# DIGITAL MARKETING LITERACY FOR MARGINALIZED SOCIETY TO IMPROVE SOCIETY'S ECONOMIC EMPOWERMENT

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**Abstract.** *Corona bombarded not only the decline in the level of public health but the wheels of the economy in free fall. The case of COVID in Indonesia has a fatal impact on budget cuts for all APBNs, dismissal of employees, closure of offices, campuses, schools, shops, and economic activities of MSMEs which causes poverty and unemployment to increase. This research tries to offer a solution to the economic problems faced by marginal people because they are confronted by the COVID phenomenon. Method This study uses a qualitative method, using a literature study by describing and analyzing data that has occurred since the co-video was present in Indonesia. Various references relating to this matter are discussed thoroughly. Finally, in this paper, the researcher tries to offer a digital literacy model for marginal people to increase community empowerment.*

*Keywords: Digital Marketing Literacy, Marginalized Society, Economic Empowerment*

## 1. INTRODUCTION

A country's economic growth is supported by the community economy growing from innovation findings (which determines the level of productivity growth) and Community Empowerment Literacy (Kaldor, 1957b, 1957a; Lange, 1962; Odagiri, 2011). The empowerment of information and technology strategy makes the social phenomenon to be faced in the face of challenges and countermeasures the crisis (Leong et al., 2015), the same is explained (Choudhary, 2012; Gabor, 2018) social innovation opens the way for the community in the implementation of different technologies to enhance social innovation that supports ICT (Information, Communication and Technology). Therefore, the distribution of digital literacy is serious to the enhancement of socio-economic capabilities in the community.

In emerging countries, ICT dissemination still has gaps in the process of utilizing technology compared to developed countries (Dowding, 2004; Pierce, 2004; Porwol et al., 2012; Wong, 2012). The research results of the talent to entrance, adapt, and produce awareness consuming report and communication skills are essential for the social inclusion of the gaps that must be addressed by postulating tackle for group elaboration experiments across the combination of effective technology into the community (Gray, 2004; "Technology and Social Inclusion: Rethinking the Digital Divide," 2003; Warschauer, 2003). However, different things according to Urban Society (Girardet, 2017; Hollands, 2020) technology is a technological process of being a new opportunity in business processes. From the gap dissemination of literacy can be noted that the element of business literacy

empowerment is also important for the economic growth of the marginalized people.

The contributions and utilization of social media offered in the theory of learning have evolved first and have discussed a lot about the use of social media for digital literacy of the product as it says (Holliman & Rowley, 2014; Jacobson et al., 2020; Suwana & Lily, 2017). New things that want to be built into digital marketing method literacy is with gamification models or marketing in the form of games, but also with the concept of shop and win useful for marketing innovation strategy in the public community in an area. The empowerment of this literacy can build the pleasure of generating an independent community economy (Cavalic & Becirovic, 2017; Department for Business, 2014; Guimarães et al., 2018; Plenter, 2017). Society not only uses social media as communication but can expand business innovation and compete to create competitive advantage. Therefore, the purpose of this model is expected to be learned easily and marginalized community motivation in the learning of digital marketing business strategy.

## 2. LITERATURE REVIEW
### 2.1 DIGITAL MARKETING LITERACY

The creation of ordinal know-hows empowers fundamental conversions in commodities, facilities, origination methods, industry prototypes, then the nature of commerce accomplishments in industrialized networks that follow digital servitization logic (D. Sjödin, Parida, Jovanovic, et al., 2020; D. Sjödin, Parida, Kohtamäki, et al., 2020; Sklyar et al., 2019)

Machinery is producing hurriedly, and companies frequently scuffle to offset the request for the development of composite digital systems as it can exceed its existing capabilities base (Porter & Heppelmann, 2014; Sjödin et al., 2018). Innovation happens to customers, anywhere importance is manifested concluded co-creation (Grönroos & Voima, 2013; Parida et al., 2019). The competency of digital literacy and media is the core competence of citizenship in the digital age, has a very large practical value. Like: can apply for a profession accessible, publics essential helps towards novelty applicable evidence. To get relevant health information, one should be able to distinguish between marketing tactics for nutritional supplements and robust information based on research evidence. To capitalize on operational informative occasions, societies essential toward devise a respectable accepting of in what way realization is built and how it signifies certainty and coherent perspectives. For populaces to take collective deed and employ in definite resident accomplishments that augment their groups, they necessity to finish the appreciation of enfranchisement that appears from effective collected to explain complications (Lee et al., 2012).

