

An Overview Of Inbound Marketing At Wan International Technology Companies

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ABSTRACT

Indonesia potential and challenges for the information technology and telecommunications industry. This is due to its large population and strategic geographical location. To achieve optimal results in marketing activities with the help of technology, one of the strategies is inbound marketing. Inbound marketing is a series of activities implemented by companies to attract potential buyers through engaging content and satisfying their needs. The objectives of this Final Project are: 1) To determine how the implementation of inbound marketing at WAN International Technology Companies; 2) To identify the barriers to implementing inbound marketing at An Overview of Inbound Marketing at WAN International Technology Companies; 3) To explore efforts to overcome the barriers to implementing inbound marketing at WAN International Technology Companies. The findings of this Final Project are: 1) The implementation of inbound marketing includes email marketing, blog posts, SEO (Search Engine Optimization), display advertising, and social networks. 2) The challenges in implementing inbound marketing include errors in email subject lines, selecting blog topics, internal factors within the company, targeting unpopular keywords, slow indexing of the website by Google due to competitors implementing similar SEO strategies, and ineffective business promotional content and hashtag optimization. 3) Efforts to overcome these challenges include Blast Email, Educational Articles, Search Engine Marketing (SEM), Video Advertising, and Research Content Marketing.

Keywords: inbound marketing, International Technology

ABSTRAK

Potensi dan tantangan Indonesia bagi industri teknologi informasi dan telekomunikasi. Hal ini dikarenakan jumlah penduduknya yang besar dan letak geografisnya yang strategis. Untuk mencapai hasil yang optimal dalam kegiatan pemasaran dengan bantuan teknologi, salah satu strategi yang dapat dilakukan adalah inbound marketing. Inbound marketing merupakan serangkaian kegiatan yang dilaksanakan oleh perusahaan untuk menarik calon pembeli melalui konten yang menarik dan memenuhi kebutuhan mereka. Tujuan dari Tugas Akhir ini adalah: 1) Untuk mengetahui bagaimana penerapan inbound marketing pada Perusahaan Teknologi WAN Internasional; 2) Untuk mengetahui hambatan penerapan inbound marketing pada Perusahaan Teknologi WAN Internasional; 3) Untuk mengetahui upaya mengatasi hambatan penerapan inbound marketing pada Perusahaan Teknologi WAN Internasional. Temuan dari Tugas Akhir ini adalah: 1) Penerapan inbound marketing meliputi email marketing, blog posts, SEO (Search Engine Optimization), display advertising, dan jejaring sosial. 2) Tantangan dalam penerapan inbound marketing antara lain kesalahan pada subject line email, pemilihan topik blog, faktor internal dalam perusahaan, penargetan kata kunci yang kurang populer, lambatnya indexing website oleh Google karena kompetitor menerapkan strategi SEO yang sama, serta konten promosi bisnis dan optimasi hashtag yang kurang efektif. 3) Upaya untuk mengatasi tantangan tersebut antara lain Blast Email, Educational Articles, Search Engine Marketing (SEM), Video Advertising, dan Research Content Marketing.

Kata Kunci: inbound marketing, Teknologi Internasional

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INTRODUCTION

The increasing opportunities for utilizing and leveraging information to enhance business productivity alongside technological advancements in Indonesia (Keegan and Rowley, 2017) have led to new marketing prospects with the use of various online tools (Gaikwad and Kate, 2016). Companies utilizing the internet as a marketing tool promote communication through online presence, sales channels, and social media advertising, which are effective ways to reach diverse markets for business expansion..

