

RESEARCH ON DIGITAL MEDIA MARKETING TRENDS BASED ON PRINT MEDIA

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Abstract

This study aims to examine the research trends of print media-based digital marketing media, as well as explore how these two media can complement each other in effective marketing strategies. In the context of digitalization, print media has faced major challenges but remains relevant in several market segments. This study aims to identify the role that print media still plays in the digital era, as well as analyze how the integration between digital marketing and print media can improve business reach and performance, especially for small and medium enterprises (SMEs). The method used in this study is a qualitative method with a case study approach, where data is collected through in-depth interviews with SMEs in the tourism sector and analysis of the content of their marketing campaigns. The data used came from interviews with SMEs using a combination of digital and print media, as well as from literature that researched marketing trends in both media. The results of the study show that even though digital marketing dominates, print media still has high credibility in the eyes of certain consumers. SMEs that combine these two mediums show significant performance improvements, especially in terms of consumer loyalty and local market outreach. The study also found that the main challenge faced by SMEs in utilizing digital media is the lack of adequate knowledge and resources. The implications of these findings underscore the importance of training and support for SMEs to optimize integrated marketing strategies that effectively leverage digital and print media.

Keywords: digital marketing; integrated marketing communication; print media; SME; marketing technology; marketing strategy

A. INTRODUCTION

The development of digital technology has significantly changed the marketing landscape and consumer behavior. The digital revolution is driving a shift from traditional marketing to digital marketing, influencing the way consumers search, buy, and use products (Bala & Verma, 2018). Traditional companies face challenges in integrating their marketing strategies with rapidly evolving digital trends, but the use of technologies such as data analytics and online platforms has proven effective in

reaching consumers (Permana et al., 2024). MSMEs also need to adapt to digital technology, with many small businesses starting to adopt social media for marketing (Izaak et al., 2022). The increase in the number of internet users in Indonesia has changed consumer behavior in obtaining information and making transactions, with a shift from offline to online (Nur Awwalunnisa, 2022). Companies need to continue to monitor and adapt to these changes in consumer behavior to win the competition in the digital era.

Recent studies highlight the potential of digital marketing for SMEs to increase competitiveness and market reach (Faeni & Fadhila, 2024). Digital platforms can positively impact the performance of SMEs by expanding consumer interactions and fostering stronger customer relationships (Elfadel et al., 2024). However, challenges remain, especially for small businesses in sectors such as tourism, which struggle to fully utilize social media due to limited resources and knowledge (He et al., 2017). SMEs often face difficulties in adapting to digital technology, emphasizing the need for training and support programs (Saputra et al., 2023). To address these issues, an innovative approach program has been proposed, offering digital application platforms, education centers, and mentoring to empower SMEs in areas such as Madura (Solekah et al., 2024). Despite the acknowledged benefits of digital marketing, there is still a gap in the literature regarding the specific challenges SMEs face in effectively utilizing digital platforms.

This research explores the role of social media in digital marketing for SMEs, especially in the tourism sector. Studies show that digital marketing has changed the marketing paradigm of SMEs, expanding consumer interaction, market access, and customer relationships (Yong, 2023). Social media platforms such as Facebook, Twitter, and Instagram are widely used by SMEs for market promotion and expansion (Alias et al., 2022). However, some SMEs are still lagging behind in utilizing digital tools effectively due to limited resources and challenges in technology adaptation (Arendt, 2008). Training programs on digital marketing strategies, especially the use of social media, have been implemented to address this problem and improve the competitiveness of SMEs (Saputra et al., 2023). This initiative aims to improve SMEs' knowledge and skills in creating engaging social media content and leveraging digital platforms to increase sales and profits (Papa et al., 2018).

