The Concept of Marketplace Marketing Strategy as Application of Marketing 4.0

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Abstract

The development of the digital world, such as in the era of marketing 4.0, has found ways to make it easier for business people to sell their products. One of them is through online media or e-commerce. E-commerce acts as a complex sales medium which consists of sales, purchasing, payment, and online management activities. One of them is contained in a system that has been made in such a way as in the market. The research method used is to conduct a direct analysis of the Tokopedia.com marketplace through the website https://www.similarweb.com and through the analysis of the 5A framework approach to the application of marketing 4.0 as research indicators. The marketing strategy applied in the Marketing 4.0 era is a strategy that adapts to digital technology and current customer behavior. Networks on the internet are interconnected.

I. Introduction

The development of the digital world has found a way to make it easier for business actors to sell their products. One way is through online media or e-commerce. E-commerce acts as a complex sales medium consisting of online sales, purchases, payments and arrangements. according to (Wahyuni, Irman, & Gunawan, 2018). According to Fadhillah (2021) Economic growth and technological developments in Indonesia are developing very rapidly, it can be seen by the increasing number of internet users. Internet can provide convenience for its users so that users can access the internet anywhere and anytime. Currently, the growth of e-commerce is quite significant because people's styles are starting to shift from shopping offline to tending to shop online. One of these is contained in a system that has been created in such a way as in the marketplace. according to (Fadli, Chairunisa Muchtar, & Qomariah, 2019) marketplace is a digital market that sells many products with various types and brands from various vendors where the marketplace is a 3rd party that brings together customers and vendors.

Marketplace is an inter-organizational information system where buyers and sellers in the market communicate information about prices, products and are able to complete transactions through electronic communication channels (Robert & Bernadheta, 2017). Online sales media such as marketplaces play a role in creating places or stalls for sellers to market their products. However, not all places or stalls receive requests or orders from customers. This is certainly a problem for the seller because they cannot meet their sales targets. Actors in the marketplace must pay attention to and practice the effectiveness of online media concepts that can be used as tools in dealing with the online market so that they can be optimal in marketing and selling their products in the marketplace.

According to(Cashmere, 2014)A business that wants to sell goods or services to customers requires the right steps, so it is necessary to understand online marketing strategies

that can be applied to get attention and purchases from customers. according to(Tresyanto, Ayu, Economics, Catholic, & Cendika, 2019)Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings of value to customers, clients, partners and society at large. So the marketing function is intended to provide understanding to consumers regarding the products and services being marketed or offered. In this sense, marketing is the most fundamental activity in marketing products and services to companies (Basuki, 2019).

Marketing 4.0 is a new marketing pattern that refers to customer behavior in the digital era, according to(Philip, Kartajaya, & Setiawan, 2019). Purwana et al. (2017) further states that digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networking. Cyberspace is now no longer only able to connect people with devices, but also people with others all over the world. The connectivity that exists in the marketing 4.0 era, the influence of social suitability is growing for all parties. Customers are increasingly concerned with the opinions of others. They also share their opinions and collect a large number of reviews and that certainly facilitates the Internet, especially social media with its available platforms and tools. according to(Industry, Irfani, Yeni, & Wahyuni, 2020) in the era of marketing 4.0 there has been a change in the industrial world which is marked by a changing business climate and industry becomes more competitive due to the development of information technology. These two things are related to each other. The author assumes that these two questions have not been answered satisfactorily and further studies are needed to find out in detail.

II. Research Methods

The research method used is to conduct a direct analysis of the Tokopedia.com marketplace through the websitehttps://www.similarweb.com and through analysis of the framework approach to the application of marketing 4.0 as a research indicator.

Table 1. Research Indicators through Mapping Framework in Marketing 4.0

	AWARE	APPEAL	ASK	ACT	ADVOCATE
Customer Behavior	Customers passively receive Long lists of brands from past experiences, marketing possibilities, and/or other people's advocacy	Customers process the messages they receive—creating short-term memory or reinforcing long-term memory—and become interested in only a few short lists of brands.	Driven by their curiosity, customers actively seek more information from friends and family, the media, and/or directly from brands.	Reinforced by more information, Customers decide to buy a particular brand and interact more deeply through the buying, using and/or service process	Over time, customers develop a strong loyalty to the brand, which is reflected in retention, repurchasing, and ultimately advocating for others.
Customer Touch Points	• Knowing a brand's advertisement by accident • Remembering past experiences	• Become interested in the brand • Make a series of brand considerations	• Search for product reviews online • Contact seller • Compare prices	• Buy products • Using the product • Get service	• Product review • Testimonials • Product recommendation to others

Based on data (Similarweb.com, nd) In the first quarter (Q1) 2021, Tokopedia is a marketplace that ranks first with the most access on the internet. In addition, Tokopedia succeeded in establishing 32.04 percent of marketplace traffic in Indonesia in January 2021. Meanwhile, in March 2021, the percentage of Tokopedia's traffic share rose to 33.07 percent.

