Digital Marketing in Industrial Revolution 4.0

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Abstract. The purpose of this research is to build the brand awareness around millennial people. This research used descriptive method to see the role of digital marketing and the brand awareness in fashion industry. In this era, digital of marketing is a strategy to increase consumer awareness for fashion brand, especially a boy fashion. As there are lot of internet user, it can increase brand awareness in a product at this digital era.

1. Introduction

Current technological advances cannot be separated from people's lives. Various informations that are happening in various parts of the world can now be known immediately because of the technological advances [1]. It also used by the community to get the information they need. The changing times that are very rapid certainly affect many aspects such as social, economic, cultural, educational, and technological aspects [2]. Social media has driven a large part of its rapid growth, there are now more than 2 billion people who use social media [3]. Marketing is a way to promote business by providing customer the satisfaction and recognizing customer demand by providing the right products with advertising techniques [4]. Social media is an online service where members can build relationships based on friendship, kinship, shared interests, business benefits, or other reasons [5]. The phenomenon that has attract a lot of attention for both companies and individuals interacting in networks is social media marketing [6]. Consumers like to buy especially if the product is familiar and the brand is already popular because they feel satisfied when using products with popular brands [7]. Building a marketing system through Integrated Marketing, Relationship Marketing, Internal Marketing, and Social Responsibility Marketing with the right marketing strategy will increase the company's competitive advantage [8]. Social media has changed the way brands are created, distributed, and consumed [9]. Therefore, to maintain and enhance intangible assets, managers spend hundreds of millions of dollars every year on advertising to build brand awareness [10].

The purpose of this research is to build the brand awareness around millennial people. This research used descriptive method to see the role of digital marketing and the brand awareness in fashion industry.

2. Method

The method used in this study is a descriptive method. The objects of this research are several men's fashion brands with prices that are quite expensive and have a high demand in the Indonesian market.

3. Results and Discussion

To support this research, we analyse two different men's fashion brands. We took a men's fashion brand, both of it are quite well-known in many Indonesian cities, namely Supreme and Off-White fashion brands. Both of these brands are have a high demand in the Indonesian market. These two brands are brands that are quite popular with men among Millennials even though the prices are not cheap.We took one example of digital marketing conducted by Supreme on the official website of Supreme Indonesia. When opening the official website of Supreme Indonesia, the Supreme logo appeared on the website with an elegant design on the cover header (Figure 1).
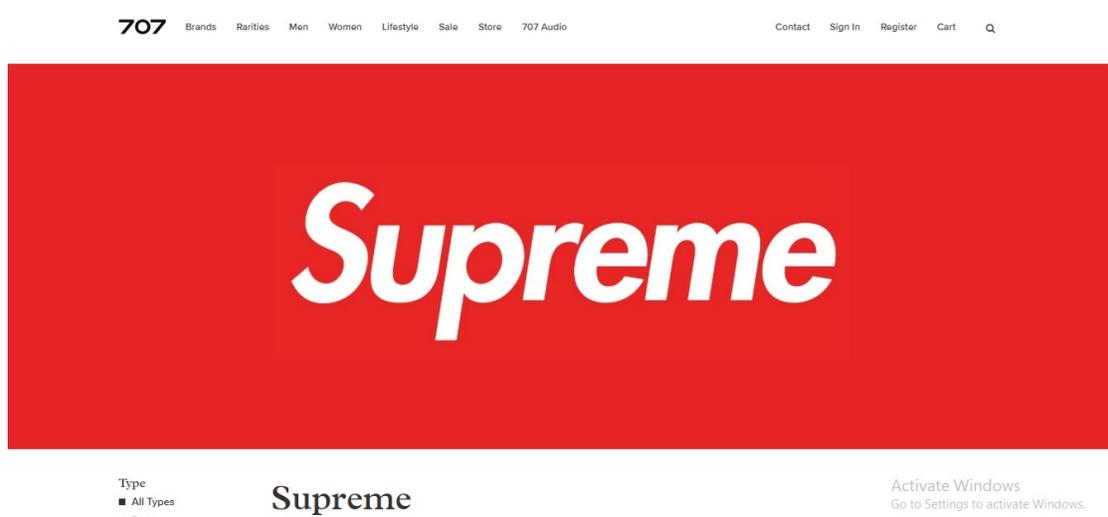

