

## **APPLICATION OF DIGITAL TECHNOLOGY IN INDINBIZ PRODUCT MARKETING STRATEGY**

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### **Abstract**

In this era of globalization, the rapid development of technology is very influential for the progress of marketing today. Marketing that initially only used traditional media switched to using digital technology or better known as digital marketing. In the context of marketing strategy, it will discuss the various steps taken in a product marketing strategy, including the use of digital marketing, creative advertising, and several other approaches. Using relevant data, the analysis was conducted to assess the effectiveness of digital technologies in marketing strategies to achieve business goals and increase product sales. The results of the study show that product innovation and marketing strategies that focus on customer needs have had a positive impact on product competitiveness in the market. In the midst of fierce industry competition, the application of digital technology in effective marketing strategies is the main driver in achieving competitive advantage. However, there are several challenges that companies face in implementing innovative marketing strategies. Thus, this research also provides some suggestions to maintain and improve the competitive position and product quality, by applying digital technology in adjusting marketing strategies innovatively by looking at market developments. This research underscores the importance of applying digital technology in marketing strategies in achieving product success in a competitive market. By continuously innovating and adapting to the changing environment, businesses can maintain their position as leaders in the market industry.

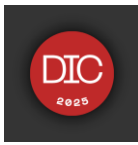
**Keywords:** Digital technology, marketing strategy, innovation



### Abstrak

Di era globalisasi ini, pesatnya perkembangan teknologi sangat berpengaruh bagi kemajuan pemasaran saat ini. Pemasaran yang awalnya hanya menggunakan media tradisional beralih menggunakan teknologi digital atau yang lebih dikenal dengan digital marketing. Dalam konteks strategi pemasaran, akan membahas berbagai langkah yang diambil dalam strategi pemasaran produk, termasuk pemanfaatan pemasaran digital, iklan kreatif, dan beberapa pendekatan lainnya. Dengan menggunakan data yang relevan, analisis dilakukan untuk menilai efektivitas teknologi digital dalam strategi pemasaran untuk mencapai tujuan bisnis dan meningkatkan penjualan produk. Hasil penelitian menunjukkan bahwa inovasi produk dan strategi pemasaran yang berfokus pada kebutuhan pelanggan telah berdampak positif pada daya saing produk di pasar. Di tengah persaingan industri yang ketat, penerapan teknologi digital dalam strategi pemasaran yang efektif menjadi pendorong utama dalam mencapai keunggulan kompetitif. Namun, ada beberapa tantangan yang dihadapi perusahaan dalam menerapkan strategi pemasaran yang inovatif. Dengan demikian, penelitian ini juga memberikan beberapa saran untuk menjaga dan meningkatkan posisi kompetitif dan kualitas produk, dengan menerapkan teknologi digital dalam menyesuaikan strategi pemasaran secara inovatif dengan melihat perkembangan pasar. Penelitian ini menggarisbawahi pentingnya penerapan teknologi digital dalam strategi pemasaran dalam mencapai kesuksesan produk di pasar yang kompetitif. Dengan terus berinovasi dan beradaptasi dengan lingkungan yang berubah, bisnis dapat mempertahankan posisinya sebagai pemimpin di industri pasar.

**Kata kunci:** Teknologi digital, strategi pemasaran, inovasi



**A. INTRODUCTION**

The application of digital technology in Indibiz's marketing strategy has an effect on the company's marketing progress. In an increasingly fierce market competition, telecommunications companies are required to continue to innovate and implement effective marketing strategies to maintain and improve product competitiveness. Telkom Indonesia as one of the largest telecommunications companies in Indonesia realizes the importance of innovation and competitiveness of marketing strategies to increase the marketing of one of the products known as indibiz, which has been introduced as an effort to advance and support better internet needs for the community, especially for Micro, Small, and Medium Enterprises (MSMEs). Although indibiz promises great potential to provide benefits to the MSME segment, the main challenge faced is the lack of knowledge and awareness among MSMEs regarding this product. Indibiz has not been fully socialized in the MSME community, so there is a lack of understanding of the advantages offered by the product. In response to these problems, Telkom Indonesia has formulated several comprehensive approaches through the development of digital technology in a strong and innovative marketing strategy. With the hope that it will help encourage better awareness and understanding of indibiz products.

**B. IMPLEMENTATION AND METHODS**

In the activities carried out by the author during the internship which took place on October 10 – December 13, 2024 at Telkom Indonesia Tbk.

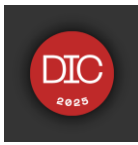
Purwokerto Region, the author was placed in the BGES (*Business Government Enterprise and Service*) Unit, the internship was carried out for five days a week.

