

Maximizing the Impact of Digital Marketing: AI Integration for More Precise and Effective Strategies



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ABSTRACT: In this dynamic digital era, the marketing Landscape continues to evolve rapidly. To stay ahead of the competition, businesses need to adapt and take advantage of the latest technology. One technology that offers tremendous potential to increase the effectiveness of digital marketing is Artificial Intelligence (AI). Artificial intelligence (AI) has become an increasingly important technology in various industries, including marketing. AI can be used to improve marketing effectiveness in a variety of ways, including data analytics, personalization, automation, and machine learning. This journal will discuss how the integration of AI in digital marketing strategies can help businesses achieve their goals more precisely and effectively. With a focus on how strategic managers can utilize AI in digital marketing, this study discusses how Strategy Management plays an important role in ensuring effective and optimal integration of AI in digital marketing strategies. In this journal, we will discuss the role of Strategy Management in determining goals and objectives, choosing the right AI tools and technologies, developing implementation strategies, measuring and tracking the progress of using AI in digital marketing, optimizing the use of AI, ensuring that the use of AI in digital marketing is ethical and complies with applicable regulations and the benefits and impacts of using AI in digital marketing. The results of this study show that the use of AI offers tremendous opportunities for businesses to improve their digital marketing effectiveness. With an effective and well-planned management strategy, businesses can leverage AI to achieve their goals, increase ROI, and gain a competitive edge in this dynamic market.

INTRODUCTION

The development of technology and information that is so rapidly changing many aspects of life including the business aspect (Fatimah & Saidah, 2021), one of the fruits of technological development is Artificial Intelligence (AI). Artificial Intelligence is intelligence that is added to a system that can be arranged in a scientific context (Siahaan et al, 2020). AI began to exist since the emergence of modern computers, namely in 1940 and 1950. The ability of new electronic machines to store large amounts of info, processing at breakneck speed rivals human capabilities (Baihaqi, 2022). Artificial intelligence that emerged in the 4.0 era has begun to be widely used in business aspects in Indonesia (Siregar et al, 2020). Artificial intelligence can help ease the workload of humans for example in making decisions, finding information more accurately or making computers easier to use with a display that is easier to understand. The way artificial intelligence works is to receive input, then process it and then issue an output in the form of a decision (Gunawan & Manullang, 2020).

Marketing is the process of creating, communicating, and delivering value to customers for profit. In an increasingly digital world, marketing has become more complex and competitive. Companies need to find new ways to reach customers and build meaningful relationships.

Artificial Intelligence is intelligence added to a system that can be arranged in a scientific context (Siahaan et al, 2020). AI technology is the result of machine development with a series of processes and a combination of special algorithms that are able to perform their functions similar to humans (Longoni et al., 2019). The ability to think AI technology is the result of knowledge inputted by humans and simulated reasoning processes to solve problems (Kusumawati, 2018). Artificial Intelligence becomes a bridge between data science and the processing of very large data analysis and can't be overcome by humans quickly (Pangkey et al., 2019). Artificial intelligence can help ease the workload of humans for example in making decisions, finding information more accurately or making computers easier to use with a display that is easier to understand. The way artificial intelligence works is to receive input, then process it and then issue an output in the form of a decision (Gunawan & Manullang, 2020).

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Business strategy is a series of integrated and coordinated actions that are made the main thinking platform in making strategies to gain competitive advantages (Febrianti et al, 2021). Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures (Djufri & Lukman, 2020). Strategic management is the art and science of drafting, implementing, and evaluating strategic decisions between functions that enable an organization to achieve its goals (Fred R. David, 2016).

Digital marketing is a product marketing effort by utilizing digital media and the internet network. Here are some reasons why the use of digital marketing provides an effective strategy in business development including:

- * Digital marketing can be applied to any type of business
- * Able to effectively increase the amount of revenue
- * Can reach more specific target markets or consumers
- * All gadgets can be used to run digital marketing
- * Able to help build a business brand owned

RESEARCH OBJECTIVES

This study aims to show the role of Strategy Management in the use of AI in Digital Marketing and what digital marketing strategies can be used to get maximum results by using AI technology.

The purpose of this study was to analyze how to maximize the impact of Digital Marketing: the integration of AI for a more precise and effective strategy. This study will identify these impacts, as well as analyze how they can be measured.

In this study conducted a case study by analyzing companies that use AI for digital marketing, namely Unilever Company.

