

The Role of Digital Marketing as a Company Strategy to Gain a Competitive Advantage in Dealing with Consumer Behavior in the Era of the Industrial Revolution 4.0

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ABSTRACT

In the rapidly evolving landscape of Industry 4.0, companies are forced to adapt their marketing strategies to meet the challenges posed by shifting consumer behavior. This article explores the critical role of digital marketing as a strategic tool for companies looking to achieve and maintain a competitive advantage in this transformative era. Using a qualitative research approach, this study explores aspects of consumer behavior and the effectiveness of digital marketing strategies. By gathering information from various sources, including journals related to the theme of digital marketing. By focusing on qualitative aspects, this research aims to provide a comprehensive understanding of the ways in which digital marketing contributes to building brand awareness, driving customer engagement and shaping consumer loyalty in the context of Industry 4.0. The research also investigates the adaptability of companies in adjusting their digital marketing strategies to align with changing consumer behavior. The research conclusion states that the complexity of challenges and opportunities in digital marketing practices requires a deep understanding and innovative approaches. Digital marketing is poised to take a leading role, with numerous marketers exploring innovative methods for online sales, cost-effective lead generation, enhanced click-through and conversion rates, and the exploration of emerging trends in the digital marketing landscape. This article delves into comprehending the concepts of digital marketing and how companies can attain a competitive advantage. While the data may not cover all of the available literature, this research remains the foundation for further understanding and development of more effective marketing strategies in the ever-evolving digital age.

Keywords: Consumer Behavior; Competitive Advantage; Digital Marketing; Industrial Revolution 4.0

INTRODUCTION

At this time the era has entered the era of the industrial revolution 4.0, where technological developments are very rapid and emphasize the digital economy pattern. Companies are faced with a significant paradigm shift in the way they operate and compete. Advanced technologies such as artificial intelligence, Internet of Things (IoT), big data analysis, and cloud computing have become the main drivers of industrial transformation. In this context, artificial intelligence enables companies to make automated data-driven decisions, forecast market trends, and devise smarter marketing strategies. The Internet of Things (IoT) allows objects or devices to connect with each other and with digital infrastructure, so companies can collect real-time data from various sources to better understand consumer behavior or product performance. Big data analytics allows companies to process and analyze large volumes of data at high speed, identifying patterns or insights that are useful for formulating more effective marketing strategies. By combining data from multiple sources, companies can understand consumer behavior more deeply, present more suitable products or services, and improve customer experience. This technology-integrated marketing strategy allows companies to respond to market changes more quickly and effectively.

Supported by modern consumer issues today has undergone a significant transformation along with technological advances and the availability of internet access. The growing number of consumers who spend time online reflects a paradigm shift in the way they interact with products and brands. The internet is becoming the primary source for finding product information, comparing prices, and reading reviews from other users before making a purchase decision. The ease of access to various e-commerce platforms and websites makes the buying process faster and more efficient. Consumers

tend to choose online shopping due to convenience, easy access to various service providers and products, and the ability to shop anytime without having to face crowds of people in traditional markets (Roshen, 2023). Considering these consumer online preferences and habits, companies need to understand that online presence and activities are not just optional, but a necessity for companies to be in the same place as their audiences and be able to utilize digital platforms to reach and communicate with them effectively. If companies are not present online, they risk missing out on business opportunities and reducing their competitiveness in this ever-changing market. By shifting marketing strategies towards digital, companies can more effectively reach and interact with consumers and give companies wider and more measurable access to their targets (Yulindasari & Fikriyah, 2022).

Digital marketing emerges as a solution to the challenges of business transformation and technology in the modern era. Through the utilization of social media platforms, companies can run marketing campaigns that are more interactive and directly engage with consumers (Roshen, 2023). This two-way communication allows companies to get instant feedback, create emotional connections with customers, and respond more dynamically to market changes. In addition, digital marketing provides opportunities to build brands online, utilizing visual and narrative aspects to create strong brand identities and differentiate themselves from competitors. Taking into account the internet's ability to support business activities to reach global audiences in an effective and efficient way, targeting demographics and developing impactful marketing strategies are crucial aspects that need to be considered. Thus, digital marketing is not only about increasing online visibility, but also about utilizing advanced technology to increase relevance, efficiency, and can create a competitive advantage for a company in a dynamic business environment (Yuan, 2023).

