expectations ([Siagian et al., 2020](#)).

Apart from that, the development of e-marketing has also created increasingly fierce competition in the retail industry. E-marketing allows retailers from various places to sell their products to consumers globally without geographical restrictions. This opens the door for smaller, newer online retailers to compete with long-established traditional retail businesses. With lower operational costs and the ability to offer more competitive prices, e-commerce retailers are able to attract a large portion of the market share previously controlled by traditional retail businesses

(Ardiansyah, 2023). Challenges in the digital era require increasing creativity, effectiveness and efficiency in doing business (Setiawan, 2017). With advances in technology, marketing products does not need to cost a lot of money. This is not the same as conventional marketing which is difficult and costs a lot of money. Apart from that, with advances in technology, business people can market their products online which are not limited to regions (Gunawan et al., 2021). The development of information technology has changed the way of thinking, lifestyle and life in society, even business people have to innovate. Apart from that, the advantage of the development of information technology is that it makes business activities faster, easier and more accurate. Thus, the existence of information technology makes decisions better and faster (Fielke et al., 2020). Thus, the key to success in increasing the competitiveness of a business is by implementing technology and innovation to provide increased added value to a product (Simarmata, 2019).

In order to understand the impact of digital technology developments on traditional businesses, as well as identify the opportunities and challenges faced, comprehensive research and in-depth analysis are needed. Thus, this research aims to investigate these changes and provide valuable insight for traditional business owners in facing the ever-growing era of electronic commerce or marketing (Ardiansyah, 2023).

## Methods

The method used in this analysis is a descriptive method with qualitative techniques. According to Sugiyono, (2017), the qualitative method is data analysis based on non-numerical text to produce a conclusion from the research that has been carried out. The data used in this analysis comes from documents and field facts in the current digital business era, which the author then processed into more detailed data. This article explores some of the original strategic initiatives (related to sustainability) being established and prioritized in digital business. The aim of the literature review given in the article (relevant theoretical sources on traditional marketing, e-marketing, marketing technology and competitiveness). Literature searches were conducted through academic databases, digital libraries and other related sources.

After collecting relevant literature sources, researchers will select based on specific inclusion and exclusion criteria. Only high-quality and relevant literature will be included in the review, after which the researcher will analyze and synthesize the findings from the various literature that has been collected. Data and information from this literature will be used to understand the change in marketing strategy from traditional to E-Marketing, as well as the impact of digital technology on marketing performance and business competitiveness. This literature review method allows researchers to gain comprehensive insight into a research topic without conducting direct empirical research. Literature reviews can also help identify gaps in previous research, identify trends or consistent findings from existing literature, and provide a solid framework of understanding for further research.

## Results and Discussion

### Results

#### Traditional Market

A traditional market is an open space where the procedures for buying and selling goods and services occur, allowing for bargaining. Not all visitors to traditional

markets become consumers, but some do, and anyone can open a shop there and sell their wares. In Indonesia, traditional markets represent an important economic sector for most people—poor people who depend on traditional markets for their livelihood ([Nur'aeni et al., 2024](#)). Currently, traditional markets are experiencing many challenges. Competition becomes unbalanced due to the difference in capital between traders in traditional markets and e-commerce. However, traditional markets also have advantages compared to e-commerce markets. These advantages ([Nur'aeni et al., 2024](#)) : a) In traditional markets, buyers can negotiate prices with traders; b) The price offered is quite affordable; c) Culturally, traditional markets are public places where social interaction occurs.

### **E-Marketing**

[Kotler & Armstrong, \(2004\)](#) state that e-marketing describes a company's efforts to inform, communicate, promote and sell its products and services via the Internet. In other words, e-commerce is part of e-marketing, whereas e-marketing is part of e-business. [Mohammed et al., \(2003\)](#) argue that E-marketing is all online or electronic-based activities that facilitate the production of goods and services by producers to satisfy customers. E-marketing utilizes network technology to coordinate market share research, assist with product development, develop strategies and tactics to attract customers, provide online distribution, maintain customer records, create customer satisfaction, and collect customer feedback. E-marketing advances marketing programs that support the company's goals in implementing e-marketing.