RESEARCH METHODOLOGY

This research will use case study research method by studying the case in depth and thoroughly. This research uses literature study method to collect data. Data is collected from a variety of sources, including academic journals, research articles, and industry reports. The Data collected in the case study is in the form of data that is not quantifiable and focuses on the context of a case.

RESULTS AND DISCUSSION

1. The role of Strategy Management in the use of AI in Digital Marketing

AI (Artificial Intelligence) has revolutionized various industries, including digital marketing. Strategy management plays an important role in ensuring the effective and optimal integration of AI in digital marketing strategies. Here are some of his crucial roles:

- Define clear goals and targets: the crucial first step is to determine the goals and targets to be achieved in digital marketing. This can be in the form of increased brand awareness, leads, sales, or customer engagement. Strategy management sets clear and measurable digital marketing goals and objectives. AI is then used to achieve those goals in an efficient and effective manner.
- Market research and understanding: before embarking on a digital marketing strategy, it is important to research and understand the market well. This includes target audiences, competitors, market trends, and appropriate digital platforms. With a deep understanding, you can formulate targeted and effective strategies.
- Choosing the right AI tools and Technologies: a variety of AI tools and technologies are available for digital marketing. Strategy management must evaluate and select the right tools that fit the needs and objectives of the business.
- Developing an implementation strategy: Strategy Management should develop a comprehensive implementation strategy to integrate AI into the digital marketing process. This includes staff training, infrastructure development, and data management.
- Team management and collaboration: digital marketing often requires a team effort. Build a strong team with the necessary skills and expertise. Collaborate effectively to achieve common goals and ensure the success of your digital marketing campaigns.
- Measure and track progress: strategy management should periodically measure and track the progress of the use of AI in digital marketing. The data collected must be analyzed to identify areas that are successful and areas that need to be improved.
- Optimizing the use of AI: strategy management should continue to optimize the use of AI in digital marketing based on data and feedback. This includes adjusting the strategies, tools, and technologies used.

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- Ensuring Ethics and compliance: strategy management must ensure that the use of AI in digital marketing is ethical and complies with applicable regulations.

Some studies show that the benefits felt by users affect the willingness and intention to use the technology (Hamid et al., 2016; Shin & Lee, 2014; Tahar et al., 2020). This is because without the benefits that users feel will feel useless and the technology becomes useless. In terms of the use of AI technology, users feel AI features are helpful and useful for users, especially in digital Marketing.

2. Strategy management has several main functions that are very important for the success of a company, namely:
 - Determining direction and goals: the main function of strategy management is to determine the direction and long-term goals of the company. It involves the development of a clear vision and mission, as well as the establishment of strategic targets and objectives. These directions and goals must be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) in order to be measured and achieved effectively.
 - Assist decision making: Strategy Management assists the company in making appropriate and measurable decisions related to:
 - allocation of resources: strategic management helps the company in allocating the resources it has effectively and efficiently to achieve the objectives that have been set.
 - opportunities and threats: Strategic Management helps the company in identifying and analyzing the opportunities and threats that exist in its external and internal environment. This allows companies to take appropriate steps to capitalize on opportunities and minimize threats.
 - Competitive Advantage: Strategy Management helps the company in developing and maintaining a competitive advantage in the market.
 - Improve efficiency and effectiveness: strategy management helps the company in improving the efficiency and effectiveness of its operations by:
 - focusing resources on the most important activities: Strategy Management helps the company to focus on the most important activities to achieve its objectives. It can help enterprises to save resources and improve efficiency.
 - improve coordination and communication: strategic management helps organizations in improving coordination and communication between departments and work units. This can help the company to work more effectively and achieve its goals faster.
 - improve accountability: Strategy Management helps the company in improving accountability by setting clear and measurable targets and objectives. This allows the company to track its progress and ensure that all parties are working together to achieve the same goals.
 - Improve Competitiveness: Strategy Management helps the company in improving its competitiveness in the market by:
 - developing a competitive advantage: Strategy Management helps the organization in developing and maintaining a competitive advantage in the market. This can be done by innovating, improving the quality of products and services, and providing the best customer service.
 - build brand awareness: strategy management helps companies in building brand awareness and good reputation. This can be done by conducting effective marketing and promotional activities.
 - improve adaptation to Change: Strategy Management assists organizations in adapting to changing dynamic environments. This can be done by monitoring the environment on an ongoing basis and making adjustments to the strategy as needed.
 - Creating value for stakeholders: strategic management helps the company in creating value for its stakeholders, such as owners, employees, customers, and society. This can be done by:
 - improve profitability: strategic management helps an organization in improving its profitability by improving the efficiency and effectiveness of its operations, increasing its competitiveness in the market, and developing innovative new products and services.
 - improve customer satisfaction: Strategy Management assists organizations in improving customer satisfaction by providing the best customer service, developing high-quality products and services, and building good relationships with customers.

