

# DEVELOPMENT OF DIGITAL MARKETING APPLICATIONS OF CREATIVE ECONOMIC PRODUCTS AND SERVICES IN PADANG CITY WITH E-CRM CONCEPT

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## 1 DEVELOPMENT OF DIGITAL MARKETING APPLICATIONS OF CREATIVE ECONOMIC PRODUCTS AND SERVICES IN PADANG CITY WITH E-CRM CONCEPT

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### Abstract

Marketing of creative economy products and services in the city of Padang is currently not integrated into a single marketing application, it can also be seen that the use of information technology has not been optimal. This research was conducted to develop digital marketing applications based on the results of marketing analysis of creative economy products and services in the city of Padang. This research produces knowledge about the conditions and factors that influence the marketing of creative economy products and services in the city of Padang. Then developed a digital marketing application with the concept of electronic customer relationship management (e-crm), so that it will make it easier for consumers to search, view, compare and make transactions. so as to increase sales of creative economy products and services in the city of Padang.

Keywords: data mining, c4 digital marketing, e-crm, creative economy

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### INTRODUCTION

Padang City is one of the largest cities on the west coast of Sumatra Island, which is also the capital of West Sumatra province. As the capital city of the province, the city of Padang has good infrastructure development in various sectors, be it the education, tourism, marine sector and so on. The tourism sector is one of the fields currently being developed by the city government of Padang, the development of the tourism sector has also triggered the development of creative economic businesses in the city of Padang, including centers for souvenirs, culinary delights and cultural performances (Kumbara, Afuan and Putra, 2020).

The city government collects data on creative industry players in the city of Padang, be it culinary, fashion, performance / cultural services, souvenirs (Muhammad and Mandala, 2018).

Marketing is currently done conventionally and utilizes several types of digital marketing, be it websites or social media. Marketing of creative economy products and services in Padang City is carried out individually by the managers or business owners, be it through websites, offline stores, social media, marketplaces, until now there has been no marketing media for creative economy products and services for the city of Padang that are integrated in one application. Digital-based marketing or what is commonly called digital marketing can use social media (Trainor et al., 2014). Optimizing the use of information technology in the marketing of creative economy products and services can provide good added value, especially for consumer services (Piccoli, Lui and Grün, 2017). This will also play a role in the growth of creative economy actors for the better (Song, Kim and Kim, 2016).

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The use of digital marketing in the scope of small and medium enterprises has provided many benefits to sales growth (Taiminen and Karjaluoto, 2015) and is able to manage consumer data well (Monteiro et al., 2019). This of course will be a consideration in implementing this digital marketing. The use of digital marketing in the form of social media has been applied in various sectors (Ngai et al., 2015), this will encourage and answer the needs of society or the current digital generation (Morris, 2009). Apart from social media, another type of digital marketing is email marketing, where email plays a role in marketing products and services in an industry or company, which is sent directly to registered consumer e-mails (Hartemo, 2016). The thing that needs to be considered in digital marketing is how to make consumers explore the products and services we sell so that they will be able to increase marketing (Yadav and Rahman, 2018). In the development of digital marketing, marketing data analysis is first carried out using a data mining algorithm that is able to predict variables and other related things (D'Haen, Van Den Poel and Thorleuchter, 2013).

## RESEARCH METHODS

To develop the marketing of creative economy products and services in the city of Padang, it is necessary to first analyze the marketing data. Marketing data analysis in this study uses one of the data mining algorithms, namely C4.5. The C4.5 algorithm is able to predict factors that affect the marketing of products and services for creative economy actors. The results of this analysis will become a reference in the development of marketing of creative economy products and services in the city of Padang with the