Figure 1. Similarweb Data in the First Quarter (Q1) 2021

With the percentage value of marketplace traffic and traffic share, it can be concluded that Tokopedia is the marketplace that gets the most visits from customers and potential customers in Indonesia. Digital marketing makes it easy for businesspeople to monitor and provide all the needs and desires of potential consumers, potential consumers can also search and get product information just by browsing the virtual world so as to facilitate the search process (Gunawan, 2020). Marlizer (2020) states that marketing performance can be measured by using sales growth, customer growth and product success to measure the impact of the strategy adopted by the company. The company's strategy is always directed to produce good marketing performance and also good financial performance. Marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets" (Sitepu, 2020). Marketing communication becomes a strategic alternative solution in promoting a business to consumers in winning a very tight competition (Gorlevskaya in Amin 2019).

In the Aware indicator, the data obtained from (Similarweb.com, nd) shows that customers passively receive information about Tokopedia from various platforms such as display advertising led by YouTube, detik.com, olx.co.id, yahoo.com, and kompas.com as top publishers in which the publisher already has its own market. In addition, the Tokopedia display advertising network also plays a role, including through the Google Display Network, ExoClick, RTB House, Clickadu, Popin and other networks.

This shows that the Tokopedia Aware indicator has implemented its strategy by implementing advertisements and promotions on leading platforms in the internet world to passively stimulate customers and potential customers as evidenced by the data set forth in the following figure:
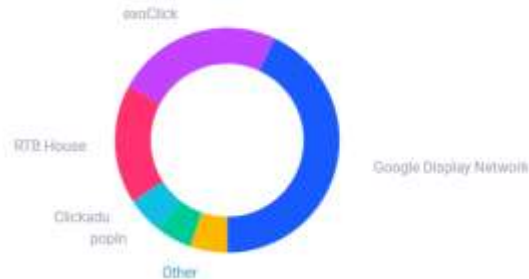
Figure 2. Aware Indicator Data: Diplay Advertising

In the Appeal indicator, customers process the messages they receive through advertisements that appear on platforms such as YouTube. The Tokopedia ad on YouTube will appear at the beginning and between videos that are currently running with a duration of approximately 30 seconds. Advertisements contain information or messages about products or sales and purchase systems available at Tokopedia, thus creating an attraction for customers that can create short-term and long-term memory. As in the Tokopedia ad that appears on the following Youtube platform:
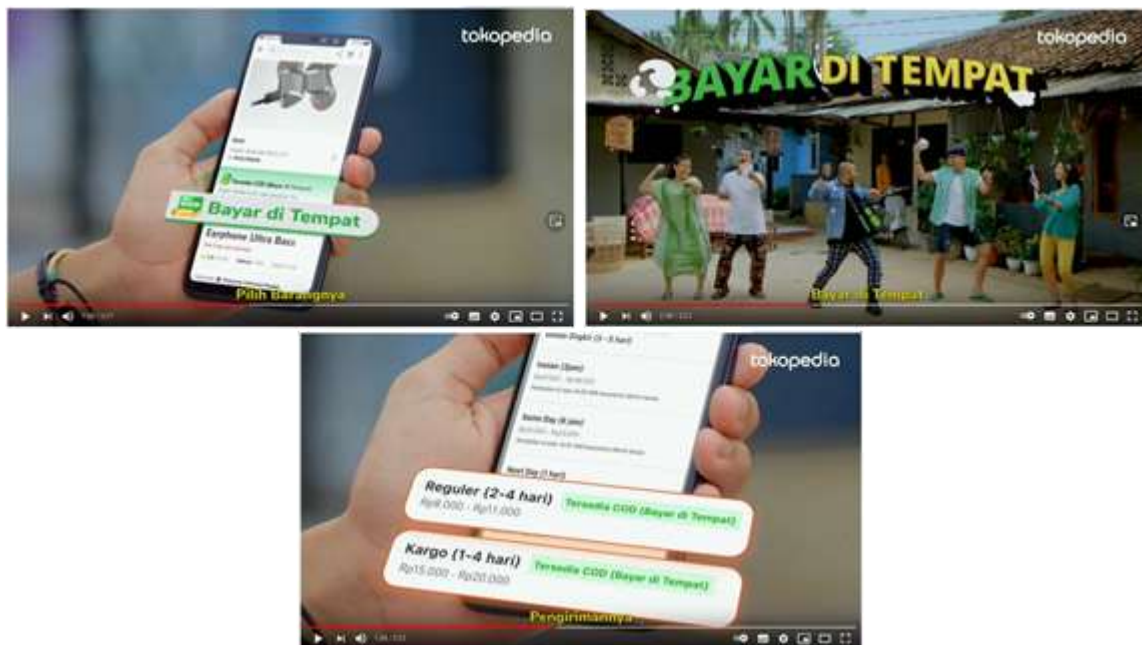