According to Smith (2017), up to 69 percent of the audience uses the internet and social media to share information about services and products, presenting business opportunities. The number of internet users in Indonesia reached 210 million as of June 2022 (www.cnbcindonesia.com, 2022), making it the fourth-largest internet user in the world after China, India, and the United States. Online marketing can be successful with the strength of resources to create quality content and build a follower base (Chakti, 2019). In 2021, there will be 1,307 authorized telecommunications service providers in Indonesia. This represents 36.3 percent increase compared to the 959 companies in 2020, as shown in Figure 1.1 below :



Figure 1.1 Graph of the Telecommunication Companies in Indonesia (Source: <https://dataindonesia.id>, 2021)

As shown in Figure 1.1, Indonesia represents a potential market as well as challenges for the information and telecommunications industry. This is due to its large population and strategically important geographical location. It has also led to the growth in the number of telecommunication companies in the country. Out of the total, 903 companies are providers of telecommunication services, including Internet Service Providers (ISPs), Network Access Points (NAPs), internet telephony, and other telecommunication service providers. There are 248 companies offering landline services. Additionally, there are 133 entities and 23 entities providing specialized telecommunication networks and mobile communications. According to the Central Statistics Agency (BPS), the increase in the number of telecommunication companies is closely related to the government's policy on free competition, particularly in terms of investment in the telecommunication industry in Indonesia. On the other hand, the Association of MIKTI (Indonesian Information and Communication Creative Industry) reported that 992 IT companies were established in Indonesia in 2018. According to MIKTI data, 52.62 percent of IT companies, totaling 522 startup companies, are located in Jakarta, Bogor, Depok, Tangerang, and Tangerang. Sumatra has the second-

highest number of IT companies with 115 or 11.53 percent. Central Java has 30 IT companies (3.02 percent), Yogyakarta has 54 IT companies (5.44 percent), West Java has 44 IT companies (4.44 percent), and East Java has 113 IT companies (11.39 percent). In other regions, according to MIKTI data, there are 32 IT companies (3.23 percent) in Bali and West Nusa Tenggara (NTB), 24 IT companies (2.42 percent) in Kalimantan, 34 IT companies (3.43 percent) in Sulawesi, and 24 IT companies with unknown locations. (2.42 percent). A total of 60.89 percent or 604 IT companies were established between 2013 and 2018. Most of these IT companies are registered, totaling 504 startups. Among them, 352 IT companies are in the e-commerce sector, 53 IT companies are in the financial technology sector, and 55 IT companies are in the gaming sector. 69.20 percent of IT company founders belong to Generation Y. Based on gender, 91.18 percent of IT company founders are male, and 8.82 percent are female. A total of 992 IT companies employ 55,903 people. The majority (88.25 percent) of registered companies employ approximately 50 employees, and only 1.90 percent of Indonesian IT companies have more than 500 employees. (www.kominfo.go.id, 2019)

Indonesia has the opportunity to start entrepreneurship by utilizing digital technology. The distribution of Indonesia's digital competitiveness, measured by the Eastern Ventures-Digital Competitiveness Index (EV-DCI), continues to improve. This is reflected in the decreasing difference in province index scores from 61.9 in 2020 to 55.5 in 2021 and 48.2 in 2022. Jakarta remains the province with the highest national competitiveness in 2021 with an EV-DCI of 73.2 out of 100. The potential for digital growth will shift to other regions as digital technology develops in Indonesia. The presence of startups dedicated to digital business development has fueled Indonesia's growth potential. (www.eastvc.id.com, 2022)

The growth of digital companies not only creates opportunities but also competition. Healthy competition is an important factor in the development of the industry, which affects economic growth and the distribution of benefits to society. Without healthy competition, even the best business units can fail (Saragih, 2021). When running a business, one will inevitably face many challenges, such as the emergence of competitors in the same industry. Competition in business is natural and will continue. There is healthy competition and the opposite. The strategies implemented also vary according to budget and characteristics. One of the strategies frequently used by companies to attract customers is by offering discounts. By providing discounts, it effectively attracts customers. Essentially, one of the efforts to win the competition is by using accurate marketing. One of the most important aspects of marketing is inbound marketing.

Inbound Marketing is a series of activities implemented by companies to attract potential buyers' attention with content that encourages interaction and provides solutions to their needs. It is necessary to optimize keywords so that potential buyers search with similar keywords and find the services offered by the company first. This is made possible through search engine optimization, which allows the brand to appear on the first page of Google. (www.arcademi.com, 2022).