Single of the main fundamentals of ordinal literateness is the prosperous custom of pursuit appliances for example Google to acquire and exploration news. It is a dynamic talent when the total of communication and data approaches the level of exponential progression. Though, the danger begins to perform when someone recognizes how search engines like Google made (Johnson et al., 2012)

The use of expertise in learning has reached a wide scope in the latest works (Banaji et al., 2010; Lowe & Laffey, 2011; Wymbs, 2011) The literature that focuses on ordinal promoting arises when the disciplines grow and the literature explores the affiliation among scientific enlargements and program strategy is presently narrow. The driving examples focus on implementing new technologies, especially Web 2.0, to encouragement remaining syllabuses: Smartphones (Backer, 2010); Second Life (Halvorson et al., 2011); 2.0 Web technologies, computing, etc. (Jones & Sclater, 2010); Twitter (Dunlap & Lowentahl, 2009).

Learners not only necessity the abilities to capably procedure numeral technology, but they also need the skills to choose the right tools that best meet the needs of a particular task. Besides, the plain abilities required to use many new and progressing knowledges be able to residential individually if certain an faithful impost assignment, positively associated (Biggs & Tang, 1999).

## 2.2 MARGINALIZED SOCIETY

The marginal people were characterized by lack of infrastructure, social and economic marginalization and exclusion from participation in economic knowledge (Richard & Martin, 1991). Knowledge has always played an important role in the economy, in the form of skills and best practices for various industries. Knowledge economics, taking a more central role in which "The main component of value creation, productivity and economic growth is knowledge". (Thinyane et al., 2007).

*Psychology of Working Theory (PWT)* has garnered recent attention as a framework to understand the work experience of an economically-degraded group (Duffy et al., 2012). The role of marginalization and economic constraints in the PWT applies to the work experience (Garriott, 2020). Also, work often plays a central role in people's lives because of their need to work for financially (Ward et al., 2012). The social and cultural capital theory of Bourdieu, (1987) is also relevant to the marginal community.

Vulnerability, disaster and development were subtly correlated in marginalized communities in terms of their political-ecological structure in the process of development (Lin & Chang, 2013). Developing countries have high geographical exposure to danger, high dependence on ecological system services, high sensitivity to environmental changes, limited political empowerment and weak adaptation capacity (Adger et al., 2005; Heltberg et al., 2009)

The vulnerability in this sense is not just physical or natural construction but also a social construction. Therefore, the vulnerability of every locality to climate change has a specific aspect of a human being formed by the social, political, economic, cultural and environmental dimension (Blaikie et al., 2014). The marginal ' economy and ' marginalized labour force ' is essentially an interdependent phenomenon, the result of the historic central logic acting in the dominant tendency of capitalism (Obreg6n, 1974).

## 2.3 ECONOMIC EMPOWERMENT

An Enfranchisement has become the centre of this paradigm modification and efforts to reconstruct the concept of enlargement and growth approaches pointed at alleviating deficiency, especially in country capacities. (Gergis, 1999). Allowing to Rappaport (1987), "Liberation delivers an emotional intelligence of particular regulator or influence and apprehension among authentic common authorities, diplomatic rule and legitimate justices".

McArdle McArdle, (1989) defines empowerment as "The process by which decisions are made by those who have to endure the consequences of that decision ". This implies that it is not achieving a goal, as much as a crucial process of determination. However, people who have achieved collective goals through self-empowered, as they have through their efforts and by bringing together knowledge, skills and other resources accomplish their goals without using external dependent relationships.

With complex shopper commitment, stumpy domestic savings charges, and increased complication of economic report, people and sequestered regions urge the conception of monetarist learning curriculums to enhance buyer experience of financial management skills (General, 2004; Gudmunson & Danes, 2011; Hilgert et al., 2003; Hopley, 2003) inadequate to survive personal finances can result in serious, long-term social and particular concerns, including bankruptcy, credit problems, poor savings, impulsive purchases, unpaid bills, debt mischief, and home foreclosure (DeVaney et al., 1996; Perry & Morris, 2005)

Rural development is the most important strategy designed to improve the social and economic lives of farmers ' communities (Sultana & Hasan, 2010). Organizations are main industry things in boosting the profitable situation of their fellows by enriching their negotiating and incomes. Thus, this section discusses the contribution of cooperatives in promoting economic Empowerment (Tesfay & Tadele, 2013).

