



Undertanding Marketing 4.0 and Consumer 4.0 for Digital Business Transformation of Startup and Small Enterprises

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Paper presented at IPB Innovation and Business Sustainability, IPB University
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Pendidikan : S1 Sosial Ekonomi (Sosek-Faperta) Institut Pertanian Bogor 1985

S2 Iowa State University Amerika 1990

S3 Iowa State University Amerika 1993

2005 Guru Besar Ilmu Perilaku Konsumen di Departemen Ilmu Keluarga dan Konsumen (IKK) Fakultas Ekologi Manusia (FEMA) IPB University

Kuliah:

- Perilaku Konsumen
- Pemasaran Sosial
- Pemasaran Strategik
- Perilaku Pelanggan

Organisasi

Dekan Fakultas Ekologi Manusia IPB University

President AACIM (Asian Association for Consumer Interests and Marketing)

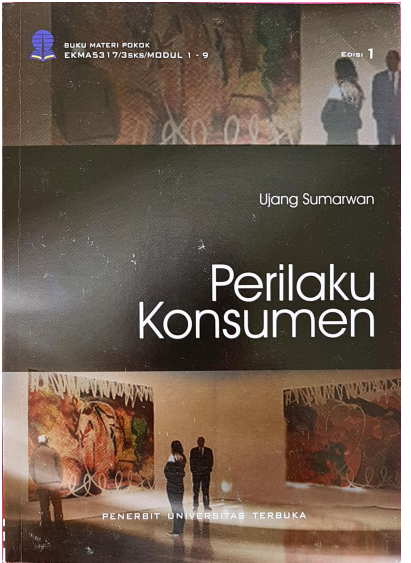
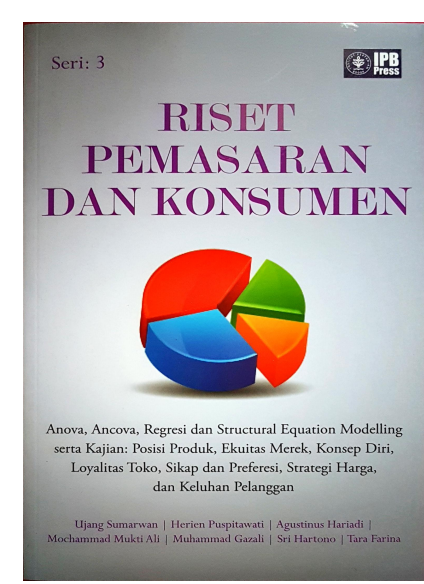
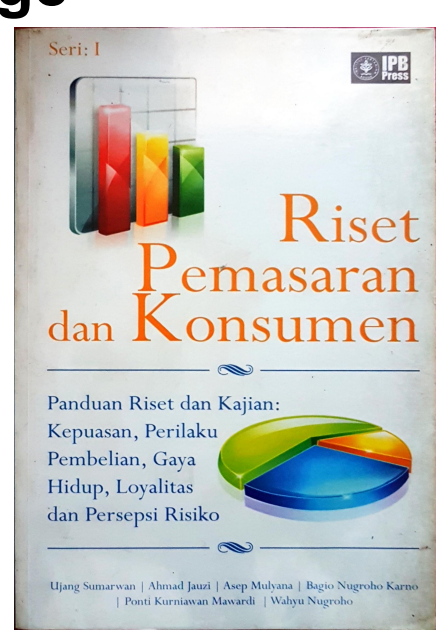
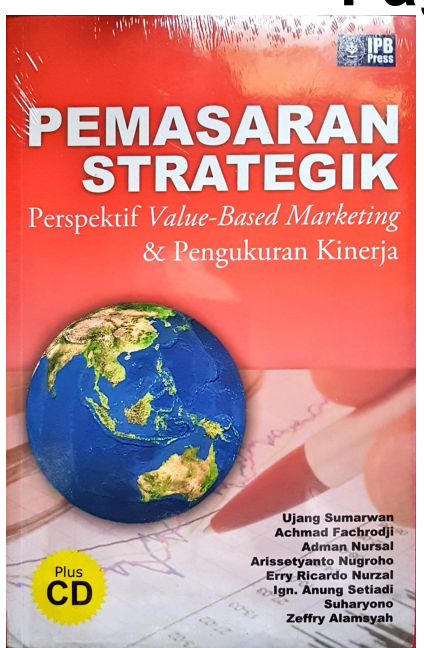
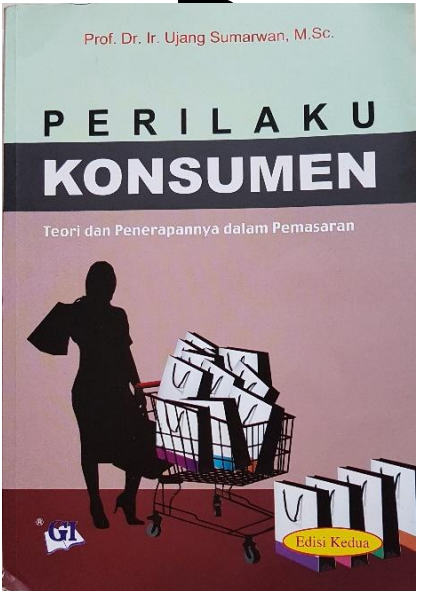


01 FEMAKU Video



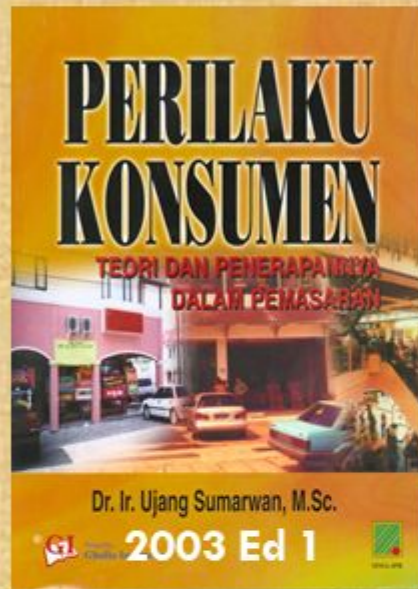
- Model Keputusan Konsumen Slide 01-06

Prof Dr Ir Ujang Sumarwan, MSc: Mari Menulis Buku Saat WFH: One Day One Page



Prof Dr Ir Ujang Sumarwan, MSc -IPB University

Alternatif
2



Consumer Decision Process

INDIVIDUAL DIFFERENCES

Needs and Motivation
Personality and Lifestyles
Self Concept
Information and Perception
Learning Process
Knowledge
Attitudes
Religious

Marketing Strategy

- Company
- Government
- NGO
- Political Party

Decision Making

Needs Recognition
Information Search
Alternative Evaluation
Purchase
Consumption
Post Consumption

