



EFFECTIVE DIGITAL MARKETING STRATEGIES TO ATTRACT THE ATTENTION OF GENERATION Z

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ABSTRACT

This study aims to describe effective digital marketing strategies to attract the attention of generation z. The informant in this study is 15 students who sell in the Muhammadiyah Sukabumi University. Data collection techniques use observation, interviews, and literature studies. The data analysis technique uses triangulation which includes collection, data reduction, data presentation, and conclusion drawn. The results of the study are based on questions asked to informants, namely the social media applications they have, the applications used in promotions, the strategies applied to attract the attention of Generation Z, interactions with followers, collaborations carried out, consumer involvement in content creation, and customer loyalty, explaining that it is very important that digital marketing strategies are applied to attract the attention of generation z.

Keywords: Strategy, Digital Marketing, Creative, Generation Z.

INTRODUCTION

In today's digital era, digital marketing strategies are becoming increasingly important for business success. Today's consumers spend more time online and use various digital platforms in the process of searching, purchasing, and interacting with brands (Alison., 2021). Therefore, companies must be able to develop a comprehensive and effective digital marketing strategy to reach, attract, and retain customers.

Digital marketing strategies are a key component to consider, as well as trends and best practices that can be implemented (Smith & Harvidsson, 2017). The implementation of a digital marketing strategy is the implementation of a digital marketing plan that is under the needs and goals of the business (Anjum et al., 2020). An effective strategy will help companies increase brand visibility, attract potential customers, and drive better engagement and conversions (Alhidayatullah, 2024).

Generation Z, which consists of those born in the late 1990s to early 2010s, has become a major focus for many marketers around the world. This generation grew up in the digital age and has unique characteristics that set them apart from previous generations. To be able to attract attention and reach Generation Z effectively (Fathinasari et al., 2023), A

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comprehensive and innovative digital marketing strategy is needed. The goal is to provide valuable insights for marketers looking to increase Gen Z engagement and loyalty to brands (Huan., 2023).

The problem that occurs in determining an effective digital marketing strategy to attract the attention of Generation Z is Short Attention Span: Generation Z has a relatively short attention span, usually only a few seconds. This is a challenge for marketers to be able to convey messages quickly and interestingly to maintain their attention. Skepticism Toward Traditional Advertising: Generation Z tends to be less interested in and more skeptical of traditional advertising such as TV, radio, or web banner ads. They prefer content that is authentic, relevant, and less visible than promotional. Visual and Interactive Content Preference: Generation Z prefers visual content such as videos, images, and infographics over Long text (Sujanska et al., 2022).

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LITERATURE REVIEW

Strategy

Strategy can be defined as a set of decisions and actions designed to achieve a specific goal. In the context of a business or organization, a strategy is a comprehensive plan that explains how a company or organization will achieve its mission and goals (Vennilaa, 2024). In other words, a strategy is an overarching plan that connects an organization's internal strengths with external opportunities and challenges to achieve organizational goals (Mutiar Azkia et al., 2024). This requires strategic thinking, analysis, and careful decision-making (Bow et al., 2024).

Digital Marketing

Digital marketing can be defined as a marketing activity that utilizes digital technology and Internet media to promote products, services, or brands (Noor et al., 2023). The main goal of digital marketing is to attract, maintain, and improve relationships with consumers through the effective use of digital technology (Vera., 2021). This allows organizations to reach a wider target audience, understand consumer behavior, and improve the effectiveness of marketing campaigns (Topalova et al., 2021).

