

## ANALYSIS OF DIGITAL MARKETING 4C IN CONVECTION MSMEs IN THE ERA OF SOCIETY 5.0



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### Abstract

This research aims to determine and analyze 4C Digital Marketing in convection MSMEs in the Society 5.0 Era in Tasikmalaya City and Tasikmalaya Regency. This research is qualitative research with a qualitative descriptive approach. The data collection techniques used were observation, interviews with 50 informants from 50 convection MSMEs, and documentation studies. The object of this research is aimed at convection business owners located in the Tasikmalaya City and Tasikmalaya Regency areas. In terms of Co-Creation, in producing products, the MSME convection business has produced products according to consumers' ideas and desires, apart from that, some follow trends. In determining the prices of their products, these business actors have adjusted prices to consumers' purchasing power. This is in accordance with Currency where in this digital era prices are more dynamic. These convection business actors have utilized Communal Activities in their business, this can be seen from the existence of resellers and drop shippers who have become partners in the distribution

and marketing of their business products, in addition to word-of-mouth marketing or what is better known as word-of-mouth marketing. In terms of conversation, these MSME convection actors have responded quickly in answering questions from potential consumers. Apart from that, several convection MSMEs have used social media to go live so that they can facilitate potential consumers to ask questions regarding products, which can be answered directly by these convection business actors. Apart from that, reviews and ratings from consumers can provide trust and influence other potential consumers.

**Keywords:** Digital Marketing, 4C, MSMEs, Convection, Society 5.0

## INTRODUCTION

Based on the latest data from the West Java Provincial Cooperatives and Small Business Service, namely in 2022, the number of convections MSMEs in Tasikmalaya Regency was 12,581, while in Tasikmalaya City it was 6,095. The convection business is part of the MSMEs that have an important role in Tasikmalaya Regency and Tasikmalaya City.

Society 5.0 is a new era that emphasizes the balance between economic progress and solving social problems with a system that highly integrates the virtual world and the physical world (Agus Triansyah et al., 2023). This era marks a major change in the way humans live and work, where technology is increasingly sophisticated and humans cannot be separated from technological tools.

In the era of Society 5.0, MSMEs must be ready to face major changes in the global social order system, especially in terms of digitalization (Fonna, 2019). MSMEs must think of the right strategy in facing the Society 5.0 era, where the buying and selling process will change towards digital. MSMEs must be able to adapt to these changes and utilize digitalization to expand market reach, increase operational efficiency, and improve product and service quality.

In the era of society 5.0, computer and internet technology has become a necessity that must be met, especially in Indonesia. So that the majority of entrepreneurs in Indonesia have transformed into digital marketing, because digital marketing is one of the right marketing methods to be applied in this era of society 5.0.

Digital Marketing Era Society 5.0 itself is a future marketing concept that has currently made a positive contribution to the global community so that access to make transactions in terms of buying and selling products can be done anytime and anywhere (Huda, 2022).

The marketing mix in the previous marketing concept was known as 4P, namely Product, Place, Price and Promotion. In the digital marketing concept, the process of determining the marketing mix must involve consumers more. Thus the concept of 4C was created, namely co-creation (creating together), currency (currency), communal activation (communal activation), and conversion (conversation) (Putu et al., 2022).

The 4P marketing mix can be further described into 4C, namely the first is Co-Creation (Creating Together). This new strategy can be implemented by companies by involving consumers in product development from the creation of the initial idea. The second is Currency. Pricing in the digital era is also a consideration that must be considered, from setting standard prices to dynamic prices. The third is Communal Activation. Forming a communal activation channel (peer-to-peer distribution) is very much needed because it concerns the speed of time and product availability to create customer satisfaction. The fourth is Conversation. Allows consumers to conduct evaluations with other consumers so that it is possible that the conversations held by consumers can become reference material for other consumers (Philip Kotler et al., 2019).

## **REVIEW OF LITERATURE**

Digital marketing can be said to be a term that has been used for a long time and is not related to a particular expert or year in its meaning and has always developed over time (Desai & Vidyapeeth, 2019). Digital Marketing is the process of marketing products (goods/services) by utilizing existing digital technology, especially via the Internet, supported by the use of mobile phones, image advertising, or other digital media.(Erwin et al., 2023). Digital marketing is a process that involves the use of digital tools and platforms to harness the power of the Internet and other digital media to reach consumers in a timely, relevant, personal, and cost-effective manner. This definition emphasizes the importance of using digital technologies to interact with consumers in a more personal and efficient way (Puriwat & Tripopsakul, 2018).