IMPLIKASI

Marketing Strategy
Public Policy
Consumer Education and Protection

Sumarwan,
2011

ENVIRONMENT AND SOCIAL FACTORS

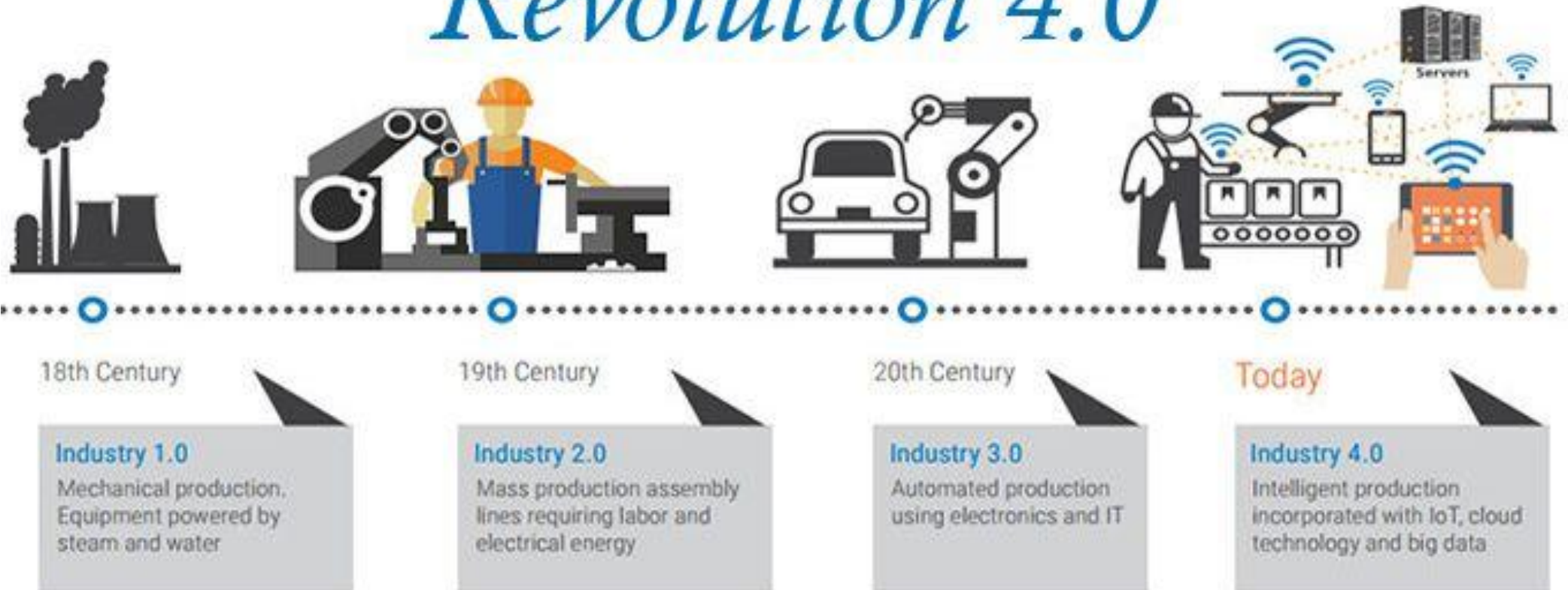
Culture
Demographic and Economics
Family and Households
Group
Situation and Environment
Technology

02 FEMAKU Video



- Marketing 4.0 Characteristics Slide 07-13

The Industrial Revolution 4.0



What Is Marketing 4.0?

Use one or more combinations of the following elements in developing and marketing products

1. Artificial intelligent atau kecerdasan buatan
2. Cyber Physical Systems (fisik atau non fisik) dan Intelligent Decision Support System (IDSS)
3. High Speed Internet
4. Software and Aplikasi

Artificial intelligent atau kecerdasan buatan.....



Contoh Products:

Perangkat elektronik memiliki kemampuan decision maker:

Drone,

robot,

Self Driving Car (Smart Car)

Google's self-driving car

Would you take a ride in a car that has no steering wheel, pedals, brakes or accelerator? How Google's self-driving car works:



ini

ini

igkan

Cyber Physical Systems



- Internet (The Internet as Part of a Multi-Channel Strategy)
- Internet of Things
- Jaringan Satelit
- Jaringan mobile
- Jaringan wireless

High Speed Internet

- Seluruh Perangkat Kerja Terhubung dengan high speed internet
- Device Smart Phone menjadi media yang menghubungkan semua perangkat
- -Mengecek CCTV di rumah dan Kantor
- Mengecek temperature Gudang penyimpanan benih atau frozen food dalam sebuah proses produksi
- Transaksi keuangan

03 FEMAKU Video



- Marketing 4.0 Characteristics software and apps Slide 15
- Consumer 4.0 Characteristics Slide 16-17

Software dan Aplikasi



- Software terkait dengan mesin
- Software : otak yang menggerakkan mesin untuk bekerja
- Software berkemabang sesuai dengan standard mesin
- Misalnya, computer atau laptop atau tab terbaru akan menuntuk penggunaan software versi terbaru.

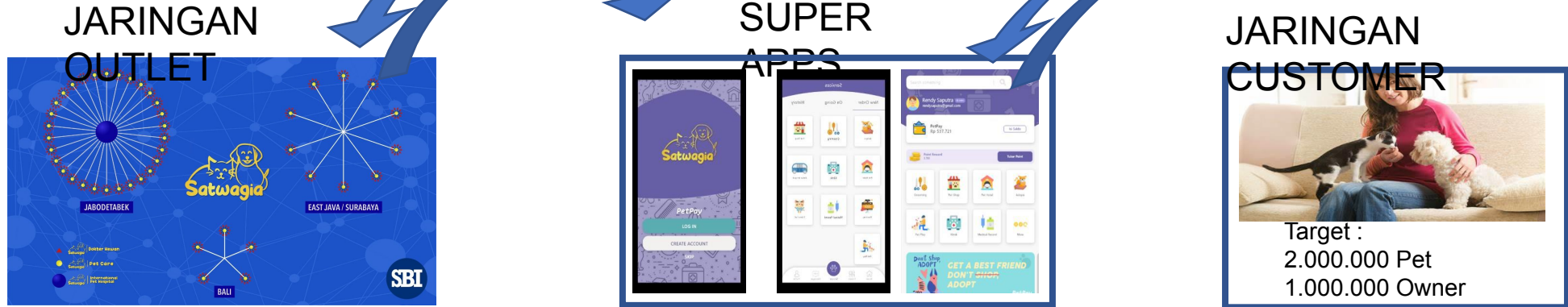


PT. TEKNOLOGI DIGITAL VETERINER



Digitalisasi Ekosistem

Satwagia Total Pet Solution 4.0



450 OUTLET
1350 DOKTER HEWAN



DISTRIBUTOR



PRODUSEN

E-Wallet :