## concept of Customer Relationship Management (CRM).

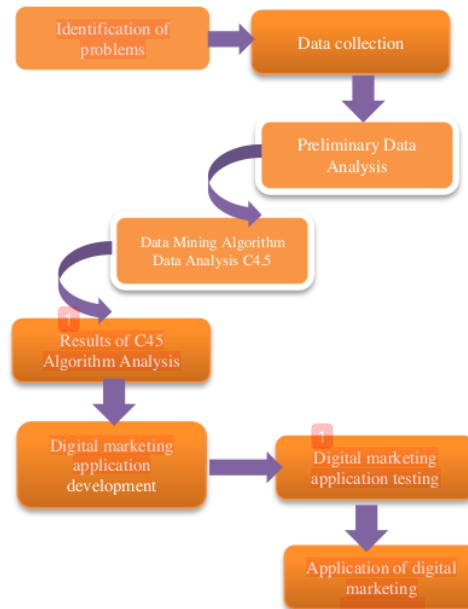


Figure 1. Research Framework

This research uses a combination method, where this research begins with problem identification then performs data collection and preliminary data analysis stages, data analysis uses the c4.5 data mining algorithm, the results of data analysis are used to refer to the development of digital marketing applications, then the application is tested to be ready. To be implemented, for more details, the stages of the research can be seen in Figure 1. After identifying the problem, data collection is carried out. The initial data that is collected is marketing data to be analyzed is data from Padang city creative economy actors obtained from the creative economy book Padang city in 2018. In addition to the data taken from the book, to find out the



various factors that influence the marketing of creative economy products in the city of Padang, then the researcher conducted a field survey and submitted a questionnaire related to marketing factors. The collected data is then carried out preliminary analysis to be able to produce sample data or initial data. This initial data will be processed with data mining algorithm c.45. to perform marketing predictions. Then the results of this analysis will be used as a reference for the development of digital marketing applications, then the digital marketing application trial will be carried out and finally the implementation of the digital marketing application in the creative economy players of the city of Padang.

## RESULTS AND DISCUSSION

Data analysis was carried out to process data on the marketing of creative economy products and services for the city of Padang, marketing data was collected based on data from the creative economy actors of the city of Padang, which are contained in the creative economy report book of West Sumatra 2018. The marketing data in the book is complemented by the collected marketing data, directly through field observations to the creative economy actors of the city of Padang. Based on the data collected, there are 7 factors that influence the marketing of creative economy products and services in Padang City, namely, business location, product prices, social media promotion, e-commerce marketing, product quality, product types, and popularity. The data obtained is performed data normalization, then data processing is carried out using the C45 algorithm. The C45 algorithm is able to predict factors that affect the marketing of

products and services for creative economy actors. The Creative Economy Marketing Analysis Decision Tree of Padang City can see in figure 2.

The type of marketing used will greatly affect the sales of creative economy products and services in the city of Padang. So that the development of the marketing concept is carried out with the concept of digital marketing. The digital marketing concept that will be developed is a marketing concept in one medium that is mutually integrated between one actor and other creative economy actors.



Figure 2. The Creative Economy Marketing Analysis Decision Tree of Padang City

The development of digital marketing applications can be seen in pictures 3 to 8.



Figure 3. Main Application Page



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Figure 4. Consumer Register page

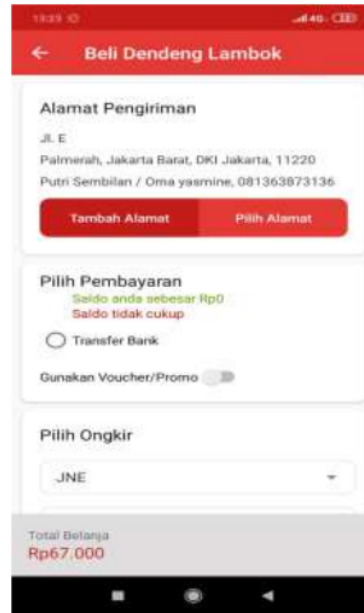


Figure 6. Delivery Selection Process



Figure 5. Order View



Figure 7. Order Details



Figure 8. Consumer Transaction Notification

## CONCLUSION

This research produces a digital marketing application called KADAI MINANG. This application can accommodate all creative economy actors in the city of Padang, so that it is integrated or interconnected. This application can also be used for the development of creative economy marketing in other districts and cities in the province of West Sumatra, and even this application can also be used throughout Indonesia of course with developments that are tailored to the character of each region. This application is built based on decision support obtained from the analysis of factors that determine the marketing of creative economy products and services in Padang City using the c4.5 data mining algorithm.

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This digital marketing application makes it easy for consumers to find, compare and select products and services for the creative economy of the city of Padang.

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