

e-ISSN: 2721-303X, p-ISSN: 2721-3021
Received: 29 August 2021, Revised: 20 September 2021, Publish: 26 October 2021
DOI: <https://doi.org/10.38035/dijefa.v2i4>
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Relationship of E-Commerce, Influencer Marketing and Social Media to Digital Marketing (Marketing Management Literature Review)

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Abstract: The Literature Review article on the Relationship of E-Commerce, Influencer Marketing and Social Media to Digital Marketing is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) E-Commerce is related to Digital Marketing; 2) Influencer Marketing is related to Digital Marketing; and 3) Social Media related to Digital Marketing. Apart from these 3 exogenous variables that affect the endogenous variables, there are many other factors including the display of advertising, word of mouth and event marketing variables.

Keywords: E-Commerce, Influencer Marketing, Social Media, Digital Marketing

INTRODUCTION

In the current era of digitalization, it affects many aspects of life, especially in terms of marketing. Previously, marketing was done by relying on physical forms, namely in the form of newspapers, billboards, pamphlets and brochures. Now people's attention and activities have shifted to digitalization, where many activities are carried out using digital devices such as marketing. Digital marketing methods are currently widely considered and applied in various marketing activities, both products and services. Digital marketing is believed to be more effective in attracting the attention of the public or potential consumers.

Formulation of Problem

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:

1. Is E-Commerce related to Digital Marketing?
2. Is Influencer Marketing related to Digital Marketing?

3. Is Social Media related to Digital Marketing?

LITERATURE REVIEW

Digital Marketing

Digital marketing is a marketing activity which includes branding using various media such as blogs, websites, e-mail, adwords and various social media networks (Sanjaya & Tarigan, 2009). Digital marketing is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals (Chaffey & Chadwick, 2016). In doing digital marketing, of course there are strategies that can be carried out by business people or businesses, namely: 1) Digital assets development; 2) Increase website visits; 3) Optimization of social media accounts; 4) Active email marketing; and 5) Broadcast messages. Digital Marketing indicators include: Social media, consumer relations and online public relations (Sudiantini & Saputra, 2022).

Digital Marketing has been widely studied by previous researchers, including: (Ali, Sastrodiharjo, et al., 2022), (Saputra & Mahaputra, 2022b), (Saputra & Mahaputra, 2022c), (Desmiwerita & Saputra, 2019), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Hairiyah & Ali, 2017), (Assagaf & Ali, 2017), (Mansur & Ali, 2017).



Picture 1. Digital Marketing

Source: <https://webmediacenter.com/>

E-Commerce

E-Commerce is a buying and selling activity through the internet network where buyers and sellers do not meet directly, but communicate through the internet (Ahmadi, 2018). E-Commerce is an online channel that can be reached by someone through a computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using computer assistance which in the process begins with providing information services to consumers in making choices (Kotler & Armstrong, 2012).). E-commerce is the process of buying and selling and marketing goods and services through electronic systems, such as radio, television and computer networks or the internet (Wong, 2010). E-Commerce itself has several types, namely: business to business, business to consumer and consumer to consumer (Kotler & Armstrong, 2012).

E-Commerce has been widely studied by previous researchers including: (Rakanita, 2019), (Saputra & Saputra, 2021), (Chong & Ali, 2022), (Mahaputra & Saputra, 2021c), (Mahaputra, 2022), (Kurniadi & Mahaputra, 2021), (Agussalim et al., 2020), (Riyanto, Yanti, et al., 2017), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017).



Picture 2. E-Commerce

Source; <https://www.dreamstime.com/>

Influencer Marketing

Influencer marketing is a marketing strategy that uses the services of influencers or influential people on social media such as Instagram. Influencer marketing is an effective way of promotion in the digital era because consumers have started to abandon traditional advertising. Influencers consist of people who have quite a lot of followers (followers) on their social media and they have a strong influence on their followers, such as artists, celebrities, bloggers and youtubers (Hayes, 2008).