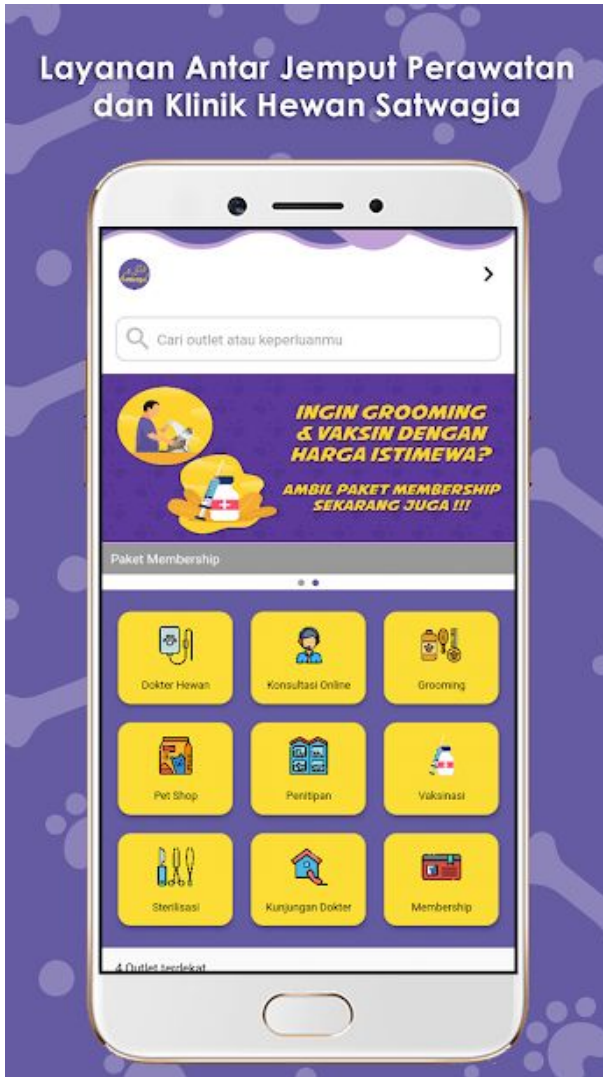
Source: PT



PT. SATWA BAHAGIA
INDONESIA

Satwagia Aplikasi

IOS dan Android



Dokter Hewan



Konsultasi



Grooming



Pet Shop



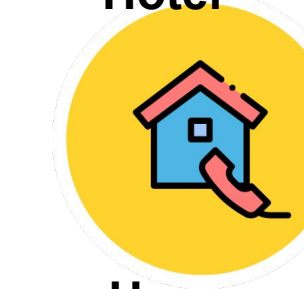
Pet Hotel



Vaksinasi



Sterilisasi



House Call



Membership

Source: PT

Consumer 4.0



- Bagaimana Consumer 4.0 memandang praktek-praktek Marketing 4.0
- 1. Focus on more customized and personal
 2. More pics and video graphics to convince the customers
 3. Kental dengan Internet of Things
 4. Digital Channel and Communication
 5. Artificial Intelligent
 6. Digital Branding
 7. Digital Payment System
 8. Market Place
 9. Social Influencer
 10. Spesific Market Database
 11. Borderless

Consumer 4.0



- Bagaimana Consumer 4.0 memandang praktek-praktek Marketing 4.0

12. Use more apps for marketing transactions and social interaction

13. Use cloud computing

14. Use social media

15. Use smart phone

Consumer 4.0: Multi-Channel Shoppers and Omni-Channel Shoppers

multi-channel shoppers—that is, consumers who browse and/or purchase in more than one channel

The most common form is online to store (search online, buy at a physical store). This is the preferred style for over 75 percent of multi-channel shoppers,

Mobile as Part of an Omni-Channel Strategy

Omni-channel shoppers are *consumers who browse and/or purchase*

in more than one channel simultaneously. That is, while in a store, they might scan a product's bar code into a mobile shopping app that takes them to the web and compares prices for that branded item across several local stores.

The key is simultaneous channel engagement. In the examples just mentioned, the channels are in-store, mobile, and Internet.

04 FEMAKU Video



- Consumer 4.0 Characteristics more apps used Slide 19
- Consumer 4.0 Stages Need Recognition Slide 20-21

USE More Apps



The screenshot shows the Google Play Store website interface. At the top, there is a search bar and navigation tabs for 'Home', 'Top charts', and 'New releases'. A 'Categories' dropdown menu is open, displaying a grid of app categories. The categories are organized into three columns:

Column 1	Column 2	Column 3
Art & Design	Games	Family
Augmented Reality	Action	Ages 5 & Under
Auto & Vehicles	Adventure	Ages 6-8
Beauty	Arcade	Ages 9 & Up
Books & Reference	Board	Action & Adventure
Business	Card	Brain Games
Comics	Casino	Creativity
Communication	Casual	Education
Dating	Educational	Music & Video
Daydream	Music	Pretend Play
Education	Puzzle	
Entertainment	Racing	
Events	Role Playing	
Finance	Simulation	
Food & Drink	Sports	

Below the categories, there are promotional banners for 'Shopee Big Ramadan' with a 'See more' button. The background shows various app icons and a navigation sidebar on the left with options like 'My apps', 'Shop', 'Games', 'Family', and 'Editors' Choice'.

Consumer Decision Process

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Needs and Motivation
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Self Concept
Information and Perception
Learning Process
Knowledge
Attitudes
Religious

Marketing Strategy

- Company
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Sumarwan,
2011

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Culture
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Group
Situation and Environment
Technology

Characteristics Consumer 4.0



From the perspektif behavior as responses to Marketing 4.0

Market Place, Social Media, Websites and Internet

1. Tahap Need Recognition

stimulate Consumer to recognize more consumer needs and increase wants and desires

05 FEMAKU Video



- Consumer 4.0 Stages Information Search, Alternative Evaluation, Purchase Slide 22-25

Characteristics Consumer 4.0



•2. Tahap Information Search

- Consumer find more information faster to support his/her decision to purchase and to consume products, such as price comparison is easier and faster

3. Tahap Alternative evaluation

Consumer use more instrument to evaluate products: group references, social influencers, share, like, and recommends from other consumer in social media and market place.

tokopedia.com/nillkinstoree888/iphone-11-pro-max-6-5-deer-cloth-case-original-denim-jeans-hard-jelly?src=topads



Download Tokopedia App

Tentang Tokopedia Mitra Tokopedia Mulai Berjualan Promo Tokopedia Care

tokopedia Kategori Cari jam tangan

Hp M... Baju Gamis Wanita ... Case Iphone... Timbangan Bada... Vacuum Cl... Celana Pend...