Meanwhile, [Reedy et al., \(2000\)](#) state that e-marketing is the use of information technology in creating, communicating, and providing value to customers. E-marketing influences traditional marketing in two ways. First, e-marketing increases efficiency in traditional marketing functions. Second, marketing technology changes many marketing strategies. The results of changes in this new business model can add customer value and increase company profits ([Strauss & Frost, 2009](#)).

### **Digital Technology**

Digital technology (digital information) is very different from physical technology (physical information), which has a fixed place and time. Digital technology (digital information) can be duplicated, easily distributed, stored in many areas, and created and communicated automatically. According to [Rippa & Secundo, \(2018\)](#), digital technology is divided into Digital Artifacts, Digital Platforms, and Digital Infrastructure.

- 1) A Digital Artifact is a component of digital technology, application, or content that offers certain functions and value to its users. An example of a Digital Artifact is Digital Storytelling, or the concept of telling stories in digital form, with images, audio, video, and animation equipped with narration and music to convey information to users.
- 2) A Digital Platform can be defined as a software-based platform that allows users to operate an interface through the modules they operate. Examples of Digital Platforms are Cloud Computing and Social Media, or a medium that will enable users to communicate anywhere and anytime without space and time limitations in one application. Digital Infrastructure consists of tools and systems that allow users to communicate and collaborate.
- 3) Digital Infrastructure involves several users collaborating and producing systems that relate to one another. An example of Digital Infrastructure is 3D Printing. 3D Printing is a process for creating three-dimensional objects where

layers of material are formed using computer control so that almost any shape or object can be made. The 3D printing process requires the involvement of several users with a division of tasks, namely, drawing on a computer and running the machine to turn the image into a natural product.

### **Digital Marketing**

Digital marketing is a form of business that markets and promotes a brand or product via the Internet to reach consumers and potential consumers quickly and promptly ([Amalina, 2019](#)). [Chaffey & Ellis-Chadwick, \(2016\)](#) state, "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." This means that digital marketing is an application of the Internet and is related to digital technology related to traditional communications to achieve marketing goals. This can be achieved by increasing knowledge about consumers, such as profiles, behaviour, values, and level of loyalty, and combining targeted communications and online services according to each individual's needs. [Sanjaya & Tarigan, \(2009\)](#) state that digital marketing is marketing activities that include branding or brand recognition and use various web-based media such as blogs, websites, e-mail, Adwords, or social networks. Digital marketing does not only talk about internet marketing but also about increasing target consumers and knowing the profile, behaviour, product value, and loyalty of customers or target consumers to achieve marketing goals.

### **Competitiveness**

Competitiveness is an essential factor that must be addressed in the economic context, especially in producing goods and services to meet market demand. Even though the concept of comparative advantage was "launched" by Ricardo on August 18, the idea of competitiveness is now receiving more attention, especially after the last three decades of the current era. According to Garelli, this multidimensional concept is open to various definitions and conclusions, so it is not necessarily surprising if discussions and debates about competitiveness do not consider criticism and disagreement ([Agustian et al., 2020](#)).

A company's competitive advantage determines competitiveness and is very dependent on the relative level of resources it has or what we can call competitive advantage. Porter explains the importance of competitiveness because of the following three things:

- 1) We are encouraging productivity and increasing independent capabilities.
- 2) Increasing economic capacity in the economic regional context and the number of financial actors will boost economic growth.
- 3) The belief is that market mechanisms create more efficiency.