Digital marketing is the use of digital channels in promoting and marketing products (goods/services) for both individual consumers and targeted businesses. In this definition, digital marketing is described as a marketing activity that involves the use of electronic tools and the Internet. Businesses are supported by digital channels such as search engines, social media, email, and other websites in interacting with existing and potential customers. This definition emphasizes that digital marketing involves the use of various digital channels to communicate with target audiences (Chaffey et al., 2019).

Society 5.0 represents a transformative vision of society in which digital technologies are integrated into every aspect of everyday life to address social challenges and improve human well-being (Yanto Rukmana, 2022). Society 5.0 has major implications, fundamentally changing the way businesses interact with consumers and create value.

One of the major implications of Society 5.0 for marketing is the shift towards hyper-personalization and customer-centricity. With the wealth of data generated by digital technologies, businesses can gain deeper insights into consumer preferences, behaviors, and needs (Rachmat et al., 2023).

The marketing mix in the previous marketing concept was known as 4P, namely Product, Place, Price, and Promotion. In the digital marketing concept, the process of determining the marketing mix must involve consumers more. Thus the concept of 4C was created, namely co-creation (creating together), currency (currency), communal activation (communal activation), and conversion (conversation) (Sholihin & Oktapian, 2021).

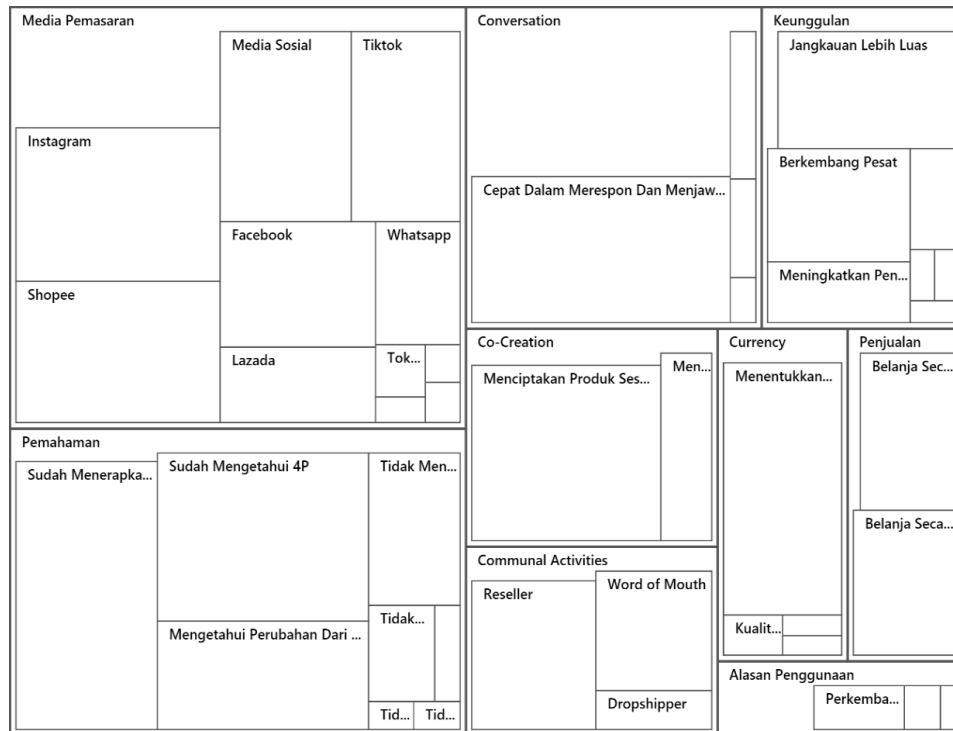
The 4P marketing mix can be broken down into 4Cs, namely the first is Co-Creation (Creating Together). This new strategy can be implemented by companies by involving consumers in product development from the creation of the initial idea. The second is Currency (Currency). Pricing in the digital era is also a consideration that must be considered, from setting standard prices to dynamic prices. The third is Communal Activation (Communal Activation). Forming a communal activation channel (peer-to-peer distribution) is very much needed because it concerns the speed of time and product availability to create customer satisfaction. The fourth is Conversation (Conversation). Allows consumers to conduct evaluations with other consumers so that it is possible that the conversations held by consumers can become reference material for other consumers (Philip Kotler et al., 2019).

