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**Smart Digital Content Marketing
in Embracing Indonesian Millennial Consumers**

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Abstract

This research aims to explore the effectiveness of the Smart Content Digital Marketing (SCDM) formula customized for millennial consumers in the context of B2C online businesses in Indonesia. The study resulted in five main strategies: optimized social media content, influencer collaborations, diverse promotional approaches, consumer feedback engagement, and scheduled interactions. The findings indicate that SCDM strategies are highly effective in increasing interaction, customer retention, and conversion. This research provides a comprehensive strategy tailored to the Indonesian millennial market and underscores the importance of SCDM in the B2C online business sector. In conclusion, the implementation of the SCDM formula can assist businesses in successfully targeting and engaging millennial consumers, promoting long-term loyalty, and creating a competitive advantage in the increasingly competitive digital marketing landscape.

Introduction

The population of Indonesia in 2022 reached 275 million people, with 75 million (27.27%) falling within the age range of 17-37 years, commonly known as the millennial generation, according to Strauss et al (2000).), 'net generation,' as coined by Tapscott (2008), and 'digital natives,' as coined by Prensky (2012), all refer to the generation born after 1982, a period when the internet and technology were in the developmental stages. According to Jones et al. (2010), the significant number of millennials in Indonesia is seen as a primary source of the millennial generation's abundant strength. The anticipated demographic bonus is expected to drive Indonesia towards becoming an advanced nation. However, it can also pose a threat if the younger generation fails to enhance their values and competitiveness in facing development challenges. As the nation's hope,

millennials have a responsibility to prepare themselves and realize their full potential to contribute to propelling Indonesia towards a better future.

Millennials in Indonesia are currently undergoing significant changes in how they interact, especially with the recent proliferation of online social networks. The rapid growth of various web platforms has facilitated online social behavior, dramatically transforming human activities, environments, and social interactions. Social activities that were once conducted physically in the real world have now shifted to the virtual world, giving rise to online communities that connect people from various parts of the world. This digital shift allows individuals to share knowledge, entertain each other, and promote their skills and potential (Budden, Anthony, Budden, & Jones, 2011; Kumar, Novak, & Tomkins, 2010).

Compared to previous generations before 1982, millennials are considered to play a more significant role in the field of technology. Research conducted by Jones (2010) indicates that millennials grew up alongside the internet and technology, possessing talents and skills in utilizing new technology. Another perspective from Fox (2009) highlights concerns about the online behavior of millennials. Similar findings were also put forth by Hargittai (2010). However, millennials today, especially in Indonesia, are already very accustomed to the world of social media and digital technology, particularly in online shopping.

Millennials today, particularly in Indonesia, are undergoing a proliferation phase in human interaction, driven by the development of web-based programs that facilitate online social behavior. Research by Tomkins (2010) and Budden (2011) suggests that traditionally established social relationships have migrated to the digital world, where this digital dimension allows individuals to share knowledge, promote their skills, and entertain each other.

In reality, the behavioral development of the millennial generation varies from country to country, including Indonesia, where they are highly active in the digital world. Several studies have explored the characteristics of this millennial generation. In 2010, the Pew Research Center released a report titled 'Millennials: A Portrait of Generation Next,' which concluded that American millennials have several distinctive characteristics in their lives. They are known as a generation that enjoys shopping, quickly adopts technology, and highly values social networks. For millennials, shopping is not just a necessity but also a form of self-expression and entertainment. They are often the primary target of retail companies due to their significant purchasing power. Their desire to stay

connected with friends and family often leads to active use of social media platforms in their daily lives.

In addition to their shopping tendencies, millennials are also ready to adopt the latest technology. They grew up with the rapid development of information and communication technology, making them easily adaptable to new devices and applications. Social networks are an integral part of their lives, used to interact with friends, family, and even prominent brands. These brands have a strong influence on their shopping decisions, and millennials often seek recommendations from sources they trust on social media.

Furthermore, millennials tend to use entertainment devices more frequently, such as music and video streaming, reflecting their desire for unlimited access to entertainment. They are also active contributors and consumers of web content, both as content creators and consumers. Their shopping behavior is highly influenced by their peers, often serving as a source of product or service recommendations. Overall, the millennial generation is a unique group with characteristics that reflect their shopping tendencies, technology adoption, social networking, and peer influence. They have a significant impact on the current economy and culture.

