

The Influence Of Artificial Intelligence On Digital Market Penetration Strategies: A Case Study Of Noken Sellers In Sorong City

Virjayanti Lazinu^{1*}, Musriani², Anggie Julia Putri³ Rizky H Seknun⁴

^{1,2,3,4}Universitas Pendidikan Muhammadiyah Sorong, 98416, Indonesia

Corresponding author email: virjayantilazinu@unimudasorong.ac.id

ABSTRACT

The influence of Artificial Intelligence is related to the penetration strategy for selling Noken in the City of Sorong, thus revolutionizing the digital market which has an influence on social media, especially tourist consumers in purchasing Noken. The digital market that influences tourist consumers will increase sales of Noken. Artificial Intelligence and Digital markets combined with rapidly developing technologies such as tracking, make cashless purchases possible. Everything runs via smartphone. This provides consumers with the opportunity to get the best, easy and affordable service. This research uses a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Square (PLS), with a total of 100 respondents. The contribution of this research aims to make it easier for tourist consumers to purchase Noken transactions using online transportation (Maxim). The results of this research make it easier and have a positive impact on tourist consumers and help service organizations in developing technology for digital market penetration in selling Noken in Sorong City.

Keywords: Artificial Intelligence, Digital Market, Noken

1. Introduction

Modern developments have ushered in the era of digital marketing which can be understood as the use of digital technology and online channels to plan, implement and evaluate marketing activities that have the aim of creating, communicating and delivering value to consumers through various forms of digital interaction (Mahira et al., n.d.). So the rapid development of technology and information is changing many aspects of life, including the business aspect (Fatimah & Saidah, 2021). In this context, the use of technology, mobile applications and online marketing strategies is the key to maintaining and increasing online noken buying and selling activities. Noken itself is one of the traditional crafts of the Papuan people. so that it can encourage the noken sales business to adopt more digital technology as the main means of carrying out operations and maintaining relationships with tourist consumers (Faqih Febriansyah et al., 2023).

Digital marketing includes the use of marketing strategies that use digital technology, digital media, and digital channels to achieve business goals such as increasing brand awareness, creating consumer engagement, and increasing sales through various digital methods and techniques (Rahmawati et al., 2023). One of the most popular digital methods currently in Indonesia is purchasing transactions via online transportation which can make it easier for consumers to carry out noken transactions quickly, easily and safely. One of the famous online transportation in the city of Sorong is online transportation (maxim). Maxim online transportation in Indonesia is one of the solutions for society to do work more effectively and efficiently (Noversi Yolanda et al., 2023).

Digital marketing and artificial intelligence-based data analysis are much more efficient and accurate than human capabilities (Haleem et al., 2022). Artificial Intelligence (AI) allows marketers to differentiate their consumers into different personas and understand what

motivates consumers in purchasing decisions so that marketers use AI to identify and predict consumer behavior, and through this information marketers are able to build unique experiences for consumers in making purchases via transportation on line (Di et al., 2023).

So that artificial intelligence in online transportation (maxim) on noken can develop like noken which are a legacy that existed even before the country of Indonesia existed. The values contained in the noken motifs and materials are still maintained today. The noken makers who still exist today are very grateful for the culture which is a gift given by God the Almighty Creator, because every process holds deep meaning and significance. In fact, they really want the younger generation to learn to weave noken and love noken. So that regeneration will never end, and noken will continue to be known in the life of the Indonesian people (Harto, 2012)

2. Methodology

According to (Djollong, 2014), quantitative research is a process of discovering knowledge that uses data in the form of numbers as a tool to analyze information about what we want to know. Qualitative research method is a research method based on philosophy, which is used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning. Data collection techniques were carried out using literature studies obtained through Google Scholar (Fidiyanti et al., 2023). The data that has been collected is then analyzed using the Structural Equation Modeling (SEM) technique which has greater ability to solve complicated problems, namely being able to estimate the relationship between variables that are multiple relationships with output in the form of a measurement model from a number of indicators and a structural model composed of a number of constructs. (latent variable). Component-based SEM, namely Partial Least Square (PLS) is a powerful analysis method because parameter estimation in Partial Least Square does not assume the data must be on a certain measurement scale, the sample size does not have to be large, and does not assume the data must have a multivariate normal distribution like Ordinary Least Square (OLS) (Anggita et al., 2019).

