

## USE OF DIGITAL CONTENT AS A MEANS TO REACH UNREACHABLE MARKET SEGMENTS CONVENTIONALLY

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### ABSTRACT

*The presence of the industrial era 4.0 gave birth to various technological developments that have an influence on the delivery and processing of data in all aspects of human life. Technology brings the presence of developments in the field of marketing. This development comes with digital marketing that shifts conventional marketing. Business owners try to do various ways to develop their business and increase profits, one of which is the use of digital content as a strategy in digital marketing. The purpose of this study is to analyze the use of digital content as a means to reach market segments that are not conventionally reached. The research method used is qualitative with description processing. The data collection technique is a literature study using various relevant sources. The data obtained was analyzed with three stages, namely data reduction, data presentation, and conclusion making. The results show that the use of digital content as a digital marketing strategy is effective in reaching market segments that are not reached conventionally through social media platforms, websites, and mobile applications. Analysis of content performance and user interactions enables optimization of digital marketing strategies, increasing brand awareness, expanding reach, and enhancing engagement with diverse market segments, emphasizing the importance of continuous development and utilization of analytics technology to understand consumer preferences and behaviors to strengthen competitive positions in dynamic markets.*

**KEYWORDS** *Digital Content, Marketing, Conventional*



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**How to cite:** Dony Ari Nugroho (2024). Use Of Digital Content As A Means To Reach Unreachable Market Segments Conventionally. *Journal Eduvest*. 4 (6): 5242-5248  
**E-ISSN:** 2775-3727  
**Published by:** <https://greenpublisher.id/>

## INTRODUCTION

The presence of the industrial era 4.0 begins with various uses of technology and communication (Firdaus et al., 2022). The development of technology in modern times has a great influence on the ease and smoothness when sending or processing data in all aspects. Technology is a material for society where the development of technology will always be used. Technology that has helped in all aspects of life, various tools are also present to encourage the continued development of this technology (Nursyatin et al., 2023).

Technology is something that helps all humans who are used as tools in carrying out daily activities carried out by humans when doing their work. Technology is also a science in adding insight when doing something related to computers in which there are networks that help facilitate human work. The more advanced an era is, the more rapidly technology develops, this is a positive thing because it helps all levels of society in doing their work (Hasyim et al., 2023).

Social media is one of the real things that exist when technological development occurs. The existence of social media helps people in creating their own MSMEs. This social media can be used for promotional media, getting information and various other activities. Currently, there are many social media such as Instagram, Facebook, and others. Marketing carried out on social media is also called digital marketing which can be interpreted as the use of technology to be able to arrive at marketing goals and efforts in developing marketing carried out, this also helps in communication so that it can increase the marketing area and sales of its products (Syahputri, 2023). Digital marketing that has been carried out by many business owners has begun to leave conventional marketing. The existence of digital marketing causes changes in communication and payments that can be made widely and anytime anywhere (Gumilang, 2019).

Previous research by Ma'dika et al., (2023) stated that the digital marketing carried out at Sweet Banana had a good impact on expanding the market segment. This is reinforced by an increase in turnover. In line with the research of Syukri & Sunrawali (2022) which explains if MSME owners can jointly carry out promotions and distribution carried out digitally to increase profits. The media used for promotion that has a high frequency of use is Instagram, while the suggestion in distribution that has a high frequency is Grab. The use of various media is reasonable due to the presence of the 4.0 era which has popularity with consumers, thus helping to make it easier for business owners to promote and sell.

The novelty of this research is to analyze the effectiveness of digital content in reaching diverse target audiences to the application of innovative content strategies to penetrate markets that were previously difficult to reach. This research can also deepen the understanding of the use of analytics technology in optimizing digital content strategies to reach more specific and relevant market segments.

The development of technology that continues to advance also enters various aspects of human life including marketing aspects. Marketing that has been around for a long time has changed since the existence of technology. Previously, marketing was done conventionally and began to develop into digital marketing. Various ways are done by business owners to get customers and increase profits, one of which is by using digital content as a digital marketing strategy with the aim of expanding market segments that were previously unreachable by conventional marketing. So the purpose of this study is to analyze the use of digital content as a means to reach market segments that are not reached conventionally.

### **RESEARCH METHOD**

This research utilizes qualitative research methods. Qualitative research is a research method used to investigate, describe, and find the object under study. This method emphasizes more on analysis and description, and uses more in-depth and subjective data analysis. Qualitative research is not only used to explain a phenomenon, but also to explain the features of social influences which can then be explained and measured using a quantitative approach (Fiantika, 2022). The way to collect data in this research is by conducting a literature study, referring to various relevant and reliable text sources. After the data is collected, the analysis is carried out through three steps, namely data reduction to filter out significant information, data presentation to visualize the findings, and conclusion drawing to formulate the implications of the research results.

### **RESULT AND DISCUSSION**

Information technology is a set that is used as a means to assist in completing work, and not only in the use of computers but also in sending information (Triyono & Febriani, 2018). Technology in the business environment has a significant impact on the marketing aspect. The advantages of technology help sell products in a very broad environment, including domestic and foreign. Digital business opportunities foster hope that people can develop and improve their economy in Indonesia. Various efforts to make consumers satisfied need to be crucial to always learn in order to gain loyalty from buyers and become regular customers. If the buyer becomes a customer who always makes repeat purchases, it is due to the fulfillment of satisfaction, so that the customer will always be loyal not to switch hearts even though there are similar products in the company. Customer satisfaction has a very important position so that customer satisfaction is needed first (Albanjari & Syakarna, 2022).

