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Digital Marketing Opportunities in the Era of Disruption

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Abstract

The goal of this research is to find out opportunities in the digital marketing during the era of disruption. In this era, there are disruptive technology inventions that affect the business organizations in all over the world. The method used is secondary data search and meta-analysis. The study found that disruption should be treated as positive opportunities for the business organization and should be not regarded as obstacles in the business areas. Accordingly, the digital marketing in this era should adjust to the disruptive technology concerned.

Keywords: digital marketing, disruption, opportunities.

I. Introduction

Currently, digital marketing has become a common thing in the business world. Marketing ranging from product goods, fashion, vehicles, mobile phones and even food has become something that is needed by both sellers and buyers. This is because digital marketing has several benefits. At a holistic level, digital marketing allows businesses to reach customers during their daily activities, such as opening social media, reading online articles, watching YouTube videos, reading WA and so on. When customers are exposed to marketing in a natural and regular way, it can produce a variety of commercial benefits. Specifically, digital marketing can help businesses achieve one of the following benefits: First, Global Reach: Unlike traditional methods, digital marketing is not necessarily tied to a specific geographic region. The internet is available to customers all over the world. This allows businesses to market and sell to customers living in different countries and eliminates many traditional barriers to entry. Second, Low Cost: To achieve the global reach of digital marketing through traditional channels, there will be a serious price tag. On the other hand, some aspects of digital marketing can be achieved with a small investment of time and resources. For example, a small business or startup can create a website, manage social media, and publish a blog without much investment of money. Third, Measurable Return on Investment (ROI): To maximize profits, business organizations must carefully evaluate their return on investment (ROI). Through traditional marketing, ROI can be difficult, sometimes impossible, to measure. On the other hand, digital marketing provides real-time visibility into the effectiveness of each business campaign, allowing business leaders to make informed decisions to drive revenue and increase profits. Fourth, Increased Targeting: Digital marketing allows businesses to target very specific demographics of potential customers. By engaging customers in specific geographies, industries, or social channels, businesses have a much better chance of reaching their target demographics. Fifth, Dynamic Adaptability: Digital marketing strategies are highly malleable and flexible, allowing businesses to adjust direction when needed. Unlike traditional, long-term marketing campaigns, businesses can adjust digital efforts quickly and precisely in relation to realizing commercial opportunities. Sixth, Instant Connection: Before making a purchase, modern customers generally conduct online research and provide reviews of the products or services they are going to buy. The first step in this process usually begins with the use of a search engine. In this way, businesses that use Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Pay per Click (PPC) strategies that are developed can directly connect with customers.

Seventh, **Building Relationships**: The rise of social media has transformed it into a dominant communication platform that has impacted the demographics of customers. Additionally, customers increasingly want to interact with businesses on their terms and platforms of choice. As a result, businesses that engage in effective social media marketing (SMM) practices can build long-lasting and loyal relationships with current and potential customers.

II. Theoretical Background

2.1 Digital Marketing

Digital marketing is the use of digital channels and social media to promote a brand of a particular product in an effort to reach consumers. This type of marketing can be done through the Internet, social media, search engines, mobile devices, and other channels. This type of marketing requires new strategies and ways of marketing to consumers and understanding the impact of their behavior. In short, digital marketing refers to any marketing method that is done through electronic devices that utilize computers. This includes online marketing efforts that are done on the Internet. In the process of doing digital marketing, businesses can use websites, search engines, blogs, social media, videos, emails, and similar channels to reach customers. (AMA, 2022)

It is further stated that digital marketing is a component of marketing that uses the Internet and online-based digital technologies, such as personal computers, mobile phones, and other digital media and platforms used to promote products and services. Its development during the 1990s and 2000s has changed the way product brands and businesses use technology to conduct marketing. As digital platforms become increasingly important in marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become commonplace through a combination of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, direct email marketing, display advertising, e-books, and optical discs and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones, callbacks, and mobile ringtones. (Wikipedia).