Types of digital marketing, such as content marketing, social media marketing, SEO (Search Engine Optimization), and email marketing, allow companies to develop a holistic and integrated strategy. Content marketing can help in providing valuable information to consumers, establishing industry authority, and improving SEO to increase online visibility. Social media marketing harnesses the power of social interaction to build online communities and strengthen customer engagement. SEO helps improve the ranking of a company's website on search engines, making it easier for potential consumers to find (Mushka, 2023). By integrating these different types of digital marketing, companies can effectively achieve their marketing goals and adapt to the changes that occur in an ever-changing business environment. This research will use a systematic literature review method by reviewing a number of journals, articles, and publications related to digital marketing in an effort to increase awareness of the company's competitive advantage based on consumer behavior in the era of industry 4.0 revolution. Through an initial analysis of the literature, this research aims to understand the role of digital marketing in increasing awareness of the company's competitive advantage based on consumer behavior in the era of industry 4.0 revolution, as well as identifying factors that affect the level of the company's competitive advantage. The study's findings are anticipated to draw the company's attention as it strives to enhance its competitive advantage through the implementation of digital marketing strategies.

Literature Review

Industrial Revolution 4.0

Industry 4.0 refers to the latest trends in automation and data exchange within a company's technology. The term encompasses cyber-physical systems, the internet of things (IoT), cloud computing, and cognitive computing (Ghozali et al., 2019). The development of technology has a significant impact on the transformation of people's lives. Technological advances, both directly and indirectly, provide an effective influence, encouraging companies to adjust to digital industry technology amid fierce global competition. The digital era not only serves as a tool for accessing information, but also as a source of significant benefits for Indonesian society, especially in the context of the marketing sector (Tehci & Ersoy, 2022). Customers can easily search for product information, read reviews, and compare prices online before making a purchasing decision. The internet provides ample opportunities to reach a larger audience so companies can utilize various online platforms such as social media, websites and search engines to increase their visibility. The existence of the internet in a marketing context also encourages product and business model innovation. The Internet of Things (IoT) is a commonly used infrastructure today, connecting physical

elements to internet networks for everyday connections and interactions. In marketing, IoT is used to understand customer behavior patterns and needs. The goal is to adapt services according to the needs of new customers, as well as improve or configure the needs of existing customers. This approach allows for better interactions and a more relevant consumption experience with the product or service.

Consumer Behavior In The Digital Era

Consumer behavior entails the examination of the decision-making processes by individuals, groups, or organizations as they select, reject, or acquire products, services, experiences, or ideas to satisfy their needs. Furthermore, it investigates the impact of these decision-making processes on both consumers and society. The growing Internet era has substantially changed consumer behavior patterns. Previously, consumers were limited to getting information through physical stores or traditional media marketing before purchasing products or services (Yuan, 2023). Rapid developments in the Internet of Things (IoT), including social media, continue to transform consumer behavior in business activities. Consumer behavior has shifted across different types of markets. For example, social media has changed the way consumers interact with brands in addition to allowing them to share content with other potential customers. Today's customers demonstrate a higher level of knowledge and curiosity than in the past. They are active in creating unboxing videos that are uploaded to platforms like YouTube and TikTok, writing product reviews for blogs, and sharing their views on various social media platforms. Today's customers have taken the initiative to actively participate, regularly sharing their opinions about the value, product variety and services provided by stores via various social media sites. Retailers who are able to capitalize on this opportunity, by focusing on active interactions with customers, have a tremendous opportunity to meet their needs and expectations (Maalouf, 2024). Shopping online generally provides a number of benefits for consumers, ranging from convenience, the variety of choices available, to saving time. Despite the weaknesses in online services, the opportunity to achieve a larger market share remains large, especially with increasing consumer demand for more convenient shopping options via online platforms. The internet and digital platforms provide wider and faster access to information, creating opportunities for businesses to craft more targeted and relevant marketing campaigns (Roshen, 2023).

