

Investigating the Commercial Innovative Marketing in the Digital Era 4.0: A Comparative Study

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Abstract

In the digital era, marketing plays a crucial role in creating the confidence to launch a new product rather than entering the market without exposure. For every business, marketing is essential to ensure long-term customer relationships with the organization's products or services. Therefore, the marketing system has switched from conventional to digital-based technology (online marketing). Following Indonesia's vision, a creative economy developed to promote creative digital marketing, particularly for small and medium-sized enterprises (SMEs). Innovation through digital marketing brings out a variety of changes in the 4.0 era. It will change the paradigm by marketing digital technology and driving up creative business economic factors. The various marketing programs and community benefits in the region will be improved, allowing these communities to enter the global market digitally in both areas. Thus, the present study aims to investigate innovative commercial marketing in the digital era 4.0. This qualitative study conducted through survey questionnaires, observation, and interviews. It intended to better understand natural phenomena by emphasizing the process of deep communication interaction between researchers and the phenomenon under study. The study's findings can lead to social developments in the two regions of Lhokseumawe and Central Aceh. Technological innovations in the transformation era and creative economy-based MSMEs can produce innovative products and various breakthrough sectors of the economy in global markets. Government intervention and SMEs and society must create jobs in the future and work closely with related parties to advance in the business world. The outcomes of MSMEs based on online marketing have the potential to generate competitiveness in the field. As a result, the two regions will serve as pilot districts in

the digital marketing sector. Most importantly, the two regions' success far outpaced that of other areas. Several areas continue to rely on traditional or manual methods, and some entrepreneurs have been unable to increase their income.

Keywords

Commercial Innovative Marketing, Creative Economy and Digital Age 4.0

1. Introduction

In 1997, Indonesia experienced a monetary crisis that shook many industries in nearly all affected countries, but the situation also shocked the world (Manning, 2000). Takengon and Bireun were two areas that did not feel the effects of the financial crisis at the time. They do not rely on government assistance because they have traditional businesses that persist today. It is fascinating to the investigation. This research attempts to analyze a business sub-sector and how it is developing, and how it never lags because it still uses the conventional method. Among them are some unaffected areas. Takengon and Bireun are two of the areas that have not been affected. These studies serve as a guide to explain why some regional impacts on Aceh deficiency are not. According to Morris, Schindehutte & LaForge (2002), they stated that Entrepreneurial Marketing is an integrative conceptual framework and reflects an alternate opinion such as mobile marketing.

The resulting goods are not creative and cannot produce products that lead people to be unable to live their lives adequately due to some of the situation's impacts due to the lack of purchasing power. Significant influence on income and marketing in a quality product will affect a region's economy and impact the national economy. Andreassen (2003) argues the conceptual marketing will be accepted as a marketing social aspect of the digital knowledge Era. Economic growth is a prerequisite for achieving the development objectives and advancement of digital-based marketing in different regions of Indonesia, including at Lhokseumawe. The government aims to sell digital-based MSMEs in other areas to create a mechanism to boost the economy. It Should become able to supplement societies in various regions (Bhattacharya, 2012).

The SME industry can become a measuring instrument for marketing and enterprise performance and extend continuously developing concepts and thoughts to innovative business sectors. Digital creative-based SMEs will certainly enter at a higher level and give birth to the innovations. Kirchherr, Piscicelli, Bour, Kostense-Smit, Muller, Huibrechtse-Truijens & Hekkert (2018) argues the role of SMEs industry in European society. It can benefit from reliable goods, brilliant innovation ideas and digital services in an organization that can build significant innovations perspectives in a business in various sectors, both private and government. Economic growth is a prerequisite for achieving the development objectives and the progress of digital-based marketing in various regions of Indonesia, including Lhokseumawe, where the government targets digital-based MSME marketing in different areas to create a mechanism that can boost the economic able to perform equally, participants in various countries. According to Hasan, Harniawati & Arifin (2020), digital marketing in Aceh, the area, is a benchmark for local communities. Improving the quality and digital marketing system is the fastest way to penetrate the domestic and international sectors.

Economic growth is a prerequisite for achieving the development objectives and the progress of digital-based marketing in various regions of Indonesia (Muafi, Syafri, Prabowo & Nur, 2021), including Lhokseumawe, where the government targets digital-based MSME marketing in different areas to create a mechanism that can boost the economy. To be able to perform equally, participants in various countries. Economic growth in a region has a significant impact, particularly in the digital-based industrial sector in the Lhokseumawe region. Although some government initiatives have succeeded in raising revenue, they have increasingly disappointed in some areas. In the digital age, what are marketing techniques for business actors who have not dared to market their products with digital technology-based media? The government faces several barriers, including human resource constraints. These business actors do not have experience in marketing products, unable to use digital electronic devices, clueless, lack innovation and, most recently, weak skills. In the manufacturing process, this is a significant barrier in other areas. Creative Economy Development in Lhokseumawe is a form of optimism in realizing the vision of Indonesia to become a more creative digital marketing area for SMEs.