Another definition states that digital marketing is the act of promoting and selling products and services by utilizing online marketing tactics such as social media marketing, search marketing, and email marketing (Digital Marketer). Furthermore, digital marketing involves the internet but refers to marketing through the use of any electronic medium. This could be through potential consumers using computers, mobile phones, televisions, or a combination of these. (Econsultancy). Doberrscu, R.M. et.al. (2018) states that digital marketing includes e-business, e-commerce, and e-marketing. This is in line with the statement that says digital marketing is the projection of conventional marketing, its tools and strategies, on the Internet. (Machado, C & Davim, P.J. 2016). In addition, digital marketing includes marketing activities using internet networks or electronic devices to communicate with consumers and to achieve marketing targets by using various online shopping modes or channels. (Nagasudha, R, et.al., 2020).

To be able to carry out digital marketing successfully, here are the steps that must be taken: 1) create a marketing strategy; 2) develop content used for marketing activities; 3) create a digital advertising plan; 4) know and utilize social media as a means of digital marketing; 5) use email as a marketing tool; 6) utilize search engines to help increase visitor traffic; 7) implement website analytics; 8) utilize conversion rate optimization to drive digital marketing growth. Based on research conducted by Goldman, P.K.S et.al (2020) Using a sample of digital retailers from 20 European countries, it was proven that the implementation of digital marketing tactics has a positive impact on international business performance. Thus, digital marketing applies digital technologies from online channels to contribute to marketing activities aimed at achieving profitable customer acquisition and retention through increasing customer knowledge and then providing integrated targeted online communications and services that suit individual preferences and needs.

2.2 Era of Disruption

Disruption comes from the English word "desruption" with the verb "disrupt" which means "to prevent something, especially a system, process, or event from continuing as usual or as expected". (Cambridge Advanced Learner's Dictionary)" This definition will be easier to understand if we put it in the context of the development of digital technology.

Digital disruption describes the changes that occur when new digital technologies, services, capabilities, and business models impact and change the value of existing industry goods and services. These new elements change or disrupt established conditions, forcing businesses to reevaluate current markets for goods and services and to adapt accordingly.

Learning from past experiences, there have been many superior technological discoveries that have changed the established conditions into new ones. For example, automobile technology replaced the horse and buggy, electric light replaced candles and oil lamps, mobile phones ended the dominance of landlines, and video killed radio.

From the explanation above, it can be concluded that in essence, digital disruption means radical changes that can have good and bad consequences for human life. However, digital disruption is something unique. Here are the elements of digital disruption that are happening today.

Benefits of Digital Disruption

Digital disruption with all its positive and negative consequences has the potential to be a challenging process that can provide three business benefits:

First, improving customer satisfaction: Today's customers want and need more variety, innovation, and choice. Thanks to mass media, which is a beneficiary of digital disruption, today's customers are smarter, more informed, and more discerning in their choices. Digital disruption is spurring businesses to meet today's consumer challenges by staying ahead of technology and incorporating the latest changes in a faster manner. In addition, digital disruption also provides big data and analytics, which businesses can leverage to generate more extraordinary sales by gaining insights into customer buying behavior. Digital disruption makes marketing more manageable and results in a healthier company overall.

Second, it helps the growth of the company: Companies

and other business organizations that do not change will be left behind and lose in the competition which will result in the destruction of their business. Digital disruption brings radical changes, pulling companies out of their comfort zones and moving them forward. Companies that refuse to adapt and change, especially when their competitors do, are companies that are certain to fail.

Third, developing and improving the workplace: Digital disruption brings new innovations and technologies to the workplace. New workflow management tools, collaboration software, mobile devices, and cloud technologies are all results of digital disruption. Another example is people working from home using smartphones and laptops or personal computers has helped companies stay operational during the global pandemic. Thus, The digital disruption of marketing interrelates with the rise of the e-commerce (Achig, H., et.al.,2023).

Elements of Digital Disruption

Digital disruption is divided into four different elements, each of which has the potential to change the way businesses are run. These elements are: First, Technology which includes things like invention, usage, design, etc. Second, Business which includes marketing, development, pricing, delivery of goods, etc. Third, Industry which involves customers, methods, processes, standards, etc. Fourth, Society which includes movements, culture, habits, etc.