There is factors influencing customer buying behavior (Salim et al., 2024):

1. **Social Factors:** Consumer purchasing behavior can vary depending on social factors such as family, role, and status. Purchasing choices can be influenced by the need to reflect social class or position in society, where consumers may share criteria with their family or certain social roles.
2. **Cultural Factors:** Although culture and social factors appear similar, cultural factors involve the influence of society on individual perceptions and decision making.
3. **Personal Factors:** These factors are influenced by a person's financial situation, lifestyle, job, age, personality, and self-image and concept. For example, individuals who self-identify as adventurous may prefer a safari trip to a relaxing weekend away, compared to those who seek free time for a vacation.
4. **Psychological Factors:** Individuals are influenced by perceptions, beliefs, motivation, and learning. There are four main psychological factors, where beliefs depend on a person's knowledge and assessment of something, while values are a set of criteria that guide an individual's actions and expectations. The values held by customers and related groups can have a significant impact on consumer behavior in a particular market.

Digital Marketing Strategy

The Industrial Era 4.0 requires the involvement of every industrial sector in the global market (international market), including implementing digital marketing strategies that can cover all locations in the world, not just limited to one country (Ghozali et al., 2019). The term digital marketing has gained popularity over the past 15 years, referring to any effort to promote goods and services through computerized distribution channels via PCs, mobile phones, or other computerized devices in order to increase brand awareness and strengthen or develop relationships with clients through techniques that advanced (Hosni et al., 2023). Digital marketing is defined as the use of technology to support marketing strategies with the aim of increasing consumer understanding through adapting to their needs (Ghieska Maharani & Gitanissya Azzahra, 2023). Technological advances such as the emergence of social media platforms, the widespread use of smart mobile devices by consumers, and

the affordability of high-speed internet connections have all contributed to the sustainability of digital marketing. Digital marketing enables direct interaction with consumers through multiple channels, and builds closer, more responsive relationships. Additionally, with data collected from consumers' online activities, companies can conduct in-depth analysis to understand market preferences and needs, which can form more targeted marketing strategies. Therefore, companies need to understand changes in consumer behavior related to internet presence and utilize them in designing more effective marketing strategies. This faster and more adaptive approach reflects a fundamental shift in the way companies operate in an increasingly technology-driven era. Digital marketing is not only changing the way businesses communicate with consumers, but also speeding up and enriching the marketing decision-making process (Tehci & Ersoy, 2022).

Advantages of Digital Marketing:

1. Increased brand coverage: Through online posting, brands have the potential to attract widespread attention without being constrained by geographic boundaries, opening up greater business opportunities.
2. Higher engagement: In the context of online shopping, consumers can interact directly with companies, carry out various activities, access product or service information, shop online, and provide feedback, increasing interaction between customers and brands.
3. Transparent pricing: Digital marketing ensures that the price of a product or service is displayed clearly, providing transparency to customers across various digital marketing channels.
4. Sharing products or services: Digital marketing allows audiences to share information about products or services easily through digital media, facilitating the dissemination of information about the features of the product or service to others.
5. Flexible shopping: The round-the-clock availability of the internet allows customers to make online purchases anytime and anywhere, providing greater moments in the shopping experience.

The elements of digital marketing include various strategies and tools used to promote products or services online, namely 1) Search Engine Optimization (SEO) 2) Social Media Marketing (SMM); 3) influencer marketing; 4) viral marketing (Mushka, 2023).

1. Search Engine Optimization (SEO)

The goal of SEO is to increase site traffic according to specific requests from potential customers, both for information and commercial resources, and subsequently generate income through monetization. SEO focuses on various types of searches in search engines, such as information, products, services, images, videos, news, addresses and contacts. When evaluating SEO effectiveness, companies estimate the cost of target visitors, considering the time it takes for a site to reach a certain position, as well as site conversions. The higher a site's position in search results, the more likely it is to attract customer interest and increase the number of visitors from search engines (Mushka, 2023). Carrying out SEO practices requires skill and persistence. In addition, to carry out SEO effectively, competitive and strategic analysis skills are required. This is because analysis is needed to investigate keywords or key phrases that will be targeted in optimization efforts (Rakhmadani & Arum, 2022). The basic concept of how to SEO works can be described as follows:

- a. A very important first step is to do keyword research. This is necessary so that the content you create is appropriate and relevant to the business or topic you are discussing.
- b. After the content has been created and published, the next step is to enter the stage where search engine bots explore the page to collect information related to the content you are offering. These search engine bots archive content that has been found and collected in their database. At this stage, content will be assessed based on predetermined relevance criteria.
- c. Search engine bots begin to form a judgment regarding the extent to which the content matches the desired search criteria. Next, the search engine bot will begin the process of determining whether or not your website deserves to be the best result for a particular query or search. This process involves further evaluation of the content, as well as other considerations, so that your website has the potential to appear as one of the top results in search engine results.