Home ▶ Handphone & Tablet ▶ Aksesoris Handphone ▶ Hard Case Handphone ▶ IPHONE 11 PRO ...



Power Merchant

IPHONE 11 PRO MAX 6.5 DEER CLOTH CASE ORIGINAL DENIM JEANS HARD JELLY

5.0 ★★★★★ (9) • Terjual 22 Produk (100%) • 771x Dilihat

HARGA **Rp85.000**

JUMLAH Stok tersedia

− 1 + Min. pembelian 1pcs.

[Tulis catatan untuk penjual](#)

PROMO

Consumer 4.0



4. Tahap Purchase

Purchasing more often from marketplaces or combination from online and offline stores

Use electronic money to pay

Use credit cards to pay

Use Delivery Services more often

06 FEMAKU Video






- Consumer 4.0 Stages Consumption, Post Purchase Consumption and other Social Behavior Slide 26-29

Consumer 4.0



- 5. Tahap Konsumsi
- Taking picture of food and beverages before consuming
- Sharing pictures and video of food to social media
- Sharing consumption experiences on social media

5. Tahap Pasca Konsumsi

1. Express his/her evaluation of consumptions by expressing symbols  atau  atau
- 2. Recommend his experience of product consumptions to others 
- 3. Joint Brand Community to show loyalty

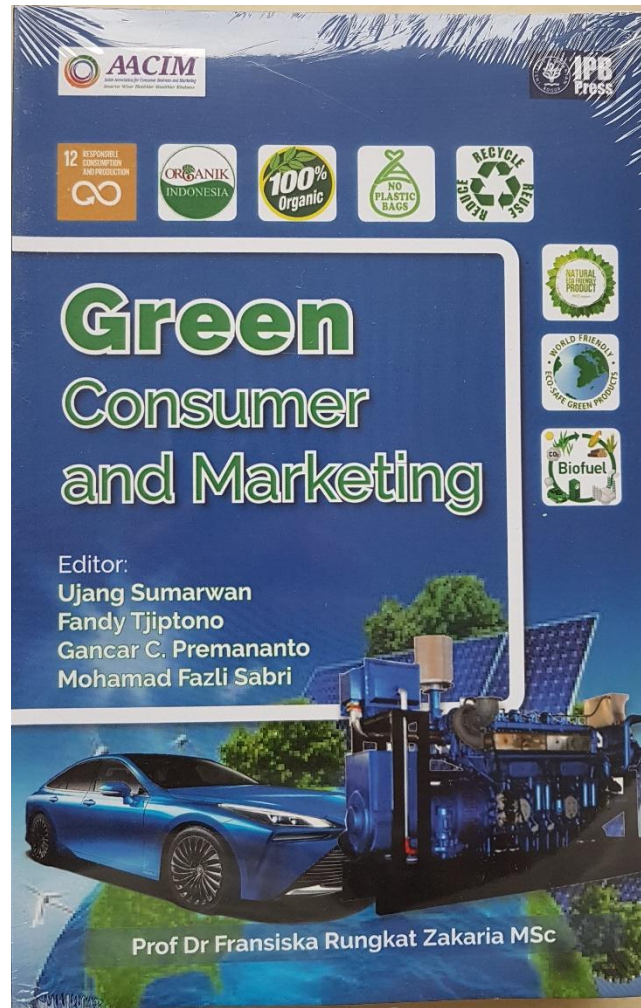
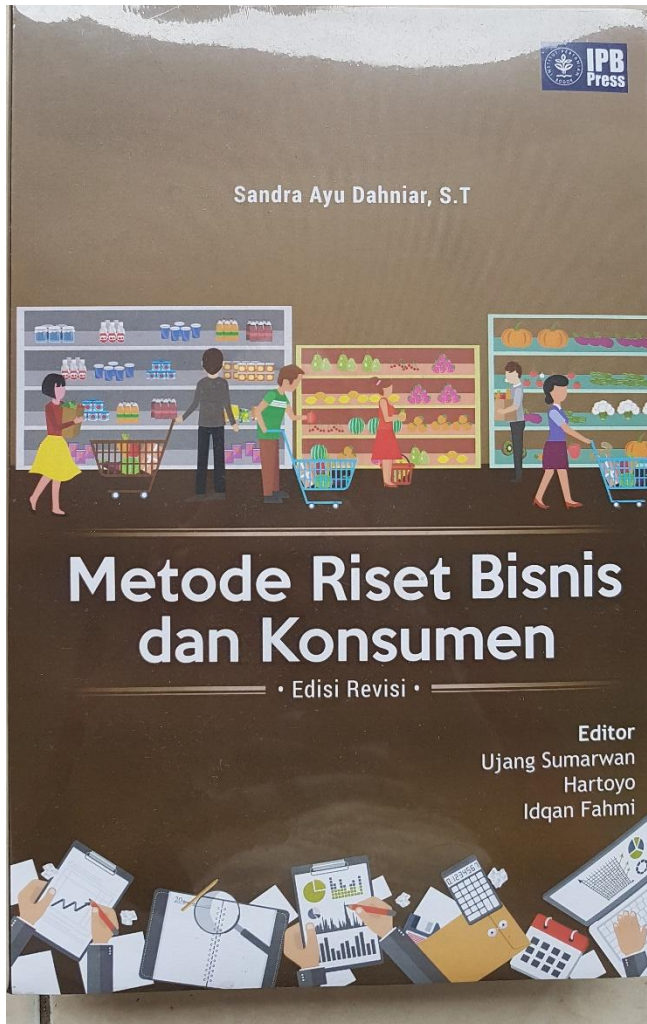
Dari mana memulai Bisnis saat Pandemi?

- a. Pendekatan Produsen? Saya ahli apa? Bisa membuat apa?, bisa menjual apa? Barang atau jasa atau idea?
- b. Pendekatan Konsumen?, Konsumen mana yang saya jadikan sasaran, dimana mereka, siapa mereka?, kebutuhan mereka apa yang bisa dipenuhi?

Apa yang Konsumen Butuhkan saat Pandemi?

- Kebutuhan Makan dan Minum?
- Sudah pasti konsumen pasti butuh makan dan minum pada sebelum demikian pula saat pandemic?,
- maka pertanyaannya adalah makanan apa yang dibutuhkan,
- minuman apa yang dibutuhkan, obat-obatan apa yang dibutuhkan?
- Untuk memahami ini, maka kita harus memahami Keinginan konsumen?