Research shows that social media adoption can significantly benefit small and medium-sized enterprises (SMEs) by expanding market reach, improving customer relationships, and improving overall performance (Ali Qalati et al., 2020; Bakri, 2017) (Purwantini & Anisa, 2018); (Sifwah et al., 2024). Facebook, Twitter, and Instagram are the most commonly used platforms for SMEs to showcase company profiles and product galleries (Macarthy, 2021). Consistent daily updates on social media can lead to an increase in sales of more than 100% (Cui et al., 2018; Funk, 2014). The driving factors for SMEs to adopt social media include interactivity, cost-effectiveness, and compatibility (Ainin et al., 2015; Odoom et al., 2017). However, challenges such as limited resources and technological readiness remain, highlighting the need for training and support programs (Rizvanović et al., 2023). Despite these challenges, digital marketing strategies have had a positive impact on sales, profitability, and operational efficiency of SMEs (Djakasaputra et al., 2021).

B. LITERATURE REVIEW

Digital transformation has had a significant impact on the media landscape, especially the challenging traditional print media. As consumer behavior shifts to online platforms and social media, print media companies face declining revenue from advertising and circulation (Barthelemy et al., 2011). To survive, many are adopting digital strategies, integrating conventional marketing with digital innovation (Kingsnorth, 2022; Rangaswamy & Gupta, 2000). For example, the magazine transitioned from print to digital, using a multiplatform approach to maintain brand relevance (Awuor & Kithae, 2020). This shift reflects a broader downward trend in print media in the digital era, with online media becoming increasingly dominant (Alzubi, 2023). Key challenges for media companies include managing the transition from print to digital, balancing traditional and digital audiences, and developing unique customer engagement strategies to stay competitive in the evolving media ecosystem (Cozzolino et al., 2021).

Print media face challenges in the era of digitalization, with declining revenue from advertising and circulation (Bhuller et al., 2024; Firmansyah et al., 2022; Supadiyanto, 2020). However, some print media are still considered relevant for loyal readers and areas with limited internet access (Saragih & Harahap, 2020). Factors for shifting readers' preferences to online media include ease of access, speed of information, and cheaper costs (Gamage & Perera, 2021). To survive, print media adopt strategies such as media convergence, display updates, and digital version creation (Kencana & Meisyanti, 2020). Digital transformation is key, with a focus on building unique customer engagement (Piepponen et al., 2022). Nonetheless, print journalists face significant challenges in competition with online media (Firmansyah et al., 2022), demonstrating the need for continuous adaptation in the print media industry.

Integrated Marketing Communications (IMCs) play a crucial role in the digital age, ensuring consistency of brand messaging and experience across multiple channels (Ramdan, 2024). IMC helps media companies increase brand awareness and customer interactions, although coordination challenges between departments still exist (Rehman et al., 2022). In the context of tourism, an IMC-based digital communication model can optimize the management and development of this sector (Tunu et al., 2023). IMC also plays a role in increasing brand equity through various aspects such as advertising, sales promotion, and public relations (Kushwaha et al., 2020; Rehman et al., 2022). Technological developments and changes in consumer behavior are driving the adaptation of IMC's strategy, emphasizing the importance of integrating messages across all communication channels for marketing effectiveness in the digital era (Anabila, 2020).

Research shows that digital media, especially social media, offers significant opportunities for businesses to reach a wider audience at a lower cost while increasing consumer engagement and brand loyalty (Muniesa & Giménez, 2020; Santos et al., 2022). Social media marketing has been shown to have a positive impact on SME performance, including customer service, sales, marketing, and internal operations (Corral de Zubielqui & Jones, 2023; Nurfarida et al., 2021). Digital marketing has changed the marketing paradigm of SMEs, expanding market access,

and fostering stronger consumer relationships (Yong, 2023). Many SMEs are actively using social media for promotion, although some face challenges due to limited technological skills (Malesev & Cherry, 2021; Naradda Gamage et al., 2020; Rozak et al., 2021). Digital marketing technologies, such as social media platforms, allow small businesses to build a brand image cost-effectively and efficiently (Khumbule, n.d.; Yodhhewawhe, 2023). However, SMEs still face limited resources and adaptation challenges in optimizing the use of digital technology (Hendrawan et al., 2024; Khumbule, n.d.), highlighted the need for training and support programs to fully take advantage of this opportunity.

From this literature review, it can be concluded that digital media, especially social media, plays an important role in modern marketing strategies. However, print media still has relevance in certain contexts, especially to build credibility and reach more traditional audiences. More research is needed to understand how SMEs can effectively incorporate digital and print media in their marketing strategies as well as address emerging challenges in the technology adoption process.

