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THE INFLUENCE OF DIGITAL MARKETING CHALLENGES THROUGH INSTAGRAM MEDIA ON THE 5.0 ERA

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ABSTRACT

Understanding and introduction to challenges of digital marketing is considered important in dealing with marketing developments in the digital era based on internet technology. On the other hand, a marketer in the era of society 5.0 must have intercultural empathy and be able to learn new cultures and must be proficient in using technology. The development of the political world of information and communication technology has experienced digital transformation that has changed the industrial order (Fukuyama 2018). This phenomenon ultimately builds an idea about technology (digitalization) and humans living side by side so as to create a more valuable life (Ellitan 2020). The goal is for the public to be more aware of the presence of the era of society 5.0 where this era is very fast paced with digital technology. This is done to determine the effect of the variable (Y) era 5.0. In the era of society 5.0, it provides opportunities and creates a new lifestyle for the community. In this study, the theory used is the theory of Denis Mcquail which states that "new media theory is a type of media that uses digital technology, for example social media and internet usage". Where this era will affect people's lifestyles in a more practical and fast way, because the influence of digital marketing certainly provides opportunities and challenges for the younger generation as well as utilizing innovative technology. Based on the results of the analysis, it can be seen that the Opportunities and Challenges of Digital Marketing have an influence on Era 5.0 by 64.3% while 35.7% are influenced by Instagram Media **Keywords** : promotion, price, consumer decision, Muslimah salon, Covid 19 pandemic.

Keyword : Political Digital Marketing, Instagram, Era of Society 5.0

INTRODUCTION

The growing use of social media among the public certainly brings opportunities in society 5.0, namely the many people who use online applications for food delivery, online shopping and so on to become one of the opportunities and styles of shopping for most people, especially in the era of society 5.0. Community needs in the world of digital marketing will be obtained more practically and quickly. Era society 5.0 is a concept that implements technology in the industrial revolution 4.0 by considering aspects of the humanities so that it can solve various social problems and create sustainability (Faruqi 2019). The main objective of establishing the concept of society 5.0 is to achieve economic development and problem solving, and to build a community-centered society where everyone can enjoy a quality life (Fukuyama 2018). Marketing in Era Society 5.0 is marketing that prioritizes ethical values. For this reason, he said, consumers must be given the freedom to communicate, determine and choose products or services, provide responses and choose communication channels (Mulyana, 2022). new and proficient in using technology," he said.

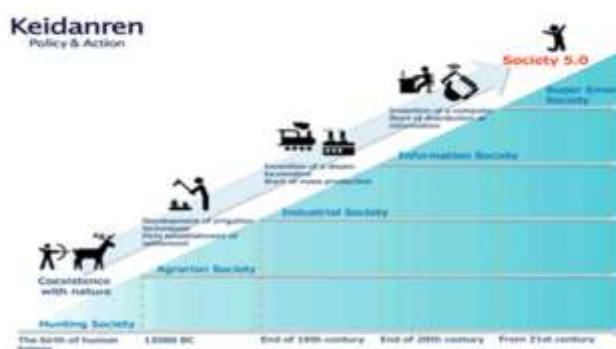
The Social Era 5.0 is an era of development that gave birth to a new concept that was born from Japan country. in the era of society 5.0 there will be an era of using modern science or digitalization in this era, digitization plays a role by itself. at work and in everyday life to live more comfortably and easily. clearly very relieved by the industrial revolution 4.0 which is more involved in the business world. it's just that in

the era of society 5.0 the creation of a new concept that will destroy social inequality of age, gender and grammar, at that time will create a generation that is not apathetic but also gives that all are equal. but in this era, of course, people have a new way of life that cannot be separated from the world of technology.