To achieve maximum results in marketing activities using technology, one of the strategies is Inbound Marketing. Therefore, the author wants to delve further into it with the title of the Final Project "An Overview of Inbound Marketing at WAN International Technology Companies"

METHODS

The author has been research at WAN International Technology Companies since 2019 until now. This research used descriptive qualitative methods. The research data was obtained through observation and interviews with related parties as well as through literature studies

RESULT AND DISCUSSION

Application of Inbound Marketing at WAN International Technology Companies

Inbound Marketing, in theory, represents the process where potential consumers are

reached and converted into customers through online strategies. The key elements are interactivity and engagement. Through these two elements, marketers can continuously communicate with consumers or prospective customers interested in the offered products or services (Opreana & Vinerean, 2015). The forms of Inbound Marketing include (Baltes, 2016): Email Marketing, Blog Posts, SEO (Search Engine Optimization), Display Advertising and Social Network.

Based on the internship activities carried out at WAN International Technology Companies, it was found that almost all of the above theories apply to WAN International Technology Companies strategies. There are several forms of Inbound Marketing applied at WAN International Technology Companies namely:

1. Email Marketing. Frost (2012) argues that email marketing is the use of information technology in marketing activities and in the creation, communication, delivery, and exchange of value propositions to customers, partners, and the public in general. In simple terms, the concept of electronic marketing is marketing goods, services, information, or ideas using internet communication technology and other communication means. In practice, one form of Inbound Marketing applied at WAN International Technology Companies is advertising services through email, allowing the company to stay connected with customers through the internet. The aim is to welcome new customers or prospects, increase engagement with content, re-engage with inactive or long-gone customers, or simply make offers. An example of email marketing created is shown in Figure 3.7.

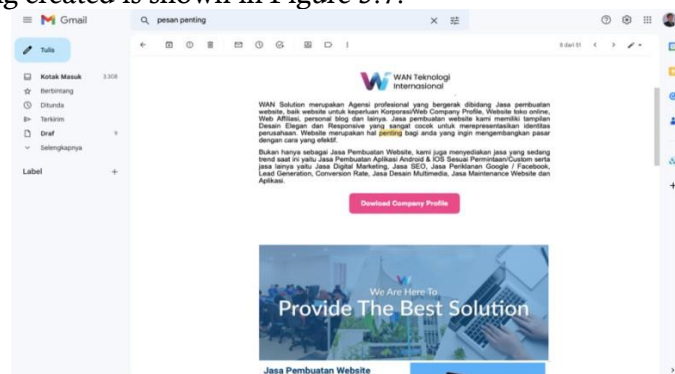


Figure 3.7 Email Blast WAN International Technology Companies
Source: WAN International Technology Companies, 2023

2. Blog Posts. Schrum (2011) states that a blog is a shortened term for a weblog, a type of website developed and managed by individuals using online software or hosted platforms that are user-friendly and provide space for writing. In practice, WAN International Technology Companies creates and distributes blog posts in the form of various posts across blogs. They publish blog content as accurately as possible with the aim of increasing organic website traffic

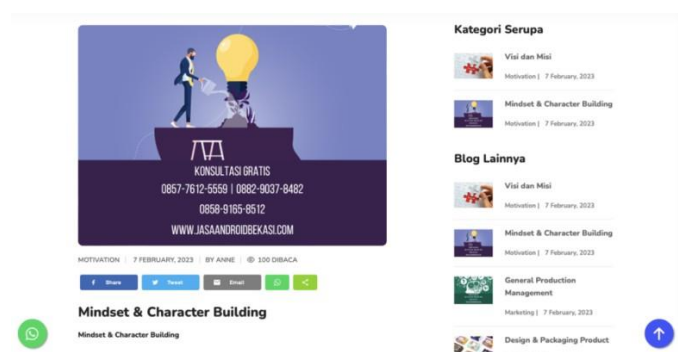


Figure 3.8 Blog Posts WAN International Technology Companies
Source: WAN International Technology Companies, 2023

3. SEO (Search Engine Optimization)

Hernawati (2013) argues that SEO is a set of systematic processes aimed at increasing the quantity and quality of traffic to a specific search engine's website using that search engine's PageRank algorithm.