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RESEARCH METHODS

The object of discussion in this study is an effective digital marketing strategy to attract the attention of Generation Z in the campus environment of the University of Muhammadiyah Sukabumi, while the informants are 15 UMMI students. This research method uses qualitative, where the research procedure can produce descriptive data, namely in the form of speech, (Suggestion, 2019). The purpose of qualitative research is to understand a particular social situation, event, role, group or interaction (Creswell, 2023). The type of research used is descriptive, which is research that aims to decrypt or explain something as it is. This research aims to provide a description or overview of a situation. The data collection methods in this study are literature studies, observations, interviews, and documentation. To test the validity of the research data, triangulation techniques (sources, techniques, and time) are used which aim to obtain findings or interpretations accurately and credibly (Moleong, 2017). The practical steps taken during data analysis are (1) data collection, That is, the data found in the field can exceed the author's wishes, so the author must write the data in detail because the longer the researcher goes into the field, the more complex the data will be obtained. (2) Data presentation, namely collecting information, taking actions, and presenting qualitative data in the form of graphs, images, or tables, (3) data reduction, namely sharpening, classifying, directing, discarding unnecessary information, and organizing data. and taking action. (4) data verification and conclusions, i.e. re-verifying the data and drawing conclusions from the data, (Miles & Huberman, 2018).

RESULTS AND DISCUSSION

Characteristics of Informants

The information in this study amounted to 15 students at the University of Muhammadiyah Sukabumi, with the following characteristics:

Table 1: Informant Description

No	Information	Frequency	Percentage
1.	Gender		
	Man	9	9%
	Women	6	6%
2.	Education Level		
	Junior high school	1	1%
	Senior high school	3	3%
	Diploma III	2	2%
	S1	7	7%
	S2	2	2%
	Sum	15	15%

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Applications used

Based on the information provided by the informant the applications used to create content such as Instagram, TikTok, Canva, Capcut, and KingMaster while applications used to carry out promotions such as Instagram, TikTok, Facebook, Whatsapp, Shopee, and Word of mouth.

Marketing strategy

Based on the information provided by the informant, the strategies applied to attract the attention of Generation Z: There are discounts and price reductions for customers so that they can repeat orders, mentor, and nurture Generation Z to develop in the world of Entrepreneurship and innovate for Generation Z who will be entrepreneurial and more to the community, providing free shipping, cashback, and promos.

Integration with customers

Based on the information provided by the informant interaction with followers on social media is only partial, because there are more direct interactions.

Cooperation with influencers

Based on the information provided, the informant collaborated with other influencers: Collaborated with several influencers.

Followers involvement

Based on the information provided by the informant, the involvement of your followers or customers with content creation on social media: No involvement because of using marketing people.

Customer loyalty

Based on the information provided by your customer loyalty informant: Quite a lot of consumer loyalty to the business they run.

Discussion

Based on the results of research on effective digital marketing strategies to attract the attention of Generation Z, namely interesting content from every application used such as Instagram, TikTok, Canva, Capcut, Kingmaster, Facebook, WhatsApp, and Shopee. In addition, the marketing strategies implemented include discounts, price reductions, generation Z mentoring, providing free shipping, cashback, and promos. Interaction with followers on social media is only partly due to more direct interaction. To attract Generation Z, it is necessary to collaborate with several influencers. Customer loyalty supports marketing strategies carried out by business actors quite a lot for the businesses they run.

CONCLUSION

Based on the results of the above research related to the importance of an effective digital marketing strategy to attract the attention of Generation Z, namely by creating and uploading interesting content from every application used such as Instagram, TikTok, Canva, Capcut,

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Kingmaster, Facebook, WhatsApp, and Shopee. In addition, it is also important to create marketing strategies such as providing discounts, and frequently interacting with Generation Z customers on social media, and also implementing other strategies, which can bring out loyal Generation Z customers. It is hoped that the results of this research can be used as a reference for business actors who want to implement digital marketing strategies in order to attract the attention of generation Z. The contribution of this research is to provide an overview of the importance of marketing strategies that make Generation Z their customers. It is hoped that this research can be a reference for other researchers who conduct research related to effective digital marketing strategies to attract the attention of Generation Z. And suggestions for researchers in the future to be able to add discussions related to effective digital marketing strategies to attract the attention of Generation Z, expand the research object by involving more customers from the Z generation, and add quantitative research methods so that the results can be depicted.

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