C. METHOD

This study employs a qualitative approach to explore research trends in digital media marketing based on print media. A systematic literature review serves as the research design, focusing on studies published within the past five years (2020–2024). The review aims to identify how traditional print media continues to influence or integrate with digital marketing strategies in the evolving media landscape.

Data for this study were collected from academic sources, particularly Google Scholar, to ensure relevance and credibility. The analysis was conducted using thematic analysis, allowing the identification of recurring themes, patterns, and emerging issues in the selected literature. This approach provides comprehensive insights into the current state of digital media marketing research rooted in or related to print media.

D. RESULT AND DISCUSSION

RESULT

These themes compose references to cover key aspects of digital marketing research, such as the strategy, impact, challenges, and role of social media in the shift from print to digital media.

The search conducted through the POP application using the Scopus and Google Scholar databases identified 93 papers using the keywords "Digital Media Marketing" and "Print Media". The search results are then validated by reviewing the title, abstract, and keywords to ensure alignment with the research objectives. In the end, 22 of the most relevant papers were selected, which were compiled into specific themes related to print media-based digital marketing research trends. I have categorized them as follows:

Digital Marketing Strategy and Its Impact (5 papers): Digital marketing strategy involves using online platforms and tools to reach and engage customers, significantly increasing brand visibility and sales results.

Author	Title	Publication
(Madan, 2021)	Digital Marketing: A Review	V Paradigm shifts in management practices in the era
(Adiyono et al., 2021)	Digital Marketing Strategies to Increase Online Business Sales Through Social Media	Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)
(Irawan et al., 2021)	The Application of Digital Marketing in Printing Companies to Increase Customer Acquisition and Customer Retention (Case Study: Citra Kreasindo Maniri Company	Conference Series
(Savitri Putri Nida & Prianthara, 2022)	Analysis of Digital Marketing Strategies and Consumer Engagement in Digital Media	International Journal of Business Management and Economic Review
(Gede et al., 2022)	The Use of Social Media for Digital Marketing Strategies in Vocational Education (Case Study: Bali State Polytechnic)."	Proceedings of the International Conference on Applied Science and Technology on Social Science 2022 (iCAST-SS 2022)

The Impact of Digitalization on Traditional Print Media (3 papers): Digitalization has shifted consumers' attention from traditional print media to online platforms, challenging the print industry to adapt or risk decline.

Author	Title	Publication
(Hijriani et al., 2023)	The Impact of Digitalization on the Sustainability of Print Media: A Case Study of Radar Daily Sulawesi in Mamuju Regency."	Jurnal Ekonomi
(Bhuiyan, 2022)	Report on How Digital Media is Changing the	dspace.bracu.ac.bd

	Advertising Landscape.	
(Milawati et al., 2022)	The Utilization of New Media in Tourism Marketing Communication: Marketing Strategies Carried out by the West Sulawesi Government Tourism Office."	Proceedings of the International Conference on Communication, Policy and Social Science (InCCluSi 2022)

Consumer Behavior and Engagement in the Digital Age (5 papers): In the digital age, consumer behavior is increasingly shaped by online interactions, leading to higher engagement through personalized content and social media platforms.

Author	Title	Publication
(Raut, 2023)	The Role of Digital Marketing in the Current Technological Change Scenario."	International Journal of Commerce and Management Studies
(Khanom, 2023)	Using Social Media Marketing in the Digital Age: Need or Choice."	International Journal of Research in Business and Social Science (2147- 4478)
(Zulfikar & Mighty Yudha, 2024)	Digital and Social Media Marketing Improves Content Quality and Performance Implications Ayobandung.Com	JHSS (Journal of Humanities and Social Studies)
(Saliin, 2023)	Social Media Analysis in Predicting Consumer Behavior Social Media Marketing.	Social Media Analyticsin Predicting Consumer Behavior
(Atshan et al., 2023)	How Are Brand Activity and Purchase Behavior Affected by Digital Marketing in the Metaverse Universe?"	Lecture Notes in Networks and Systems

Challenges and Opportunities in Digital Marketing (4 papers): Digital marketing presents challenges such as data privacy and rapid technological change, but it also offers opportunities for wider reach and personalized consumer engagement.