Therefore, companies and other business organizations that want to grow and develop and succeed in facing digital disruption must adopt the following five elements: First, develop a consistent digital culture across the company: Companies must move as one and then adopt new technologies. This adoption is especially important for companies that are not yet “digitalized” and includes training employees in new digital-based skills. Second, creating new customer experiences and achieving unique results. Disruptive technology brings new ways of serving customers along with new, more compelling results. Third, Shift from time-based decisions to data-based decisions. Timeliness is important, but there is something that becomes useless when companies make wrong decisions due to lack of information obtained. There is a lot of valuable and actionable data that can be utilized outside the company. This is due to the existence of a process related to digital disruption. Innovative companies will make the most of this to support and develop their business. Fourth, Incorporating new technologies and business models into existing services and products. Companies that want to stay ahead and increase their market share will adopt new things and get rid of the old or, at least, they modify the old with newer procedures and technologies. Fifth, Work with partners to create and innovate new procedures and policies. Working as a team is one of the keys to success. Companies must leverage the experience and skills of existing partners to collaborate on better business practices. If this is done, all parties will be winners, be it the company, partners, and customers.

Some Examples of Digital Disruptive Technologies

Technological developments in the digital world today are dominated by at least the following disruptive technologies: First, Streaming Video / Web-Based Video: web-based video services continue to grow and have already outpaced traditional television services and video-on-demand services. Second, Smartphone: the development of mobile

phones is currently at the top of the list in relation to digital disruption. Almost everyone already has this smartphone. Third, Email or Electronic Mail: electronic mail has become commonplace for many people and has now replaced conventional postal mail sent through postal officers. People prefer to send emails rather than sending written letters through the post office. Fourth, Online References and Encyclopedias: one of the famous online encyclopedias today is Wikipedia where people can quickly search for various information online. So people are reluctant to open conventional written encyclopedias anymore which if they have to buy it requires expensive costs. Fifth, Personal Computers and Handheld Devices. The development of personal computers that were originally large in size has now become increasingly smaller and more practical, such as laptops and tablets. So that these devices have become part of everyday life for almost everyone in the city.

III. Method

In this research, the author uses a systematic secondary data search method and meta-analysis. Meta-analysis is a technique for searching information and data from previous similar studies.

IV. Research Results and Discussion Disruption and Opportunity

Disruption, when viewed from a positive perspective, is not merely a “disruption” but can be the greatest opportunity for companies and customers if it can be utilized. However, the fact is that many individuals and organizations often see disruption through a negative perspective. Disruption is defined in the Merriam-Webster dictionary as: “A pause or interruption in the normal course or continuation of some activity, process, etc.” As Harvard professor and pioneer of disruptive innovation theory Clayton Christensen puts it, “Disruption eventually comes to every organization in every industry, but before it is a threat, it is also an opportunity.

It is precisely by understanding and embracing disruption that companies will grow successfully. Business leaders who adopt this mentality and embrace disruption as an inspiration to innovate and improve the customer experience will create opportunities in the face of disruption. Of course, thinking about disruption this way is not easy, but understanding a few things related to the keyword "why" can guide business leaders through this paradigm shift. Furthermore, the digital disruption, which is characterized by the introduction of the innovative digital technologies and new business models basically has reshaped the marketing strategies for the existing products and services (Kabha, Robin, et.al., 2023). In line to that, the digital disruption has redefined the marketing and advertising functions (Mokoena, A.G. & JJ Prinsio, 2021).

Why Every Organization in Every Industry is Facing Disruption

Entrepreneur Magazine explains that the rate of disruption is increasing in every industry in response to increased computing power, technology adoption, and information sharing. These shifts are making markets more efficient, giving companies access to a wider pool of talent and resources, but they are also bringing greater competition. Technological advances and access to them accelerate the pace at which innovative ideas enter the marketplace.

