

## *Analyze The Marketer Activity in Digital Era with Implemented Digital Ethic*

### Analisis Aktivitas Pemasar di Era Digital Melalui Penerapan Etika Digital

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#### ABSTRACT

Digital technology has become part of marketing activities for a marketer, every marketer is currently required to be able to implement digital marketing activities. On the other hand, the use of digital technology raises issues that are hotly discussed, especially ethical issues. This research was conducted with a qualitative descriptive approach by looking at the theories of marketing and digital ethics. This study uses secondary data contained in books, white papers, journals, articles which is the basis for a literature review. The results show that digital skills and expertise alone are not enough for a marketer. To become a reliable marketer in the digital world, it is very necessary to know and apply digital ethics.

#### ABSTRAK

Teknologi digital sudah menjadi bagian dari kegiatan pemasaran bagi seorang pemasar, setiap pemasar saat ini dituntut untuk dapat melaksanakan kegiatan pemasaran digital. Di sisi lain, pemanfaatan teknologi digital memunculkan isu yang sedang hangat dibicarakan, khususnya isu etika. Penelitian ini dilakukan dengan pendekatan deskriptif kualitatif dengan melihat teori-teori pemasaran dan etika digital. Penelitian ini menggunakan data sekunder yang terdapat dalam buku-buku, white paper, jurnal, artikel yang menjadi dasar untuk literature review. Hasilnya menunjukkan bahwa keterampilan dan keahlian digital saja tidak cukup bagi seorang pemasar. Untuk menjadi pemasar yang handal di dunia digital, sangat perlu untuk mengetahui dan menerapkan etika digital.

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## **INTRODUCTION**

Digital technology seems to have become an inseparable part for a marketer. Utilization of technology is a very important part to be able to excel and compete competitively in the market. As we know that a marketer aims to continuously be able to deliver value which in the end how to build loyalty to the products/services offered to consumers. This is not easily done by marketers where marketers need to map out the right strategies and ways to acquire consumers, in practice various ways are sometimes used by marketers to get their goals, which have violated many values and ethics in marketing practices.

Ethics in marketing discusses principles and standards that provide an overview of acceptable behavior for consumers and the market itself. In terms of organizational context, marketing activities usually occur with unethical activities and develop from pressure to meet the performance goals of an organization. In terms of some of the problems that occur in marketing ethics, namely the existence of real attempts to deceive or take advantage of a situation. Concerns about marketing ethics issues have long been discussed by the American Marketing Association (AMA), Baumhart (1961) examined ethical issues where efforts were omitted by business practitioners and found five of the top eight business practices specifically related to marketing :

1. Gifts, gratuities, bribes,
2. Price discrimination and unfair pricing
3. Dishonest advertising;
4. Cheating customers;
5. Price collusion

A marketer in carrying out his activities will also not be separated from the role of how ethics are applied by his company, where in ethics within the company there are principles in doing business. Where these principles serve as guidelines and have standard standards as a deterrent to any discrepancies or defects in moral ethics in the company's operations.

However, another problem that we are now facing is how a marketer enters a world that is so different from before, namely being in the digital world. The internet and social media allow each individual to connect with each other in a virtual community (van Dijk, 2006). In fact, the internet and social media are widely used against ethical and moral values. For this reason, as a marketer, it is very necessary to understand how ethics are in the digital world. Social media has profoundly changed the way people interact and communicate and is able to offer marketers a greater ability to connect with target customers (Permana, R. M. T., Rohandi, M. M. A., & Nugraha, Y. D, 2021).

## **LITERATURE REVIEW**

### **Marketing Ethics**

Ethics or ethics comes from English which contains many meanings. In terms of etymology, the term ethics comes from the Latin *ethicus* (in Greek is *ethicos*) which means habit, this understanding gradually turns into a science that discusses the problem of human actions or behavior, which can be judged good and which are not. Meanwhile, in terms of terminology, ethics are conventional rules regarding individual behavior in civilized society, formal procedures or birth manners to regulate interpersonal relationships, according to each social status. Ethics are rules used by humans in life that help to determine what is right and wrong (Magnis-Suseno, 2016).

Ethics are rational reasons for all human actions in all aspects of life. Meanwhile, the Islamic work ethic came to the fore, on the basis that Islam is a perfect religion. Islam is a collection of teaching rules (doctrine) and values that can lead humans in their lives to the goal of happiness in life both in this world and in the hereafter (Baeekum, 2004).

Marketing ethics is about making morally correct marketing decisions, taking into account not only business benefits but also the moral perspective and social implications of marketers' actions (Kotler, 2016). The conscientious marketer faces many moral dilemmas. 460 / 5,000

Translation results

The activities that a marketer performs are often not very clear at the organizational level. Not all managers

have good moral and ethical sensitivity, the organization is deemed necessary in developing a marketing ethics policy that must be followed by every individual in the organization. Regulatory policies should cover e-mail, customer service, pricing, product development, distributor relations, advertising standards and general ethical standards (Kotler, 2016).