Research by Hasanudin (2015) on millennial behavior in Indonesia, based on qualitative data from observations and surveys conducted in 34 provinces, reveals that Indonesian millennials (ages 15 to 24) are more interested in topics related to music, film, technology, and sports. For those aged 25 to 35, their interests vary and include economic, religious, and socio-political issues.

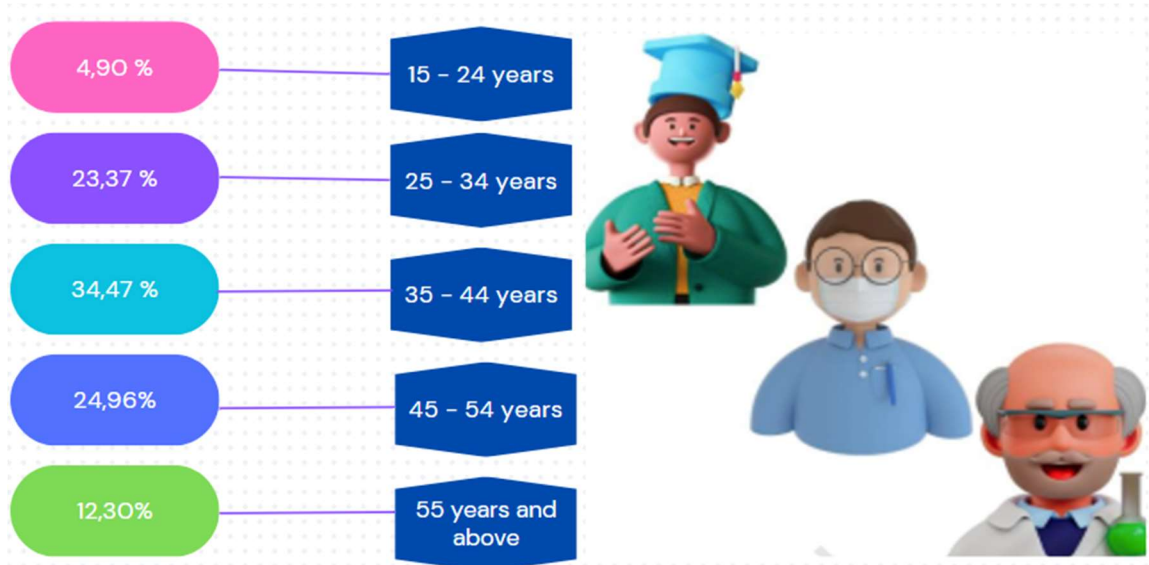
Internet usage among the Indonesian population aged 15 to 34 is significantly higher compared to older age groups, indicating a greater need for fast and high-quality internet connectivity. According to Hasanudin (2015), characteristics of Indonesian millennials based on research findings include their ability to socialize. Millennials are known as individuals who excel in socializing, especially within their communities. They are actively engaged in social media and the internet, with their mobile phones almost always in hand, ready to check messages, monitor the latest developments, or simply interact with friends. They are comfortable with constant connectivity and actively participate in the digital world. Furthermore, millennials are also known as a creative generation. They have "out of the box" thinking, always brimming with fresh ideas and concepts. Their ability to express these ideas effectively has driven the growth of the creative industry, where many of them are involved in art, design, music, and various

forms of creative expression. Millennials play a significant role in transforming and inspiring the world of art and creativity.

Millennials are also often known as confident individuals. They are not afraid to voice their opinions and engage in debates through social media. They use online platforms to express their views on social, political, and cultural issues. Their confidence in communication and active participation in digital discussions has created a significant influence on understanding and change within their society. The millennial generation is a strong contributor in the evolving digital world, which has a significant impact on current culture and social structures.

The rapid advancement of technology has led to a shift in marketing activities from conventional or offline methods to a greater emphasis on digital or online approaches (Zuhri et al., 2020). Digital marketing strategies are considered more promising due to their ability to provide potential consumers with access to various product information and the ability to conduct transactions via the internet (Wardhana, 2015). Wardhana's research also found that digital marketing strategies can influence up to 78% of a business unit's competitive advantage in promoting its products. The online market (E-Commerce) is a business model that facilitates consumers as well as entrepreneurs or companies to buy or offer products/services through online platforms. The primary requirement for entrepreneurs involved in E-Commerce is internet connectivity, which ensures their businesses remain connected to websites or online media platforms.