### **Discussion**

#### **Digital transformation of business: looking for innovative and sustainable solutions**

Business digital transformation is the application of technology to build new business models, processes, software and systems that produce higher profits, more significant competitive advantages and greater efficiency. Companies achieve this goal by changing business processes and models, increasing workforce efficiency and

innovation, and adapting customer/citizen experiences ([Priyono et al., 2020](#)). Among companies where cloud, mobile, social, and Big Data technologies are a vital part of their infrastructure, these technologies are, on average, already profitable, have higher revenues, and have achieved higher market valuations than competitors without a precise outlook of use aligns with their strategy. However, as with any emerging technology, significant challenges relate to cloud, mobile, social and big data initiatives. The main risks preventing wider adoption are data security issues, legal issues, lack of interoperability with existing information technology (IT) systems, and lack of control, which can somehow, in the early stages, delay a business's digital transformation and as a result, slow it down—business internationalization.

### **Change in Marketing Patterns from Traditional to E-Marketing**

The transformation of marketing strategies from traditional models to digital marketing or E-Marketing has brought fundamental changes to the marketing world ([Awali & Rohmah, 2020](#)). Traditional marketing relies on print advertisements in magazines, newspapers, or brochures, direct mail or telephone promotions, and outdoor marketing with banners and billboards in strategic locations. This approach is often one-way and non-interactive, where communication with consumers occurs statically, without the ability to adapt to individual needs. *Email marketing* is a digital marketing strategy that is very effective in building closer relationships with consumers, giving the impression that the company cares and pays attention to individual consumer needs ([Yuliana et al., 2023](#)).

Companies can customize email content based on a consumer's purchasing behaviour, interests, or history of interactions with the brand. For example, companies can send special offers or discounts for products consumers often buy or provide information about the latest products that suit their interests ([Quenby & Ikaningtyas, 2023](#)). By switching to E-Marketing, the marketing paradigm has changed drastically. Digital platforms such as social media, email marketing, content marketing, and SEO have changed how companies promote their products and services. Companies can interact directly with consumers through social media, listen to their feedback, and build more personal relationships. Social media also allows consumers to actively participate in supporting and sharing content from brands, thereby creating stronger emotional ties. Email marketing has replaced traditional direct promotion with more efficiency and measurability. Through email marketing, companies can send personal messages and special offers to their customers or prospects, increasing engagement and influencing online purchasing decisions ([Mahliza et al., 2020](#)). By optimizing their websites and content to rank high in the search results of search engines like Google, companies can increase their online visibility and attract more traffic to their websites ([Gumilang, 2019](#)). Overall, digital marketing has replaced many aspects of traditional marketing by leveraging the potential of digital platforms such as social media, email marketing, content marketing, and SEO.

### **The Role of Digital Technology in Interaction with Consumers**

The role of digital technology in increasing business interactions with consumers has become vital in the modern marketing era. Several digital tools and platforms have opened up new opportunities for companies to communicate more directly and personally with consumers. One of the primary roles of digital technology is through social media. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn have become effective means for companies to interact directly with consumers. Companies can respond to real-time consumer questions, feedback or

complaints through social media ([Kamuri, 2021](#)). This allows for more interactive and in-depth two-way communication. Social media also allows companies to build communities of brand-loyal fans and customers, creating stronger and more sustainable relationships. Chatbot technology also plays an important role in improving business interactions with consumers. A chatbot is a computer program that can interact with and respond to questions from consumers automatically. With chatbots, companies can provide nonstop 24/7 customer service, answer consumer questions quickly, and provide solutions to problems that may arise. This increases consumer satisfaction and efficiency in service ([Rozinah & Meiriki, 2020](#)).

The integration of digital technology on company websites also makes a significant contribution to increasing interaction with consumers. Websites optimized with interactive features such as contact forms, live chat, or discussion boards allow consumers to interact directly with companies and quickly get information about the products or services they seek. Digital technology also allows companies to provide consumers with relevant, exciting and valuable content through blogs, videos or other multimedia content. By presenting quality content, companies can increase consumer engagement and interest in their brand. Overall, digital technology has been essential in enhancing consumer-business interactions. Through social media, chatbots, and interactive website features, companies can communicate with consumers more directly, responsive, and personally. This deeper interaction allows companies to build robust and sustainable consumer relationships, increasing satisfaction and loyalty.