In practice, WAN International Technology Companies implements SEO in its strategy. SEO aims to optimize keywords that can be easily indexed by search engines, so that the page receives the best ranking and appears on the search engine's main page according to the relevance of the keywords entered by users in the search engine. Implementing good SEO techniques on the website can boost WAN International Technology Companies's visibility with relevant goals. Here example of keyword search:

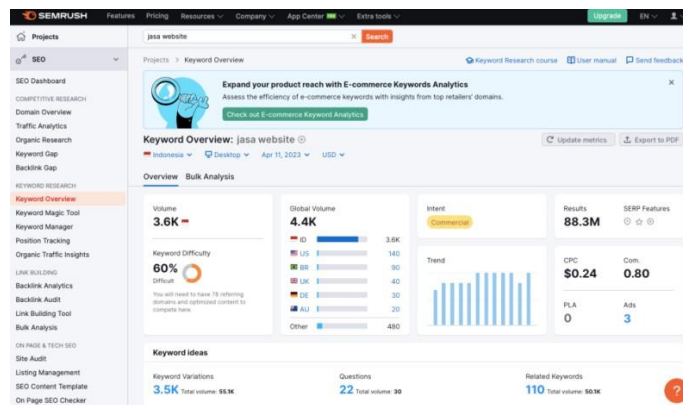
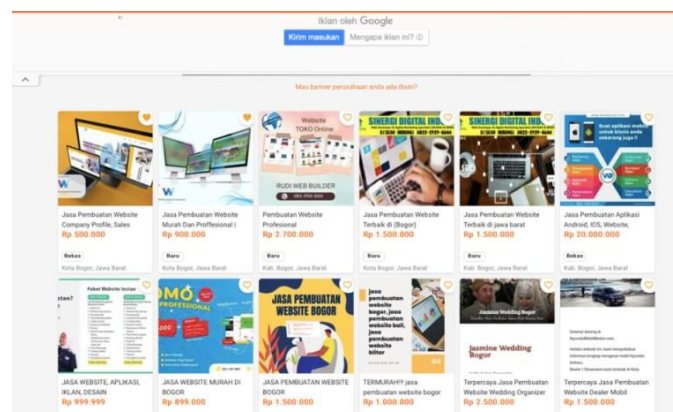


Figure 3.9 Keyword Research Tools Source: WAN International Technology Companies

4. Display Advertising

According to Kasali (2011), advertising is a static medium that emphasizes visual messages. Based on this statement, it can be concluded that advertising is impersonal communication about a product or service or a presentation from multiple sponsors for this activity. Advertising is simply defined as a message that offers a product to the audience through media.

In practice, WAN International Technology Companies places ads on well-known e-commerce websites such as Tokopedia, Jualo, Shopee, and social



media platforms like Google, Instagram, and TikTok. The ads created by WAN International Technology Companies 1 are designed to ensure that the message to be conveyed is easily understood by the public and contains honest, accurate, and timely information. The aim is to attract and gain consumer trust so that advertising information related to the business services can leave an impression on consumers' minds.

Figure 3.10 Display Advertising on the Jualo Marketplace Source: WAN International Technology Companies

5. Social Network

According to Kotler and Keller (2016), social media is a platform used by consumers to exchange textual, visual, audio, and video information with others and companies. In practice, WAN International Technology Companies utilizes social networking platforms such as Instagram, TikTok, Facebook, and LinkedIn. These platforms make it easier for the company to identify and target potential customers, tailored to the types of networks used by the target audience. Therefore, all social networking platforms play a crucial role as all content created by the company is shared on all available social networking platforms to reach a wider audience.

