



DIGITAL MARKETING AS AN INTEGRATED MARKETING COMMUNICATION STRATEGY IN VILLAGE OWNED BUSINESS AGENCIES “BADAN USAHA MILIK DESA (BUMDesa)” BASED ON LOCAL WISDOM IN THE ERA OF INDUSTRIAL REVOLUTION 4.0 AND SOCIETY 5.0

Wuri Handayani¹
Onhi Yuliarti Semara
Firda Rahayu
Syahrial Shaddiq

Received 01.12.2021.
Accepted 23.03.2022.
UDC – 339.138 :004.031.4

Keywords:

Digital Marketing; Integrated Marketing Communication Strategy; Village Owned Business Agencies; 4.0 industrial revolution; Society 5.0



ABSTRACT

To overcome poverty in rural areas, one way is to carry out community empowerment to become independent, be able to compete in the era of industrial revolution 4.0 or the digital era and have the potential to contribute to state revenue. The presence of the 4.0 industrial revolution has caused the impact of intense competition, BUMDesa must be able to overcome these challenges creatively, product innovation, marketing, product packaging, human resource development, and technology. If society 4.0 allows anyone to access and share information on the internet. Society 5.0 is a term for an era where all technology is part of humanity itself. To take advantage of existing opportunities and also to answer the challenges of the 4.0 industrial revolution, Indonesian people are especially required to have capabilities in data, technology and human literacy.

BUMDesa business actors as drivers of the village economy for the welfare of the Village Community to market their products. The concept of digital marketing for businesses in BUMDesa, namely BUMDesa business people can market their products from anywhere and anytime via the internet / online media. So the communication strategy carried out through digital marketing is the delivery of a positioning statement in every post in online media. BUMDesa in its marketing activities, in order to manage a better and more reliable marketing system, both for conventional marketing and digital marketing.

© 2022 Published by Faculty of Engineering

1. INTRODUCTION

Efforts made by the Indonesian government to develop entrepreneurship, especially for people in rural areas, is through the establishment of the Agency Village-owned

enterprises (BUMDesa) as a driving force for the village economy. BUMDesa is an institution in the form of a legal entity overseeing various business units village. BUMDes is expected to be able to increase enthusiasm and also encourage economic improvement in the village.

¹ Corresponding author: Handayani Wuri
Email: wurihandayani.st@gmail.com

BUMDesa was founded based on needs and potential village, as an effort to increase the welfare of the community. Planning and establishment BUMDesa was formed on the initiation of the community and is based on principles cooperative, participative, transparency, emancipative, accountable, and sustainable with member-based mechanisms and self-employment.

The digital age is impossible to avoid. With the rapid development technology, the digital world, and the internet of course also have an impact on the world of marketing. The direction of marketing in the world has shifted from conventional (offline) to digital (online).

Digital marketing is more prospective because it allows potential customers potential to obtain all kinds of information regarding products and transact via the internet. This implies that the potential for online shopping is quite developed in Indonesia which must be balanced with digital marketing by business managers. In digital marketing is social media or social networking is a platform that is often used. We are Social data states social media platforms most widely used in Indonesia.

2. DIGITAL MARKETING

Digital marketing is or digital marketing has almost the same meaning as electronic marketing (e-marketing) both describes the management and implementation of marketing using the media electronic, so what is meant by digital marketing is the application of digital technology which forms an online channel (online channel) to the market (website, e-mail, database, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to activities marketing that aims to make a profit as well as build and develop relationships with customers in addition to developing approaches planned to increase consumer knowledge (against company, behavior, values , and level of brand loyalty to its products), then unite targeted communication with online services as needed each individual or specific customer. Digital marketing is through the application of technology and digital media, especially the internet to achieve marketing purposes.(Chaffey, 2015).