Influencer Marketing has been widely studied by previous researchers including: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015), (Mulyani et al., 2020), (Darwisyah et al., 2021), (Hasyim & Ali, 2022), (Chong & Ali, 2022), (Suharyono & Ali, 2015), (Fauzi & Ali, 2021).

Social Media

Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users to form virtual social bonds (Nasrullah, 2015). Social media is a media platform that focuses on the existence of users which facilitates them in doing activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond (Van Dijk, 2013).

Social Media has been widely studied by previous researchers including: (Saputra & Mahaputra, 2022b), (Failatul et al., 2019), (Mukhtar, M., Ali, H., & Jannah, 2016), (Al Hafizi & Ali, 2021), (Richardo et al., 2020), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Sudiantini et al., 2022), (Sastrodiharjo, 2014).



Picture 3. Social Media

Source: <https://jam2014.wordpress.com/>

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Puspitarini & Nuraeni, 2019)	Utilization of Social Media as Promotional Media (Descriptive Study on Happy Go Lucky House)	Discussing about Social Media and Marketing	There a difference in variables Promotion Media
2	(Failatul et al., 2019)	The Effect of Social Media Promotion on Purchase Decisions with Viral Marketing as an Intervening Variable (Study on Consumers of Warung Siji House and Resto Malang)	Discussing about Social Media and Marketing	There are difference in variables Purchase Decisions
3	(Shadrina & Sulistyanto, 2022)	Analysis of the Effect of Content Marketing, Influencers, and Social Media on Consumer Purchase Decisions (Study on Instagram and Tiktok Users in Magelang City)	Discussing about Influencer and Social Media	There are difference in variables Content Marketing and Purchase Decisions
4	(Chong & Ali, 2022)	Literature Review: Competitive Strategy, Competitive Advantages, and Marketing Performance on E-Commerce Shopee Indonesia	Discussing about Marketing and eCommerce	There are difference in variables Competitive Strategy dan Competitive Advantages
5	(Sajirun & Syah, 2020)	Integrated Islamic School Marketing Stategies Through the Internet in 4.0 Era	Discussing about Marketing	There are difference in variable Internet in 4.0 Era
6	(Indika & Jovita, 2017)	Instagram Social Media as a Promotion Tool to Increase Consumer Purchase Interest	Discussion about Social Media	There are difference in variable Buying Interest

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the theoretical study and relevant previous research tables, the following discussion is discussed:

1. Relationship of eCommerce on Digital Marketing

e-Commerce is a platform used by business actors to offer their products/services to consumers without meeting them in person. E-commerce is the choice of people today because of its practicality and the price offered is cheaper than products sold in offline stores. Sellers only need to display their product catalog on their e-commerce account, so that later consumers will find it easy to find the products/services they need. The role of e-commerce in digital marketing is evidenced by the many developments of e-commerce platforms, such as Shopee, Tokopedia, Lazada and so on.

E-Commerce is related to Digital Marketing, this is in line with research conducted by: (Hermawan, 2021a), (Imarah & Jaelani, 2020), (Hermawan, 2022), (Saputra, 2022b), (Ali, Zainal, et al., 2022), (A. Widodo, 2020), (Dwinarko, D., Sulistyanto, A., Widodo, A., & Mujab, 2021), (Bukhari, 2018), (Ferdiansyah & Bukhari, 2021), (Suroso, 2022), (Wijayanti & Anwar, 2020).

2. Relationship of Influencer Marketing on Digital Marketing

Influencer Marketing is becoming a renewed approach to marketing and public relations where it targets the people that prospect consumers turn to for information. Influencers help generate awareness and influence the buying decisions of those who seek and value their expertise. An influencer such as an artist, celebrity or YouTuber is liked and trusted by their followers or audience so that what they do, wear and convey will have an influence on their followers, including trying and buying the products they promote (Hayes, 2008). Companies or business actors need to know which influencers are suitable for the products they have and want to promote to the followers of these influencers. So that later the target market will be achieved and affect sales.

Influencers themselves are a way of product promotion that many business actors do, thinking that the message they want to convey to potential consumers will be directly conveyed. Influencers will also provide positive reviews of the products they promote, so that consumers will be interested in buying these products.