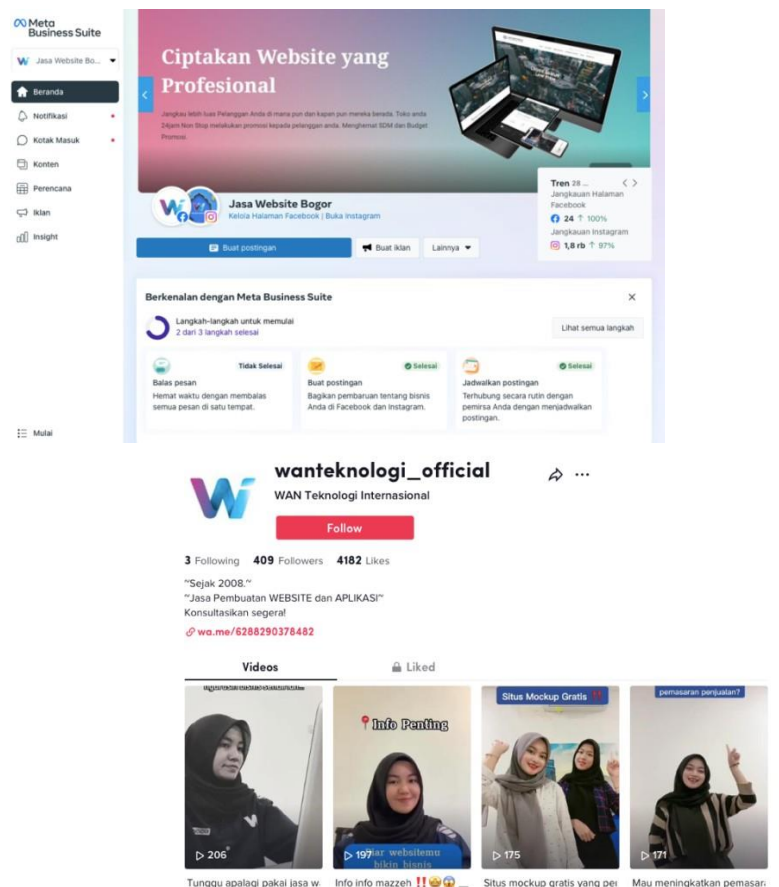


Figure 3.11 Social Network Platforms of WAN International Technology Companies
Source: WAN International Technology Companies

Challenges in Implementing Inbound Marketing at WAN International Technology Companies

Every company faces challenges, and WAN International Technology Companies encounters several obstacles in implementing Inbound Marketing, as follows:

1. Challenges in implementing Email Marketing at WAN International Technology Companies
 - a. Email subject containing errors.
The email subject serves as the starting point and should be compelling, but sometimes it is overlooked when filling in the email subject.
 - b. Challenges in implementing Blog Posts at WAN International Technology Companies
With the large number of email contact lists offered, there are instances where the email addresses provided are incorrect, resulting in emails not being delivered correctly to customers.
2. Challenges in implementing Blog Posts at WAN International Technology

Companies:

- a. Determining blog topics.
It is always challenging to determine blog topics. Additionally, consistently updating blog content is closely related to current trends in society, which ultimately correlates with information about the company's services.
 - b. Lack of consistency in creating scheduled blog posts.
Busy work schedules lead to inconsistency in creating scheduled blog posts. This makes it difficult to produce engaging and relevant blog posts, resulting in monotonous and less educational blog content received by the audience.
 - c. Human resources.
Some employees still do not understand how to write good and relevant blog posts because they are not familiar with the applied strategies. Consequently, the information received by the public is less appealing.
3. Challenges in implementing SEO (Search Engine Optimization) at WAN International Technology Companies:
- a. Targeting unpopular keywords.
Websites that take a long time to load can cause slower indexing by search engines like Google.
 - b. Lengthy duration.
The results of SEO usually take 3-6 months to become visible and show its effects since it is an organic implementation. The success of SEO is influenced by factors such as appropriate keyword selection, content quality, technical SEO, topical authority, and others. These factors contribute to increased website traffic volume.
 - c. External factors.
Many competitors use the same SEO strategies, which can delay the indexing and recognition of WAN International Technology Companies name on Google.
4. Challenges in implementing Display Advertising at WAN International Technology Companies:
- a. Boring Promotional Content
The lack of diversity in displaying the company's ad content has led to many shared content across advertising platforms losing visitors or having no impact at all.
 - b. Inaccurate targeting of the produced content to the target market.
Poor planning in determining the target market, including demographics, age, gender, and interests, affects the campaign and ad content.
5. Challenges in implementing Social Network at WAN International Technology Companies:
- In practice, when implementing Social Network, the use of hashtags poses a challenge. Hashtags should be used appropriately when conducting marketing on social media. Usually, social media tends to have trending hashtags that can be used for branding. However, in this case, WAN International Technology Companies emphasizes the excessive use of hashtags, which may appear unrelated to the content being created. Consequently, the audience perceives the shared content as spam.