Figure 1. Supreme Homepage

It can be seen in the Figure 2 below, digital marketing techniques carried out by the Supreme Indonesia Official Website is more organized and focused on Supreme branding. Consumers can also make transactions on this website directly (Figure 2).
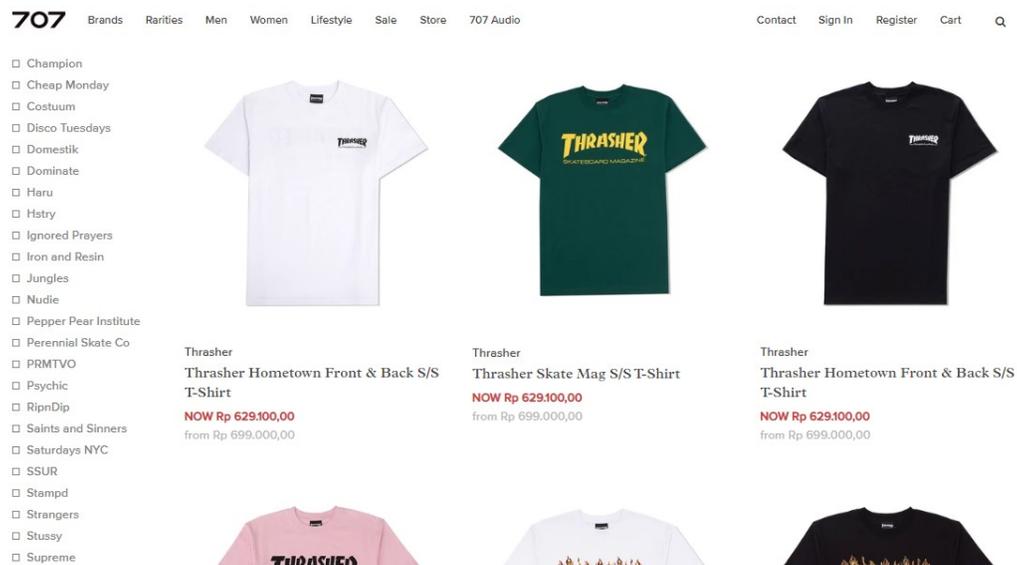

Figure 2. Product Homepage

We can see the design of the clothes and the price is quite affordable. The design of the Supreme brand is quite simple with a reasonable price. It has a simple design, simple website, and attractive digital marketing techniques. So, in this Supreme brand, they are more consistent with their sales with an elegant design for millennials.