### **Use of Analytical Technology and Big Data in Marketing**

Analytical technology and big data in business marketing have brought revolutionary changes in how companies understand and interact with consumers. This technology allows companies to collect and analyze consumer data in depth from various sources, including interactions on social media, purchase history, website behaviour, and others ([Febriyantoro & Arisandi, 2018](#)). Analysis of this data provides valuable insights into consumer behaviour, preferences and needs. Analytics and big data technology also allow companies to carry out more accurate market segmentation. By dividing consumers into more specific groups based on characteristics, behaviour, or preferences, companies can effectively tailor marketing messages and sales strategies to each segment. This can increase marketing efficiency and maximize the impact of campaigns. Analytical data can also help companies measure and monitor marketing campaign performance. By tracking and analyzing the results of each marketing initiative, companies can assess the level of success and identify areas for improvement. With a deeper understanding of campaign effectiveness, companies can allocate marketing budgets more wisely and achieve better ROI (Return on Investment) levels ([Anjani & Irwansyah, 2020](#)).

Analytical data can help companies forecast market trends and identify new opportunities. By monitoring consumer trends and market behaviour in real time, companies can adapt quickly and take proactive steps to deal with possible changes. Overall, using analytical technology and big data in business marketing plays a crucial role in understanding consumers more deeply and developing more effective marketing strategies. By harnessing the potential of existing data, companies can increase engagement with consumers, create more personalized experiences, and better meet their expectations. This technology also opens up opportunities for companies to increase marketing efficiency, increase competitiveness, and achieve sustainable growth in an increasingly complex and dynamic market.

## Benefits and Challenges in Transforming to E-Marketing

Transforming to E-Marketing provides many advantages and benefits for companies in the modern business world. One of the main advantages is increased global market access. By utilizing digital technology and the internet, companies can easily reach consumers worldwide without being limited by geographic boundaries. This opens up new opportunities for international business expansion and achieving a broader market share. Transforming to E-Marketing can also save costs significantly. Compared to traditional marketing, which is often expensive, digital marketing can be more efficient and affordable. Social media, email marketing, and other digital platforms allow companies to reach target audiences at a lower cost than print advertising or outdoor marketing.

Increased consumer engagement is another benefit of E-Marketing. Companies can communicate more closely and personally with consumers through direct interaction on social media, chatbots, or interactive websites. This creates stronger emotional bonds and strengthens customer relationships, increasing consumer loyalty and satisfaction. Transformation to E-Marketing also provides benefits in measuring marketing campaign results ([Suginam, 2022](#)). Companies can easily track and analyze the effectiveness of each marketing initiative through analytics and big data tools. This allows companies to gain deep insight into campaign performance, understand what is and is not working, and quickly and appropriately adjust strategies.

The transformation to E-Marketing has at least six positive impacts on a company's business operations ([Widani et al., 2019](#)). These six impacts are increasing efficiency, saving costs, improving control over goods, improving the distribution chain (supply chain), helping companies maintain better relationships with customers, and helping companies maintain better relationships with suppliers (suppliers) ([Alwendi, 2020](#)). However, companies are also faced with several challenges in facing these changes. One of them is increasingly fierce competition in the digital world. With many companies turning to E-Marketing, competition in the digital market has intensified. Companies must innovate consistently and create competitive advantages to win this competition. Difficulty in adopting new technology is also a challenge. Challenges faced in adopting digital technology include ([Ardiansyah, 2023](#)):

