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THE ROLE OF DIGITAL MARKETING CONTENT IN BUILDING PUBLIC TRUST IN KUPANG CITY TO ONLINE SHOPPING

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Abstract:

To build consumer trust through online sales, business people can utilize digital marketing content tools, which are a determining factor in building consumer trust. This research aims to describe how the role of digital marketing content tools builds trust in a person to do online shopping. The object of this research is the people of Kupang City who are active in online shopping activities, which are studied using qualitative descriptive methods. The results show that in creating consumer trust for online shopping, social media acts as a facilitator through the exemplary aspects, namely, relationship, communication, content, and connection. Search Engine Optimization (SEO) acts as a credible information center because it can map the profile of marketers and their products based on other users' experiences and ratings of marketers' reputation, product quality, and service quality. Pay Per Click (PPC) acts as executive sales and video marketing through its visualization power, as a source of information, and as an effective teaching tool to illustrate how the product should be used.

Keywords: Digital Marketing, Public Trust, Online Shopping

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INTRODUCTION

Marketing is a vital aspect of a business process, and every business person needs the proper and efficient strategy to develop his business to achieve a competitive advantage. Achieving a competitive advantage depends on the strategy implemented, and one of them is utilizing various technological developments. The rapid development of technology today allows business people to develop creativity in marketing and sales, especially with digital technology. The development of digital technology worldwide has a significant and broad impact, both on marketing and sales activities through digital marketing (Ayesha et al., 2022). The existence of digital marketing is increasingly recognized because of the various functions that can facilitate the operating system to run automatically, so business processes have shifted from conventional models to digital, which allows customers to quickly obtain all information about products and interact with marketers through digital devices (Purwana et al., 2017).

Digital marketing is a marketing strategy using digital media such as social media, mobile applications, email, and other digital platforms connected to the internet to increase the effectiveness and efficiency of product promotion and reach a broader target market (Chirca, 2009). Marketers can achieve the effectiveness and efficiency of promotion and target expansion by utilizing digital marketing content tools that support the interactive marketing process to make it easier for marketers to monitor and provide product information and other attractive offers to consumers via the internet so that consumers are increasingly independent in making purchasing decisions. Digital

marketing content tools are one of the determining factors in creating consumer trust and loyalty, with a powerful effect (Khoziyah & Lubis, 2021).

The phenomenon that emerges as part of digital marketing is online shopping, which is rampant among the public because it is easily accessible through smartphones. Rusdy Sumantri, director of NielsenIQ, stated through *cnnindonesia.com* that the number of online shoppers in Indonesia with various digital devices will reach 32 million in 2022. This number increased by 88% compared to 2021, which only reached 17 million people. In addition, government policies that limit community mobility and control the spread of COVID-19 in the country also increase the number of consumers shopping online. This fact explains that online shopping has become a new culture in society to meet the needs of the so-called digital society. Indonesians often use social media such as Facebook, Instagram, WhatsApp, YouTube, and various well-known platforms in Indonesia, such as Shopee, Lazada, Tokopedia, and others. One of the things that support the increase in online shopping activities is the trust consumers place in marketing content such as photos, digital banners, product display videos, and video tutorials on using certain products, which aim to build credibility in the community for promoting the products. In addition, public interest in the current online shopping process is also supported by marketers who actively provide information on attractive offers such as free shipping, discounts, on-site payment processes, more commonly known as COD (cash on delivery), and other attractive offers that can attract trust and interest in online shopping in the long term, which is profitable for marketers (Hollebeek & Macky, 2019).

These phenomena show that digital marketing has changed how goods and services are informed, packaged, promoted, and sold to the public. One of the main aspects of digital marketing is the content marketing tools used, namely social media, search engine optimization, pay-per-click, and video marketing. These tools can help marketers influence consumer trust and decisions to buy certain products online (Mohammad et al., 2018). However, online shopping opens up opportunities for problems such as fraud and mismatches between ordered goods and existing digital promotional content. However, marketers continue to try to fix all the weaknesses and shortcomings that often occur and continue to strive to improve the quality of content to attract the attention, trust, and interest of consumers regularly. Another point of attraction in online shopping activities is the ease of the payment process. Payment methods using mobile banking, e-wallet, Ovo, Tanaka, eBay, and GoPay Delivery are payment methods that consumers trust. The public believes digital payment transactions like this to save time, avoid the spread of counterfeit money, avoid physical contact, and make consumers feel more comfortable in doing online shopping activities (Wardhana, 2018).

Even though online shopping activities are rampant, digital society has initial considerations, including consumer confidence, before shopping online. Consumer trust is a positive attitude within consumers toward products that are built through personal experience, the influence of the social environment, and information from various sources that is considered correct. Consumer trust is vital in business because it can influence purchasing decisions. Consumers choose products that they trust (Firdha et al., 2021). Thus, to build consumer trust through online sales, marketers must be able to represent the quality of products and services offered, the clarity and accuracy of information, and provide good, friendly, transparent, and honest service to consumers by utilizing various digital marketing content tools.