Source: Lahey (2023)

Figure 1
How SEO Works

2. Social Media Marketing (SMM)

With more than half of the world's population being users, social media has become a very important tool for marketers and business organizations to spread awareness among customers, increase interactions with them, and ultimately, record actions that lead to increased sales (Kumar & Saroj, 2022). Social media has become an integral component of the progress and renewal of communication technology. Based on the formation of digital platforms, social media has become a very important means of communication and interaction, where business entities can communicate directly with their social stakeholders for marketing purposes and obtain significant feedback (Demirbaş & Yurt, 2022). Analysis of social media marketing has confirmed that it is a very vital tool or element. Data coming from various sources shows that Instagram has strengthened its position as one of the main tools in social media marketing. In more depth, this platform can also be considered a fast-growing business platform for various online companies. In planning a social media strategy, having solid online reputation management will have a huge impact on marketing statistics and the effectiveness of communications campaigns. Digital media built through social media networks provides opportunities for brands to better understand customers (Muthulakshmi & Adityan, 2023).

3. Influencer Marketing

Influencers with large followings allow for more natural interactions between brands and their audiences. As brand ambassadors, influencers can effectively convey brand values and messages to their followers, contributing to improving the company's brand image. They usually specialize in a particular subject or have a sizable fan following, creating and sharing digital content on platforms such as social media. This is because their followers show significant interest in their viewpoints, and recommendations. Finding influencers who match a brand's image and values is a crucial task in an influencer marketing strategy. To ensure solid brand alignment, companies need to take into account the type of content produced, the demographics of the audience they have, and the narrative or story implemented by the brand (Yörük & Summak, 2023). The credibility of an influencer has a positive impact on views of posts on Instagram. In addition, positive views towards Instagram posts also have a positive influence on perceptions of the advertised brand, and from there, positive attitudes towards the advertised brand influence purchase intentions, which ultimately contribute to consumer purchasing decisions (Shadrina & Sulistyanto, 2022). The level of positive consumer attitudes towards products promoted by social media influencers has an increasingly greater impact on consumer purchasing intentions (Azkiah & Hartono, 2023). The use of social media influencers is considered as one method that has the potential to attract the attention of generation Z, as long as the influencer chosen not only has visual appeal but also has a high level of trustworthiness (Alvhyona, 2021).

4. Viral Marketing

Viral Marketing is a form of the internet version of word of mouth, which is related to the strategy of creating content that is so contagious that consumers or customers voluntarily share and spread it to their friends. Viral Marketing involves promotions that utilize the power of social media, such

as email, Facebook, Twitter, Yahoo, Instagram, TikTok, and other platforms. By implementing viral marketing, management can observe consumer or public responses to products and services, providing a basis for evaluation for management. This approach fits the concept of viral marketing excellence, where the success of a campaign can be effectively measured, monitored and analyzed (Rinandiyana et al., 2022). That is in line with the indicators in viral marketing, namely; viral marketing strategy, viral marketing criteria, and the advantages of viral marketing.

There are 3 criteria that must be met for successful and optimal viral marketing:

1. A person must have a wide and reliable network, as well as easy access to social media that can be reached by everyone;
2. The message or invitation being promoted must attract attention and make a strong impression;
3. Friendly environment and perfect time to launch a viral marketing campaign.

Here are some of the main advantages of viral marketing:

1. At the touch of a button, the internet can connect millions of people around the world;
2. No other communication channel can match the speed of information dissemination via the internet. The Internet has had a unique impact, allowing many people in all corners of the world to read messages in a matter of seconds;
3. The effectiveness of viral marketing can reduce promotional costs;
4. Through the messages spread, viral marketing gives instant credibility to companies, products and internet services that are most easily accessible via the internet;
5. Viral marketing allows tracking, measuring and analyzing campaign effectiveness.

Competitive Advantage

The concept of competitive advantage is the ability of a business to achieve better performance than competitors in the same industry or market. This involves a unique value creation strategy, not pursued simultaneously by other competitors. Gaining a competitive advantage involves delivering optimal value to customers through strategies such as offering products or services at lower prices or superior quality. Additionally, it entails targeting market segments that recognize the distinctiveness of the products or services provide (Denga et al., 2022). Competitive advantage is not just about creating better products or services, but also involves a business strategy that includes managing costs, creating unique value, and focusing on specific market segments. Overall, this concept views competitive advantage as the key to a company's long-term success in a competitive market.