Figure 3. Tokopedia Advertisement on the Youtube Platform

The information from the advertisement explains that product purchases at Tokopedia can be made on the spot or at the location of the recipient of the goods. Apart from that, the advertisement also provides shipping information in the Regular (2-4 days) and Cargo (1-4 days) categories, you can use "pay on the spot". It is this information that will become a

short-term memory or strengthen the customer's long-term memory so that customers will process the information they receive as consideration for paying on the spot.

In addition, customers will receive other information passively through the Google ad network as in the data presented in Figure 2. The way Google works in displaying advertisements in the customer's browser will be based on interests or searches on the Google Search Engine stored on the customer's gadget device. Based on the statement on the page (Ads.google.com, nd) which states that Google is where people search for what to do, where to go, and what to buy. Ads will appear on Google right when people search for products or services such as those belonging to online shops that subscribe to Google Ads.

In the Ask indicator appears the curiosity of customers, they will actively seek more information. Customers usually search for information through interesting media and are full of reviews from Vloggers, Artists, or Celebrities. This is what proves that marketing 4.0 has been proven from the data (Similarweb.com, nd) shows the highest percentage of traffic through social media Youtube compared to other social media.
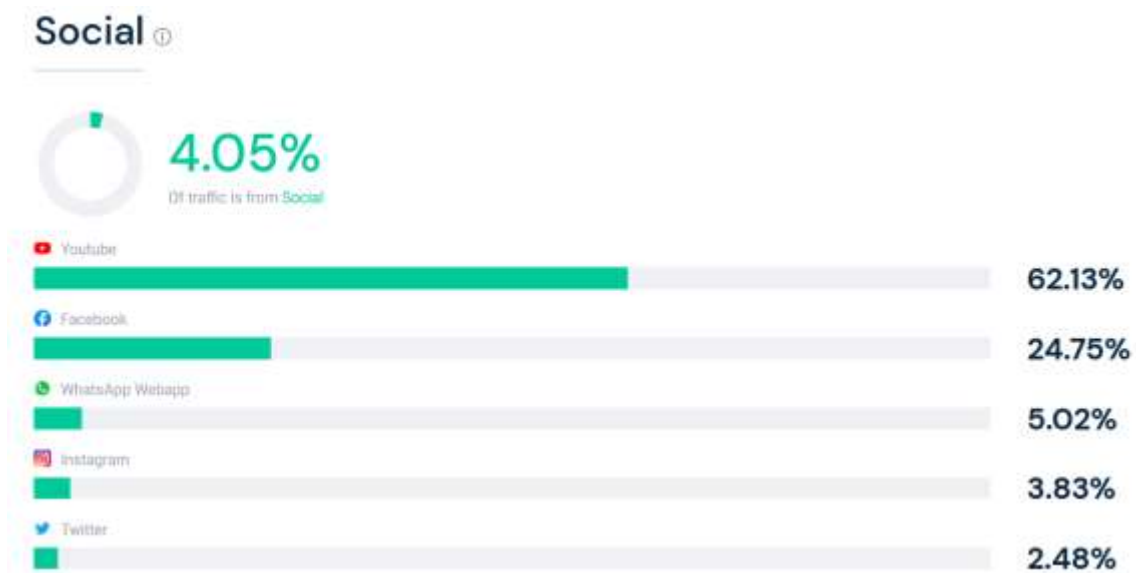

Figure 4. Social Media Traffic on the Tokopedia Marketplace

On Youtube social media, there are many products review videos that are the content of Vloggers. Usually, they also embed a link that directly sends customers to the product marketplace page when clicked. That's why the traffic generated from YouTube dominates Tokopedia's marketplace traffic from social media.