## **RESEARCH METHOD**

Methodologically, this research is qualitative research with a qualitative descriptive approach. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and the behavior of people observed with a

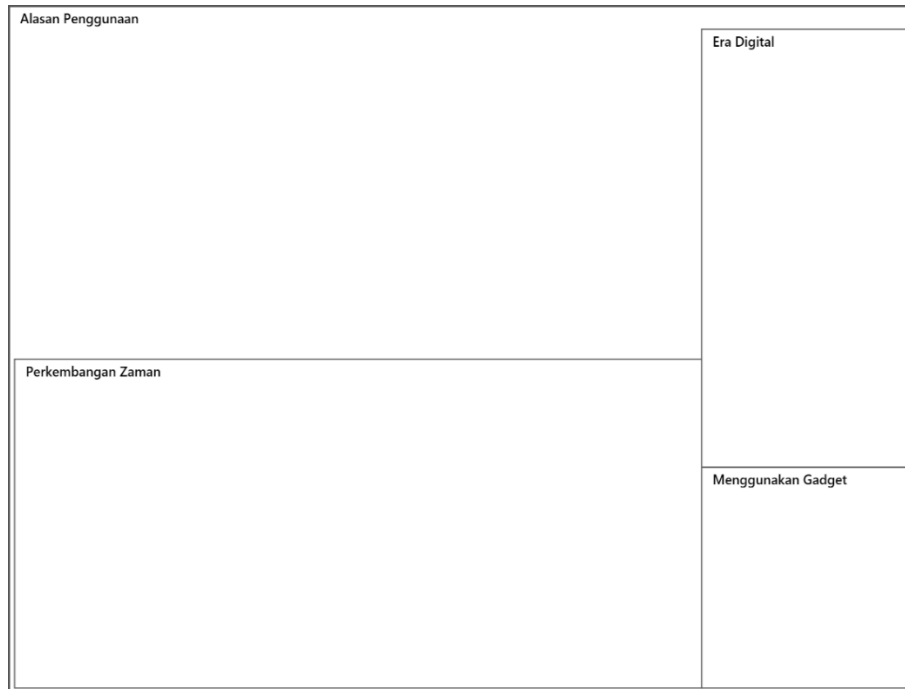


main social media used by these convection business actors in terms of promoting and marketing their products, this is because Facebook users come from all walks of life and can target various ages, not only young people, the available convection products are also considered appropriate to the diversity of users on Facebook. In addition, the majority of these convection business actors have also used admins to provide responses to prospective consumers, this makes the seller's response fast when there are questions from prospective consumers.