That's how a small startup called Google "disrupted" the then-web portal industry that became business giants like Yahoo, Ask Jeeves, and AltaVista. That's how a small Seattle company called Amazon used the Internet to disrupt the entire retail industry. Juga begitulah cara perusahaan seperti Apple terus-menerus mendisrupsi berbagai industri, termasuk komputasi pribadi, pemutar MP3, smartphone, dan tablet. When it comes to deep customer understanding, adoption of new technologies, relentless experimentation and speed to market, disruption brings growth, efficiency and increased customer satisfaction. However, first, organizations must ensure that disruption is not the goal. There is something else to it. Disruption is simply an antecedent to something else.

Why Distraction Should Not Be the Goal

If you think about it for a moment, disruption makes no sense at all as an organizational goal. Markets and customers, not organizations, determine whether a product or service is disruptive. Disruption comes from recognizing and adapting to changing market conditions, new technologies, or creating new markets. When disruption is the goal, organizations become too enamored with technology. For example, in 1995, Nintendo released the Virtual Boy console in an attempt to disrupt the virtual reality market. But later Ben Wells, the creator of the Virtual Boy prototype, said he created it because the company "had very advanced technology." However, in focusing on launching new, cutting-edge technology, the company forgot about the customer. For example, the headset was mounted on a stand that the player had to lean back to play, causing neck and back strain. The 3D effect, combined with graphics limited to red and backlighting, also caused eye strain and nausea for users. Nintendo sold less than 800,000 Virtual Boy consoles, making it the company's worst-selling console ever.

The ultimate goal for any company should always be to have the customer at the center. When organizations immerse themselves in the problems their customers face, experiment with new ways to leverage technology to solve those problems and then strategically plan how to bring those innovations to market, disruption will organically follow.

Why Disruption Is an Opportunity

Have you ever been distracted by something that you're always thinking about that makes you anxious? By the same token, nothing forces an organization to evaluate and improve its customer experience like potential disruption. We can consider the disruption that Amazon brought to the retail industry. The company started with books and expanded to other product lines, focusing on a customer experience that emphasized frictionless selection, delivery and returns. Never one to give up for an incumbent, Walmart embraced the disruption and expanded its entire business. It added memberships, redesigned stores, launched a marketplace platform and optimized its pick, pack and ship process for online orders.

Recognizing, identifying, and understanding disruption is not as easy as it sounds, but as a starting point, organizations must evaluate two basic types of disruption: low-end and new markets. To identify low-end disruption, leaders must assess why and where customers are abandoning their organization's products and services. To identify new market disruption, leaders must analyze the needs of underserved customers and potential ways to pivot

their organization's products and services accordingly. Experimenting with potential solutions to customer problems discovered during this assessment and analysis is almost always worth the risk. Choosing whether to seize an opportunity is the difference between being Amazon or Borders, Netflix or Blockbuster.

The Path Forward to Success: Embrace Disruption

Reframing disruption as an opportunity to innovate and experiment may seem impossible. However, recognizing that every industry will face disruption and that companies must focus on solving customer problems rather than simply "being a disruptor" opens the door to embracing disruption through the three critical skills discussed above. Leveraging disruption while taking a principled approach to innovation that drives continuous improvement in customer satisfaction is the best way to ensure your company continues to thrive.

Addressing Disruptive Innovation

Disruptive innovation is often viewed by established businesses as an attack to be met with defensive measures. In fact, disruptive technologies and business models have displaced many established industry leaders and are likely to continue to do so. But the real story behind disruptive innovation is not destruction, but the opposite: In every industry transformed by disruption, the positive effect has been total market growth. Moreover, disruption can be a powerful avenue for growth through new market discovery for both incumbents and new entrants.

There are several keys to successfully navigating this growth path. The first is to recognize that incumbents have more time than they think, provided they remove the blinders that prevent them from looking beyond their current customers. Disruption is not an immediate phenomenon and it can take years and even decades for a startup to break into an established market. Second, find new customers who want to be served by disruption. That can happen in a variety of ways, and there is no magic formula. Managerial intuition, knowledge of different markets, and serendipity can all play a role. The third key is building an organization that is capable of serving new customers. It is critical for companies to abandon their usual ways of dealing with established markets and let new customers dictate the business model by which they can be served profitably.