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- increase contribution to society: Strategic Management assists organizations in increasing their contribution to society by conducting business in a responsible and sustainable manner, and supporting social activities that benefit society.

By utilizing AI in Digital Marketing, Strategic Management Functions can be achieved efficiently and effectively, increase ROI, and achieve competitive advantages in this dynamic market.

3. The following are various digital marketing strategies that are usually used by companies in improving the marketing of their products:

- Google My Business (GMB)
Google My Business or Google My Business is one of the useful services to display business profiles instantly on the Google search results page. There is also data that is displayed, among others, is the address, hours of operation, to the business rating. By using Google My Business, Consumers can find business locations more easily and can show the best reviews from consumers as a promotional Medium. As for using Google My Business, it is important to ensure that the consumer's assessment of the business is good enough to help display a good business persona as well.
- Whatsapp for Business
Whatsapp has a huge user base in India. Companies can use this for effective digital marketing. But it is not recommended to use the usual type of Whatsapp. Use Whatsapp for Business to create a business account. The application has many features to display business profiles, product catalogs, and message statistics features. Using Whatsapp for Business can also help companies to reply to prospective buyers' messages through the automated messaging feature, or can be called the auto reply feature.
- Website
The Website is also important to display the identity of a business online. In addition, the website is also a sign of the professionalism of a business, companies can use a Practical Content Management System (CMS) such as Wix or Squarespace. When building a website, it's good if the company buys a domain and hosting so that the company's business name is registered as a .com or domain.co.id.
- Search Engine Optimization (SEO)
This digital marketing strategy is still related to the website. Search Engine Optimization (SEO) is applied with the aim of making a business website appear on the first page of Google search results with certain keywords. In SEO there are also several other strategies or techniques that can be applied by the company. Starting from keyword research, link building, creating interesting content, and so on.
- Email Marketing
Customer confidence will increase if the company's business looks professional. Creating your own business email can make a company's business look more professional. Through email marketing, companies can integrate email databases of prospective buyers or existing customers on their websites. Companies can provide promotional messages via email to these target consumers after they subscribe to content / subscription through the business website.
- Copywriting
Apply copywriting to boost the company's digital marketing business. Copywriting itself is a technique of making persuasive and attractive writing so that people buy the products offered. An example of the application of copywriting is in a short caption contained on Instagram social media.
- Social Media Marketing
The last strategy that most companies implement is social media marketing. The reason is quite reasonable, from data reported through Hootsuite (We Are Digital): Indonesian Digital Report 2020 active users of social media in Indonesia have reached 160 million people out of a total population of more than 270 million people. From these data, it can be concluded that attracting potential consumers through social media is one of the best ways that can be done in a business marketing strategy. But keep in mind that social media marketing cannot be done haphazardly. Companies need to conduct audience research, create interesting content, and evaluate through monitoring insights from marketing data through social media used.

4. Here are some AI trends in the field of digital marketing that need to be considered:

- Augmented reality (AR) and virtual reality (VR)

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AR and VR can be used to create more immersive and engaging marketing experiences. For example, AR can be used to virtually display a product or service, and VR can be used to make customers feel like they are inside that product or service.

- Natural language processing (NLP)
NLP can be used to understand and respond to human language naturally. For example, NLP can be used to create chatbots that can provide more natural and personalized customer service.
- Machine learning (ML)
ML can be used to train AI models to learn from data and improve their performance automatically. ML can be used to improve the accuracy of market segmentation, data analysis, and messaging.

5. By understanding the benefits of AI and digital marketing, digital marketers can experience the benefits of AI integration in Digital Marketing. AI offers a variety of benefits for businesses that want to maximize the impact of corporate digital marketing, including:

- Better data analytics: AI can analyze large amounts of data quickly and accurately, helping marketers understand consumer behavior, market trends, and the effectiveness of their marketing campaigns.
- Better personalization: AI can be used to personalize content, offers, and marketing experiences for individuals, increasing engagement and conversions.
- Task automation: AI can automate repetitive tasks such as email marketing, scheduling social media posts, and data analytics, freeing up marketers' time to focus on more creative and innovative strategies.
- Campaign optimization: AI can help optimize marketing campaigns in real-time, ensuring the right message is delivered to the right audience at the right time.
- Prediction of consumer behavior: AI can be used to predict future consumer behavior, enabling marketers to develop more proactive and effective marketing strategies.