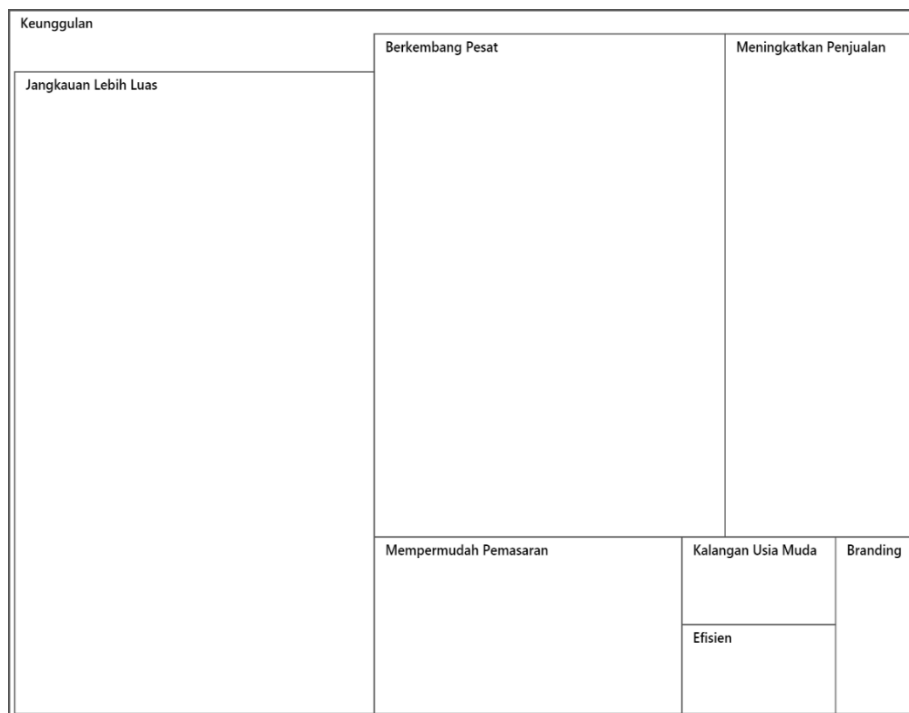
**Figure 2**  
**Hierarchy Chart**

Based on Figure 2, there is a general Hierarchy Chart of several themes that have been created with codes obtained from interviews with 50 informants. To further clarify the meaning of the themes and codes in the Hierarchy Chart, an explanation will be made per theme.



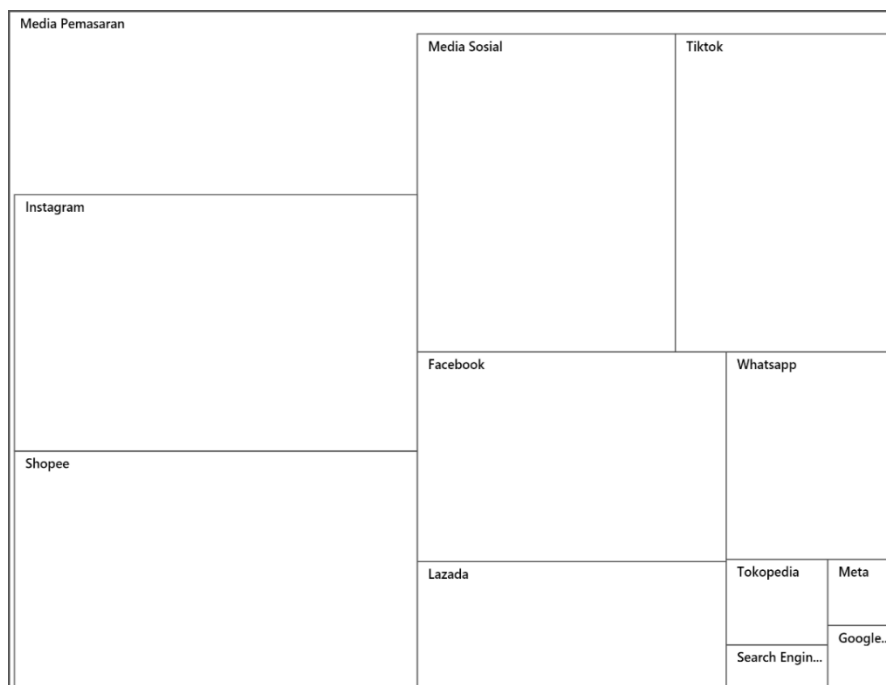
**Figure 3**  
**Reasons for Use**

Based on Figure 3, the reason for using digital marketing according to the 50 informants is due to the development of the times, this is felt to be followed by convection business actors to be able to compete with competitors, besides that the digital era which is currently increasingly developing and the use of gadgets for everyone which is increasingly massive is a reason to use digital marketing facilities.



**Figure 4**  
**Advantages**

Based on Figure 4, the advantage of using digital marketing according to the 50 informants is due to the wider reach in terms of promoting their products, this is because digital marketing media can not only target the nearest location but can target all locations and groups that previously could not be done by traditional marketing that focused on offline stores. In addition, during the use of digital marketing, convection business actors also felt rapid development, this is because the products they sell can be recognized more quickly by potential consumers which affects increased sales. Product marketing is also considered easier because consumers do not need to come directly to their store. In addition, young people can also be targeted easily, because in this digital era for young people, of course, gadgets are a must-have and the tendency to use gadgets is high so they can take advantage of this as an advantage. In terms of cost, it will be more efficient and form the branding of the convection MSME itself.