Influencer Marketing is related to Digital Marketing, this is in line with research conducted by: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015), (Hermawan, 2021b), (Saputra, 2022c), (Bukhari, 2021), (Kuba, 2022b).

3. Relationship of Social Media on Digital Marketing

Social media is one of the media used by everyone to communicate, exchange ideas and thoughts. But in the digital era like today, social media has other functions other than as a means of communication media. Social media acts as a medium used by business actors or influencers in promoting or introducing their products to many people. Currently, social media is a medium that is highly considered in doing digital marketing, because the delivery process to the public is very fast. Almost every business actor prefers to do marketing through social media, because in addition to being more effective with information that is directly conveyed to potential consumers, the costs incurred are cheaper than marketing through conventional methods.

Social Media is related to Digital Marketing, this is in line with research conducted by: (Saputra, 2021), (Hermawan, 2021c), (William & Wuryandari, 2020), (Fatmawati M & Ali, 2021), (Mahaputra & Saputra, 2022), (Ramadhan & Bukhari, 2020), (Gunawan et al., 2022), (Kuba, 2022a).

Conceptual Framework

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:

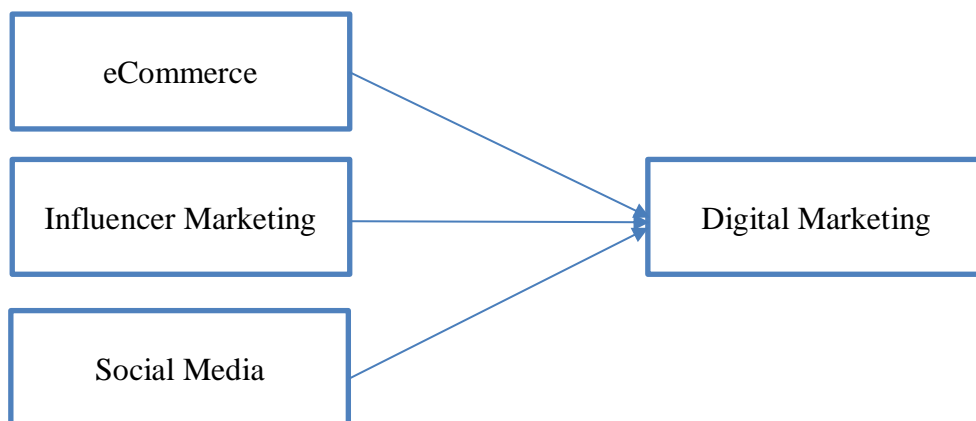


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: eCommerce, Influencer Marketing and Social Media are related to Digital Marketing. Apart from eCommerce variables, Influencer Marketing and Social Media related to Digital Marketing. There are many other factors related to Digital Marketing, including:

- 1) Network: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (Karsono & Suraji, 2020), (D. S. Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Saputra, 2022b).
- 2) Research: (Kainde et al., 2021), (Saputra & Ali, 2021), (Rachmawati, 2015), (Ikhsani & Ali, 2017), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (Saputra, 2022a), (Ali, Zainal, et al., 2022), (Rony et al., 2020).
- 3) Viral: (Ali, Sastrodiharjo, et al., 2022), (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (Saputra & Ali, 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021).
- 4) Audience: (Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (Hairiyah & Ali, 2017), (Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Atmoko & Noviriska, 2022).
- 5) Content: (Supriyadi et al., 2019), (Sitio & Ali, 2019), (Riyanto, Adila, et al., 2017), (Agussalim et al., 2020), (Saputra & Mahaputra, 2022a), (Mahaputra & Saputra, 2021a), (Ali, 2020), (Pandiangan et al., 2021), (Ridwan et al., 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. E-Commerce related to Digital Marketing
2. Influencer Marketing related to Digital Marketing
3. Social Media related to Digital Marketing

Recommendation

Based on the conclusions above, there are other factors related to Digital Marketing that can be used for further research, namely: Network, Research, Viral, Audience and Content.

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