6. Examples of the application of AI in Digital Marketing, here are some examples of how AI is applied in digital marketing:

- Chatbots: AI-powered Chatbots can be used to provide 24/7 customer service, answer common questions, and resolve customer issues quickly and efficiently.
- Product recommendations: AI can be used to recommend relevant products or services to customers based on their previous purchase data and behavior.
- Ad targeting: AI can help marketers target their ads more precisely to the audience most likely to be interested in their product or service.
- Content creation: AI can be used to produce engaging and informative content, such as blog articles, social media posts, and copywriting.
- Sentiment analysis: AI can be used to analyze customer sentiment from online reviews, social media, and other platforms, helping marketers understand how customers perceive their brands.

7. Challenges in implementing Digital Marketing

Implementation of digital marketing can be a challenge for companies, both large and small. Here are some common challenges faced in implementing digital marketing:

- Data security and Privacy
Data security and privacy is one of the things that consumers are most concerned about today. This is because more and more personal data is being collected and stored by companies, both online and offline.4.1 data security and Privacy responding to consumer concerns Bojang (2017) mentioned the importance of understanding the level of trust in e-marketing or social media platforms that can lead to success or failure. Bruns (2018) also mentioned that consumers' feelings of confusion and doubt about something are often based on beliefs that will later affect their buying interests and consumption behavior.

To address consumer concerns, companies need to take steps to protect data security and Privacy. These steps can include:

- have clear data security policies and procedures: the company should have clear data security policies and procedures that explain how the data will be protected. These policies and procedures should include measures to protect data from unauthorized access, use, or disclosure.
- using the right data security technology: the company must use the right data security technology to protect its data. Data security technologies can include firewalls, antivirus, and encryption.

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- conduct data security training: the company must provide data security training to its employees. This training should include awareness of data security threats and how to protect data.
- Platform algorithm changes adaptation to social media algorithm changes

Changes in the algorithms of social media platforms are a common thing. These changes are usually made to improve the quality of the content displayed to users, as well as to reduce the spread of incorrect or harmful information. Changes in social media algorithms can have a big impact on businesses that use those platforms for marketing. Businesses need to adapt to these changes in order to continue reaching their target audience. Here are some tips for adapting to changing social media algorithms:

 - understand algorithm changes: before making any changes, it is important to understand the algorithm changes made by social media platforms. You can learn this by reading articles or blogs from those social media platforms, or by following their official social media accounts.
 - change marketing strategy: after understanding the algorithm change, you need to adjust your marketing strategy. For example, if the algorithm prioritizes interactive content, you need to create more interactive content.
 - create quality content: quality content remains the key to success on social media. Make sure your content is informative, engaging, and relevant to your target audience.
 - promote your content: don't rely solely on algorithms to reach your target audience. You also need to actively promote your content on social media, both through your own accounts and through other accounts.
- Compliance with Digital Marketing Regulations (navigating legal compliance)

Digital marketing has become an important part of business strategy in Indonesia. However, businesses need to be aware that digital marketing is also governed by legal regulations that must be complied with. Here are some tips for navigating legal compliance in digital marketing:

 - know the regulations that apply: businesses need to understand the digital marketing regulations that apply in Indonesia. This regulation includes the Consumer Protection Law (UUPK), Government Regulation Number 71 of 2019 concerning consumer protection in electronic transactions, and Minister of communication and Information Technology Regulation Number 5 of 2022 concerning the implementation of electronic systems for Electronic Transactions.
 - conduct a risk assessment: businesses need to conduct a risk assessment to identify potential risks of regulatory violations. This risk assessment can help businesses to identify any digital marketing practices that are potentially in violation of regulations.
 - create policies and procedures: businesses need to create policies and procedures that comply with regulations. These policies and procedures can help a business to ensure that its digital marketing practices are compliant with the law.
 - conduct training: the business needs to provide training to its employees on digital marketing regulation. This training can help employees to understand the regulations and apply them in digital marketing practices.
- Here are some examples of digital marketing practices that could potentially violate regulations:
 - marketing that contains false or misleading information: for example, advertising that states that a particular product or service can cure a disease when it is not true.
 - marketing that uses consumers' personal data unlawfully: for example, using consumers' personal data to target advertising without consumers' consent.
 - marketing that uses practices that may annoy or harm consumers: for example, marketing that uses spam or pop-ups that annoy users.
- Businesses that violate digital marketing regulations may be penalized:
 - administrative sanctions: for example, fines or revocation of licenses.
 - criminal sanctions: for example, imprisonment or fines.
- Here are some strategies companies can take to navigate legal compliance in digital marketing:
 - review your digital marketing policies and procedures: make sure your policies and procedures are in compliance with applicable regulations.
 - conduct an audit of your digital marketing: audits can help you identify potential risks of regulatory violations.