The second brand is Off-White brand.it is said that both of the brands are competing in a market. Off-White is one of the international brands that attracts male audiences. Off-White comes with a different design, while other brands focus on sales, elegant and neat; Off-White comes with a design that is modest. We took the example of the Official Indonesian Off-White Website brand (Figure 3).
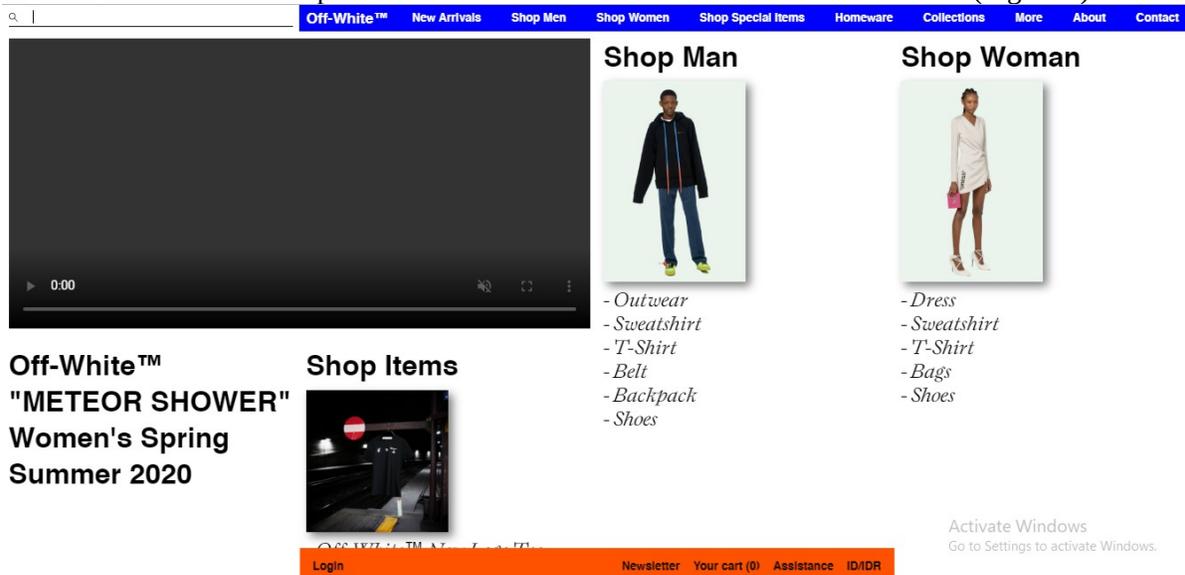

Figure 3. Shop Items

Therefore, it can be seen that the second brand is has an abstract design as the price offered is affordable, especially for Indonesian men (Figure 4).
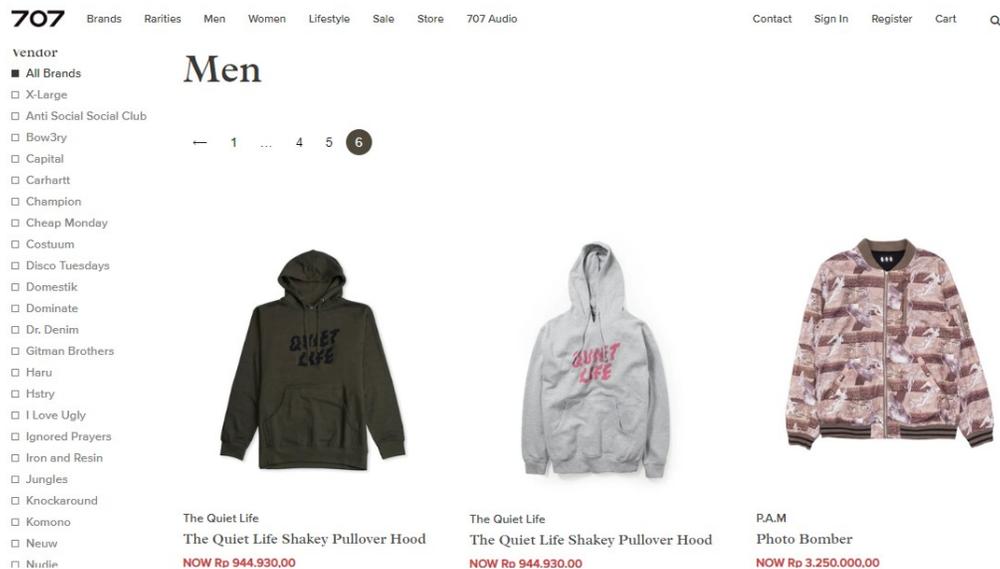

Figure 4. Men Style

Therefore, it can be seen that Off-White brand is different from the Supreme brand. Supreme brand emerge with neat designs and are organized. Meanwhile, Off-White comes with a fashion design that is quite abstract so that it raises curiosity for the customers. Both Supreme and Off-White use technology to promote their products. The increase value of both brands also increasing.

4. Conclusion

The conclusion of this study is that digital marketing has a big influence in doing a business. With effective digital marketing techniques, we can attract consumers, especially men, to be more interested in the brands and concepts offered by our company. An effective brand is a brand that has a consistent concept, especially in fashion industries.

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