3. Result and Discussion

The results and discussion of this research are related to the influence of artificial intelligence on the penetration strategy for selling noken in the city of Sorong

3.1. Result

The strategy that Noken sellers must have is a marketing strategy. The marketing strategy here is about the cost of noken products which are attractive in terms of the price of noken and the types of products offered are of good quality. By implementing a mature marketing strategy, it will certainly influence the final results of the success of a business. From the results of a questionnaire from 100 tourists, it was stated that the digital market for selling noken to tourists in the city of Sorong had difficulty finding a place or location for selling noken, because there were no regular customers or consumers. So with the existence of online transportation (Maxim) which wants to collaborate with Papuan mothers, it will make it easier for tourists to find these noken products so that there is a good and strategic place.

3.2. Discussion

3.2.1 The Role of Artificial Intelligence in Business Development

Business development strategies that use Artificial Intelligence technology involve utilizing Artificial Intelligence capabilities to optimize operations, increase efficiency, and create additional value for the company. Artificial Intelligence provides significant advantages in business development. The business development strategy is by utilizing Artificial Intelligence technology

3.2.2 Maxim Strategy in City Transportation Development

Several maximal strategies have been achieved and implemented in providing services and development of city transportation as well as in overcoming problems related to drivers and customers, however, Maxim's strategy is not fully working, as is the case in overcoming the problem of inaccurate maps and travel routes. There is still no response from Maxim's side in overcoming this. So far there are no plans or programs to add other features in accordance with customer wishes, such as additional payments and Maxim Food partners or partners in selling goods and services which have not yet been properly realized (Fadhli Nursal et al., 2023).

3.2.3 The Relationship Between Artificial Intelligence And Online Transportation

Equipped with the latest research that supports the influence of Artificial Intelligence on online transportation, it was found that Artificial Intelligence was successfully used in ordering food, services and tracking to automatically determine the appropriate location for the safety and comfort of Noken shopping, this strengthens customer loyalty to the company. With Artificial Intelligence, it proves that perceptions of usefulness and ease of use influence a person's interest in making or buying Noken.

H1: Artificial Intelligence has a positive and significant effect on online transportation

3.2.4. The relationship between Artificial Intelligence and digital markets / Digital Marketing

There are several facts and research that have been conducted related to influence artificial intelligence in digital marketing. With the ability of Artificial Intelligence to process data into useful insights; can help sellers who are now rampantly using social media as a marketing tool. With 2.4 billion people in the world interacting and sharing content via social media, and the sophistication of Artificial Intelligence growing rapidly, Artificial Intelligence and social media will have a bright future in the marketing realm

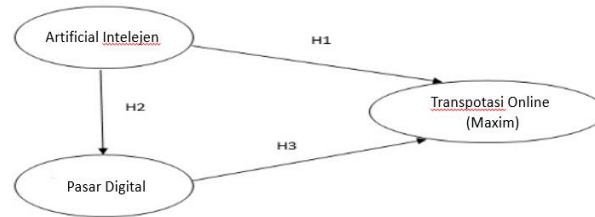
H2: Artificial Intelligence has a significant positive effect on the Digital Market

3.2.5 The Relationship between Digital Marketing and Online Transportation

There are more and more digital marketing or digital market relationships, so that companies in digital marketing can quickly reach the company's target market. Especially for the millennial generation, digital marketing has had a positive impact on sales, especially on noken sales, which are difficult to find in the city of Sorong. Marketing using transportation equipment can make it easier for tourist consumers to find noken, so it can have an impact on sales for Papuan mothers who have difficulty having a place to sell. With online

transportation, it can be easier to find locations at the home addresses of Papuan mothers who sell noken.

H3: Digital Marketing has a positive and significant influence on Consumer Purchase Interest



4. Conclusion

Artificial intelligence or artificial intelligence is very useful and provides many benefits for humans in various aspects of life. In promotional strategies, artificial intelligence can process large amounts of data in the shortest possible time, so that work can be completed more quickly without errors. Artificial Intelligence has the ability to learn much faster and can provide large amounts of required data. Several maximal strategies have been achieved and implemented in providing services and development of city transportation as well as in overcoming problems related to drivers and customers, however, Maxim's strategy is not fully working, as is the case in overcoming the problem of inaccurate maps and travel routes.