Strategies for companies to gain competitive advantage from three different bases :

1. Cost leadership : An emphasis on producing standard products at very low unit costs, aimed at highly price sensitive consumers.
2. Differentiation : A differentiation strategy aims to produce products or services that are considered unique in the industry, aimed at consumers who tend to be more sensitive to quality than price.
3. Focus : Focus refers to the production of products and services that meet the needs of a small group of consumers.



Source: toppers4u.com (2022)

Figure 2
Sources of competitive advantage

1. In marketing: The role of marketing in shaping a company's competitive advantage is very important. Marketing helps build a strong brand image, understand customers deeply, and design effective targeting strategies. Through product innovation, wise pricing strategies, and efficient distribution management, marketing becomes a resource that can differentiate a company from its competitors. In addition, the ability to maintain customer relationships and communicate effectively through various channels also forms a competitive advantage. By combining all these elements, companies can achieve and maintain a strong position in a competitive and dynamic market.
2. In finance: Finance helps companies to manage their financial resources efficiently, ensures the availability of adequate capital for daily operations, and supports investment in innovation and product development. In intensive competition, well-managed finances can be a tool to create differentiation. Investments in technology, employee training, and effective marketing strategies often require strong financial backing.
3. In Manufacturing/Operations: The manufacturing/operations role involves increasing productivity, controlling production costs, and implementing relevant technology. Resilience and flexibility in operations enable companies to adapt to market changes and face challenges that may arise. Innovations in manufacturing processes or service provision can create significant differentiation. Smart stock management, strict quality control and efficiency in production are key elements in creating competitive advantage.
4. In Research & Development: Through R&D activities, companies can produce innovation, new technology and in-depth knowledge. This innovation can include developing new products, improving production processes, or even creating new markets. By having an innovative portfolio, a company can differentiate itself from competitors, attract new customers, and maintain customer loyalty.
5. In Human Resources HR creates a harmonious work environment. Conflict management, succession planning, and reward policies are part of HR's role that supports employee satisfaction and achievement of company goals. Through these efforts, HR forms the foundation of competitive advantage by ensuring the company has superior human resources and is ready to face market challenges.
6. In Corporate Factors and Overall Resources: Corporate factors include elements such as organizational structure, corporate culture, and management strategy. An efficient organizational structure enables smooth work flow and quick decision making. A positive company culture can increase employee engagement and innovation. Meanwhile, good management strategies guide the company in achieving its long-term goals.

METHOD

This research is qualitative research based on literature reviews from various reference sources from the internet, books, journals, and everything related to the topic of the problem to be discussed (in this case Digital Marketing) for later analysis. This research aims to conduct a systematic literature review to understand the role of digital marketing (SEO, Social Media Marketing, Influencer Marketing, Viral Marketing) as a strategy to gain a competitive advantage for companies in dealing with consumer behavior in the era of the industrial revolution 4.0. Several steps taken in this research are: (1) collect existing sources of information and literature, both from books, the internet, previously existing papers, your own experiences, and other materials related to the topic; (2) read the sources that have been obtained; (3) identify whether the information read is relevant to the topic to be discussed; (4) summarize the important points from each relevant literature; and (5) write and rearrange the important points that have been obtained in a structured manner into a paper.

RESULT

Digital marketing has a crucial role in influencing consumer behavior in the era of Industrial Revolution 4.0. This revolution is characterized by the integration of digital technology which includes artificial intelligence, the Internet of Things (IoT), big data, and analytical intelligence. Saving business amidst intense competition is currently a tough challenge for entrepreneurs. Competition can help increase company revenues, so revenue growth becomes a crucial factor for company progress. Companies that cannot meet customer preferences risk a decline in revenue. In the

context of ever-growing competition, marketing strategies are needed that can maintain sustainable business growth. Fundamental changes and technological developments in analytics provide interesting dynamics, changing the marketing paradigm to be more challenging and significant. This allows managers to have a greater impact in creating strong relationships with consumers and influencing the company's decision-making process. Sophisticated data analysis also allows companies to gain deep insights into consumer preferences and more accurately measure the effectiveness of marketing campaigns. Through needs analysis and understanding existing challenges, companies can adopt changes or improvements to create and maintain their company's competitive advantage.