Solutions in Implementing Inbound Marketing at WAN International Technology Companies

Based on the encountered challenges, WAN International Technology Companies implements the following solutions to address the obstacles within the company:

1. Efforts to overcome Email Marketing obstacles at WAN International Technology Companies:
Email blast is a strategy to send a single email to a group of people

simultaneously. This strategy is used when someone needs to send the same message to multiple recipients. In practice at WAN International Technology Companies, the automated email feature, Email Blast, helps businesses send emails automatically based on the recipients' email behavior.

In practice at WAN International Technology Companies, the automated email feature, Email Blast, helps businesses send emails automatically based on the recipients' email behavior. In this case, the company can stop automated email delivery if the audience has just signed up for a newsletter, if the email recipients haven't opened the previous emails, or if they haven't clicked on the call-to-action (CTA) invitation in the previous emails. The availability of this feature also helps provide solutions for existing email marketing. It makes it easier to send different email content to consumers with different behaviors.

2. Efforts to overcome Blog Posts obstacles at WAN International Technology Companies:

Artikel Educational articles aim to provide new knowledge or information to the public. Examples of their use in this case are tutorial articles or procedures, understanding how to create a website, optimizing Google ads, and so on.

In practice at WAN International Technology Companies, to overcome the obstacles in blog posts, the company creates educational article content related to its services. The audience is interested in informative articles that help them gain new knowledge.

3. Efforts to overcome SEO (Search Engine Optimization) obstacles at WAN International Technology Companies

Search Engine Marketing (SEM) is an internet marketing form that enhances website visibility on search engine result pages. In other words, it involves "buying" traffic by paying search engines like Google. The audience often uses search engines to find various information on the Internet, including searching for product information, services, and reviews.

In practice at WAN International Technology Companies, to overcome SEO obstacles, the company quickly indexes the website by using paid ads or what is commonly known as Search Engine Marketing (SEM). Although the cost is high, the SEM process is fast and focused. Additionally, the company can see results after the business ads are displayed. Evaluating the company becomes easier in this case, and the company has a quick advantage compared to SEO, which takes longer.

4. Efforts to overcome Display Advertising obstacles at WAN International Technology Companies:

Video Advertising is the promotion of products or services in the form of video and audio-visual content.

In practice at WAN International Technology Companies, the company uses videoads to overcome obstacles in image advertising as it is more interactive, capturing attention, and building audience trust. Short videos created in this way can also be used to reach a wider audience.

5. Efforts to overcome Social Network obstacles at WAN International Technology Companies:

Research Content Marketing. Currently, Content Marketing is one of the most effective and beneficial marketing methods. Good content should not only be brought to social media to inform the target customers but should also be able to create interaction with the audience on social media.

In practice at WAN International Technology Companies, to overcome this obstacle, the company conducts in-depth analysis of social media platforms where the target audience gathers. The company interacts with the public as frequently as possible using engaging content, ensuring that opportunities to meet new customers are not missed.

CONCLUSION

WAN International Technology Companies implements Inbound Marketing, which includes email marketing, blog posts, SEO (Search Engine Optimization), display advertising, and social networks, as forms of Inbound Marketing aimed at building credibility, increasing customer trust, and attracting consumer purchasing power towards the services provided by WAN International Technology Companies

1. Several challenges in implementing Inbound Marketing:
 - a. Errors in email subject lines.
 - b. Difficulty in determining blog topics and some internal company factors.
 - c. Targeting unpopular keywords, resulting in slow indexing of the website on Google, and facing competition from competitors using similar SEO strategies.
 - d. Often producing boring promotional content.
 - e. Incorrect optimization of hashtags.
2. Efforts made to overcome these challenges at WAN International Technology Companies in implementing email marketing, blog posts, SEO, display advertising, and social networks include Blast Email, Educational Articles, Search Engine Marketing (SEM), Video Advertising, and Research Content Marketing. Overcoming the common challenges in Inbound Marketing requires readiness and skills from the company.

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