Figure 1: Percentage of E-Commerce Businesses by Age of Business Owners



The majority of eCommerce business owners and decision-makers in 2022 fell within the age range of 35 to 44 years (34.47%), followed by those aged 25 to 34 years (23.37%). This indicates that most eCommerce business owners and individuals responsible for them are millennials, who are highly connected to rapid technological advancements, including eCommerce. The growth of eCommerce in Indonesia has transformed consumer shopping patterns, shifting more towards modern electronic means like online shopping from conventional methods. Changes in consumer shopping behavior are evident from the continuously increasing transaction volumes.

Age Group	Percentage of E-Commerce Businesses
15-24	4,90%
25-34	23,37%
35-44	34,47%
45-54	24,96%
54 and above	12,30%

Source : Statistik E-Commerce 2022" report by BPS.

In the annual report published by wearesocial.com (2022), with a population of 275 million people, there are approximately 204.7 million active internet users (74.4%), and there are 191.4 million active social media users (69.6%). This phenomenon has a significant impact on the online business competition landscape in Indonesia. According to We Are Social's data, Shopee and Tokopedia have become trusted eCommerce companies among the Indonesian population.

In 2022, Indonesia claimed the highest eCommerce adoption rate in the world at 88.1%, as reported by We Are Social. This was followed by the United Kingdom (86.9%) and the Philippines (86.2%).

Research conducted by iPrice and SameWeb showed that Shopee emerged as the top eCommerce platform in Indonesia during Q1 and Q2 of 2021, based on total app downloads and total monthly active users. According to the iPrice Q2 2021 report, Shopee also led in terms of website visitors, with 126.99 million monthly web visitors. Shopee ranked second after Tokopedia, which received an average of 147.79 million website visitors each month.

In reality, this presents a challenge for local online business stakeholders, the government, consumers, researchers, and academics, to collectively enhance the competitive quality of our local online businesses, enabling them to compete not only in the domestic market but also on the international stage.

Table 1: Top E-commerce Rankings in Indonesia

	Website (with millions of monthly visitors in Indonesia)	Application (with millions of monthly users in Indonesia)	TOTAL (millions of visitors per month in Indonesia)
Shopee	126.99	834.52	961.51
Tokopedia	147.79	244.34	392.13
Lazada	27.67	249.37	377.04
Bukalapak	29.46	49.72	79.18
Blibli	18.44	10.33	28.77

Source: investor.id, 2022

This research is conducted by observing the phenomenon and examining previous research, resulting in an innovative formula called "Smart Digital Content Marketing" that focuses on aligning with the characteristics of the millennial generation in Indonesia. The primary goal of this research is to analyze the implementation of a conceptual digital marketing model in achieving market segmentation through the Smart Digital Content Marketing approach. Therefore, the benefits of this research are to provide a deeper understanding of the digital marketing concept and Smart Digital Content Marketing strategies, identify the advantages of digital marketing strategies in reaching market segments, and demonstrate the effectiveness of digital marketing strategies in reaching market segments. Additionally, this research aims to provide valuable recommendations for the development of better and more effective digital marketing strategies.

Based on the above description, the researcher is interested in conducting a conceptual study related to competitive strategies for Indonesian online business players using digital marketing to target the millennial market in Indonesia.

Literature Review

Millennial Generation

The term "millennial" was first introduced by Howe and Strauss in 2000. According to them, the millennial population consists of individuals born in 1982. However, there are differing views that describe the Millennial Generation (also known

as Generation Y, Netizens, and Nexters) as a group of individuals who are currently evolving and driving innovation in the field of information technology. According to Haroviz (2012), Generation Y comprises young individuals born between the early 1980s and the early 2000s. They are comfortable with diversity, technology, and online communication as a means to stay connected with their friends.

Characteristics of the Millennial Generation Choi et al. (cited in Onibala, 2017) suggest that this generation has a high adaptability to change and openness to various possibilities, making them very adaptable to dynamic changes. Millennials, as part of the digital generation, have become an interesting phenomenon and are often a topic of discussion for many (Mutia, 2017). They are a generation that embraces technological advancements and integrates them into various social aspects of their lives. Social media, in particular, has become their primary means of fast communication.