Figure 5. *Youtube Content with Tokopedia Link Embedded*

Based on Figure 5, we can see that one of the video contents from the Youtube channel (Estechmedia, nd) reviewing smartphone photography lens products that are sold in an online shop on the Tokopedia marketplace. The link in the description of the content ishttps://tokopedia.link/mUkQsTLtpeb.

It is also possible that the Youtube Channel cooperates with the online shop or is under the same management so that sales at the online shop at Tokopedia reach the target and can increase the image of the online shop. The online shop can be seen in the following picture:
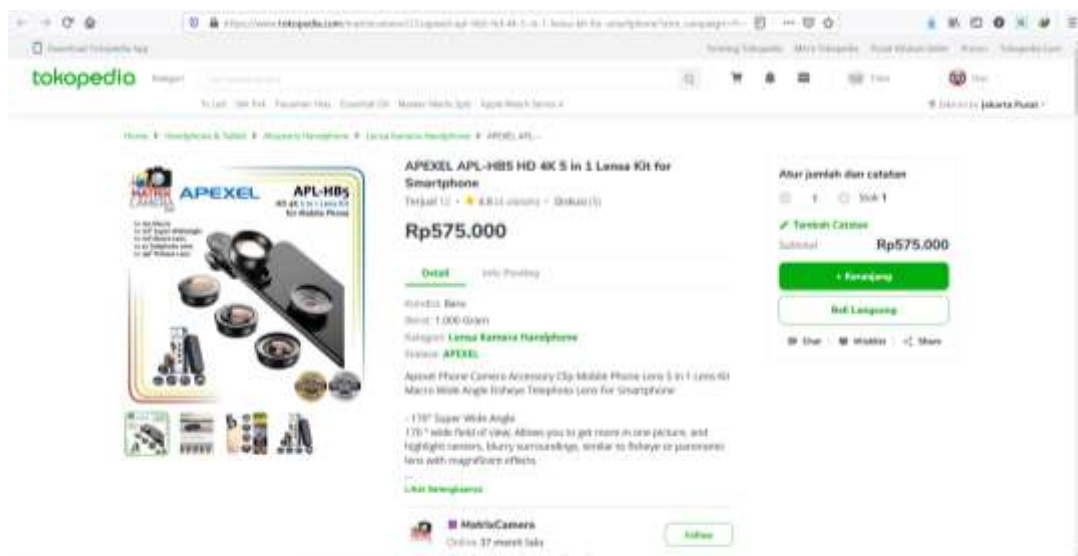

***Figure 6.*** *Online Shop Tokopedia Embeded Link from Youtube*

In addition, this Ask indicator represents a customer who is about to take another action. Customers will not only be fixated on the online shop that has embedded the link in the description of the Youtube content, but the customer will compare the same product with several important aspects such as price, number of products sold, reviews, photos, discussions and others from the online shop- online shop. available on Tokopedia.

It is proven that customers consider the product to be purchased by looking at the product photos on the online shop product display at Tokopedia. This can be seen in the data image below

Figure 7. *Top Destination Sites*

Customers will try to find information that can be convincing to decide on a purchase by reading reviews, commenting and even directly asking questions about the product to the online shop admin.
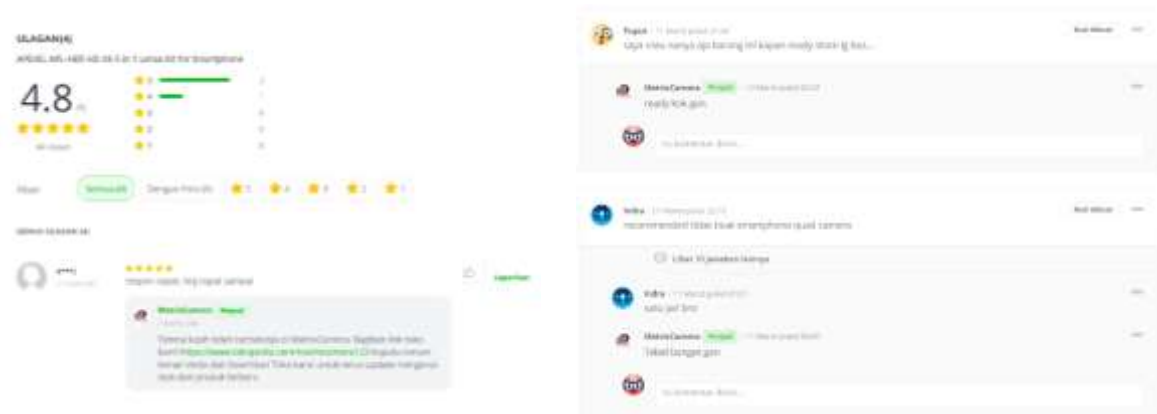
Figures 8. *Column and Online Shop Discussion on Tokopedia*
Source: (MatrixCamera, nd)