Laten Needs: Kebutuhan Tertidur: Kebutuhan yang tidak disadari konsumen



Prof Dr Ir Ujang Sumarwan, MSc



2.K. Keinginan Konsumen

Konsumen butuh makan, namun ratusan jenis makanan tersedia untuk konsumen.

Makanan mana yang dipilih oleh konsumen untuk dikonsumsinya, sangat tergantung apa yang disukai dan diinginkan konsumen.

Inilah yang disebut keinginan konsumen.

Keinginan Konsumen: produk spesifik yang dikonsumsi untuk memenuhi kebutuhan konsumen

2.K. Keinginan Konsumen

- Keinginan konsumen: jenis makanan tertentu yang dikonsumsi untuk memenuhi kebutuhan fisiologis
- Konsumen memiliki keinginan yang berbeda untuk memenuhi kebutuhan yang sama.
- Definisi lain Keinginan: Kebutuhan yang belum terpenuhi
- Apa yang anda inginkan untuk makan pagi?



5K



5K

1. Kebutuhan Konsumen
2. Keinginan Konsumen
3. Kepercayaan Konsumen
4. Kepuasan Konsumen
5. Kekecewaan Konsumen

Consumer 4.0 Social Behavior



Consumers are connected to each other via social media and WA Group

Consumers like to share informations, however they are not filtering what they share, some are sharing hoax information

07 FEMAKU Video



- Consumer 4.0 Ibu Ibu Behavior during Pandemic Era Slide 30-33

What Consumer Ibu-ibu do during Pandemic Covid-19 as responses to Marketing 4.0

Ibu-ibu Tidak bisa melakukan kegiatan sosial yang harus dilakukan secara fisik , tidak bisa refreshing ke mall, tidak bisa arisan, travelling, silaturahmi, tidak bisa kuliner.

What Consumer Ibu-ibu do during Pandemic Covid-19 as responses to Marketing 4.0

- a) Beberapa kegiatan yang bisa jalan saat di rumah sebagai media mengobati kangen
- b) Arisan lewat online
- c) Pengajian tahsin online
- d) Rajin Masak, karena semua anggota keluarga ada di rumah
- e) Rajin menonton youtube, mencari resep di youtube.

What Consumer Ibu-ibu do during Pandemic Covid-19 as responses to Marketing 4.0



- a) Sebagian ibu-ibu sering belanja online untuk beli makanan, pakaian dan kebutuhan lainnya
- b) Ibu-ibu takut ke pasar, maka pesan bahan makanan lewat tukang sayur keliling/
- c) Tukang sayur keliling sudah punya nomor wa sehingga memudahkan ibu-ibu memesan bahan makanan.
- d) Konsumen belanja lebih sering di warung yang dekat rumah , warung di sekitar perumahan, yaitu warung kecil bukan mini market.

08 FEMAKU Video



- Consumer 4.0 Millennial Behavior during Pandemic Era from elearning to Podcast Slide 34-41

The Millenials Consumer Behavior during the Pandemic Era



- a) Kuliah Online
- b) Nonton netflix pakai Premium Account *murah*
- c) MaBar (Main Bareng)
- d) Jualan Dessert Cups/Box
- e) Masak-masak
- f) PodCast
- g) MicroBlog
- h) TikTok Video
- i) Sharing Info & Bongkar Hoax
- j) Media BanSos

Kuliah Online

- <https://www.tiktok.com/amp/tag/kuliahonline?lang=en>

The image shows a Zoom meeting interface. The main window displays a grid of 20 video thumbnails. The top row includes Nadia Nandaningsih, Zainil Ghulam (highlighted with a yellow border), Amalus Soleha, Kiki Reszki, and Silvia Munawaroh. The second row shows Junaidi, Aidah Binti Aziz, icha Umrotul has..., Umrotul Hasanah, and Muslimatul Ameli... The third row features Hamidah Wafi, a 'Connecting to au...' placeholder, conk ghamizt, lutfiatun hasanah, and Sayyidah arifah ... The fourth row contains Ali Farchan, another 'Connecting to au...' placeholder, a third 'Connecting to au...' placeholder, Rofiatul Khasanah, and Faisal Haq. The bottom row shows irsyad rafi, Maulana Ainul, and a fourth 'Connecting to au...' placeholder. On the right side, a 'Participants (23)' list is visible, showing names like Zainil Ghulam (Host, me), Hamidah Wafi, irsyad rafi (with 'Mute' and 'More >' buttons), Nadia Nandaningsih, Junaidi, Aidah Binti Aziz, Ali Farchan, Amalus Soleha, Faisal Haq, icha Umrotul hasanah, Kiki Reszki, lutfiatun hasanah, Maulana Ainul, and Muslimatul Ameliazuhdi. At the bottom of the screen, the Windows taskbar is visible with the search bar and system tray showing the time as 11:16 AM on 4/2/2020.

Nonton netflix pakai Premium Account *murah*

- https://www.instagram.com/p/B_Z8fkWnlsg/?utm_source=ig_web_copy_link



NETFLIX

- UNLIMITED MOVIE
- SUBTITLE INDO
- ANTI ON HOLD
- ANTI TRIAL TRIAL
- LEGAL AMAN 100%
- GARANSI FULL 1BULAN

ONLY 30K/BULAN

NETFLIX

I'm a ghost mother.

47

MaBar (Main Bareng)

- <https://www.youtube.com/watch?v=JnZIkMf6nHg>



#tutorialgaming #game #PUBG

MAIN BARENG PRO PLAYER LANGSUNG CHICKEN DINNER!! || MemePUBG

463 views · Apr 25, 2020

127 0 SHARE SAVE 48...

Jualan Dessert Cups/Box

- https://www.instagram.com/p/B_4VmCrIzD1/?utm_source=ig_web_copy_link



Masak-masak

- <https://cookpad.com/id>



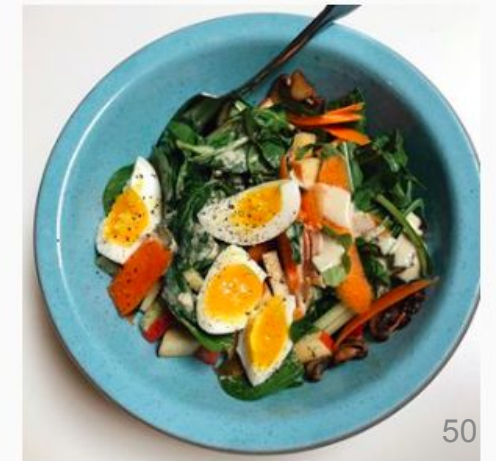
#quarantinecooking

361,538 posts

Follow

Related Hashtags #quarantinecooking #quarantinekitchen #quarantinecuisine #quarantinecook #quarantinecooking #homechef #lockdowncooking #cookingathome #homecookingisthebest #wecook