## Digital Ethics

Digital ethics deals with the impact of digital technology on our society and environment. Ethics in the digital world (netiquette) is different from other forms of ethics, as well as ethical rules in the real world, ethics in the digital world require efforts to encourage users to comply with ethical and moral rules to create a comfortable, peaceful and peaceful shared space. Social media intelligence allows us not to create increasingly sharp resistance to the surrounding environment. Research findings regarding the impact of social media bring changes in social relationships or as changes to the balance (equilibrium) of social relations and all forms of changes in social institutions in a society, which affect the social system, including in society. the depth of values, attitudes and behavior patterns among groups in society. Social change is changing in a direction that tends to be negative, where there is the emergence of a social group calling itself part of religion, ethnicity and certain behavior patterns that sometimes deviate from existing norms. (Cahyono, 2016).

In applying digital ethics, a marketer really needs to master digital literacy. Digital literacy is the knowledge and skills of information technology both for work, life and the ability to find and evaluate and assess the information received. (Kolykhatov, 2018). digital literacy includes the ability to find, work on, evaluate, use and utilize wisely and intelligently according to its use. The digital literacy required refers to the Kominfo Digital Literacy Road Map (Deloitte, 2020):

1. Digital skills: The individual's ability to know, understand, and use ICT hardware and software as well as digital operating systems in everyday life.
2. Digital culture: The individual's ability to read, decipher, familiarize, examine, and build national insight, the values of Pancasila and Bhinneka Tunggal Ika.
3. Digital ethics: Individual's ability to realize, exemplify, adapt, rationalize, consider, and develop digital ethical governance (netiquette).
4. Digital safety: The individual's ability to recognize, pattern, apply, analyze, weigh, and increase awareness of digital security in everyday life.

The above digital literacy is necessary for all individuals, especially for a marketer to enter the digital world. In particular, digital ethics (digital ethics), marketers need to instill this in every activity in the digital world. Digital Ethics or information ethics is concerned with the consequences produced by information and communication technology on society and on the wider environment. Digital ethics is not limited to the following (Deloitte, 2020):

1. Basic knowledge of rules, applicable regulations, etiquette, and internet etiquette
2. Basic knowledge of distinguishing any information that contains hoaxes and is not in line with such as pornography, bullying, etc.
3. Basic knowledge of interacting, participating and collaborating in the digital space in accordance with the rules of digital ethics and applicable regulations
4. Basic knowledge of transacting electronically and trading in the digital space in accordance with applicable regulations.

## METHOD

The data analysis method used in this study used qualitative methods. Qualitative secondary data analysis is carried out in a way based on the theory contained in the framework, which can be applied to the focus of the problem. This study uses a phenomenological approach. Phenomenological studies describe an experience or phenomenon (Creswell & Poth, 2017). Sources of data are done by searching for literature and using data collection methods from documents from other sources. The data collected in this study were sourced from secondary data and obtained through a literature study obtained from relevant articles and books. The data collection technique is by conducting a study of reference books, literature, and previous reports related to the problem being studied (Nazir, 2013)

## RESULT AND DISCUSSION

The current digital revolution has threatened existing business models. The business model provides an overview of how a business can create value that is delivered to its customers and how the business itself can generate an economic profit (Hari, 2011). The digital revolution has made almost all industries experience challenges as well as opportunities. The "digital revolution" is considered a moderate challenge and companies suggest that they have developed effective solutions (Leeflang et al, 2014). New digital technologies create not only great opportunities but also considerable risks. They can enable more effective and cost-effective customer targeting, but they usually also require new capabilities and introduce unwanted complexity. Science and information technology have brought tremendous benefits for the human civilization (Soewito, B. & Isa, S.M., 2015). The Digital World is the dominant advertising medium, accounting for more than 50 percent of global advertising spending. In many leading economies, including China, the United Kingdom, the United States, Australia, Norway, and Canada, digital media has long outpaced traditional advertising spending. (Bruijin, 2019).

Research on the Internet shows that networking does not make users more open or tolerant (G, Lovink., 2019) Social media for the community is now not only a substitute for direct communication processes, but with social media the community is made easier both in the communication and information process. The existence of technological advances has an impact on the occurrence of symptoms of a decline in ethics in communication. The decline in ethics that occurs due to the use of social media can be anticipated through supervision carried out by educational institutions. The information is permissible in public Internet space when everyone is totally transparent to another user; how to argue and uphold one's subjectivity; how to react to trolling and haterism; what consequences an individual's interaction with algorithms have – all these issues of online communication require designing adequate scenarios to interact online which will allow user to defend not only their identity but also the identity of their community (A.V, Drozdova, 2020). The impact of all of this has resulted in the tendency of communication in the digital world to be increasingly out of control, resulting in ethical differences in the real world and the digital world. It is very important for a marketer to know the difference.

All of this cannot be separated from the presence of digital marketing which has developed over time, where the marketing of products and services has used digital channels, and has become a general term for describing a process of using digital technology to acquire customers and build customer preferences, promote brands, retain customers, and increase sales (AMA, 2017). Digital marketing itself is made possible by a series of adaptive digital touchpoints spanning marketing activities, institutions, processes and customers. The adaptive processes enabled by digital technologies create value in new ways in new digital environments. Processes enabled by digital technology create value through new customer experiences and through interactions among customers (Kannan & Li, 2017).

## CONCLUSION

As a marketer, expertise in the digital world is really needed and a must for every marketer to be able to implement their marketing activities in the digital world. However, it should be noted that digital skills and expertise alone are not enough for a marketer. To become a reliable marketer in the digital world, it is very necessary to know and apply digital ethics. Understanding digital ethics means understanding how to understand the truth of the news, avoiding racist / discrimination and bullying, ethics in communication, and limiting personal information being shared.

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