Nurdin (2021) investigates the information technology; qualitative properties have a natural form, so it is irrelevant when used for engineering in a study. The paragraph's exposure gave a warning to a survey. The role of MSMEs in economic growth currently has a tremendous impact on the absorption of labor. Its existence in the 4.0 era made it possible for the financial market to reach regional domains in different directions. The growth of economic activity became a very influential factor. Based on context, specific questions in this study are: Factors and constraints faced by MSME actors based on the creative economy in Aceh? How are MSMEs in the Digital Age shaping the

creative economy in Aceh? Objectives and Analysis Applications first. Know the variables and constraints faced in Aceh by innovative economy-based SMEs second. Understand the marketing of SMEs U to the Creative Economy in Aceh in the digital age.

Materials and Methods

Marketing Challenges for the Knowledge Society explains about Entrepreneurial Marketing (EM) marketing and entrepreneurship, not sufficiently developed online, creatively and to avoid, contradicting traditional marketing models. Morris, Schindehutte & LaForge (2002) emphasized managerial marketing behavior and marketing practices in entrepreneurial marketing in the field of business owners and companies, the integration of various marketing, management, and entrepreneurship perspectives. According to Kotler (2003), the concept of marketing is like a company with all its problems in a company, this type of informal marketing is practiced, and this will become EM: "Most companies are started by individuals who live with individual minds. They visualize an opportunity and knock on every door for attention". When the company grows and matures, marketing practices too. From the above explanation about the characteristics of marketing, it can be taken from a perspective that is: This means that planning is very important and the company reaches the second stage, which is called formal marketing: "When small companies achieve success, they must move towards more formulated marketing ". The third phase is when the formal approach becomes redundant and therefore change is needed, another type of marketing is called Entrepreneurial Marketing: "These companies lack the creativity and enthusiasm of guerrilla marketers in the entrepreneurial stage. Their brands and products

The Experiment was conducted at Lhokseumawe, and Central Aceh. Meanwhile, North Aceh Regency has an area of 3,237 km² and consists of 27 sub-districts as well as Malikussaleh University Jl. Cot Tgk Nie Reuleut and *Aceh Tengah* are in the Gayo Highlands and adjacent to the Gayo Lues District and Bener Meriah Districts, areas resulting from the division of Central Aceh. The district, which consists of 14 sub-districts and 295 villages, has an area of 4,318 km². Several higher education institutions, one of which is STAIN *Gajah Putih*, which has the status of a state in 2012. This area relies on income from agricultural and plantation products as well as tourism (Central Aceh, 2020). Qualitative method research leads to a qualitative descriptive model where a scientific research and understanding of a condition in the parties involved have an understanding or interpretation of each(inters-subjective) of each event that will determine their actions. The types of data in this study are primary data and secondary data. According to Williams (2007), he said the main corpus in field observations it must be filter data so the method can be accumulated accurately. The same thing is illustrated by Kuncoro & Suriani (2018). The used of main data needed to resource the authenticity of the data and proving clear differences in the methods of a research. The research data is taken from observations, interviews and literature studies to help research data. This study prioritizes field observations, in-depth interviews and uses both data to retrieve significant field data accuracy.

Results and Discussion

The Micro, Small, Medium Enterprises in the Creative Economy

The value of quality marketing will affect small and medium-sized companies in various subsector areas, and it will increase the buying power and creative power of digital knowledge in society through creative economy marketing. Entrepreneurs should create competitiveness in their region so that they can reach the digital economy and advance marketing innovation that has fallen behind in their areas. Some entrepreneurs have not been able to boost their income as they planned due to the preconceived notion that marketing today relies on colleagues, knowledge collected through conventional and traditional.

Table 1. Respondents education level between Lhokseumawe and Takengon

| Education | Frequency | Percent |
|--------------------|-----------|---------|
| Junior High | 50 | 23.26% |
| Senior High school | 50 | 23.26% |
| Diploma | 25 | 11.63% |
| Bachelor’s degree | 75 | 34.88% |
| Master’s degree | 20 | 9.30% |
| Total | 215 | 100.00% |

Table 1 displays the Respondents education level between Lhokseumawe and Takengon. Majority of respondent’s education level is bachelor’s degree (e.g., 75 respondents or 34.88 percent). It followed by Junior High and Senior High school is 50 respondent’s or 23.26 percent. Only 20 respondent’s or 9.30 percent are master’s degree.

Table 2. Respondents Marketing Entrepreneurship

| Marketing Entrepreneurship | Lhokseumawe | | Takengon | |
|----------------------------|-------------|---------|-----------|---------|
| | Frequency | Percent | Frequency | Percent |
| Excellent Product | 70 | 31.11 | 75 | 31.25 |
| Culinary | 50 | 22.22 | 50 | 20.83 |
| Kraft | 35 | 15.56 | 40 | 16.67 |
| Digital Marketing | 70 | 31.11 | 75 | 31.25 |
| | 225 | 100.00 | 240 | 100.00 |

Table 2 shows the respondents marketing entrepreneurship between Lhokseumawe and Takengon. Most of respondents marketing entrepreneurship focus on Excellent product and digital marketing (e.g., 30 percent and above or 70 respondents).