Digital Marketing

According to the Indonesian Digital Marketing Association (DIGIMIND) (2019), there are various aspects of digital marketing, including: Content Marketing, which focuses on creating and distributing relevant and valuable content to the target audience. Quality content helps build relationships with potential customers and establishes authority in the industry, Search Engine Optimization (SEO), a process designed to improve a company's website ranking in search engine results, such as Google. Its aim is to obtain high-quality traffic either organically or through paid methods, Search Engine Marketing (SEM), a strategy that uses paid advertising to increase a website's visibility in search engine results such as Google, Yahoo, and Bing. This allows companies to immediately capture the attention of a relevant audience, Social Media Marketing (SMM), which utilizes social media platforms to attract customers and build harmonious relationships with them. It is an effective way to engage with the audience and promote products or services, Pay-Per-Click Advertising (PPC), like Google AdWords, involves paying for each click your website receives from ads displayed on search engines or other advertising platforms, Affiliate Marketing, a form of marketing in which individuals establish business relationships with entrepreneurs or companies to earn commissions from the business traffic generated through their efforts, Email Marketing, using email as a means of promoting products, enabling companies to communicate directly with their customers, Instant Messaging Marketing, involving marketing through short messages, often used in instant messaging applications and social media, Radio and television advertising are still effective traditional marketing methods for reaching a broader

audience, especially for companies with larger advertising budgets. In the digital era, the combination of these marketing strategies enables companies to reach audiences with diverse preferences and consumer behaviors.

The rapid advancement of technology has led to unstoppable growth in various industries (Dewi & Darma, 2019). Technological developments have brought positive changes to the business world, especially for entrepreneurs who can use technology as a means to market their businesses (Nurmansyah, 2019). The use of digital technology has changed the way marketers interact with consumers today (Ritz, 2019). Conventional media, which was once used to market products such as print media, has now been replaced by internet-based media that can be accessed through technologies like computers and smartphones. This situation has created a new environment and transformed old culture into a new one for internet users. The use of digital marketing in marketing cases helps increase brand awareness and maintain product presence.

Promotion is a crucial activity in marketing. It can create brand awareness and sustain product presence. Along with the current digital technology advancements, marketing strategies, especially promotion, have become more modern, utilizing internet technology referred to as digital marketing (Putri, 2019; Tresnawati & Prasetyo, 2018; Nadya, 2016). Digital marketing involves marketing actions such as branding that utilize web-based media like blogs, websites, emails, and social networks (Fawaid, 2017). Digital marketing enables marketers to monitor and fulfill all customer needs, while customers can easily access the information they are looking for by browsing the internet (Purwana, 2017). Tresnawati (2018) lists at least four benefits of digital marketing in maximizing business, including cost savings, reaching a wider market, acting as a means to increase sales, and serving as a bridge between sellers and consumers.

Online Shopping

Advancements in information technology, processes, and communication have innovatively transformed the way we shop (Paul & Rosenbaum, 2020; Adapa et al., 2020). Sellers and marketers must be able to adapt to the changes in the ever-evolving business environment, harness technology, focus on consumer needs, and provide a pleasant shopping experience while maintaining strong competitiveness in the market (Paul & Rosenbaum, 2020; Adapa et al., 2020).

In today's competitive environment, online retailers must have a deep understanding of using the internet as an effective medium to attract customers and create a pleasant and convenient shopping experience (Srivastava & Thaichon, 2022).

Online shopping has become a comprehensive retail destination, facilitating easy and convenient product specification and price comparisons.

The pleasure motive in online shopping is non-functional and difficult to rationally explain, but it aims to self-satisfy and provide entertainment or an escape from routine and everyday life through recreation (Agrawal, 2022). Millennials enjoy visual cues and engagement while exploring various varieties and products, and they are attracted to new things, the latest trends, fashion, products, and innovations (Agrawal, 2022). Additionally, sensory experiences obtained from seeing, touching, and feeling products generally influence purchasing decisions for most consumers (Agrawal, 2022).

Methodology

Based on the previous discussion, this research employs a content analysis literature review method. This technique involves in-depth examination and analysis of the content of existing texts or materials to identify specific patterns, themes, or meanings by collecting, analyzing, and summarizing relevant literature on digital marketing. The literature review used includes a narrative literature review, which summarizes and presents literature in a narrative form that describes the development of concepts in digital marketing. In the conceptual literature review, you will explain various relevant concepts and theories related to digital marketing. This research proposes a new formula or model for a digital content marketing strategy that is more suitable for targeting millennial consumers in Indonesia.

Discussion

This research is derived from data analysis gathered through various research techniques, including Literature Review, Secondary Data Analysis, Case Studies. The research findings will encompass a deep understanding of the preferences, behaviors, and expectations of millennial consumers related to digital marketing. Furthermore, the research results can provide insights into the most effective strategies for targeting millennial consumers in Indonesia, as well as recommendations for companies or marketers seeking success in this segment. The data and findings from this research can be used to develop smarter and more personalized marketing strategies tailored to the needs of millennial consumers in Indonesia.