Author	Title	Publication
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(Dorosh-Kizym et al., 2023)	Current State and Trend of Digital Marketing Development During War Times	Академічні Візії
(Sareen & Rani, 2024)	The Impact of Digital Marketing on Micro, Small, and Medium Enterprises (MSMEs)."	MDIM Journal of Management Review and Practice
(Wangmo & Wangpo, 2024)	Digital Marketing in Bhutan: Opportunities and Challenges."	ASIAN JOURNAL OF ECONOMICS
(Gusriza & Mijiarto, 2023)	Assistance for Digital Marketing Development in Wonorejo National Tourism Village	Nusantara Science and Technology

The Role of Social Media in Digital Marketing (5 papers): Social media plays a crucial role in digital marketing by allowing businesses to engage directly with consumers, promote products, and build brand loyalty.		
Author	Title	Publication
(Beharay & Tilak, 2021)	A Study on the Influence of Social Media on Digital Marketing.	Turkish Online Journal of Qualitative Inquiry
(Supit & Langi, 2022)	Direct Marketing Strategy to Increase SME Production Sales in Budo Village, Wori District – North Minahasa Regency, North Sulawesi Province."	Asian Journal of Logistics Management
(Prashant, n.d.)	The increasing influence of social media on businesses in the last 10 years.	iftmuniversity.ac.in
(A. Kumar et al., 2021)	Adoption of Online Resources to Improve SME Marketing Performance	Asia Pacific Journal of Health Management
(S. Kumar, 2022)	Crossing Social Media Marketing Efforts in the Hospitality and Tourism	International Journal of Mechanical Engineering

	Industry: A Systematic Review	
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DISCUSSION

Digital Marketing Strategies and Their Impact

The integration of digital marketing strategies has become essential in the modern business landscape, as highlighted by several studies. Digital marketing allows companies to leverage various online platforms, such as social media, email, and search engines, to reach and engage with consumers. Madan (2021) emphasized that the increasing reliance on digital platforms for product information and purchasing decisions has changed traditional marketing approaches. Customers now prefer online engagement over in-person interactions with salespeople, forcing companies to adopt digital tools to stay competitive. Digital marketing offers cost-effective solutions and personalized communications, which are key advantages for marketers and consumers alike. This shift in consumer behavior has prompted businesses to embrace digital marketing to increase brand visibility, increase customer acquisition, and improve customer retention rates.

In addition, the impact of digital marketing extends beyond individual businesses to the entire industry. Irawan et al. (2021) showed that the implementation of digital marketing strategies in companies, such as PT Citra Kreasindo Mandiri, has significantly increased customer acquisition and retention. Case studies reveal that digital transformation enables companies to optimize their marketing efforts, ensuring they remain relevant in the rapidly evolving technology landscape. In the same vein, Adiyono et al. (2021) note that social media platforms, especially those that have content creation features, are powerful tools for small online businesses. The platform not only facilitates product promotion but also encourages consumer engagement, which is crucial for maintaining long-term business growth. As such, a digital marketing strategy is crucial in ensuring businesses remain competitive and adapt to changing consumer expectations and technological advancements.

The Impact of Digitalization on Traditional Print Media

The rise of digitalization has significantly changed the landscape of traditional print media, presenting challenges and opportunities for its survival. Hijriani et al. (2023) highlight how digitalization has disrupted the print media industry, forcing outlets such as Radar Sulawesi Daily to adapt to maintain relevance in a competitive market. The shift from print to digital has led to a decline in demand for physical newspapers as readers increasingly turn to online sources for news. While this shift poses a threat to traditional print outlets, it also offers an opportunity to embrace digital platforms for content distribution, which can expand their reach beyond local readers. This shows that the survival of print media in the digital age depends on its ability to innovate and integrate digital tools into its core operations.