The digital marketing concept presents innovative analytical solutions, and opens up new opportunities in marketing by integrating technology and data. By implementing this approach, organizations can respond to market trends and activities more quickly and efficiently. Marketing 4.0 provides benefits in overcoming marketing analytics challenges, helping companies optimize data quality, integration, interpretation and information security. Thus, technological changes in marketing analytics are opening the door for companies to create closer relationships with consumers and make more effective business decisions. Digital marketing has a crucial role in influencing consumer behavior in the era of Industrial Revolution 4.0. This revolution is characterized by the integration of digital technologies that include artificial intelligence, Internet of Things (IoT), big data, and analytical intelligence. By allocating capital and implementing digital marketing strategies on an ongoing basis, companies have the potential to maintain positions that would take competitors years to catch up and achieve sustainable competitive advantage. In other words, investment in digital marketing promises a bright future for the long-term survival of a product or service in the new technological market, with all its advantages and disadvantages. In the 21st era which is full of competition, continuous innovation is needed for companies to build products or services that can make consumers' lives easier. Digital marketing is key as many marketers are looking for creative ways to make online sales, reduce lead costs, increase click-through rates, increase conversions, and explore new methods in digital marketing.

Search Engine Optimization (SEO) plays a crucial role in company marketing strategies in the Industrial Revolution 4.0 era. One of the main benefits of SEO is increasing a company's visibility online through optimizing content for search engines. Amid changes in consumer behavior who are more likely to seek information through online searches, increasing visibility in search results is the key to reaching a wider audience. In addition, SEO allows companies to understand consumer search behavior through analysis of the data obtained. This information becomes the basis for better adapting marketing strategies according to consumers' actual preferences and needs. The importance of SEO is also reflected in its influence on consumer purchasing decisions. Consumers now tend to search online before making a purchasing decision, and companies that rank high in search results can influence purchasing decisions and increase the chances of conversion. Additionally, SEO also plays a role in optimizing content for voice search, an important aspect considering the development of virtual assistant technology. SEO focuses not only on optimizing content for search engines, but also on improving user experience. This includes improving site speed, responsiveness to mobile devices, and better organizing content to make it easier for users to find information. Not only as a marketing tool, SEO also provides in-depth analytical data, including keywords, traffic sources and user behavior. This data helps companies measure the effectiveness of their digital campaigns and make necessary changes to improve performance. By utilizing SEO effectively, companies can form marketing strategies that are adaptive and responsive to changes in consumer behavior in the Industrial Revolution 4.0 era, gaining a strong competitive advantage in a business environment that continues to develop and change.

Then Social Media Marketing (SMM) has become the main pillar in company marketing strategies in the Industrial Revolution 4.0 era. With the potential to increase direct consumer engagement, SMM creates opportunities for companies to build close, ongoing relationships with their audiences. The presence of millions of active users across various social media platforms allows companies to effectively increase brand awareness. Creative and viral campaigns can reach a wide audience in a short time, having a positive impact on the brand image. One of the main advantages of SMM is its ability to carry out targeting and personalization. By leveraging in-depth user data, companies can direct their advertising to the most relevant market segments, increasing the efficiency

of marketing campaigns. Apart from that, SMM is also effective in reaching the generation that grew up in the Industrial Revolution 4.0 era, where the use of social media has become a daily habit. With a focus on consumer engagement, utilization of data for better targeting, and the ability to measure performance in depth, Social Media Marketing is a key element in facing marketing dynamics in the Industrial Revolution 4.0 era. Companies that are able to utilize it effectively can build strong relationships with consumers, increase brand awareness, and achieve significant competitive advantage.