Another term for society in the 5.0 era is Super Intelligence/smart. The existing portfolio definitely requires progress in various fields. Society 5.0 is a concept that seeks to provide a better life for humans. If people are not used to the concept of a new industry, it is feared that it can cause negative turmoil. As a more prestigious party, the government should have taken concrete and wise steps to guide the people. Because the flow of the new era is completely different, it is necessary to set the "right" policy direction so that the positive values of society are not socialized. This will increase the presence of the concept of society 5.0 as designed by the Japanese government (Halifa Haqqi, 2019).

Not only there are better technological facilities that can be utilized around humans, but also in terms of values and morals in living the benefits of life (Halifa Haqqi, 2019). Digital media has a role to disseminate information related to preventing and reducing conflict so that it can be known quickly by all levels of society (Faruqi 2019). Currently, the virtual world is not only able to connect people with devices, but also connect people with other people around the world. And this is a reality that must be faced by millennials in the era of society 5.0 because it will be a great opportunity for the younger generation to continue to develop hard skills and soft skills and explore their potential in digital-based technology.

The influence of digital marketing in the 5.0 era certainly provides opportunities and challenges for the young millennial generation as they take advantage of technology. This innovation has penetrated the global market contributing to an increase in the economy (Holroyd 2019). The high role of innovation in the digital content industry creates expectations that the industry will continue to grow sustainably in the 5.0 era. Conceptually, the digital content industry refers to products or services that integrate graphic, text, image, sound, data, and other content (Jiang and Lee 2010). Digital content contains information sent online (Network 2019). The industrial context of society 5.0 is a concept that emphasizes the ability of the industry to develop its economy in a sustainable manner (Fukuyama 2018). In the era of society 5.0, it is necessary to direct the role of the young millennial generation for the future progress of the Indonesian nation. In fact, digital transformation, which is experiencing very fast development, has changed the habits of society and industry. One of the impacts of digital transformation is that it causes rapid economic growth and technological development. So that everyone can enjoy it easily. The following is picture 1 of the industrial revolution 1.0 – 5.0.



Picture 1. 1 Industrial Revolution 1.0 until 5.0

The industrial revolution has changed the way humans work from manual use to automation or digitalization. This industrial revolution is running from time to time. The last decade can be called entering the fifth phase 5.0. This change gives an articulative difference on the side of its use. Industry 1.0, for the first time after the discovery of the steam engine, resulted in development and growth. This revolution has affected the agricultural and manufacturing/industrial sectors, especially the textile industry and its by-products. Industry 2.0, at this time is more towards electricity and transportation, this combination of production methods and developments influences technology, especially for the iron industry, machinery, chemical oil, vehicles and others.

Industry 3.0, the industrial revolution was first widespread in this era, which is known as the era of automation. Starting from England, changes in work patterns by people who previously used human power have switched to using machines. It also has the use of high-tech automatic electronics. And continues to this day, where machines and increased production capacity and software are the main supports in the manufacturing process. Industry 4.0, this concerns the current development of information technology, software and hardware, as well as the development of information technology which is increasingly rapid. Where advances in internet technology, data, and artificial intelligence (artificial intelligence) are many of the technologies that support this revolution.

Industry 5.0, in simple terms, society 5.0 can be interpreted as a human-centered and technology-based concept of society. This is the era that is happening now. That means, currently the focus is only on encouraging the process of digitizing services but also on how to achieve connectivity so that integration can be created in the delivery of public services. In the 5.0 concept, society can solve various social challenges and problems by utilizing various industry 4.0 innovations. Along with the increasingly severe challenges, opportunities in the digital era are also increasingly open and easy for us to see as challenges and opportunities. From this it can be concluded that in this era, society needs to act and be proactive in following the pattern of the times, but not forgetting the identity of the Indonesian nation.

In the field of digital technology, which in this case will benefit both organizations (companies) and the younger generation in the future. Where humans must excel in skills that cannot be imitated by technology. Humans have better thinking and creativity than machines. Technology reads and thinks about human behavior and routines. In addition, currently in the world of technology the discussion of AI (artificial intelligence) is developing towards intelligence amplification (IA), meaning that collaboration between humans and machines is always better than skilled humans and or great machines.