## 3. METHODS

This study uses the literature study and using secondary data collection. The literature approach was used in this study to explain conceptual about digital marketing literacy, marginal society condition and economic empowerment. The time frame of this study observes since 2015-2020. Also, secondary data collection about the trend of digital literacy that analyzes to get field condition. The primary and secondary data collection processed using literature study and empirical evidence. Based on this method of data organized that it can formulate a digital marketing literacy approach to empower marginalized society economic in handling COVID-19. The research framework has a goal to explain the aspects which is analyzed in a study. The framework of this study is given in Fig below.
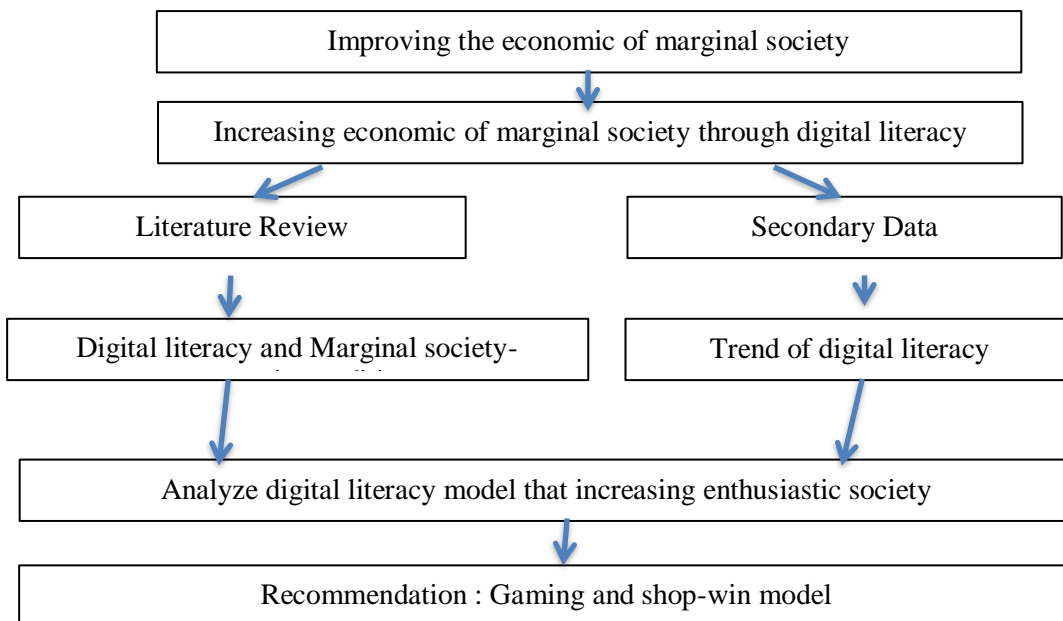


Fig 1. Research Design

## 4. RESULT AND DISCUSSION

From the results of the Literation study that was submitted by (Hobbs & Coiro, 2016; Kissel et al., 2010; Preece, 2010) The transformative learning of creative collaboration using digital text media, tools, and technology is essential to supporting professional development. With the media learning, digital literacy can adapt a community mindset that not only limited to enjoying social media features but knowing online store learning, looking for educational material and participating in the strategy of spreading the economic business trends of the community (Bennett et al., 2012; Hourcade et al., 2010; Morimoto & Friedland, 2011; Samsudin & Hasan, 2017; Starčič & Turk, 2010).