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- get legal advice: If you have any questions or doubts about legal compliance, consult a lawyer.

8. Case Study: Successful Implementation Of Digital Marketing

In this study used a case study Unilever company that utilizes AI technology to improve the effectiveness of its marketing. The company is using AI to understand its consumer behavior, implement personalization, and provide better customer service.

Unilever Corporation is a multinational corporation headquartered in London, England. Unilever produces food, drinks, cleansers, and body care. Unilever is the world's third-largest producer of household goods, based on revenue in 2022, behind P&G and Nestlé.

a. Unilever Company Sales Analysis

Based on Unilever's 2022 annual report, the company recorded net sales of 52.2 billion euros, equivalent to Rp844.6 trillion. These sales increased by 5.1% compared to the previous year.

Geographically, Unilever's sales are dominated by the Europe, Middle East and Africa (EMEA) region, with a market share of 39.5%. The United States and Canada (North America) regions have a market share of 24.9%, while the Asia, Middle East, and Africa (Asia Pacific) regions have a market share of 25.6%.

By Category, Unilever's sales are dominated by the home care category, with a market share of 43.2%. The personal care category has a market share of 38.6%, while the foods and refreshments category have a market share of 18.2%. Unilever is successfully using AI to improve the effectiveness of its digital marketing.

b. Unilever's strategies to improve its digital marketing effectiveness:

- Utilization big data and machine learning to understand consumer behavior: Unilever uses big data and machine learning to understand its consumer behavior. The company collects data from various sources, such as transaction data, social media data, and survey data. This Data is then used to analyze consumer behavior, such as their interests, needs, and preferences.
- Application of personalization: Unilever uses personalization to improve its marketing effectiveness. The company uses the collected data to create content and ads that are relevant to its target audience. For example, Unilever may use location data to target ads to users located near its stores.
- Utilization of chatbots: Unilever uses chatbots to provide better customer service. These chatbots can be used to answer consumer questions, solve problems, and provide information.

c. The results and benefits of Unilever by implementing these strategies are:

- Increased brand awareness: Unilever experienced a 15% increase in brand awareness after implementing an AI strategy for digital marketing.
- Increased sales: Unilever experienced a 10% increase in sales after implementing an AI strategy for digital marketing.
- Increased customer satisfaction: Unilever experienced a 5% increase in customer satisfaction after implementing AI strategies for digital marketing.

d. Factors contributing to Unilever's marketing success:

- Selection of the right strategy: Unilever chooses a marketing strategy that suits its target market. This strategy includes various marketing channels used to reach its target audience.
- Consistent implementation of strategy: Unilever implements its marketing strategy consistently. The company continues to create quality content and target its ads appropriately.
- Effective measurement of results: Unilever measures the results of its marketing strategies effectively. This helps the company to know which campaigns are working and which ones need to be improved.

Based on Unilever's marketing results in 2022, it can be concluded that the company has successfully implemented an effective marketing strategy to achieve its goals.

CONCLUSION

- Strategy management is an ongoing process. Companies need to continuously conduct environmental analysis, internal analysis, and strategy formulation to ensure that they remain on track to achieve their long-term goals
- The main goal of strategy management is to:
 - Ensuring the company achieves its goals in the long run.
 - Increase the competitiveness of the company in the market.
 - Creating value for the company's stakeholders.

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- AI integration in digital marketing strategy offers businesses tremendous opportunities to increase the effectiveness of their campaigns, reach the target audience more precisely, and ultimately achieve their corporate goals.
- By harnessing the power of AI, companies can increase the ROI (Return on Investment) of their digital marketing efforts, build stronger relationships with customers, and gain a competitive edge in this dynamic market.
- Make sure the company complies with all applicable rules and regulations in digital marketing. Protect your customers' data and information well. Use best security practices to maintain data privacy and security.
- The adoption of AI in digital marketing is still in its infancy. However, the application of AI is expected to increase even more in the future.

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