If artificial intelligence (artificial intelligence) seeks to imitate human intelligence, while intelligence amplification (increased intelligence) seeks to improve human intelligence with computer technology. This situation is of course put to very good use by the community, because with the presence of mobile devices, activities can be carried out online besides being able to be done from home, they can also be carried out mobile, anywhere, where and not limited by time and place.

Many areas of life use digital-based technology in almost every area of life. Likewise with industry 5.0 which is currently happening right now. With humans as the main component, society 5.0 can create new values through technological development, minimizing the gap between future humans and economic problems. It might seem difficult in a developing country like Indonesia, but that doesn't mean it can't be done, now that Japan has proven to be a country with the latest technology.



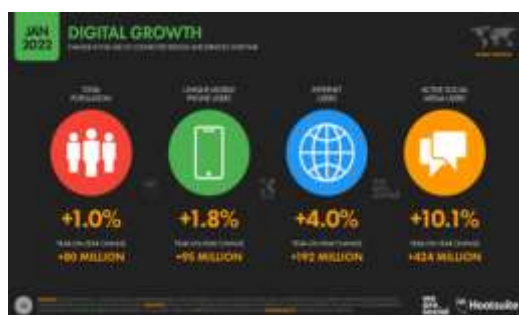
Picture 2.
Digital Marketing Statistics in the World and Indonesia
Source : Google



Picture 3
Digital marketing statistics in the world

From the Digital Around the world and Indonesia data above, which was published by one of Hootsuite's social media services in 2021, you can see the Facts of Using Digital Media, namely: 1) Total World Population is 7.83 billion. 2) Of the entire World Population 59.5% or 4.66 billion are internet users. 3) 170 billion or 61.8% are active social media users. 4) Cellular users amounted to 5.22 billion or 66.6%.

From the facts of Digital Media for the use of Digital Marketing in Indonesia, namely: 1) The total population of all of Indonesia is 274.9 million. 2) The penetration of internet use in the community is 73.75 or 202.6 million. 3) There are 170 million active social media users in Indonesia. 4) Penetration of cellular users is 125.6% of Indonesia's population.



Picture 4
Digital Growth in Indonesia

From the infographic above, it can be concluded that facts related to digital growth in Indonesia are very fast, some of the facts above, namely: 1) The growth of internet users has changed from year to year in 2022, namely 192 million. 2) There has been a significant increase, namely active social media users, which grew by 10.1% with a population growth of 424 million. 3) The total population will change from year to year in 2022, namely 80 million population. 4) And in the use of digital marketing that is very important are active mobile users with a growth of 4.0% from last year with a population growth of 192 million. Everyone knows the term "social media". Social media is an internet-based social networking application technology that engages users and is available both web-based and mobile-based. According to Holly Paquette (2013), social media is a social networking environment that changes the way consumers gather information and make purchasing decisions.

According to Nasrullah (2015), social media is media on the internet where users express themselves and interact, work together, share and communicate with others to form social bonds virtually. Social media comes in three forms which illustrate what it means to be social. They are cognition, communication, and cooperation. It is undeniable that social media has become a new way for people to communicate. This affects many aspects of people's lives. Social media presence has a tremendous impact on communication channels. Nasrullah, (2015), published his findings that the use of the internet and social media is very high in Indonesia. With an internet penetration rate of 15% around 4,444 people or 38 million other netizens. With a total of 4,444 residents, around 62 million people are registered and have 4,444 Facebook social media accounts. The study also shows that on average 4,444 internet users in Indonesia spend around 3 hours connecting to their mobile devices and 4,444 people browsing social media.