The phenomenon of online shopping has been studied in several previous studies, such as *seperti Fauziah dan Natasya (2022)*, on the participation of Indonesian people in e-commerce practices from the perspectives of risk, benefits, and quality. *Putri dan Marlien (2022)* examines the effect of digital marketing on purchasing decisions. *Bizhanova et al. (2019)* examine the effectiveness of business processes in the digital economy. However, some previous studies that were used as

references specifically did not describe how digital marketing content tools play a role in creating trust in a person to meet their needs by shopping online. Based on the phenomena and previous studies, the author intends to examine the role of digital marketing content tools, namely social media, search engine optimization, pay-per-click, and video marketing, in creating trust to do online shopping so that through this study a description of how the role of digital marketing content tools creates trust in a person to meet their needs online is obtained. The object of this research is the people of Kupang City who are active in online shopping activities.

METHODS

This type of research is descriptive with a qualitative approach that aims to describe and explain how digital marketing tools create trust in a person to fulfill their needs through online shopping activities. This research was conducted on people in Kupang City active in online shopping. Because the number of people in Kupang City who engage in online shopping activities cannot be known with certainty, the sample was determined using the purposive sampling technique. Researchers selected 20 people who met the criteria of being actively involved in online shopping activities to be used as sources (objects) of research.

The data in the study consisted of primary data, namely data obtained directly from the research object through interviews, and secondary data, namely data obtained from other sources that support this research. Data analysis was done by reducing the data obtained, presenting and interpreting the data by the concepts and theories, and drawing conclusions. Data validity testing in this study was carried out using source triangulation techniques.

RESULT AND DISCUSSION

Digital marketing content has several tools and allure that marketers can utilize. Social media, search engine optimization, pay-per-click, and video marketing have their roles in attracting consumer interest and trust (Mohammad et al., 2018). The following are research results that illustrate the role of each tool in creating public trust in Kupang City to do online shopping.

Social Media. The findings in this research show that respondents generally feel that the intensity of service through the communication process using social media is the basis for trusting that marketers can satisfy their curiosity about a product's detailed information (price, size, color variants, taste, and others). In addition, the strengthening of respondents' beliefs was driven by the content of the promoted products. Even though they did not see or touch the product directly, the detailed product information and education about the function and how to use the product represented through social media convinced respondents that the product to be purchased was in line with their expectations. Regarding relationships and connection, respondents trust marketers if social media accounts are used to support the exchange of information between users or members. Comments, testimonials, and high ratings from other consumers on marketers' social media accounts are the main factors encouraging respondents' belief that marketers can fulfill their expectations. Marketers' social media accounts often visited to do online shopping are highly trusted because these accounts are recommendations from friends, family, and coworkers who have positive experiences when shopping online.

Search Engine Optimization (SEO). SEO is an internet marketing technique to optimize search engines to increase the search results of certain websites, platforms, or social media on the first page of search engine searches, such as Google, Yahoo, and the search options on the website, making it easier and providing excellent opportunities for others to connect, see, access, and buy something through a particular website or platform (Arifin et al. Kurniawan 2019).

This research reveals that most respondents often search for desired product information using Googling techniques. This method makes finding and selecting the web or online marketing platform for their desired product easier. This is done because it is easier to map marketers. After all, respondents have knowledge and experience that the information on the main page of Google is accurate. Respondents understand that Google will sort search results based on the highest rating criteria and the profile of the web or platform most visited by other users. These criteria create respondents' trust to access, interact with, and ultimately decide to buy the desired product.

Pay Per Click (PPC). Pay-per-click (PPC) is one of the digital marketing techniques where product advertisements from marketers appear on certain sides or sections of websites, social media, and online shopping platforms usually accessed by other users (Laluyan et al., 2019). Respondents generally have a limited understanding of PPC, as they rarely, if ever, hear the term. However, through the examples and explanations provided, respondents could understand PPC as described by Laluyan and his team.

Respondents stated that they often shop online because they are attracted by advertisements that appear when they use social media or visit certain websites. This interest is present because the ads appear for products that respondents are looking for or want to buy. This makes it easier for them to connect with websites or online shopping platforms through marketers who use PPC methods. Respondents also revealed that they often need help finding marketers or references related to marketers of the products they need. However, through various advertisements that appear on social media or websites being visited, they easily connect with marketers directly.

Video Marketing. Marketing video is an electronic device (audiovisual) used as a medium to convey information and promote specific products to make it easier for potential buyers to know and understand various things related to these products. In the context of online marketing, video marketing is a tool that marketers widely use because it is considered adequate as a prop that can introduce products in detail. The audiovisual characteristics of video marketing have been proven to have the ability to attract audiences to make decisions to buy products (Maidasari et al., 2021).

This research found that respondents often shop online after seeing promotional videos related to the products they need through their social media accounts. Regarding trust, respondents stated that even though they did not see the product directly, through online promotional videos, they could ensure that the product they would get later was what they saw in the online promotional video. Detailed information related to the product, how to use it, viewers, and the transaction process strengthen their confidence to buy products promoted online through videos.