Top posts



#dalgona coffee

404,076 posts

Follow

Related Hashtags #dalgona #dalgona #dalgona #dalongacoffee #quarantinecoffee #c

PodCast

- <http://anchor.fm>
- Spotify
- Instagram
- YouTube

07.06 Fri 8 May

Home
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SAHUR ON THE ROOM
REMIN, BELER, NUGRA, WARMIT

FOLLOW

Sebuah obrolan dengan sedikit manfaat, sedikit edukasi dan kebanyakan bercanda bersama Ridwan Remin, Dany Beler, Fajar Nugra, dan Fajar Warmit. Hadir setiap hari ... [see more](#)

Comedy

All Episodes Sort

Eps.14 : Tips & Rahasia outfit Ramadan bersama Jui Purwoto
SAHUR ON THE ROOM

Aakhirnyaaaaa podcast SOTR kedatangan bintang tamu komika senior yang profesional dan fashionable, Jui Purwoto 💖 Silahkan mendengarkaann ✨

TODAY • 35MIN

Eps.13 : Nostalgia kegiatan Pesantren Kilat Ramadan
SAHUR ON THE ROOM

Udah pada tau kan kalo sanlat itu singkatan dari pesantren kilat? Udah?Nah, Kalo hikmah di balik podcast episode ini belum kaann hahaha Yuk langsung dengerin aja! Selamat m...

YESTERDAY • 28MIN

Eps.12 : Bacain e-mail masuk dari kamu
SAHUR ON THE ROOM

Terima kasih banyak yang sudah kirim cerita ke email sahurontheroom@gmail.com 💖 Semuanya kita baca!

WED • 30MIN

Eps.0 : Hikmah
SAHUR ON THE ROOM

15 15

📱 Devices Available



Anchor [GET THE APP](#)

Radio,
reinvented.

Anchor is the easiest way to hear, share, and make audio worthy of your ears 🙌

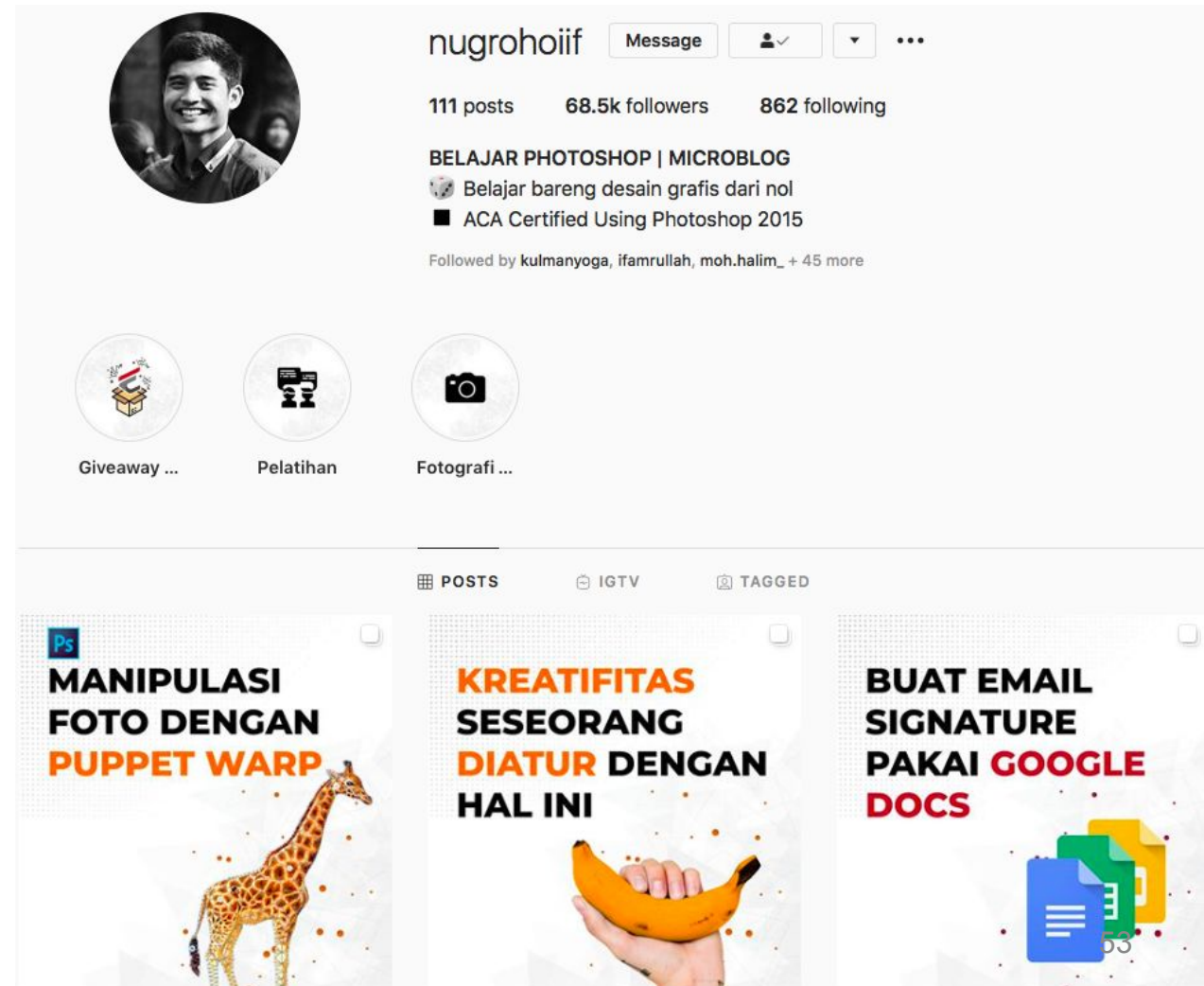
09 FEMAKU Video



- Consumer 4.0 Millennial Behavior during Pandemic Era from Microblog to Social Support Podcast Slide 42-46

MicroBlog

- <https://www.instagram.com/lulusjadiapa/>
- <https://www.instagram.com/nugrohoiif/>



nugrohoiif Message ✓ ⌵ ⋮

111 posts 68.5k followers 862 following

BELAJAR PHOTOSHOP | MICROBLOG
📍 Belajar bareng desain grafis dari nol
■ ACA Certified Using Photoshop 2015

Followed by kulmanyoga, ifamrullah, moh.halim_ + 45 more

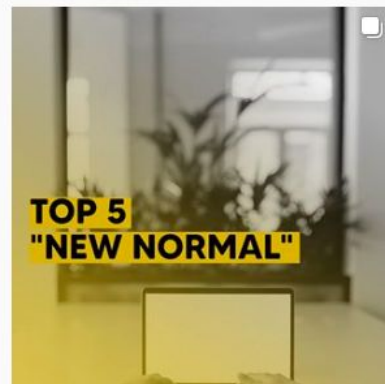
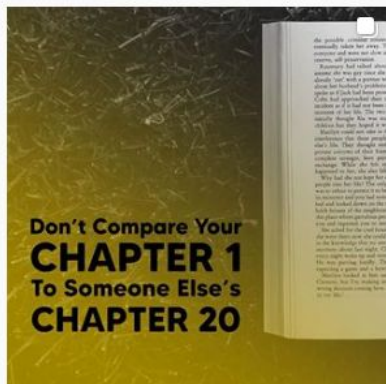
📦 Giveaway ... 🎓 Pelatihan 📷 Fotografi ...