According to a survey conducted by Digital in Asia, more than 3 out of 7.5 billion people around the world use internet networks, especially social media, in their monthly lives. 800 million people are active Instagram users and most of the users are in the 18-34 year old group. 4,444 people from various backgrounds and professions use this social media platform, of which 4,444 also interact with patients from professions such as doctors (Sapoetri & Pannindriya, 2019). Indonesia is the third largest country with users using Instagram as their popular platform. Instagram is not only a platform for sharing photos and videos, but also presents a golden opportunity with great potential as an advertising medium. Instagram also has the ability to globalize information that was previously only known to local residents (Indika & Jovita, 2017).

METHOD

This study uses the Quantitative Descriptive Research method, where later the results of the research will emphasize testing theories by measuring variables with numbers and carrying out an analysis using statistical procedures in order to obtain significant research results. The approach used in this study is a survey approach, namely the activity of collecting as much data as possible regarding facts that are supporting the research with the intention of knowing status, finding symptoms with similar status by comparing with standards that have been selected or determined (Sugiyono, 2010).

In this study there are two research concepts that need to be operationalized, namely:

1. *Digital Marketing Politics (Variable X1)*,

variable X is also called the independent variable (independent) is a variable that influences other variables that are independent. In this study, variable X is digital marketing, social media Instagram, which has the following indicators:

- a. Is the information obtained from a website more accurate.
- b. One of them is the open rate which is the number that shows the frequency of opening our email by customers
- c. Make it easy to interact with fast-paced networks.
- d. Facilitate online promotion to be more effective.
- e. Submission of sales promotions online is more practical.
- f. Online promotions are more effective than advertisements on television.

2. *Social Media Instagram (Variable X2)*,

in this study the X2 variable is Instagram social media which has the following indicators:

- a. Using Instagram to find online communities.
- b. Using instagram to have many friends.
- c. Using Instagram by uploading photos, videos so that they exist.
- d. Using Instagram by uploading videos (reels) with a longer duration.
- e. Using instagram to view a product such as clothing, food.
- f. Using social media, allows users with online access to initiate or participate in social media conversations.
- g. ease of access, which means being able to access Instagram anytime, anywhere, without location or time restrictions.
- h. Easily access Instagram through various electronic media (smartphones, laptops, tablets).
- i. Users can assess the credibility of the business Instagram account seen from the number of followers and likes.
- j. Users can judge it based on the testimonials of consumers who have purchased or used the products or services offered.

3. *Era 5.0 (Variable Y)*,

the variable Y, also called the dependent variable, is a variable that is influenced by several other variables that cannot stand alone. In this study, the Y variable is era 5.0 which has the following indicators:

- a. Reach cross-border access.

- b. 5G card change.
- c. A country that implements society 5.0.
- d. Facilitate interaction and system and network security.
- e. In this study, the theory used is the theory of Denis Mquails which states that "New

Media Theory is a type of media that uses digital technology, for example social media and internet usage". According to Uma Sekaran (in Sugiyono 2017: 60), argues that a framework for thinking is a conceptual model of how theory relates to various factors that have been defined as important issues.

Industry 5.0 is present in various digital platforms that can provide such a large space and create very promising digitalization opportunities in the field of digital technology, this can benefit both organizations (companies) and the young millennial generation in the future. Based on the explanation above, a link can be made systematically between the influence of digital marketing opportunities and challenges in the 5.0 era with the theoretical framework in the following figure:



RESULTS AND DISCUSSION

This study uses a quantitative descriptive method, which means that the data generated is in the form of numbers. After collecting data by distributing questionnaires to 100 respondents, data analysis was carried out with the help of the IBM SPSS Statistics 25 application. The results of this study were used to see how much influence digital marketing opportunities and challenges had on the 5.0 era and whether there were any obstacles in implementing digital marketing in the 5.0 era which explained in the table below :

Tabel 4. 1 Summary of Hypothesis Test Results

Hypotesis	Sig	α	Accept/ Reject Ha	Result
Digital Marketing Influence (X1) towards Era 5.0 (Y)	0,000	0,05	H1 Accept	Digital marketing politics influences Era 5.0