Table 1. Internship Operating Hours

<b>Weekdays</b>	<b>Operating Hours</b>	<b>Break time</b>
Monday - Friday	08.00 – 17.00 WIB	12.00 – 13.00 WIB

Activities during the MBKM internship at Telkom Indonesia Tbk. Purwokerto Region, as follows:

1. Archive management is one of the activities that is usually carried out by interns such as, scanning important documents such as incoming letters, agreements between companies, offer proposals, and customer bill data from Telkom Indonesia Tbk. Purwokerto Region, as well as input and data using *E-Office*, namely *Microsoft Excel*. For example, entering customer billing data and recording details of the cost of using Telkom Solution from Jenderal Soedirman University.
2. Carrying out activities through digital platforms is an effective way to make work easier and improve the quality of products, services and targets to be achieved, by using *E-Office*, namely *Microsoft Word* and *Microsoft Excel*, such as inputting Telkom customer data based on data from the company's website, as well as creating and revising documents. In every case that requires publication, Telkom Tbk. Purwokerto Region utilizes digital platforms, such as the creation of promotional materials and media.



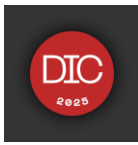
3. Telkom Indonesia's product offerings are usually carried out directly by meeting potential customers by offering several products that are relevant to each customer, for example offering indibiz products for business actors, especially for Micro, Small, and Medium Enterprises (MSMEs), by explaining the advantages and providing an understanding of the positive value of using these products.

### **C. RESULTS AND DISCUSSION**

The quality of the company as a telecommunications service provider in Indonesia that is committed to providing the best telecommunication services to all customers at home and abroad is determined by the extent to which the company can be responsive to competitive market dynamics, quickly reach targets, and can respond well to existing customers. Thus, an effective strategy is needed, one of which is through the application of digital technology in innovative, creative, and efficient marketing strategies. The number of Micro, Small, and Medium Enterprises (MSMEs) is one of the sectors that dominate the Indonesian economy and aims to create jobs, distribute income, and encourage economic growth. Therefore, the existence of a product from Telkom Indonesia, namely indibiz, which targets the business market, especially for MSMEs, is very helpful in encouraging the achievement of MSME goals. Indibiz is here to provide fast and efficient Internet access for MSMEs, so that they can enjoy stable and quality internet connectivity to support their business activities. In addition, indibiz services are also designed to remain affordable for MSMEs so as not to burden their operational costs. This

will help MSMEs increase productivity and optimize their business potential. The main challenge faced by Telkom Indonesia is the lack of knowledge and awareness among MSMEs related to indibiz products, such as the lack of technological knowledge so that many MSME actors are not familiar with digital technology and online platforms, so they experience difficulties and are afraid to switch to digital systems such as indibiz products. Cost limitations for some MSME actors are also an inhibiting factor to implement new technology, such as indibiz products. They may feel that the initial investment is too large or unaffordable, so it can be a burden. The application of digital technology in indibiz marketing strategies is one of the factors to overcome various existing problems so that it is expected to reduce the lack of knowledge about indibiz products. Therefore, Telkom Indonesia markets indibiz products with various marketing strategies, including

1. Using social media platforms such as Instagram, Facebook, Twitter, and LinkedIn to promote products, engage with customers, and build a community, such as creating engaging visual content by leveraging digital platforms to create innovative social media promotional materials, such as digital posters, videos, and customer testimonials. For example, putting up promotions with easy-to-understand digital posters, such as providing free trials and discounts for initial use, providing free trials for a certain period of time or providing big discounts for new customers so that MSME actors can experience the benefits of indibiz products without



having to spend a lot of money at the beginning. That will encourage them to try and eventually subscribe to the service after seeing the results.

2. Marketing Through Influencer that is relevant to Indibiz's target market to promote products through authentic and trusted content, both through endorsements and product reviews.
3. Offering products directly, offering products directly to MSME actors, such as holding seminars or socialization with easy-to-understand methods, for example presentation methods using product explanation videos and how to use them directly as well as explanations about the positive value of indibiz products. PT Telkom Indonesia continues to develop and simplify the user interface of indibiz products so that they are easily accessible and used by MSME actors who do not have a technological background.
4. Use email marketing to send information about the latest products, such as special offers and promos to registered customers.
5. Telkom Indonesia also provides an official website for digital services and access to information from products. That way it can make it easier for the target market in the subscription process.

## **D. CONCLUSION**

### **Conclusion**

The use of digital technology in marketing strategy innovation is considered the main driver of the company's economic growth. The application of digital technology is very helpful to create innovative and creative marketing strategies so that it

can improve product marketing results. So that competitive advantages can be achieved by companies in increasingly fierce competition.

The application of digital technology in marketing strategies is able to overcome several obstacles in product marketing activities. By utilizing digital technology, PT Telkom Indonesia continues to innovate and develop its marketing strategy by using methods that are relevant to each type of obstacle, and making it a solution to every existing problem or obstacle. In addition, the product excellence, service quality, and reliability level provided by indibiz are efforts to support and facilitate MSME activities.

### **Suggestion**

1. Expanding marketing strategy innovation by utilizing social media, because in this day and age almost everyone is active and uses social media. That way it can improve the marketing results of a product.
2. Strengthen digital loyalty programs and product-related digital testimonials, thereby retaining existing customers such as providing points or rewards for repeat purchases that can be redeemed for products or discounts. The existence of testimonials on various social media accounts will be able to attract the trust and interest of the target market in a product.

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## **E. REFERENCES**

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