📧 POSTS 📺 IGTV 🏷️ TAGGED

Ps **MANIPULASI FOTO DENGAN PUPPET WARP**

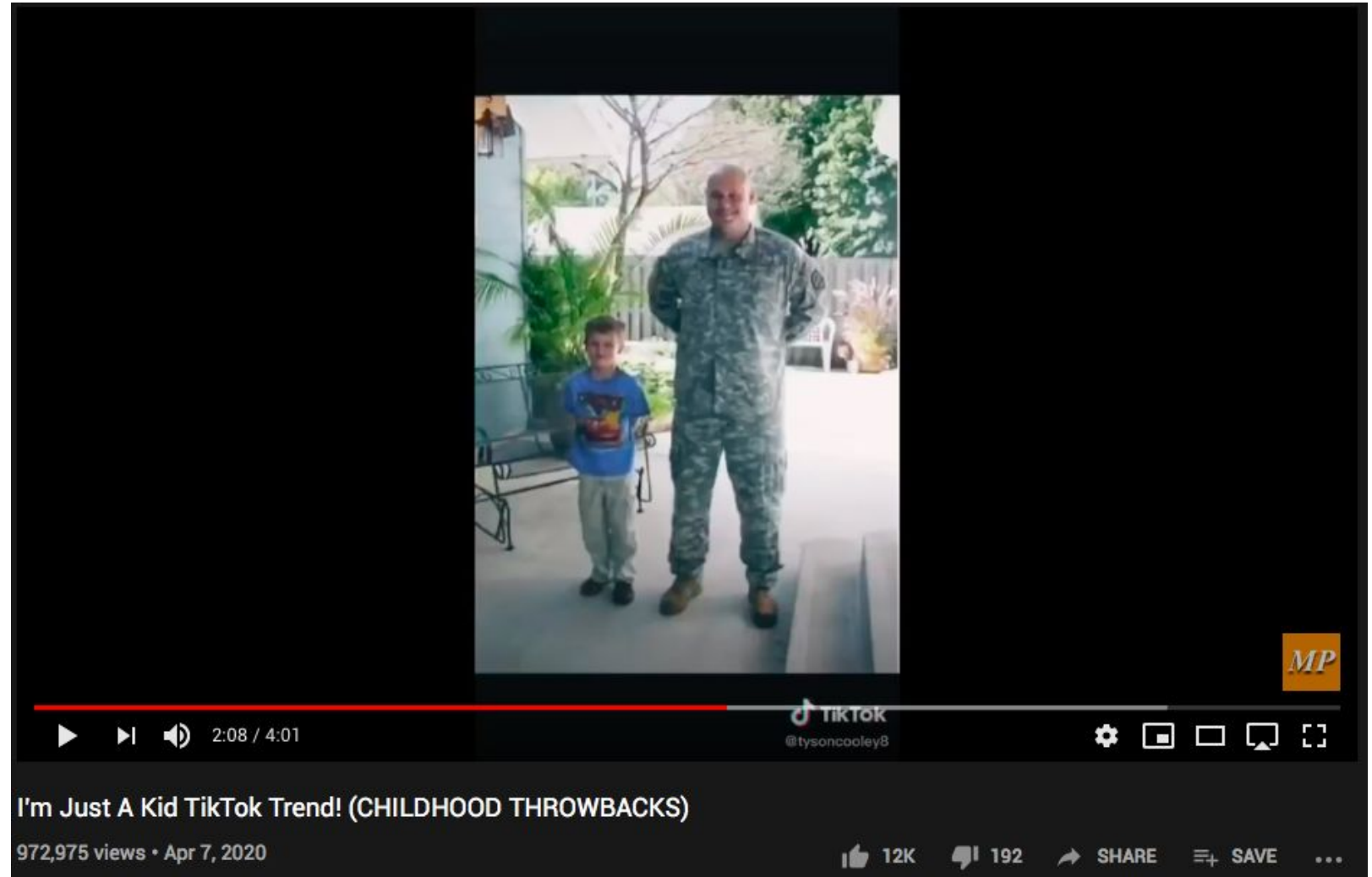
KREATIFITAS SESEORANG DIATUR DENGAN HAL INI

BUAT EMAIL SIGNATURE PAKAI GOOGLE DOCS



TikTok Video

- <https://www.youtube.com/watch?v=K6tl-yC54sk>
- <https://www.tiktok.com/music/I'm-Just-a-Kid-5000000001355149519?lang=en#>



I'm Just A Kid TikTok Trend! (CHILDHOOD THROWBACKS)

972,975 views • Apr 7, 2020

12K 192 SHARE SAVE ...

Sharing Info & Bongkar Hoax

Tweet

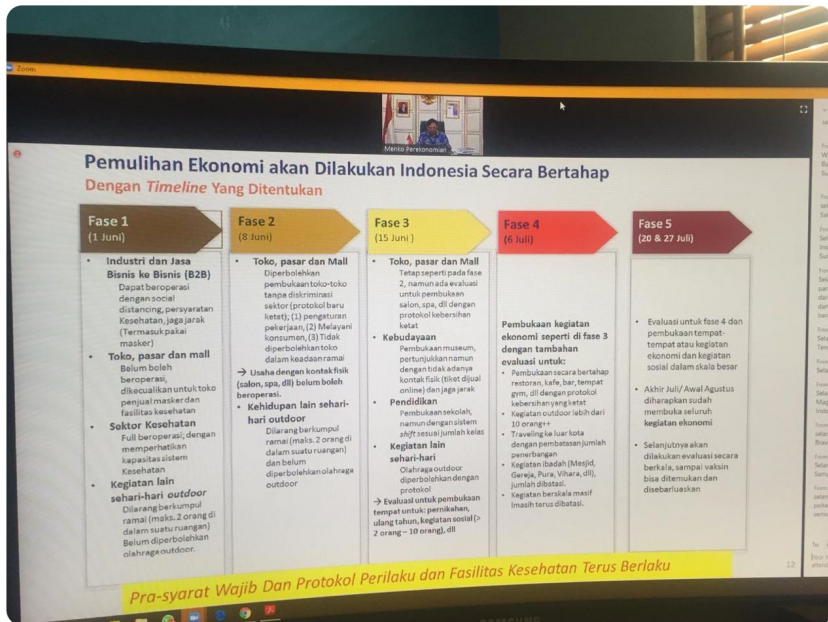
Firdaus, Muhammad Raihan. 2020. Bogor. (Skripsi) Retweeted



Ari Perdana
@ari_ap

Timeline yang jelas. Apakah sudah didiskusikan dengan perwakilan dari virus?