Influence of Social Media Marketing (X2) towards Era 5.0 (Y)	0,080	0,05	H2 Accept	Social Media Instagram influences Era 5.0
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Based on the research results, to answer the problem formulation, according to the results of the coefficient of determination test in the sub-chapter above, the coefficient of determination produces an R Square of 0.643 or equal to 64.3%. So it can be concluded that the influence of the Digital Marketing variable (X1) on Era 5.0 (Y) is 64.3%, while 35.7% is influenced by Instagram Media (X2).

Meanwhile, based on the results of the partial test (t test) in this study, the t count was $11.769 > t$ table 1.984 and a significant value was $0.000 < 0.05$. So it can be concluded that H1 is accepted and the results of the t-test on Instagram social media for the 5.0 era are $0.080 > 0.05$ with a t-count value of $1.774 > a$ t-table value of 1.984 which shows that there is an influence of Instagram social media on the 5.0 era. Then, this study shows significant values in all dimensions, with the majority of the mean more than 4.22 out of a maximum value of 5, which means that each of these indicators has a strong influence.

However, there are two indicators that get the lowest score, namely the context dimension on the instagram media variable (X2), the statement items in table 4.21 regarding respondents' opinions about using Instagram to have many friends, with a mean value of 3.50. This means that the respondent believes that the respondent understands enough to use social media, especially Instagram, but has not applied it wisely. Researchers suggest that using Instagram media is more optimal in its application.

The next indicator with a weak value is the Y variable, the statement in table 4.26 regarding the respondents' opinion about changing the 5G card, with a mean value of 3.50. This means that respondents think that the 5.0 era regarding changes to 5G cards has been quite optimal in its development, it's just not consistent evenly in all parts of Indonesia. What is meant by consistency in this case is the implementation of program time which is conditional, not necessarily implemented in the near future. Researchers suggest that 5G cards can be obtained in all corners of Indonesia, not only from sophisticated smartphones but also by updating the cards as well.

Researchers see how important this digital era is with the entry of 5G card updates accompanied by the increasingly rapid world of technology. Where this era will affect people's lifestyles in a more practical and fast way, because the influence of digital marketing certainly provides opportunities and challenges for the younger generation as well as utilizing innovative technology.

In addition, researchers view that lifestyle changes in a more positive direction are due to spurring digital transformation that changes the industrial order. With the theory from Denis Mququails which states that "new media theory is a type of media that uses digital technology, for example social media and internet use", this is evidence to strengthen the phenomenon of digitalization.

Finally, the results of this study are in line with Nurul Huda's previous research (2021) with the title opportunities, challenges and impacts of digital marketing in the era of society 5.0. The research says that in this study the global community thinks that industry 4.0 uses high-tech machines, while the 5.0 era is expected to create new values to reduce social inequality between humans and their economic problems.

CONCLUSION

As described above regarding the description and analysis of the data in this study, the researcher will provide conclusions by answering the research objectives. The purpose of this study is to determine the political influence and challenges of digital marketing in the 5.0 era and to find out whether there are obstacles in implementing digital marketing in the 5.0 era. The research results are as follows:

1. Based on the results of the analysis of the coefficient of determination from the output of SPSS version 25 above, it can be seen that the Opportunities and Challenges of Digital Marketing have an influence on Era 5.0 of 64.3% while 35.7% are influenced by Instagram Media.
2. Based on the results of the analysis of the data above, it can be concluded that the constraints in implementing digital marketing in the 5.0 era are neutral because people feel quite comfortable with very rapid technological changes.
3. The results of the partial T test between variables X1, X2, and Y show that the t count is 11.769 > t table 1.984, with a significant value of 0.000 < 0.05, so it can be said that H0 is rejected and H1 is accepted, which means there is a significant influence in Digital Marketing towards Era 5.0.

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