The growth of digital literacy in Indonesia with the year 2020 compared with countries in ASEAN, as follows:
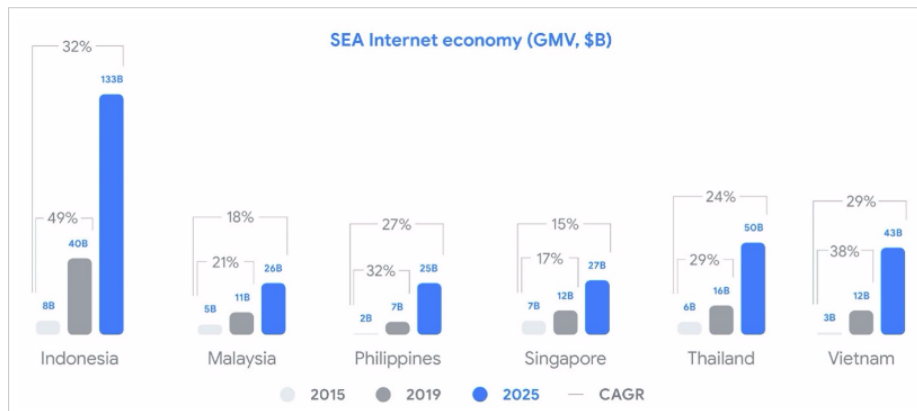
Souce :  e-Conomy SEA 2019 oleh Google, Temasik dan Bain & Company

The results describe Indonesia up to 2019 from the above sources, having the highest percentage in digital literacy dissemination followed by other ASEAN countries Vietnam and Thailand. The spread of digital literacy growth is still centralized in Jabodetabek area. The findings describe the dissemination of literation unevenly at the level of the area that the economic plant is still low (Matthews et al., 2010), as well as the (G. Freeman & Taylor, 2006; L. Freeman & Bochner, 2008; Mcconney et al., 2011). The same thing also from the research ("Digit. Kenya, "2017; Kerpen, 2019; Odongo & Rono, 2017) said the level of knowledge, socio-economic retardation, poverty of rural society information and the participation through the needs of literacy in training can close literacy gaps.

The Digital marketing literacy Model is effectively used in the form of sponsorship, advertising effectiveness, and emotional responses in consumer behaviour (Ha, 2019; Hali, 2002; Lavidge & Steiner, 1961a, 1961b; Reynolds & Phillips, 2019). Another Model that can be applied is the gamification application system by incorporating elements from the gaming sphere or games into promotional and marketing activities, in addition to the literacy that can be offered is by introducing the concept of promotion shop and win using digital technology as a media creative dissemination by playing and hunting points on the outcome of each community product. This model is reinforced by (Adornes & Muniz, 2019; Hamari, 2015; Hamari & Parvinen, 2016; Kanagasingam, 2017) gamification can be read as ' a more enjoyable and motivating process of system creation/activity, to support the favourable outcome of the system.

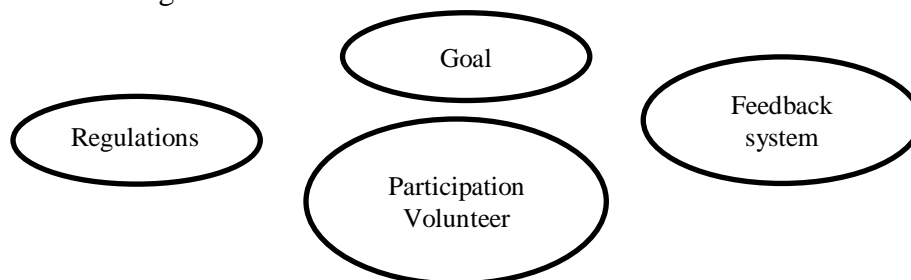The game skeleton can be described as follows:



Figure 1. Simulation game model

Please note this framework can be applied to various assistances embracing public facilities. At what time the apposite objectives and agreed of systems can be considered, many services can be utilized by the game's original engineering app to escalation handler arrangement. The human positive attitude explored by positive psychology is explained in the picture below:

