

# 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