

## STRATEGIC MARKETING IN THE ERA OF MODERNIZATION

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### KATA KUNCI

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### ABSTRAK

In the era of modernization influenced by technological developments and changes in consumer behavior, marketing strategies are the key to company success. This article discusses the importance of adapting marketing strategies in the face of modernization challenges, including digital transformation, globalization, and high consumer expectations. Up-to-date, data-focused, and customer-experience-oriented marketing strategies are key to maintaining a company's competitiveness in this ever-changing era. This article outlines some of the main factors that influence a company's marketing strategy in the context of the modernization era. First, technological developments and digitalization have changed the way consumers interact with brands and products. Therefore, companies must adapt quickly, utilize online platforms, and optimize their digital marketing strategies.

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### INTRODUCTION

The increasingly rapid development of the business world today means that companies have to face intense competition. Moreover, in terms of fulfilling needs, today's consumers tend to be more individualistic and demand things that are more personal or personalized. According to Kotler and Keller (2016), Marketing has an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in a way that benefits the organization and its shareholders.

In this modern era, with increasingly tight competition, businesses must have a strategy in meeting consumer needs to be able to compete in marketing their products. Companies must be able to design the right strategy in marketing their products. Kotler and Armstrong (2016), in general, the marketing mix emphasizes the definition of a strategy that integrates product, price, promotion and place, all of which are directed at generating maximum sales turnover for the products being marketed by providing satisfaction to customers.

Implementing the right marketing strategy can influence potential consumers to make purchasing decisions. The purchase decision in question is a decision on the product, a

decision on price, a decision on promotion and decisions regarding the location of a company. What is happening now is that there is a difference between consumer expectations and perceptions. Consumer expectations tend to be greater than the value received by consumers. If this happens continuously it will make consumers run to competing products. So companies need to pay serious attention to this if they want to survive in the current era of globalization.

In today's competitive business world, every company must be able to provide the best possible services and products in order to satisfy customers, so that they are able to win the competition with providers of other similar services and products. Today's high level of competition encourages companies to be more innovative and constantly adapt to changes that occur, as well as being able to accommodate the aspirations and desires of customers so that customers feel satisfied with the services and products presented. One of the marketing trends currently developing is marketing strategies through communities. Apart from increasing loyalty, the community is also a means for companies to simultaneously increase sales turnover.

In the current global era, a competitive strategy in a dynamic environment is a strategy that can bring the company closer to its goals or can provide the best performance for the company. Companies are always required to achieve the best or most optimal performance. Glueck and Jauch (1941) in Hidayat (2006) explained that to achieve optimal performance, strategies must be formulated with marketing in mind. Marketing performance

as one aspect in determining company performance is generally used as a construct to measure the impact of a company strategy (Herizon, 2005). Thus, a company's accuracy in choosing a strategy and implementing its marketing is one of the factors that determines the development of a business.

## **METODE PENELITIAN**

This research uses qualitative case studies that are used to explore deep insights into marketing strategies in the era of modernization in the industry. This research method can provide an in-depth understanding of how modernization affects marketing strategies and can be used as a guide for companies in facing challenges and opportunities in the modernization era.

## **RESULTS AND DISCUSSION**

### **Marketing Management**

Kotler and Keller (2016:27), marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through delivering and communicating superior customer value. Marketing management is the art and science of selecting target markets and achieving, retaining, and growing customers by creating, delivering, and communicating superior customer value. Djaslim Saladim (2016:3) defines marketing Management as the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with the aim of achieving organizational goals.

### **Marketing Mix (Marketing Mix)**

Buchari Alma (2016: 205), provides a definition of marketing mix as a strategy for interfering with marketing activities so that the maximum combination can be sought to produce satisfactory results. According to Kotler and Armstrong (2016:47), the marketing mix

includes four (4) main things that can be controlled by the company, which include product, price, place, and promotion. The marketing mix itself is a tool that can be controlled and used by players to influence consumer responses in their target markets which include products, prices, locations, and promotions.

### **Promotion**

Kotler and Keller (2016:47), promotion is an activity that communicates the superiority of a product and persuades target customers to buy it. From the definition above, it can be concluded that promotion is influencing and persuading target customers to want to buy or switch purchases to products produced by the company.

Promotion can be defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question.

### **CONCLUSION**

The increasingly rapid development of the business world today means that companies have to face intense competition. According to Kotler and Keller, Marketing has an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships to benefit the organization and its shareholders. Marketing management is the art and science of selecting target markets and achieving, retaining, and growing customers by creating, delivering, and communicating superior customer value.

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