Satisfaction in intrinsic rewards such as

Future expectations when failing

Completion rate brings satisfaction

Hard work brings satisfaction
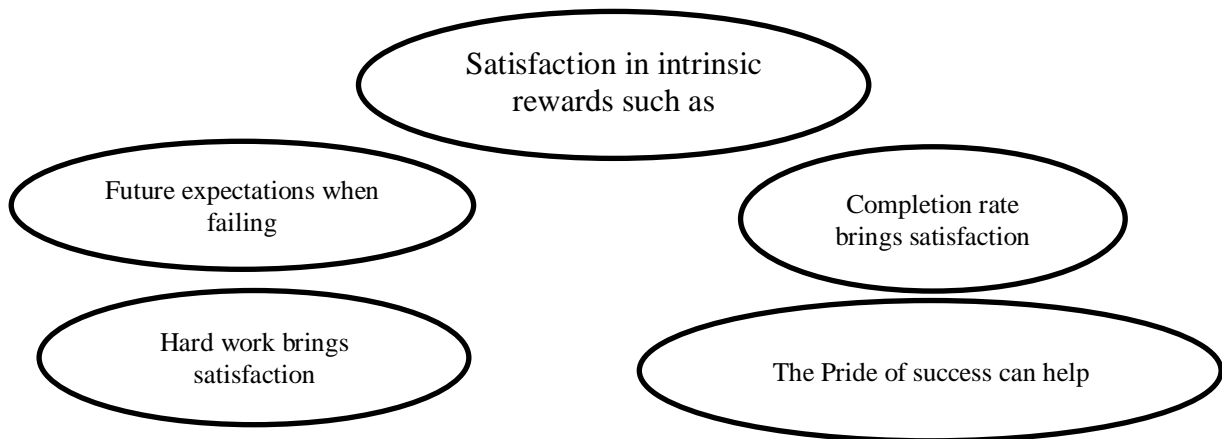
The Pride of success can help

Figure 2. Human enthusiasm attitude

It shows that man is an amazingly positive creature with an emphasis on internal rewards, hard work, desire to help others, high engagement appointments, and so on.

All these attributes contribute to building a positive society. Hope the achievement of the rewards encourages people to interact in cyberspace. This positive attitude represents the possibility that artificial goals and rules can accommodate the great enthusiasm of the user when properly managed. No fantasies are needed when a corresponding feedback mechanism is ensured, as internal achievements provide a high level of user motivation. This is the core factor of mobile phone feature-based social gaming shows through the growth of radical user base and growth in revenue in recent years, although they provide a simple multimedia representation that is lower than smartphones.

**Gamification Literacy Education**

As a social engineering service, it is necessary to observe the process behind the scenes of empowerment literacy techniques on the community. The author calls gamification literacy, with an emphasis on back end technologies that increase user engagement in social services.

A specified dialogue of gamification learning is outside the space of this document. The author optimisms that these original language points will elevation responsiveness about the impact, and the risk of collective package industrial that has evolved in recent years. Here's an image of literacy transitions:

Basic literacy → Media literation → Internet Literacy → Gamification Literacy
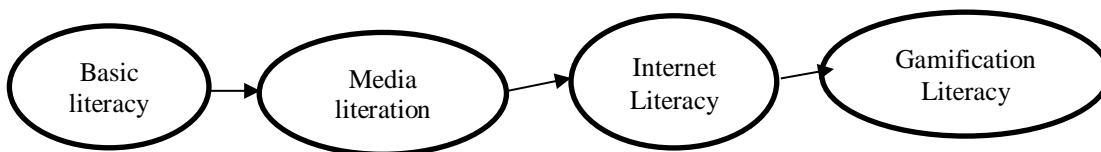
Figure 3.  Literacy Transition

This learning Phenomenena requires a large number of educated and highly skilled specialists in gamification of major business processes, including serious gaming software engineers, analysts, designers, development and testing (GANGADHARBATLA & Davis, 2015; Helms et al., 2015; Uskov & Sekar, 2015). The author feels that this is the starting point for building the gamification literacy model that will lead to part of modern literacy education in the coming year.

Digital technology Learning Media starts with humans as information users. Thus the important role of technology as a communication process that becomes the bridge conflict of the marginal from the retardation utilization of technological dissemination in supporting the Economic Community. The marginal should be able to adapt to the speed of information, knowledge and communication of any change in socio-cultural and developmental times. With the utilization of some digital learning resources, the problem or social-economic gap of

marginalized people can be resolved.

Accessibility for digital technology and the achievement/impact of digital empowerment offers researchers a broad spectrum of methodological investigations, taking into account critical conceptual and practical aspects within it. There is no easy route for digital empowerment. Further methodological approaches continue to evolve and should adapt to functional changes, technology and human perspectives of growth in general and inclusive growth in particular. It is therefore wise to mingle technology and human approaches that reinforce mechanisms that allow and evaluate digital empowerment.

## CONCLUSION

Digital technology Learning Media starts with humans as information users. Thus the important role of technology as a communication process that becomes the bridge conflict of the marginal from the retardation utilization of technological dissemination in supporting the Economic Community. The marginal should be able to adapt to the speed of information, knowledge and communication of any change in socio-cultural and developmental times. With the utilization of some digital learning resources, the problem or social-economic gap of marginalized people can be resolved.

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