Similarly, Bhuiyan (2022) observed that the rise of digital media has changed the advertising landscape, including the way traditional media such as print manage their advertising revenue. Print media, which used to thrive on physical advertising, is

now competing with digital platforms that offer targeted advertising through algorithms. This shift is forcing traditional print companies to rethink their strategies, such as moving their advertising services to digital platforms or creating a hybrid model that combines print and online media. The importance of adaptation is increasingly emphasized in the tourism sector, where Milawati et al. (2022) noted that the West Sulawesi Tourism Office maximizes the use of social media and digital platforms such as YouTube and Instagram to promote tourism, bypassing traditional print advertising.

In conclusion, digitalization is reshaping traditional print media, with the need for adaptation at the forefront of its survival strategy. Print media outlets must embrace digital platforms not only to engage their audiences but also to generate revenue through digital advertising and new media innovations. Despite the threat posed by digitalization, it also presents an opportunity for the printing industry to thrive and thrive in a more dynamic and interconnected world.

Consumer Behavior and Engagement in the Digital Age

Consumer behavior has evolved significantly in the digital age, with digital marketing platforms playing a crucial role in shaping the way consumers engage with brands. Raut (2023) emphasizes the transformation of consumer behavior, especially after the COVID-19 pandemic, where the global shift to the digital space increases the importance of digital marketing. This shift allows businesses to experiment with marketing tactics at a lower cost, offering flexibility and real-time updates to meet consumer preferences. The rise of digital catalogs and interactive platforms highlights how digital marketing has become an efficient tool for engaging consumers, enabling personalized communication and ongoing engagement across multiple touchpoints.

Social media further deepens this engagement by providing a platform where consumers not only interact with brands but also express their preferences and opinions. As Khanom (2023) discusses, social media marketing has emerged as an essential tool for businesses, allowing them to reach a wider audience and cultivate deeper relationships with consumers. Social media platforms such as Facebook, Instagram, and YouTube offer businesses a way to increase brand awareness and build customer loyalty. However, the study also cautions against relying too much on these platforms, pointing out the potential drawbacks of relying solely on social media marketing without exploring other options. As such, while social media plays a crucial role in driving consumer behavior, businesses must carefully balance their digital strategies across multiple platforms to optimize engagement.

Selain media sosial, pemasaran digital dalam lingkungan imersif, seperti metaverse, menjadi semakin relevan untuk memengaruhi perilaku konsumen. Atshan et al. (2023) menyoroti bagaimana metaverse, dengan fitur-fiturnya yang baru, interaktif, dan jelas, membentuk kembali pemasaran digital dengan menawarkan peluang unik bagi merek untuk terlibat dengan konsumen di lingkungan virtual. Studi ini menunjukkan bahwa aktivitas merek dalam metaverse dapat secara signifikan memengaruhi perilaku pembelian, menunjukkan bahwa keterlibatan konsumen menjadi lebih pengalaman dan imersif. Implikasi dari temuan ini

menunjukkan bahwa seiring berkembangnya platform pemasaran digital, begitu pula strategi bisnis untuk memahami dan memprediksi perilaku konsumen agar tetap kompetitif dalam lanskap digital.

Challenges and Opportunities in Digital Marketing

Digital marketing presents significant challenges and opportunities, especially in the context of today's global transformation and technological advancements. A study by Dorosh-Kizym et al. (2023) highlights how the rapid evolution of digital marketing has been accelerated by global conflicts, such as wars, where the dissemination of information plays a crucial role. In such a context, marketers must adapt to changing consumer needs that are more focused on seeking information and updates online. The shifting consumer demographics and the emergence of new digital platforms require businesses to adapt their strategies to stay relevant and engage their audiences effectively. This evolving landscape not only presents challenges when it comes to content creation and audience engagement, but it also offers opportunities for businesses to shape public opinion and leverage digital marketing as a powerful tool for influence.

For micro, small, and medium enterprises (MSMEs), digital marketing challenges are often associated with limited resources and a lack of marketing expertise. As shown by Sareen and Rani (2024), MSMEs face significant obstacles in utilizing digital marketing tools due to limited access to technology and analytics. Despite these challenges, digital marketing offers many opportunities for MSMEs to increase their online presence and reach a wider audience. By developing an effective website and using web analytics, these companies can monitor their marketing performance and make data-driven decisions. The study highlights the importance of digital marketing in enabling MSMEs to compete with larger industries, ultimately supporting their growth and contribution to the economy.