- 1) Cost
- 2) Technology often requires significant hardware, software, infrastructure, and skilled human resources investments. Companies must make the right decisions when choosing technology and determining the suitable investment to suit their needs and available budget.
- 3) Training and Skills
- 4) Technology adoption often requires special skills that company employees need to possess. Therefore, companies must ensure that well-trained employees can use technology effectively and efficiently.
- 5) Compliance and Regulation
- 6) Adopting technology often means navigating the complexity of various rules and regulations across countries and industries. Companies must ensure that adopting the technology meets applicable compliance and regulatory standards.
- 7) Security and Privacy

In an increasingly connected world, companies must ensure that customer and company data is kept safe and privacy is maintained. Companies must take appropriate measures to protect their data and avoid potential security and privacy breaches.

### **Implications for Business Marketing Competitiveness**

The transformation of traditional marketing to E-Marketing significantly impacts the overall competitiveness of business marketing in the ever-growing digital era. By utilizing digital technology intelligently and strategically, companies can increase their competitiveness and create a competitive advantage in this increasingly complex market. One visible positive impact is the company's ability to reach a broader and more connected audience through easier global market access. E-Marketing allows companies to reach consumers from various parts of the world without being limited by geographic boundaries. Thus, companies can compete on a larger scale and access a larger market share ([Hayu, 2019](#)). Companies can craft more relevant and engaging campaigns by understanding consumers' needs, increasing consumer engagement and loyalty. Then, closer and more personal interactions with consumers through social media, chatbots, and other interactive features also increase engagement and emotional ties with the brand. Companies can communicate directly and respond to consumer needs in real-time, creating closer and stronger customer relationships.

However, to achieve sustainable success in marketing, intelligent and focused strategies need to be implemented:

- 1) Companies must deeply understand their target audience and clear business goals. Collecting and analyzing consumer data must be a prerequisite for developing an effective marketing strategy.
- 2) Companies must adopt innovative and flexible approaches in the face of increasingly fierce competition. Digital technology continues to develop rapidly, and companies must be ready to keep up with the latest developments and adopt new technologies relevant to their business.
- 3) Companies must carefully address the issue of consumer data privacy and security.

Consumer data protection must be a top priority so consumers feel safe and confident interacting with companies online. Overall, the transformation to E-Marketing has significantly impacted business marketing competitiveness. By implementing the right strategy, companies can achieve sustainable success in an increasingly complex and competitive business environment.

### **The Impact of Digital Technology on Business Marketing Competitiveness**

The impact of e-marketing on traditional industries has been significant, leading to a paradigm shift in how businesses operate and consumers shop. E-marketing has disrupted traditional industries by offering innovative solutions, lower costs, and increased consumer convenience ([Liu & Walsh, 2019](#)). The emergence of e-commerce has presented opportunities and challenges for traditional industries. On the one hand, this has opened new avenues for businesses to reach global audiences, streamline operations, and improve customer experience. On the other hand, traditional companies must face increasing competition, the need to adapt to rapidly changing consumer preferences, and pressure to integrate digital technologies into their operations ([Chusumastuti et al., 2023](#)). Therefore, every business actor or entrepreneur is obliged to follow this digital flow to avoid further eroding by the rapid flow of digitalization, including in the business world. In fact, along with innovation combined with digitalization, it can create new phenomena by developing the concepts

of the sharing economy, the internet of things, e-commerce, financial technology, and artificial intelligence in various areas of life.

Each method chosen indeed has advantages and disadvantages. Therefore, we must be wise in anticipating this. In every change made in terms of marketing, some things need to be considered from the positive and negative sides; here is the explanation:

- 1) Able to connect producers with consumers via the internet more quickly without being limited by space and time. With internet technology, producers and consumers can connect easily without meeting face-to-face.
- 2) Digital marketing costs are much cheaper than traditional marketing methods. In the past, we had to print brochures/flyers/pamphlets or other print media, but now, with digital marketing, we don't need to incur costs for printing brochures or other print media. 'Paperless' marketing reduces paper use and is cheaper than 'marketing' using print media/newspapers/magazines, television, or radio.
- 3) Digital marketing provides ample opportunities for micro-entrepreneurs to brand their products and get the opportunity to compete with other/macro companies openly on the internet/social media.