Digital marketing is the application of digital technology that forms channels online (online channel) to market (website, e-mail, database, digital TV and through other recent innovations including blogs, feeds, podcasts, and networking social) which contributes to marketing activities aimed at profit and build and develop relationships with the customer additionally develops a planned approach to improvement knowledge about consumers (towards the company, behavior, values , and level of brand loyalty to its products), then unify that communication targeted by online services according to the needs of each individual or specific customers. Digital marketing is the achievement of marketing goals through the application of technology and digital media.

3. MEDIA DIGITAL

There are many online communication techniques that marketers should review as part of a digital business communication strategy or as part of planning a company's online marketing campaign. Digital media channels (digital media channels) are online communication techniques that are used for achieve the goals of brand awareness, familiarity, enjoyment, and to influence intentions buy by encouraging digital media users to visit the website to engage with a brand or product and ultimately to buy it online or offline via media channels such as over the phone or in-store.

Social media (Social Media) is a media designed to make it easy two-way interactive social interaction. Social media based on Internet technology with a one-to-many pattern of information dissemination the audience, changing multiple audiences to multiple audiences.

Social media is based on the idea and technical framework of the Web 2.0 platform, a collection of Internet-based applications and data. This medium can connect individuals with individuals for sharing and gather online (Kaplan & Haenlein, 2010). Web 2.0 is a basic platform for the formation of social media, this platform provides easy for users to collaborate online and share (sharing).

Social media like Facebook, Twitter, Youtube, Instagram, are currently used for disseminate information quickly, viral, and spread to internet users in a huge amount.

4. VILLAGE

The village is a result a mix of group activities humans with their environment. Result a combination is a form or appearance on the face of the earth brought into being by the elements physiographic (physical), social, economic, mutually political and cultural interact among these elements, as well as its relationship with other areas. According to the Act Number 6 of 2014 concerning Villages Article 1 paragraph (1) states, that Desa is a village and customary village or which is called by another name, here in after referred to as Village is legal community unity that is has a territory boundary authorized to regulate and take care of government affairs, interests of the local community based on community initiative, rights origin, and/or traditional rights recognized and respected in the system government of the Unitary State The Republic of Indonesia.

Based on this, the village has been given the authority in organize and take care of affairs his reign. So that most likely a initiative or pioneering activities related to village autonomy and relating to arrangement patterns and government management, as well as patterns in village development. Besides the village is currently

given authority in improving the standard of living society through Income Original Village.

5. VILLAGE OWNED BUSINESS AGENCIES “BADAN USAHA MILIK DESA (BUMDESA)”

BUMDesa as a form of village business institution is managed by the community and village administration to strengthen and improve the village economy and formed based on the needs and potential of the village (Alkadafi, 2014). BUMDesa is a reflection of the independence of a village as the implementation of village autonomy.

With BUMDesa, it is hoped that the Village will not fully depend on subsidies from the government. BUMDesa can be used as an alternative that provides additional towards Village finances (Risadi, 2012). BUMDesa can be used as a way to manage the assets and assets of the Village so that they can be used as much as possible for the welfare of the Village community.

BUMDesa is a functioning pillar of economic activity in the village as a social and commercial institution. BUMDesa is also a social institution for public interest through contribution to the provision of social services. Too as a commercial institution aims to seek profit through bidding local resources (goods and services). The principle of efficiency and effectiveness must also be run. As a legal aid, BUMDesa is formed based on legislation and according to the agreement in the village community. Thus, the form of BUMDesa can vary in every village in Indonesia. Various kinds of shapes adapted to local characteristics, potential, and resources owned by the village. Further settings BUMDesa is regulated through a Regional Regulation.

Villages need to establish institutions that use all potential and wisdom local village. Used as a forum for every villager to contribute to the village. The institution that is suitable for village communities is BUMDesa. BUMDesa with the spirit of cooperation should aim to provide social justice and welfare of the Village community.