In a region like Bhutan, challenges in digital marketing are often attributed to limited infrastructure and a lack of awareness. Wangmo and Wangpo (2024) explore the opportunities and challenges faced by digital marketers in Bhutan, where industries such as tourism benefit from digital platforms. However, limited infrastructure, market size, and consumer mindsets pose significant barriers to effective digital marketing. Despite these challenges, the study identifies opportunities for growth, particularly through government support and increased business openness to adopting digital strategies. The development of digital infrastructure and a focus on increasing awareness of the benefits of digital marketing can help address these challenges and unlock the potential for businesses to thrive in the digital economy.

The Role of Social Media in Digital Marketing

The role of social media in digital marketing has transformed the advertising and business engagement landscape, creating a platform where companies can interact directly with consumers, build brand awareness, and drive sales. Beharay and Tilak (2021) highlight how hashtags, likes, and tweets have moved beyond simple social interaction to become an essential tool in the digital marketing strategy

of global businesses. Social media platforms, such as Facebook, Instagram, and Twitter, allow brands to engage with a wide audience, influencing purchasing decisions and consumer behavior. The study emphasizes the transition from traditional marketing methods to a more digital-focused approach, driven by the increasing number of social media users. This shift not only gives businesses the opportunity to reach a wider audience, but it also allows for more personalized marketing strategies, increases consumer engagement, and fosters brand loyalty.

For small and medium-sized enterprises (SMEs), social media offers a cost-effective means to compete with larger organizations. According to Supit and Langi (2022), SMEs in Budo Village are leveraging social media platforms such as Instagram to promote their products and services, showing how even small businesses can leverage the power of digital tools to expand their market reach. The study shows that social media provides a unique opportunity for SMEs to engage with consumers without requiring significant financial investment, allowing them to thrive in a competitive market. In addition, Prashant (2021) notes that social media has become a key factor in the modern consumer journey, where 70% of the purchase process occurs before the purchase is made. By using social media insights, businesses can tailor their marketing efforts to consumer preferences, increasing sales and brand loyalty.

In industries such as hospitality and tourism, social media plays a crucial role in shaping consumer decisions and improving the customer experience. Kumar (2022) explains how user-generated content on platforms such as TripAdvisor and Instagram is crucial in influencing the traveler's decision-making process. The hospitality and tourism sector relies heavily on social media for marketing and customer engagement, with social platforms serving as an important means of communication between businesses and their guests. By leveraging social media, companies in the industry can build long-term relationships with customers and create a sense of togetherness, which is essential for sustainable business growth.

Research Implications

Given the themes discussed, it is important for policymakers and businesses to prioritize digital literacy and access to technology as a means to fully harness the potential of digital marketing, especially in regions or industries where traditional print media still has influence. Efforts should be focused on providing training for small and medium-sized enterprises (SMEs) to effectively adopt and integrate digital marketing strategies, ensuring they remain competitive in a rapidly evolving market. Additionally, future research should explore the long-term impact of digital marketing on consumer behavior, particularly how ongoing engagement can be maintained across digital platforms. The implications of this discussion highlight the need for a more balanced approach, combining traditional and digital media strategies to optimize outreach while addressing the challenges posed by digital transformation, such as the technology gap and changing consumer preferences.

E. CONCLUSION

This research highlights the significant impact of digital marketing in transforming traditional marketing strategies, particularly through the use of social media and digital platforms to enhance consumer engagement and improve business outcomes. The findings show that while digital marketing offers cost-effective and far-reaching solutions, challenges such as technology gaps and digital literacy remain obstacles, especially for SMEs. This study is limited by its focus on certain industries and geographic regions, suggesting a need for future research that broadens its scope to include diverse markets. The research implies that a hybrid strategy combining both digital and traditional print media can be an optimal approach for businesses to address varying consumer preferences. Importantly, the study reinforces the role of personalized and interactive digital content in building stronger consumer relationships and fostering brand loyalty.

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