The Smart Content Digital Marketing (SCDM) formula is considered highly suitable for implementation by online businesses in the context of B2C (business to consumer) in Indonesia because it accommodates the characteristics of Indonesian millennial consumers. The SCDM formula consists of five main strategies :

1. Maximizing Social Media Content Optimization: a) Optimize profile photos for both the company and the products being sold. Profile photos should capture attention with clear images, vibrant colors, and effectively convey the message about the products on offer; b) Use hashtags wisely to enhance content visibility. Choose relevant hashtags and link them to currently trending topics if possible. This can make the content more accessible to users interested in those topics; c) Optimize video content with creativity that aligns with millennial consumer preferences; d) Utilize special features offered by social media platforms, such as Stories, Live Streaming, or Polling. These features can capture followers' attention and increase interaction.

2. Optimal Utilization of Influencer Endorsements: A) Leveraging Influencer Influence : Choosing the Right Influencers : Select influencers that align with your target audience and brand values. Ensure they have relevant connections; Natural Content Delivery : Provide guidelines but allow influencers to express themselves naturally to maintain content authenticity; B) Recommendations from Influencers and Customers Optimizing Testimonials : Collect positive reviews from influencers and satisfied customer experiences. Use visual materials to reinforce these messages; C) Employing Hashtags for Redirect : a) Call to Action (CTA) Strategy : Instruct influencers to promote products by mentioning or using hashtags that direct followers to your online business account; b) Specific Links: Prepare specific links that lead directly to the endorsed product. This will help guide visitors more effectively; c) Active Response: Monitor and respond to follower comments and interactions to maintain positive and responsive communication; D) Creative and Diverse Content: a) Creative Innovation by Influencers : Encourage influencers to design creative and diverse content, such as product comparisons, usage guides, or personal experiences; b) Format Diversity: Utilize various formats like photos, videos, stories, or live broadcasts to reach different types of audiences; E) Long-Term Collaboration Approach and Ongoing Partnerships Consider the possibility of establishing long-term relationships with successful influencers. This can help build brand loyalty and consistency; F) Synergy in Cross-Promotion Influencer Collaboration : Explore opportunities to collaborate with multiple influencers to achieve broader reach; H) Monitoring and Performance Analysis Utilizing Analytical Tools: Track metrics such as follower growth, engagement, clicks, and conversions. This evaluation will help measure campaign success and identify areas for improvement.

3. Providing Diverse Promotional Content When engaging with millennial consumers, it's essential to offer various types of promotional content that can capture their interest and drive purchasing action. The characteristics of the millennial generation, who tend to be less brand loyal, require a creative and beneficial

approach. Here's how to develop this approach :

- A. Free Shipping : Offering free shipping can be a strong incentive for millennial consumers to make purchases. Use this promotion strategically, such as during special events or with minimum purchase requirements, to boost purchase motivation.
- B. Buy One Get One Free or Second Product Discounts : The "buy one get one free" or second product discount strategy is an effective way to encourage more purchases. It provides added value to consumers and increases conversion opportunities.
- C. Discount Vouchers : Provide exclusive discount vouchers for millennial consumers. These vouchers can be given as rewards for previous purchases, as part of a campaign, or as an incentive to participate in contests or surveys.
- D. Flash Sales Offers : Time-limited offers with significant discounts can create urgency for millennial consumers to buy quickly before the offer ends.
- E. Bundling Packages : Combining products into one package at a lower price compared to separate purchases can be an attractive incentive.
- F. Special Loyalty Programs : Offer loyalty programs that provide points or special discounts to millennial consumers who shop frequently, helping to build a stronger relationship with your brand.
- G. Creative Generation Content : Use engaging content such as short videos, memes, or visual content that can capture the attention and entertain millennial consumers.
- H. Social Media Contests : Organize contests on your social media platforms that require millennial consumers to participate by sharing content, resulting in greater interaction with your brand.
- I. Emotionally Responsive Messaging : Deliver messages that encompass aspirations, values, or important social issues for the millennial generation to enhance their connection with your brand.
- J. Customer Experience Focus : Ensure an overall satisfying purchasing experience. Building a positive relationship with millennial consumers can result in long-term loyalty.