By bringing together different experiences from different industries and business organizations, there are patterns that emerge from those who are most successful, namely:

First, scale knowledge, by using technology in new ways and by using data that already exists in the organization. Organizations that share their data freely, including outside the organization, usually win - because that's where innovation happens. Examples include Volvo's original research on seatbelt design in the automotive sector, or patent sharing around new drugs. Second, Invest and plan for innovation. Successful companies consistently set aside part of their organization to go and figure out what they need to do next.

Third, creating new partnerships that are different from existing ones: companies can't be the best at everything, and sometimes they don't know what they don't know. While some companies see this as a weakness, it is an opportunity to improve their quality. Disruptive innovation changes markets. Businesses that understand that opportunity always accompanies disruption, and build

redundancy into their thinking, and their existing business models, will thrive – because they can move beyond survival and response, to new growth and differentiation.

Sample of Cases

The results of a study by Dwivedi, R. & Nath, P (2020) show that almost all over the world due to Covid-19 to keep their business running smoothly, all companies and businesses

have changed their marketing methods by using techniques to maintain stability and be able to generate income in a pandemic situation. The following findings show that different digital marketing tendencies are being followed by companies during the Covid-19 pandemic. This is happening to companies that focus on social commerce and Interactive content. So this means providing more information to people through website channels and all social media.

Use of Search Engine Optimization (SEO)_New generation Search Engine Optimization that uses the right keywords in attracting more visitors and improving the website page rank in the search engine results. This shows that there has been a shift from conventional marketing to digital marketing. Furthermore, the use of Search Engine Marketing (SEM) shows that search engines are a great tool for companies to use in enhancing their marketing, and it also helps and supports other marketing activities and helps to reach customers at the right time and place. Thus, disruption affects the primary elements of modern digital marketing, that includes search engine optimization (SEO), displayed advertisement, content marketing, social media marketing, and email marketing (Naoumova, I & Katrichis, J, 2020).

The use of a website for digital marketing is an important tool when promoting goods and services offered because it shows that the company and updates have been made appropriately and on time are necessary to attract customers which ultimately leads them to become potential customers. Moreover, the use of keywords in search is important to support marketing activities and help in creating visibility of the company's website. The right choice of keywords and bidding on the right keywords that match the content in the website helps the website to get a higher ranking in the search engine results page. The conclusion is that the disruption that has occurred has inspired companies in various parts of the world to change their marketing strategies from conventional face-to-face strategies to digital strategies. Moreover, the digital marketing has already become a beneficial tool for the companies and assist to lower down their cost of marketing campaign activities (Ritesh Dwivedi & Parth Nath, 2020).

Research in Indonesia shows the result of successful digital marketing includes enhancing data and analytics in order to know the consumer behavior, personalizing relevant contents using the Artificial Intelligence and machine learning, marketing automation, and maximizing the customers' experiences through digital touchpoints (Rahman, R.A, 2024). Another similar research finds that some factors that can make the digital marketing among the SME business organizations are 1) employ social media effectively, 2) create suitable content, 3) implement mobile marketing strategies, and 4) select the right influencer (Masliardi, Adi, et.al., 2023). The next study shows that strategies effectively affecting marketing performance

during the era of disruption are marketing mix strategy, online affiliate marketing strategy, and social media strategy (Wijaya, I. G. N. S, et.al., 2023).

V. Conclusion

From the discussion above the present writers draw the following conclusion: First, Disruptive is a business opportunity that can be utilized by business organizations in expanding their business, not a threat. Second, Disruption and threats to business organizations always occur at any time, even so, business organization managers provide a positive response to these changes. Third, New technological disruptions can be utilized to create new ideas related to digital services for customers by business organizations. Fourth, the ultimate goal of a business organization is the customer; that is why business organizations in responding to this dramatic change remain focused on customer satisfaction. Fifth, To achieve success and competitive advantage, business organizations must be able to embrace change to become partners in serving customers and sustaining business in the long term.

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