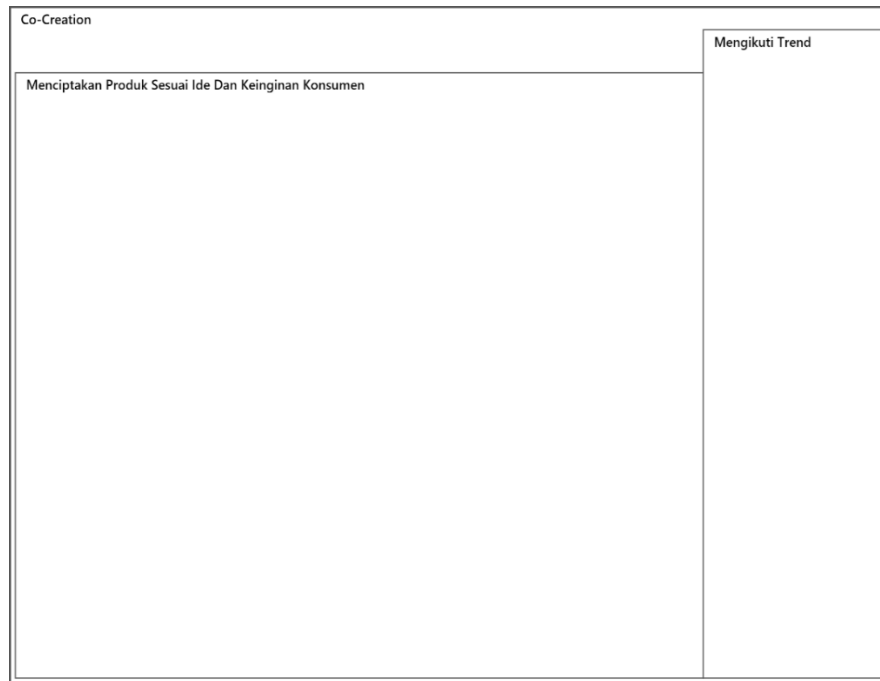
**Figure 5**  
**Marketing Media**

Based on Figure 5, there are various types of social media and marketplaces used by convection business actors, and all of them do not only use one social media and marketplace in promoting and marketing their products. Instagram, Facebook, and Tiktok are the social media most widely used by these convection business actors, this is because these social media are social media with a lot of active users with various groups and ages. The Shopee, Lazada, and Tokopedia marketplaces are also the most widely used means by these convection business actors, especially Shopee which is currently the most frequently used and accessed marketplace by prospective buyers to find the products they need. In addition, WhatsApp is also an option for these convection business actors in marketing their products, ease of use and fast interaction make WhatsApp not only used for daily communication but also a medium to promote products to prospective buyers. In addition, there are also convection business actors who have upgraded to the current digital era, this can be seen from the results that some have started using Meta, Search Engine Optimization, and Google Ads in marketing their products.

Pemahaman		
Sudah Menerapkan 4P	Sudah Mengetahui 4P	Mengetahui Perubahan Dari 4P Ke 4C
	Tidak Mengetahui Perubahan 4P ke 4C	Tidak Mengetahui 4P
		Sudah Mengeta...
		Tidak Mengeta...
		Tidak Menerap...