Translate Tweet



16.26 · 06/05/20 · Twitter for iPhone

2.354 Retweets 3.576 Likes



nadd @cha0ticgurl · 1d

UDH YA MBA CUKUP,INI JELAS BGT KM BOHONG,KALO MAU ADU ARGUMEN SAMA SAYA AYO SILAHKAN,INI NGEBUAT STIGMA BURUK TTG KASUS PELECEHAN SEKSUAL TAU GAK?KECEWA BGT SAYA LIATNYA @funtasthick

3 62 441



nadd @cha0ticgurl · 1d

mbak tau gak dengan thread mbak kaya gini bisa dijerat uu ite loh,ini hoax,dan kamu merugikan orang maupun instansi yg kamu bawa bawa di thread kamu. mungkin yg paham hukum bisa dibantu?

12 31 232



nadd @cha0ticgurl · 1d

aku bakal takedown postingan ini kalo thread kamu ini nyata serta kamu lampirkan bukti ttg terjadinya kejadian ini 🙏

2 8 93



nadd @cha0ticgurl · 1d

ettt kok kak @erisca_febriani kamu block?jangan takut,inikan pengalaman kamu bukan?@funtasthick



10 28 223

Tweet your reply

Media BanSos

- <https://www.instagram.com/kenyangbarengojo/>
- <https://www.instagram.com/bogormengabdi/>

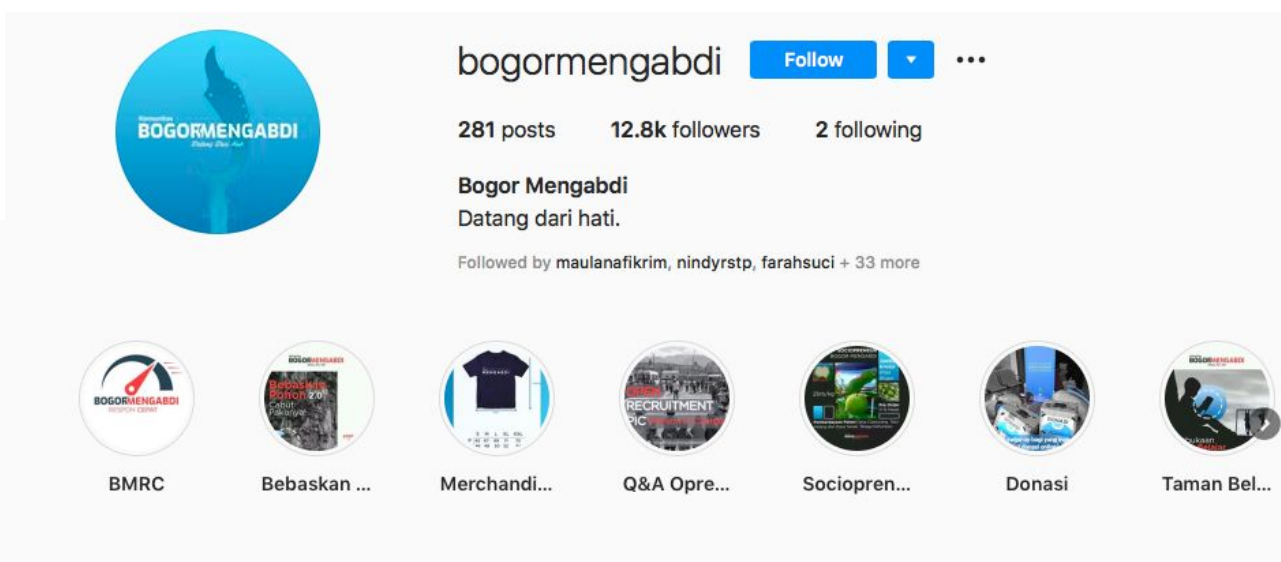


kenyangbarengojo Message

42 posts 220 followers 91 following

#KenyangBarengOjol
Campaign untuk membantu para Ojek Online diluar sana!
Yuk kita bantu para Ojol bareng2!

• OVO : 08559856549 (Cindy)
• Gopay : 089601106481 (Bella)
bit.ly/DataKBO



bogormengabdi Follow

281 posts 12.8k followers 2 following

Bogor Mengabdi
Datang dari hati.

Followed by maulanafikrim, nindyrstp, farahsuci + 33 more

BMRC Bebasan ... Merchandi... Q&A Opre... Sociopren... Donasi Taman Bel...



Laporan Pembelian Makanan
Periode 3
#KenyangBarengOjol



Pengeluaran

No.	Jumlah Ojol	Makanan (Rp)	Tp	Jumlah
1	11	281,600	105,000	386,600
2	10	180,000	200,000	380,000
3	10	233,200	150,000	383,200
4	10	295,600	85,000	380,600
5	10	264,100	140,000	404,100
6	10	271,300	110,000	381,300
7	10	300,650	90,000	390,650

@kenyangbarengojo




No.	Pembelian	Penghasilan	Sisa
1	385,000	386,600	-1,600
2	389,000	404,100	-15,100
3	380,000	380,000	0
4	380,000	383,200	-3,200
5	380,000	380,600	-600
6	380,000	381,300	-1,300
7	380,000	390,650	-10,650
Total	2,674,000	2,706,450	-32,450

@kenyangbarengojo



Kenyang itu menyenangkan, apalagi kalo bareng-bareng.
#KenyangBarengOjol



Waduh sesuai aplikasi ka?
mas, sebentar
ya gimana ka
makanannya gausah diantar, buat mas aja, untuk makan mandiri
waduh terimakasih banyak yaa ka
saya jadi semangat kerja lagi nih!
sama-sama mas, tetap jaga kesehatan ya.
berbagi itu mudah.



mereka sering bantu kita pas tengah malem tiba-tiba laper.
Sekarang waktunya kita!



POSTS IGTV TAGGED

Dokumentasi Penyaluran 1UnggahanKebahagiaan

RELAWAN