

## TRANSFORMASI SISTEM PEMASARAN GLOBAL DI ERA DIGITAL

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### Abstract

In the era of development, the digital age has had a considerable impact on the global marketing system. In this era, companies are required to be able to adapt to changes and developments in technology, consumer behavior, and international market dynamics that continue to grow rapidly. The use of social media, artificial intelligence, big data analytics and e-commerce platforms has transformed and influenced traditional marketing strategies to become more integrated, responsive, and data-driven. This article aims to find out how the global marketing system is transforming in the digital era, by prioritizing the strategies, challenges, and opportunities faced by companies in effectively reaching the global market

Keywords: global marketing, digitalization, e-commerce, big data, social media, artificial intelligence

### INTRODUCTION

Globalization has opened up a huge opportunity for companies to expand their market opportunities to enter the global market. However, globalization is not controlled by physical trade, but rather an increasing reliance on digital technology. Digital transformation has changed the pattern of interaction between companies and consumers around the world. In this era, consumers are not only the recipients of messages, but also play an active role in shaping the brand image through digital interactions. The era of digital technology brings new things to global marketing: geographical boundaries are becoming blurred, real-time interactions are becoming the norm, and speed of adaptation is the key to success. Global marketing strategies that were previously top-down (planning approaches that start from the top) have shifted to more adaptive, data-driven, and two-way (interactive). In this context, this article will discuss how digital transformation is affecting the global marketing system and how companies are responding to these changes.

### THEORETICAL FRAMEWORK

The transformation of global marketing can be analyzed through several theoretical views, including:

#### 1. Marketing Mix in the Context of Global Digital

The 4P (Product, Price, Place, Promotion) theory developed by McCharthy now needs to be adapted to the global digital context. Kotler, P., & Keller, K. L Updating the concept of marketing mix (4P) in a digital context, including the shift from physical distribution to online platforms (Place) and data-driven promotions (Promotion). Distribution channels have shifted to online platforms, promotions have become interactive through social media, and product customization based on customer data is increasingly relevant.

#### 2.Theory Disruptive Innovation

The theory of disruptive innovation was developed by Christensen which transformed digital technology into a major disruption in global marketing practices. Companies that fail to adapt will be replaced by faster, flexible, and technology-based competitors.

### 3.Global Consumer Culture Theory

Global consumers are now shaping a new culture that is influenced by global and local values at the same time. Marketing strategies need to consider globalization which is a combination of globalization and localization.

## RESEARCH METHODS

This study uses a descriptive-qualitative approach with literature studies as the main method to analyze the transformation of the global marketing system in the digital era. The descriptive-qualitative method was chosen because this study aims to describe and explain the phenomenon that occurs in global marketing which is influenced by the development of digital technology. The data used in this study is secondary, which is collected through literature review from various sources such as scientific journals, books, industry reports, business articles, and other publications relevant to the topics of digital marketing, big data, e-commerce, artificial intelligence (AI), and social media. The analysis is carried out qualitatively by examining changes in marketing channels, consumer behavior, and global marketing strategies caused by technological advancements. In addition, the study also discusses relevant theories such as Marketing Mix, Disruptive Innovation, and Global Consumer Culture Theory, to provide a more in-depth perspective on how digitalization affects global marketing practices. To enrich the understanding, this study also uses several case studies of companies that have successfully adapted to these changes as examples of practical applications of the theories discussed. With this approach, the research aims to provide a clear picture of the challenges and opportunities faced by companies in facing digital transformation in global marketing.

## RESULTS AND DISCUSSION

### 1.Digitizing Global Marketing Channels

Digital transformation has given rise to various channels, giving rise to new marketing channels that are real-time, measurable, and can be adjusted to the characteristics of the local market. Social media such as: Instagram, TikTok, and YouTube are the main channels in building brand and consumer engagement globally. Global e-commerce such as: Amazon, Alibaba, and Shopify allow companies to reach customers in different countries without having to have physical infrastructure. Christensen, C. M, Disruptive Innovation Theory describes how digital innovations (such as e-commerce and AI) disrupt traditional business models, forcing companies to adapt or be replaced.

### 2. The Role of Big Data and Artificial Intelligence

Big data allows companies to understand consumer behavior patterns more deeply, including their preferences, shopping habits, and digital interactions. Hollensen, S, Analyzes the integration of big data and AI in global marketing strategies, as well as the importance of balancing standardization and local adaptation (glocalization). With the help of artificial intelligence (AI) and machine learning, companies can create personalized experiences on a global scale, such as relevant product recommendations, optimal campaign timing, and automated market segmentation.

### 3. Global Consumer Behavior Changes

Today's consumers are more connected, critical and value-conscious. They want a fast, relevant, and consistent experience across multiple digital platforms. They are also more concerned about social information such as sustainability, business ethics and inclusivity. Companies are required to adjust their marketing strategies to align with these global consumer values.

#### 4. Globalization of Marketing Strategy

One of the key challenges in digital global marketing is balancing standardization and local adaptation. Companies need to develop a flexible strategy, where global messaging is tailored to the context of local culture, language and desires without losing the global brand identity.

#### 5. Ethical and regulatory challenges

Digital transformation also brings new challenges, especially related to data privacy, information security, and decisions on regulations such as GDPR (European Union) or Personal Data Protection Laws in various countries. Companies need to ensure transparency and compliance with the laws that apply in the countries in which they operate.

### CONCLUSION

The transformation of the global marketing system in the digital age has had a huge and inevitable impact on the marketing strategies of companies around the world. Digital technologies such as social media, big data, artificial intelligence (AI), and e-commerce have changed the way companies interact with consumers as well as redefine traditional marketing practices. Companies must now adapt quickly and responsively to technological changes and increasingly critical and globally connected consumer behavior. On the one hand, technology provides a great opportunity to reach a wider market, create a more personalized experience, and improve operational efficiency. However, on the other hand, companies also face new challenges related to data privacy, diverse international regulations, and the importance of maintaining transparency and ethics in marketing practices. The success of global marketing in the digital age relies heavily on the ability of companies to use technology wisely, adapt strategies according to local needs, and maintain brand consistency and values that are valued by consumers around the world. Thus, global marketing requires not only technological innovation, but also a humane approach oriented to the needs and aspirations of modern consumers.

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