Digital marketing is carried out to be able to attract consumers and make seller and buyer interactions with digital media in marketing or just providing services. Digital marketing has various forms such as social media marketing, content marketing, branding, web design and others. The increase in information needs is high, so social media can help in making sales so that businesses will easily grow. Various marketing

strategies need to be carried out in the hope of increasing profits (Landra & Utari, 2023). Here are the six digital media channels according to Jasri et al. (2022), namely:

- a. Search Engine Marketing (SEM)
- b. Online Public Relations
- c. Online Partnership
- d. Interactive Advertising
- e. Opt-in Email Marketing
- f. Social Media Marketing

The development of digital marketing gives business owners the flexibility to expand their marketing area. Business owners need to follow various developments, from using to making modifications and even shifting customer preferences. The use of digital media for the promotion of goods or services provides convenience, speed, and flexibility. Many have started using digital marketing strategies, considering that marketing is the main thing in business development that is carried out in a mature and structured manner (Ma'ruf, 2023).

Marketing activities are a lure in getting and convincing buyers to decide to buy and use various products with a guarantee of good quality and quantity. Another thing that can increase sales is recommendations. The next feeling of wanting to buy will also be influenced by consumer motivation, perception, personality. Various indicators make customers decide to buy again and then recommend what they bought (Werthi & Freedlina, 2020).

The use of digital content as a digital marketing strategy has become one of the most effective approaches in achieving marketing objectives. By creating and distributing relevant, engaging and useful content to target audiences through various online platforms such as websites, blogs, social media and emails, companies can build brand awareness, expand reach, increase engagement and influence purchasing decisions. Moreover, through analyzing content performance and user interactions, companies can continuously optimize their strategies to achieve better and more measurable results in their digital marketing efforts.

Marketing with digital content includes various types such as informative content, which contains business profiles, addresses and how to order. Educational content in which there are ways, tricks and tips as well as the benefits of the goods being sold. Interaction content is content in providing services to consumers, such as criticism and suggestions given by consumers, then review and story content used to review the products offered. Marketing with digital content can help in developing the business being carried out so that it becomes more competitive and increases profits (Kamuri, 2021). Digital content used for promotion includes a variety of structured opinions given to buyers, the content can be in the form of various product specifications that are sold digitally (Yaldi & Mareta, 2022). The content used as promotional media needs to be of high quality and contain product explanations, which aims to reduce consumer dissatisfaction because consumer complaints affect subsequent purchases and other

buyers. The content must contain an explanation of the actual state of the product, not exaggerated and not reduced (Amirah & Darwis, 2022).

Digital content is widely available on various social media platforms. Social media is a means of getting consumers. Social media such as blogs, Facebook, Instagram, Twitter, and YouTube have advantages for companies and have a high speed than conventional media such as print media and TV advertisements, brochures and flyers (Ikhsani & Saputra, 2023). Lack of content quality can be the reason for not achieving the expected goals. Content creation requires conformity with previously planned goals so that the presence of this technology helps business people in marketing. Businesses need to create marketing with digital content to provide information to consumers so they can decide to buy (Yunita et al., 2021).

The advantages of digital marketing according to Pratama in (Alimuddin, 2023) are: 1). Speed in disseminating information. Efforts in utilization with the use of digital media, marketing can be done as effectively as possible. 2). Provides convenience in Evaluation. Digital utilization helps to evaluate marketing activities as a whole 3). Broad reach. Digital marketing can help in reaching people from a wider geographical condition, local, national and international. 4) Increase Effectiveness and Efficiency. Digital marketing is a more accessible and effective endeavor compared to traditional marketing. 5). The performance of companies building brands through digital marketing is much better.

Digital marketing is becoming a highly effective instrument to reach market segments that are not reached conventionally. Digital marketing strategies such as targeted online advertising, customized content, and influencer marketing allow companies to capture the attention of market segments that may not be exposed to television, radio, or print advertising. Digital analytics also allow companies to understand the behaviors and preferences of more specific market segments, enabling them to craft more effective and contextually relevant campaigns. As such, digital marketing provides a great opportunity for companies to expand their market coverage and increase engagement with market segments that were previously difficult to reach conventionally.

The use of digital content as a means to reach market segments that are not conventionally reached provides a great opportunity for companies to expand their reach and increase engagement with a wider audience. By utilizing digital platforms such as social media, websites, and mobile applications, companies can create relevant and engaging content for market segments that may not be touched by conventional marketing methods. By leveraging technologies such as web analytics and user data, companies can understand consumer preferences and behaviors in greater depth, allowing them to optimize their content strategies and tailor them to the needs of diverse markets more effectively.

## CONCLUSION

The results show that the use of digital content as a digital marketing strategy highlights its effectiveness in reaching market segments that are not reached conventionally. By utilizing various digital platforms such as social media, websites, and mobile apps, companies can create relevant and engaging content for previously hard-to-reach audiences. Analysis of content performance and user interactions allows companies to optimize their digital marketing strategies, increase brand awareness, expand reach, and improve engagement with diverse market segments. The implication is that it is important for companies to continuously develop and improve their digital content strategies and leverage analytics technology to better understand consumer preferences and behaviors to achieve better results in their digital marketing and strengthen their competitive position in the evolving market.

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