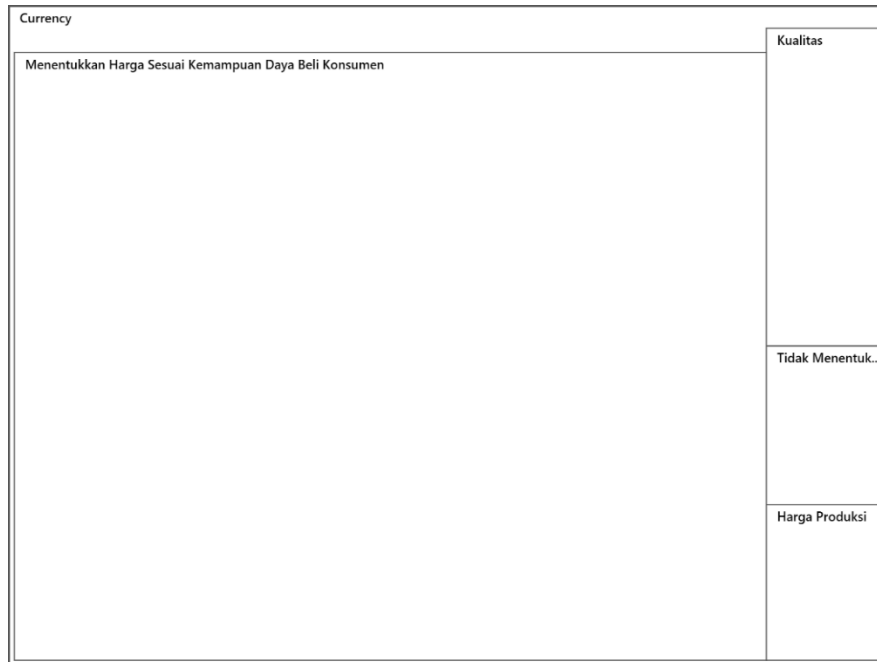
**Figure 6**  
**Understanding**

Based on Figure 6, from 50 convection MSMEs, the results show that the majority of these convection MSMEs have known and implemented the 4P marketing mix in their business, this is combined with the digital marketing carried out. However, there are also MSMEs that do not know the term 4P but have implemented it in their business. In relation to the changes in the digital era from 4P to 4C, most of these convection MSME actors have known the changes, this is because these convection MSME actors find out and gain understanding from the internet which is currently very easy to access, but not a few do not know about the changes. In the analysis related to the understanding and implementation of 4C, there are still few convection MSMEs that have known the term, but in terms of implementation, many convection MSME actors have implemented their strategies in accordance with 4C, where in this 4C the use of social media has been utilized as a means that focuses on customers.



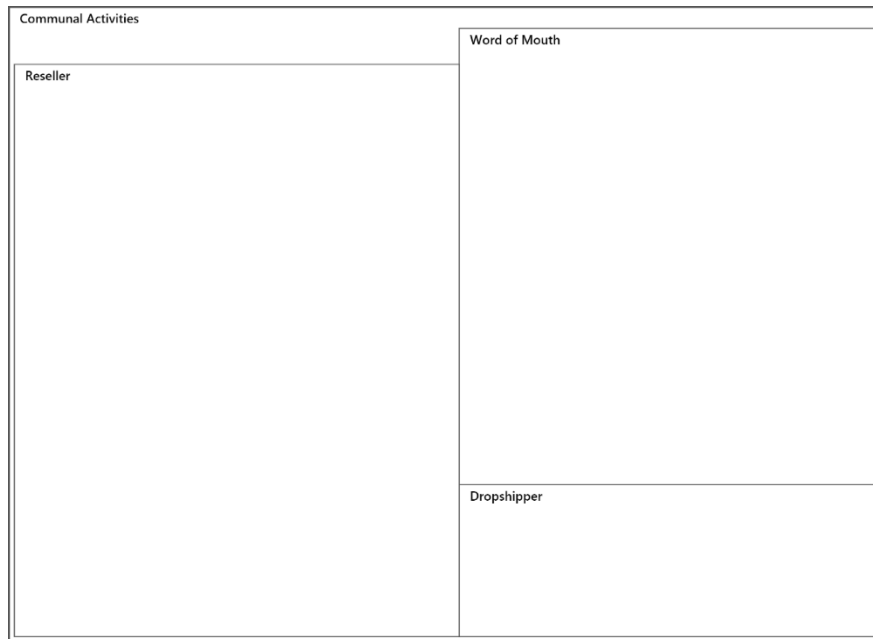
**Figure 7**  
**Co-Creation**

Based on Figure 7, in terms of Co-Creation, in producing their business products, these convection UMKM have produced many products according to the ideas and desires of consumers, this was obtained from social media which was used as a survey tool for these convection UMKM to see the desires of potential consumers for the products they sell. In addition, the majority of these convection UMKM accept custom for the products they sell, so that potential consumers can freely make products according to their ideas and desires. Some of these convection UMKM make products that follow trends, this happens because trends change and require these convection business actors to continue to follow the current trend, this is done so that the products they sell are not outdated and can continue to compete with competitors.



**Figure 8**  
**Currency**

Based on Figure 8, in terms of pricing, these convection UMKM actors have adjusted to the times, where in determining the price of their products, these business actors have adjusted the price to the consumer's purchasing power. This is in accordance with Currency where in this digital era prices are more dynamic, adjusting to the consumer's purchasing power. However, some of these convection business actors look at the quality of their products in terms of determining the selling price, besides that there are also those who look at the production price as a consideration in determining the selling price of their business products.