With the development of social media and high levels of user engagement, influencers have the unique ability to influence consumer behavior and introduce products or services authentically. In this context, working with influencers who have an audience relevant to the target market can significantly increase brand visibility. The trust an influencer builds among their followers can spill over into levels of trust in the recommended brands, creating a competitive advantage that is difficult to achieve through conventional marketing methods. Additionally, Influencer Marketing allows companies to reach market segments that may be difficult to reach through traditional marketing channels. Influencers' followers are often a highly focused and engaged group, creating an opportunity to attract attention and build deeper relationships with consumers. By combining the appeal of social media and the sustainability of relationships built by influencers, companies can achieve sustainable competitive advantage amidst increasingly fierce competition. Not only as a means of promotion, but Influencer Marketing can also function as a marketing channel that is responsive and responsive to developing trends. By leveraging various types of content created by influencers, companies can stay relevant and support their adaptation to rapidly changing market dynamics. By understanding that modern consumers tend to trust recommendations from sources that are considered authoritative and reliable, Influencer Marketing becomes a strategic tool to gain sustainable competitive advantage amidst the evolution of the Industrial Revolution 4.0.

Then carrying out viral marketing provides an opportunity for companies to observe consumer or public responses to products and services, which can then be used as an evaluation for the company. This method fits the concept of viral marketing advantages, where the success of a campaign can be effectively measured, tracked and analyzed. In managing social media accounts, this approach can be implemented by appointing one administrator who has full responsibility for the social media account. This is done so that account management becomes more structured, avoids overlap, and ensures that the message conveyed by the manager can be conveyed well to consumers who view the account. This concept is in line with the advantages of viral marketing which gives instant credibility to a company or product, both to internet service users and through the messages conveyed. Owners also realize that through viral marketing strategies, promotional costs can be minimized.

Overall, the role of digital marketing as a key strategy in dealing with consumer behavior in the Industrial Revolution 4.0 era is essential to achieving and maintaining competitive advantage.

1. **Access to Information:** Digital marketing allows companies to convey product and service information quickly and widely through various online platforms. By optimizing websites, social media and other digital content, companies can provide open access to relevant information, empowering consumers with the knowledge necessary to make informed purchasing decisions.
2. **Personalize Content:** Digital marketing leverages analytical technology and consumer data to create personalized experiences. Through online behavior analysis, companies can deliver content tailored to consumers' individual preferences and needs. This not only increases engagement levels but also creates closer and more memorable relationships.
3. **Direct Interaction and Feedback:** Social media and other digital platforms allow companies to interact directly with consumers. Digital marketing creates two-way communication channels, facilitates immediate feedback, and provides the opportunity to respond instantly to consumer needs and preferences. This is beneficial in building strong customer relationships.
4. **Utilization of Big Data:** Digital marketing embraces big data to analyze consumer behavior in depth. By understanding the trends and patterns that emerge from big data, companies can make smarter decisions and design more effective marketing strategies.
5. **Online Purchases and Services:** E-commerce platforms and online payment technologies facilitate transactions and purchases efficiently. Digital marketing opens the door for companies to sell their

products and services online, reach a wider market, and provide consumers with a convenient shopping experience.

6. Brand Building through Social Media: Social media is the core of digital marketing strategies to build and strengthen brand image. Through engaging content, live interactions, and smart promotions, companies can manage consumer perceptions and build strong brand loyalty.
7. Technological Innovation: Digital marketing responds to technological innovations such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI). Utilizing this advanced technology can create a unique user experience, enhance brand image, and provide significant added value.
8. Campaign Performance Analysis: Through digital analytics tools, companies can measure the performance of their campaigns in detail. This data provides deep insight into consumer response, helping companies to assess the effectiveness of marketing strategies and make necessary adjustments.

CONCLUSION

Brand building through social media is an important element in managing a company's brand image, creating strong brand awareness. Technological innovations, such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), have also been implemented in marketing strategies to create unique user experiences. Furthermore, the article highlights the crucial role of Search Engine Optimization (SEO) in increasing a company's online visibility. SEO not only understands consumer search behavior but also provides in-depth analytical data to measure the effectiveness of marketing campaigns. Social Media Marketing (SMM) is the main pillar with a focus on consumer engagement, personalization and data analysis. SMM allows companies to build strong relationships, increase brand awareness, and achieve competitive advantage. Influencer Marketing, with its ability to influence consumer behavior through authentic recommendations, makes a significant contribution to competitive advantage. Viral marketing also provides benefits in evaluating marketing campaigns by involving one admin who is fully responsible for social media accounts. In this way, digital marketing is not just a marketing tool, but a strategy that is holistic and responsive to consumer needs in the era of the Industrial Revolution 4.0. Utilizing technology and data wisely, companies can achieve and maintain a competitive advantage, build strong relationships with consumers, and meet the ever-evolving challenges of the modern marketing world.

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