4. Providing Feedback to Millennial Consumers

A. Listening to Critiques and Input :a) Establishing Feedback Channels : Create clear communication channels, such as feedback forms or responsive customer service, that allow millennial consumers to provide critiques, input, or suggestions regarding your marketing strategies; b) Active Response: Respond to every feedback promptly and professionally. Demonstrate that you value their input and continue to strive to enhance their experience.

B. Creative Challenges: a) Creative Content Challenges : Organize contests or challenges for millennial consumers to create promotional content that aligns with

your brand. For example, ask them to create short videos or memes that reflect your brand's character; b) Acknowledging Engagement : Offer attractive rewards to winners and all participants. This will encourage participation and show appreciation to engaged consumers.

5. Enhancing Relationships with Millennial Consumers through Scheduled Interactions Examples : a) Strengthening Relationships through Periodic Scheduled Interactions : In the effort to build a strong relationship with millennial consumers, scheduled interactions can help maintain their engagement and loyalty to your brand. Here are some ways to develop this approach; b) Automated Birthday Greetings : Scheduled Email System: Create an automated system that sends birthday greetings to consumers based on recorded data at the time of product purchase. These messages can contain personal wishes, special offers, or discounts applicable only on their birthday; c) Personalized Messages : Ensure that these birthday greetings are personalized by mentioning the consumer's name and including offers relevant to their preferences.

Other Examples : A. Personalized Periodic Newsletters : Send newsletters containing the latest product news, trends, and promotions tailored to millennial consumers' preferences. This can help them stay connected with your brand; B. Product Restock Notifications : Send automatic notifications to consumers when products they are interested in are back in stock. This can trigger repeat purchases and help maintain customer engagement; C. Soliciting Feedback and Reviews : Send periodic emails inviting consumers to provide reviews or feedback on products they have purchased. This builds a sense of participation and shows that their opinions matter; D. Limited-Time Promotions and Discounts : Send exclusive offers or time-limited discounts to consumers via email at specific times, such as weekends or specific dates. This can encourage purchase actions and keep them engaged with your brand; E. News and Information Content : Provide informative content, such as relevant articles or guides related to your products or industry. This not only helps build brand authority but also adds value to consumers.

Positive Impact of this Approach : A. Reminders and Engagement : Scheduled interactions help remind consumers of your brand periodically, keeping them engaged and preventing forgetfulness; B. Personal and Attentive : Personalized and customized messages create an impression that you care and provide individual attention to consumers.; C. Increased Loyalty : Establishing ongoing communication with consumers through periodic interactions can enhance their loyalty to your brand; D. Increased Customer Value : Through special offers and discounts, you can

encourage consumers to make additional purchases, thus increasing their lifetime value.

Conclusion

The application of the Smart Digital Content Marketing (SDCM) formula with an approach tailored to the characteristics of the Indonesian millennial generation, using a literature review method and observation, is aimed at B2C (Business To Customer) based online retail businesses. The primary focus is to satisfy online consumers and view them as valuable assets that need to be treated with loyalty through enhanced marketing strategies in an increasingly competitive business environment.

This conceptual research certainly has some limitations regarding the attributes of the formulated strategy. Therefore, the next research step is to conduct surveys and statistical testing to design a more mature and optimal SDCM model.

SDCM should be implemented promptly by online businesses, considering that millennial consumers in Indonesia represent the largest market segment, especially in online shopping. This millennial generation encompasses the age group between 18 and 34 years, which is generally more tech-savvy and accustomed to making online purchases. Therefore, the application of SDCM can help online businesses leverage this market potential more effectively.

By implementing the SDCM formula and continually conducting research and adjustments, online business operators will have a significant opportunity to optimize their relationships with Indonesian millennial consumers, enhance customer loyalty, and excel in the competitive business landscape.

Additional Supporting Points for This Concept : Relevance of the Strategy : In an increasingly competitive business environment, it is crucial for online businesses to follow trends and utilize marketing tools that align with the characteristics of the millennial generation; Customer-Centric Focus : An approach that prioritizes customers as the central orientation aligns with current marketing trends. Prioritizing customer satisfaction helps build loyalty and enhance retention; Importance of Further Research : Further testing through surveys and statistical analysis will provide empirical evidence of the strategy's effectiveness. Accurate data can assist in further adjustments and improvements; Role of Technology : Leveraging technology and innovation in marketing is key to winning the hearts of the millennial generation, which tends to be more responsive to digital content and online interactions; Market Segmentation : Identifying the age range of 18-34 years as the primary target is an example of good market

segmentation. Understanding consumer demographics helps tailor more accurate marketing strategies.

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