6. VILLAGE OWNED BUSINESS AGENCIES READINESS IN FACING THE INDUSTRIAL REVOLUTION 4.0 AND SOCIETY 5.0

The impact of the industrial revolution 4.0 and Society 5.0 created new opportunities for Indonesia to more innovate. In 2019, Apple opened employment opportunities in Indonesia by choosing Indonesia as the first research & development (R&D) place in Asia. The Indonesian government is obliged to invite and encourage millennials as the dominant use of the internet to master digital technology. According to Yunda, (2019) one of them is applied through vocational and industrial

majors to spur polytechnics through competitiveness skills programs.

Indonesia is committed to building a manufacturing industry that is globally competitive through the acceleration of industry 4.0, this is marked by the launch of Making Indonesia 4.0 as a road map and a strategy to enter the digital era that is currently underway. Making Indonesia 4.0 can provide clear direction for future national industrial movements, including a focus on the development of five manufacturing sectors that will become a pilot (Menteri Perindustrian, 2018). To create this road map model, various stakeholders have been involved, ranging from government agencies, business actors, industry associations, technology providers, as well as research and educational institutions. Through the commitment and active participation of all related parties, we can ensure that the implementation of Industry 4.0 in Indonesia will be successful and on target.

In the face of the industrial revolution 4.0. and society 5.0. five industries are the focus of industry 4.0 implementation in Indonesia, namely; food and beverages, textiles, automotive, electronics, and chemicals. These five industries are the backbone, and are expected to have a major influence in terms of competitiveness and contribution to the Indonesian economy towards the top 10 of the world economy in 2030.

This will be an example for the application of industry 4.0, the creation of new jobs, and new investments-based technology. Furthermore, this is expected to attract foreign investment, improve the quality of human resources, the development of innovation ecosystems, incentives for technological investment, and harmonization of rules and policies. Indonesia is committed to implementing Making Indonesia 4.0 and making it a national agenda. In this concept in the middle of the world focusing on Industry 4.0 (Use of Technology, Data, and Automation), there is a touch of humanism in Society 5.0 will be the basic capital of this concept will be accepted by the people of Indonesia and even the world. The focus of Society 5.0 will became a great opportunity for Indonesian to accelerate the transformation of it's society. The Indonesian industrial world will face various challenges and opportunities in the industrial era 4.0, especially for Indonesian workers, the challenge that might occur is the destruction of employment. During the process towards society 5.0 an industry, companies, and businesses must be good at seeing the challenges and opportunities of Industry 4.0. Natalia & Ellitan (2019) explain that the main challenge facing Industry 4.0 in HR because the fourth industrial revolution has two phases namely the job disruption phase and the job creation phase.

Indonesia in the next 2 to 3 years will fix the development targets in the economic sector of products and services previously planned for further completion. The

government must provide regulations in each region of BUMDesa to be able to produce 2-3 competitive and unique goods products to support budget needs such as the provision of free electricity, water as well as support for goods production aids which can then be sold locally or exported. Determination of prices according to raw materials from within the country without importing to reduce the increase in selling prices. Collaboration in each BUMDesa is important.

According to Darmin (2018), there are at least three benefits of a digital platform in the Industrial Revolution 4.0 era that must be applied, including :

- (1) Innovation: the new business models cannot be separated from the ability of innovators to design strategies through digital platforms. In Indonesia, digital innovation takes place not only in the retail world, but also in education, food, health, and even in the legal world.
- (2) Inclusivity: through digital platforms, all kinds of services can easily reach many people in various regions. This in turn will produce inclusiveness that benefits people who live far from metropolitan areas, so they can enjoy digital services.
- (3) Efficiency: with the development of digital platform innovation, there will automatically be efficiency, both in terms of manufacturing and marketing.

7. CONCLUSION

BUM Desa is a pillar of village economic activities that has a function as social institutions and commercial institutions institution). As a social institution, BUM

Desa stands on interests Public. As a commercial institution, BUM Desa aims to provide services in the form of goods and services for the welfare of the community.