**Figure 9**  
**Communal Activities**

Based on Figure 9, these convection business actors have utilized Communal Activities in their business, this can be seen from the resellers who have become partners in the distribution and marketing of their business products, in addition to word of mouth marketing or better known as word of mouth marketing has also helped their business activities to be better known to many people. Dropshippers are also facilitated for people who have an entrepreneurial spirit but do not yet have capital, so that the use of channels from these colleagues can make their product marketing more effective, because the products are placed with people closest to potential consumers.



**Figure 10**  
**Conservation**

Based on Figure 10, in terms of Conversation, in terms of communication to facilitate prospective consumers to discuss their business products, these convection UMKM actors have responded quickly in answering questions from prospective consumers, even though some of these convection UMKM have their admins who are tasked with responding to prospective consumers. However, some convection UMKM are still constrained and slow to respond in answering questions from prospective consumers, this is because there are still owners who do it themselves, so it has an impact on their slow response when there are questions from consumers. In addition, some of these convection UMKM have used social media for live so that they can facilitate prospective consumers to ask questions about products, and can be answered directly by these convection business actors. In addition, reviews and ratings from consumers, can provide trust and influence other prospective consumers.

## CONCLUSION

Based on the results of the study, it can be concluded that all 50 MSME convection actors in Tasikmalaya Regency and Tasikmalaya City have used digital marketing. The reason for using digital marketing is due to the development of the era which is currently in the digital era, where almost everyone has a gadget as a mandatory item for daily needs.

Digital marketing has the advantage of its wide reach, which is considered to make the convection business grow rapidly compared to before, because with easy marketing and being able to target all groups, what happens is an increase in sales of the convection business products. Regarding marketing media, Instagram, Facebook and Tiktok are the social media most widely used by these convection business actors, this is because these social media are social media with a lot of active users with various groups and ages. The Shopee, Lazada and Tokopedia marketplaces are also the most widely used facilities, especially Shopee which is currently the most frequently used and accessed marketplace by prospective buyers to find the products they need. In addition, Whatsapp is also an option for these convection business actors in marketing their products, ease of use and fast interaction make Whatsapp not only used for daily communication, but also a medium to promote products to potential buyers. Even some convection business actors have upgraded to the current digital era, this can be seen from the results that some have started using Meta, Search Engine Optimization and Google Ads in marketing their products. The majority of these convection MSMEs have known and implemented the 4P marketing mix in their business, this is combined with the digital marketing that is carried out. However, there are also MSMEs that do not know the term 4P but in terms of implementation have been applied to their business. Regarding the changes in the digital era from 4P to 4C, most of these convection MSME actors have known, but not a few do not know about the changes. In the analysis related to the understanding and application of 4C, there are still few convection MSMEs who have known the term, but in terms of implementation, many convection MSME actors have applied their strategies in accordance with 4C, where in this 4C the use of social media has been utilized as a means that focuses on customers. In terms of Co-Creation, in producing their business products, these convection MSMEs have produced many products according to the ideas and desires of consumers, in addition there are also those who follow trends. In determining the price of their products, these business actors have adjusted the price to the consumer's purchasing power. This is in accordance with Currency where in this digital era prices are more dynamic, adjust from consumer purchasing power. These convection business actors have utilized Communal Activities in their business, this can be seen from the existence of resellers and dropshippers who have become partners in the distribution and marketing of

their business products, in addition to word-of-mouth marketing better known as word-of-mouth marketing also helped their business activities to be better known to many people. In terms of Conversation, these convection MSMEs actors have responded quickly in answering questions from prospective consumers, even for some of these convection MSMEs they have their admins who are tasked with responding to prospective consumers. However, some convection MSMEs are still constrained and slow in responding to questions from prospective consumers, this is because there are still owners who do it themselves, so it has an impact on their slow response when there are questions from consumers. In addition, some convection MSMEs have used social media for live so that they can facilitate prospective consumers to ask questions about products which can be answered directly by these convection business actors. In addition, reviews and ratings from consumers, can provide trust and influence other prospective consumers.

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