Digital marketing also has several weaknesses, including:

- 1) This marketing concept in the e-commerce era, online marketing, can be easily imitated by competitors/other business rivals because there are no longer any territorial boundaries that could prevent producers from marketing their products. Digital marketing is very dependent on technology (the internet). The public will not know if an area is still far from technology, no matter how good the product is.
- 2) Not everyone understands the internet; only certain groups of the productive generation who understand technology can access the internet (mainly the millennial generation)
- 3) Not all products are suitable for digital marketing/online media marketing.
- 4) With marketing in this era of openness, if anything is inappropriate/unsatisfactory, customers can immediately tell the story on social media and even drop the product/manufacturer. Moreover, it gives rise to a wrong assessment of the product in society.

## Conclusion

The phenomenon of changing traditional marketing models to e-marketing has brought many comprehensive changes in the marketing field. Companies or business actors who have adopted E-Marketing properly have achieved various significant advantages and benefits, including: (1) First, the use of E-Marketing allows companies to achieve wider global market access, beyond geographic limitations. This allows companies to compete on a larger scale and access customers in different parts of the world. (2) Second, analytical technology and big data in E-Marketing provide valuable insights into consumer behavior, their preferences and needs. By understanding this data, companies can develop more effective and personalized marketing strategies, increasing consumer engagement and loyalty. (3) Third, closer and more personal interactions with consumers through social media, chatbots and other interactive features increase emotional ties with brands and increase consumer engagement. fourth, the impact of e-marketing on traditional marketing is very significant, leading to a paradigm shift in the way businesses operate and consumers shop, even though it

provides positive and negative sides, business actors must remain able to compete in the business world in a situation that is facing change and seizing opportunities. existing in an increasingly dynamic and competitive market.

### **Limitations**

Although the literature review on the transformation of traditional marketing to E-Marketing provides valuable insight into the impact of the use of digital technology on a business' marketing competitiveness, this research also has several limitations that need to be noted:

- 1) Source and time limitations: Research based on literature reviews has limitations on the sources used and research time. The literature review only includes research and articles published before the research date. Therefore, it is possible that new research or information has not been included in this literature review.
- 2) Limitations of data collection: Literature review-based research depends on existing and published data. Some relevant data may not be openly available or difficult to access, reducing the completeness of the data used in the analysis.
- 3) Literature review-based research does not include primary data and relies on published secondary data. In some cases, primary data or original research may provide more in-depth and detailed insight into the topic.
- 4) Literature review-based research needs to consider contextual aspects to examine certain contextual elements of each business or industry. It is important to evaluate differences in industry, company size, and market characteristics that may influence the results of the transformation from e-marketing to e-marketing.
- 5) Potential changes in the environment, business environment and technology continue to develop rapidly. Therefore, research based on literature reviews may only sometimes reflect current conditions and may cause the relevance of research results to decrease over time.

### **Suggestion**

This research will discuss how companies have adapted their marketing strategies to utilize E-Marketing and digital technology to increase business competitiveness. Technological advances have opened up new opportunities for companies to reach consumers more efficiently and effectively, and this research will attempt to identify best practices in optimizing digital marketing for these purposes. However, keep in mind that the transformation to E-Marketing also brings challenges. Competition in the digital world is increasingly fierce, so companies must continue to innovate to differentiate themselves from competitors and attract consumer interest. Additionally, privacy and data security issues are critical, and companies must take proactive steps to protect consumer data and build strong trust. Through a careful literature review, this research is expected to provide valuable insights for companies facing marketing transformation towards E-Marketing. The results of this research will be an essential guide for stakeholders in formulating relevant and competitive marketing strategies in facing the challenges of the ever-growing digital era.

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