Villages with the same potential can build networking businesses in the form of BUM Desa Bersama. BUM Desa Bersama does not only get it building village potential into a whole and unit of economic strength has high selling power. More than that, BUM Desa Bersama can become the forces that can encourage the creation of an increase in welfare rural communities by creating a productivity-based economy with various village potentials. Entering the era of the industrial revolution 4.0 and *Society 5.0*, the government must encourage villages to build a digital village that can be managed by BUM Desa. The encouragement can be stated in the Regulation of the Minister of Villages, Regional Development Disadvantaged, and Transmigration regarding the priority use of village funds walk. In addition, the government must protect this business entity from the threat of big financiers or investors. Even the government can make it obligatory for investors to collaborate with BUM Desa in an effort to promote Prudes or Prukades to a wider realm.

Acknowledgment:

Our big acknowledgment for God Allah Subhanallah Taala who has given us mercy n blessing for all our activities. Thank tour lecture Mr.Syahrial Shadiq who has given us more knowledge and support to make this journal happen. All our friends for supporting us and giving valuable information.

References:

- Chaffey, D. (2015). *Digital Business and E-Commerce Management, Strategy, Implementation, and Practice*. Pearson Education Limited.
- Darmin, N. (2018, April). *Manfaat dan Tantangan Platform Digital Di Era Revolusi Industri 4.0*. Retrieved from <https://beta.nurulfikri.ac.id/index.php/id/artikel/item/1954-manfaat-dan-tantangan-platform-digital-di-era-revolusi-industry-4-0>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Menteri Perindustrian. (2018). *Making Indonesia 4.0: Strategi RI Masuki Revolusi Industri Ke-4*. Retrieved from <https://kemenperin.go.id/artikel/18967/Making-Indonesia-4.0:-Strategi-RI-Masuki-Revolusi-Industri-Ke-4>
- Natalia, I., & Ellitan, L. (2019). Strategi to Achieve Competitive Advantage in Industrial Revolution 4.0. *International Journal of Research Culture Society*, 3(6), 10-16.
- Risadi, A. A. (2012). *Badan Usaha Milik Desa*. Jakarta: Dapur Buku.
- Yunda, N. (2019). Dampak Revolusi Industri 4.0 dan Society 5.0 Menciptakan Kesempatan Baru bagi Indonesia.

Wuri Handayani

Student of Postgraduate Program,
Master of Communication Science,
Kalimantan Islamic University
Muhammad Arsyad Al Banjari, Jl.
Adhyaksa, Jl. Kayu Tangi 1 Jalur 2
No.2, Sungai Miai, Kec. North
Banjarmasin,
City, South Kalimantan 70123,
Country Indonesia,
wurihandayani.st@gmail.com

Onhi Yuliarti Semara

Student of Postgraduate Program,
Master of Communication Science,
Kalimantan Islamic University
Muhammad Arsyad Al Banjari, Jl.
Adhyaksa, Jl. Kayu Tangi 1 Jalur 2
No.2, Sungai Miai, Kec. North
Banjarmasin,
City, South Kalimantan 70123,
Country Indonesia,
poenya.ara@gmail.com

Firda Rahayu

Student of Postgraduate Program,
Master of Communication Science,
Kalimantan Islamic University
Muhammad Arsyad Al Banjari, Jl.
Adhyaksa, Jl. Kayu Tangi 1 Jalur 2
No.2, Sungai Miai, Kec. North
Banjarmasin,
City, South Kalimantan 70123,
Country Indonesia,
Firdarahayu2106@gmail.com

Syahrial Shaddiq

Postgraduate Lecturer,
Master of Communication Science,
Kalimantan Islamic University
Muhammad Arsyad Al Banjari, Jl.
Adhyaksa, Jl. Kayu Tangi 1 Jalur 2
No.2, Sungai Miai, Kec. North
Banjarmasin, Banjarmasin
City, South Kalimantan 70123,
Country Indonesia
syahrial.shaddiq@mail.ugm.ac.id