Discussion. The results of this study explain that social media acts as an online facilitator that creates consumer trust in marketers and promotes products. Representation of functions, benefits, how to use, and the effects of using products through various formats of promotional content, exchange of information and satisfactory services, and recommendations of marketers' social media accounts by other users show that marketers have integrity to create trust in consumers. The opening of communication space on the marketer's social media account allows each user to provide an assessment and response regarding the experience of the services provided and feedback on the products purchased, showing transparency and the good intentions of marketers in providing services and building relationships with consumers to create trust. Creative and attractive product promotion content design shows that marketers have competencies that create consumer trust.

It is intended by Kotler (2017) that social media has an influential role in creating attention, interest, desire, and action (AIDA) to influence consumers in online marketing. Consumer attention is increased through various attractive promotional content formats, interest is increased through a communication process based on the need for consumer information on products, and desire

increases due to the provision of information, marketer explanations, testimonials, and other user experiences, creating consumer confidence to encourage action (action) purchase of products online.

The results show that respondents' trust is built on a set of understandings that the search results presented by Google have high credibility. Websites, platforms, or social media appearing in the initial order are relevant in fulfilling the information needed. This is in line with what is revealed by Hayaty dan Meylasari (2018) that search engine optimization is an optimal online marketing promotion technique to encourage consumer interest and trust because the results displayed are in the form of promotional pages with the highest level of searches, visits, and ratings from internet users who have experience interacting with and purchasing on these promotional pages. Thus, it can be understood that in creating consumer trust, search engine optimization has a role as a credible information center because it maps the marketer's profile information and its products based on the best criteria for marketer reputation, product quality, service quality, and ease of transaction. Various websites, platforms, or media that appear on the main page of search results with the highest rating criteria and are most visited by other users show that marketers have high integrity in creating trust in consumers.

Efforts to improve websites, platforms, or social media so that they are included in the primary criteria on search pages detected through search engine optimization show that marketers have sufficient competence so that the quality of service that will be provided in the transaction process is undoubtedly worthy of trust by consumers. Criteria are also an indicator that convinces consumers that the information and content provided by marketers on the website, platform, or marketing medium used is complete, relevant, and according to consumer expectations. This is what encourages the creation of consumer trust in marketers so that they decide to shop online.

Through the research results, it can be understood that pay-per-click (PPC) can bridge marketers with buyers. PPC has a way of working supported by specific algorithms, making it easy to map the distribution of ads specifically on the social media used or websites frequently visited by other users. The PPC algorithm can detect various types of information that other users often search for. Based on that information, it places various ads on the social media used, or the websites visited to attract the buyer's interest (Khraim & Alkrableih, 2015). PPC's ability to connect marketers and buyers directly makes it easy for buyers to engage in active communication to gather information on the required product. It encourages the buyer's confidence in deciding to buy the product offered. This process shows that respondent confidence is built on the understanding that the results of information presented through the PPC method have a high degree of credibility.

PPC facilitates targeting specific buyers so that ads only appear to people interested in or have needs relevant to the product offered, thus ensuring that the ads are only seen by potential buyers interested in buying. When prospective buyers see ads relevant to their needs, they feel confident enough to purchase. PPC can build a positive image and increase customer confidence, primarily when the advertisements provide detailed information about the required product.

Through the results of this research, it can be understood that video marketing can create product credibility that drives the confidence of prospective buyers through product visualization so that potential buyers can see the product more clearly, as if the product is seen in front of the eye and get a clear picture of the specifications, features, and appearance of the product. The power of this visualization allows prospective buyers to see the product from a variety of perspectives so that they can make rational purchasing decisions. Video marketing allows marketers to demonstrate directly how the product is used, the effectiveness of its functioning, and other consumer experiences that show their satisfaction with the product being promoted. It is very effective in removing doubts and prospective buyers, as well as building confidence in the quality and function

of the product promoted. With the power of good product visualization, video marketing can boost consumer confidence and reduce consumer doubt in the online shopping process (Utami et al., 2022).

CONCLUSION

Through a series of explanations related to digital marketing content tools and their role in building the confidence of the people of Kupang City to do online shopping, the following conclusions can be drawn:

In creating consumer confidence in online shopping, social media is a facilitator through four aspects: relationship, communication, content, and connectivity. These four aspects support the exchange of information between marketers, prospective buyers, and other users, thereby creating consumer confidence in the marketers and the products offered.

In creating consumer confidence for online shopping, Search Engine Optimization (SEO) acts as a credible information center because it can map the profile of the marketer and its product based on the experience and ratings of other users on the reputation of marketers, product quality, and quality of service. It becomes a criterion and indicator for building consumer confidence in marketers and their products.

In creating consumer confidence for online shopping, Pay Per Click (PPC) acts as an executive sales tool that facilitates the targeting of specific buyers so that ads appear only to people who are interested in or have needs relevant to the products offered, thus ensuring that advertisements are only seen by potential buyers who are interested in buying.

In creating consumer confidence in online shopping, video marketing, through its power of visualization, serves as a source of information for introducing products in detail and, at the same time, as an effective tool to describe how products should be used.

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