Various marketing creativity strategies become opportunities for entrepreneurs in multiple regions (Iswadi et al., 2019), and these opportunities will become a bridge for them (Foster, Saputra & Grabowska, 2020). Unique and innovative superior products that are different when marketed are the beginning of developing an industry that can increase people's income and provide excellent products (Foster et al., 2019). In each definition and excellent product, the partnership between the two locations has shown its advantages. The concept of MSMEs in various colors and platforms with multiple forms depends on an area's number, expertise, and needs. It can influence job opportunities and an essential source of growth. Small businesses also provide a high contribution to economic growth in the industrial, trade and transportation sectors. The sector will be able to increase regional and state foreign exchange through creative industrial efforts (Dwi ananda & Susilowati, 2017). This description believed to increase the creative industry sector in individual creativity. It needs developing in both regions for several reasons: Significant economic contribution and job growth, rising exports and exports. The changes in business climate positively affect other sectors, including building culture, cultural heritage, and local values (Anuar, Omar, Ahmed, Saputra & Yaakop, 2020). It can provide positive social impacts such as improving the quality of life and social tolerance. The inability of the capital structure and availability of raw materials and difficulties in marketing Difficulties in expanding market share include a. Limited availability of sources: the human resource capabilities and technological limitations. Poor economic and infrastructure conditions Limited mastery of technology has become a problem in other sectors, such as creative industries in various places (Husaini et al., 2019). The existence of inefficient production and raw materials, b. Lack of support from the government c. Lack of promotion outside the region, d. The low purchasing power of the people, The existence of a business management organization and a lack of quantity and quality of human resources.

The Creative Economy Products in Lhokseumawe and Takengon.

Several excellent products and very large demand are handmade, kraft and culinary which are the biggest income currently both in Lhokseumawe and in the Takengon area. Several factors hinder the development of the creative economy, one of which is the availability of data and information for business development. Other obstacles, related to the quality of design and packaging are still weak, the problem of physical business infrastructure is still weak, related to intellectual property rights, access to capital. Therefore, Bekraf is making efforts to increase the productivity of the creative economy. Indonesia online is not without reason. This considers the advantages of digital marketing, namely a wider market reach. In addition, people's purchasing patterns since the pandemic began have begun to shift towards digital. The results of the innovations carried out by creative economic actors in the craft sub-sector are starting to appear towards the end of 2020. The existence of creative business opportunities can encourage the interest of the local community, including the Gayo highlands. The importance of support from various parties related agencies such as: government, private sector and stakeholders will provide various businesses in the handicraft sector such as the Gayo Kerawang handicraft business. Because the business sector survives and can continue to grow even during difficult times.

Discussion

Increased creativity is outstanding to create innovation and creativity, which are the competitive advantages of a nation (Hasan, Harniawati & Arifin, 2020). Several studies from creative economists in Lhokseumawe and the Takengon region and related agencies have researched. They need to be studied to get maximum results in both fields from various governments, private, and associated business sectors. Those who are very vulnerable need a more intensive touch from the government and the private sector to raise the industrial sector with a high value and low quality of

human resources (Arifin, Saputra, Puteh & Qamarius, 2019). The difficulty of obtaining capital makes MSMEs run very well. In three main areas, namely the marketing process, the ability to produce goods and services and the low quality of technology in this production sector, marketing is not innovative. It impacts the creative quality of the two regions. Bekraf, as the government representative, will oversee the sub-sector or participate in the growth of the businesses with visionary people. It is a core aspect of Bekraf and a global industry. The value of promoting the development of local marketing talent would undoubtedly be successful and innovate in different marketing, the use of business models from various regions and communities is productive and a knowledge source for the Community in the future. The strategy applied through a variety of other applications from upstream to downstream.

Conclusion

The influence of digital factors is very dominant, thus increasing the rate of capital and marketing factors based on the creative economy require cooperation from various parties to achieve progress in the business world. Furthermore, these factors will be analyzed and studied by examining trends and leading features of the Community's expertise. The value of technology for 4.0 years to market superior goods requires a governmental touch to encourage improvement on existing to help and monitor economic trends, whereas deviation is indirect. Rising capital rates and buying and selling that depend on the creative economy demand cooperation from different parties to progress throughout the future, particularly in marketing goods. The superior regional products that need developing The Marketing System massively dramatically determine the quality of the product and requires entrepreneurs or tenacious entrepreneurs to create target markets. The quality of the products marketed will provide more opportunities for local entrepreneurs, thus requiring an increase in the quality of goods to be sold in the regions. The quality of the products to be marketed will positively impact consumers and the production itself and significantly affect local entrepreneurs, local artisans, and foreign investors. Regional products exhibit various handicrafts, supporting the Lhokseumawe City Government and the Central Aceh City Government and other agencies that focus on developing SMEs in these two areas.

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