Status *online shop* those on Tokopedia also have a role in convincing customers to buy. Online shop statuses such as Power Merchant and Official Store on Tokopedia will have guarantees for the products they sell.
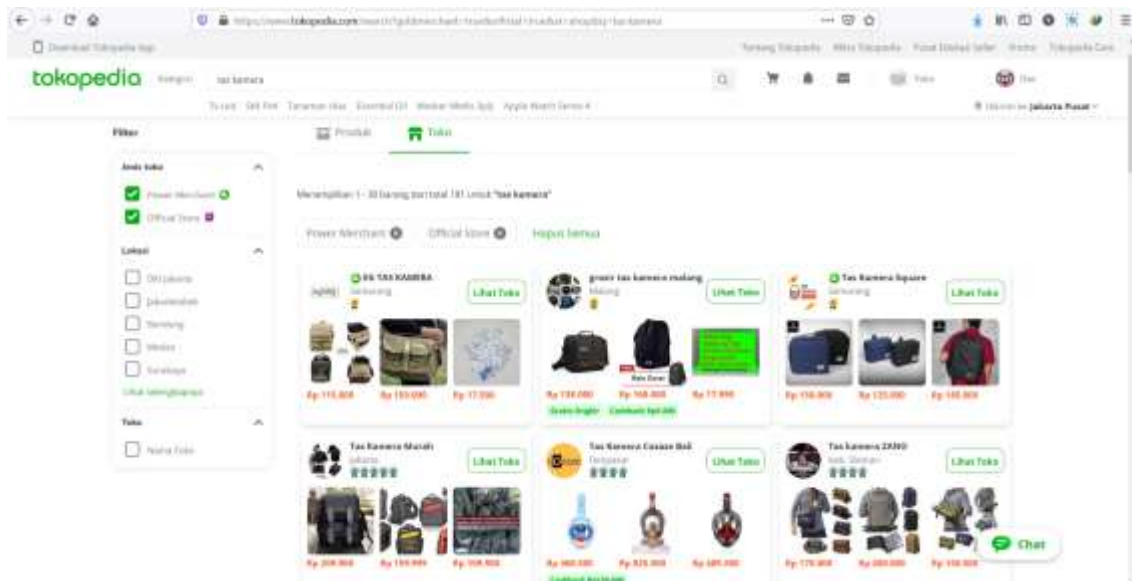
Figure 9. *Online Shop Status on Tokopedia*

The amount of information from customer searches will determine purchasing decisions. This will appear on the customer line which is an indicator of this research, namely Act. Customers will start buying online and experience the products they buy firsthand after arriving at the location. At this stage, customers will receive direct online service by the online shop admin. The following is a form of customer feeling after receiving the services and products purchased:

Figures 10. *Customer Testimonials of Tokopedia Online Shop*

Furthermore, after Aware (the creation of attention), Appeal (the creation of interest in products, promos, etc.), Ask (the availability of various information about the product or service), and Act (customers receive the service, buy the product, and feel it) the customer will perform stages on the indicator advocate. In this indicator, customers are at a stage where they continue to use the product, buy the product again, and will recommend the service product to others.

Figure 11. *Advocate Indicator: Customer Repeat Order*

Figure 11 shows that satisfied customers will make repeat purchases with the comments "I bought it a second time and it's satisfying. fast delivery according to expectations". The comments are also accompanied by 5 (five) stars which indicate that the product is worthy of being recommended to potential customers who are looking for information about products in the Tokopedia online shop.

IV. Conclusion

Marketing strategies that are implemented in the Marketing 4.0 era are strategies that adapt to digital technology and current customer behavior. The existing networks on the internet are interconnected starting from the online shop marketplace itself, social media networks and the Google search engine, so as to optimize marketing starting from how to stimulate potential customers, make customers remember products and services, provide information and make customers become customers. loyal customers, business actors must have digital skills and knowledge as discussed in this study. This research is a general concept that business actors can do in their online shop.

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