5. Acknowledgement

Thank you to the public and students who filled out the questionnaire to meet the satisfaction of using online transportation (maxim) related to the sale of noken. Selling noken via online transportation (maxim) is also an important need for tourists who are in the city of Sorong so that it can help the businesses earned by these Papuan mothers.

6. Reference

- [1] Anggita, E. D., Hoyyi, A., & Rusgiyono, A. (2019). ANALISIS STRUKTURAL EQUATION MODELLING PENDEKATAN PARTIAL LEAST SQUARE DAN PENGELOMPOKAN DENGAN FINITE MIXTURE PLS (FIMIX-PLS) (Studi Kasus: Kemiskinan Rumah Tangga Di Indonesia 2017). *Jurnal Gaussian*, 8(1), 35–45. <https://doi.org/10.14710/J.Gauss.V8i1.26620>
- [2] Di, G. Z., Baja, D., Kecamatan, R., & Masihul, D. (2023). *3 I,2,3*. 2(4), 1607–1614.
- [3] Djollong, A. F. (2014). Teknik Pelaksanaan Penelitian Kuantitatif (Technique Of Quantiative Research). *Istiqra'*, 2(1), 86–100.
- [4] Fadhli Nursal, M., Rianto, M. R., Rohaeni, H., & Saputra, F. (2023). Pengaruh Electronic Word Of Mouth (EWOM) Terhadap Keputusan Pembelian Melalui Minat Beli Pada Jasa Transportasi Online Maxim Di Kota Bekasi. *Jurnal Manajemen Dan Pemasaran Digital (JMPD)*, 1(3), 111–118.

<https://creativecommons.org/licenses/by/4.0/>

- [5] Faqih Febriansyah, M., Setiawan, R., & Sutabri, T. (2023). IJM: Indonesian Journal Of Multidisciplinary Transformasi Digital Untuk Aplikasi Marketplace Shopee. In *IJM: Indonesian Journal Of Multidisciplinary* (Vol. 1).
<https://journal.csspublishing/index.php/ijm>
- [6] Fatihah, D. C., & Saidah, I. S. (2021). Model Promosi Marketplace Berbasis Artificial Intelligence (AI) Di Indonesia. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*., 8(3). <https://doi.org/10.35794/jmbi.v8i3.35908>
- [7] Fidiyanti, F., Subagja, A. R., Wachyu, R. P., & Madiistriyatno, H. (2023). ANALISIS STRATEGI PENGEMBANGAN BISNIS MENGGUNAKAN TEKNOLOGI ARTIFICIAL INTELEGENCE. In *Journal Of Compreh Ensive Science* (Vol. 2, Issue 7).
- [8] Haleem, A., Javaid, M., Qadri, M. A., & Suman, R. (2022). Understanding The Role Of Digital Technologies In Education: A Review. *Sustainable Operations And Computers*, 3(May), 275–285. <https://doi.org/10.1016/j.susoc.2022.05.004>
- [9] Harto, N. G. & S. (2012). Diplomasi Indonesia Terhadap UNESCO Dalam Meresmikan Noken Sebagai Warisan Budaya Indonesia Tahun 2012 Nuvola. *Jom Fisip Unri*, 1(1), 1–15. <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/2209/0>
- [10] Mahira, S. A., Sukoco, I., Barkah, C. S., Jamil, N., Novel, A., & Bisnis, J. A. (N.D.). TEKNOLOGI ARTIFICIAL INTELLIGENCE DALAM ANALISIS SENTIMEN: STUDI LITERATUR PADA PERUSAHAAN KATA.AI. In *Bulan Agustus Tahun* (Vol. 6, Issue 2).
- [11] Noversi Yolanda, I., Karya Bakti, D., & Nugeraha, P. (2023). Strategi Maxim Mengembangkan Transportasi Untuk Memberikan Pelayanan Dan Kenyamanan Di Bandar Lampung. *Jurnal Kompetitif Bisnis*, 1, 958–965.
- [13] Rahmawati, Setiawan, E. A., & Muinah Fadhilah. (2023). Strategis Promosi Digital Marketing Pada Distributor Keramik Di Yogyakarta. *Jurnal Teknologi Dan Manajemen Industri Terapan*, 2(4), 287–292. <https://doi.org/10.55826/tmit.v2i4.286>