



2nd Australia and New Zealand Conference on Advanced Research (ANZCAR- 2018),
Melbourne, Australia

ISBN :978-0-6481172-2-3

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

GIMMICK STORY-TELLING ONLINE MARKETING IN INDONESIA

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Abstract

Short story about the millennials generation to turn a profit by meeting customer demands, it is crucial to understand how digitisation affects the customer. Digitisation from a significant part the largest world-wide but the implicitly expect companies proactive customer orientation. Opportunity recognition is a mental process that answers a question that every innovation: “Does this idea represent real value to current or potential customer?”. Being able to answer this question correctly is probably as important as having an innovative idea or developing a scientific breakthrough. Norman Augustine, former CEO of Lockheed Martin great aerospace innovation, put it away: “the whole idea is to be smart enough to recognize those breakthrough when they present themselves”. A systems approach models human-made world from formal service system entities become more interconnected and interdependent, the ecology of interacting service systems and networks has become increasingly complex and difficult to manage. Kevin Hendrawan sees that algorithms in marketing, especially on YouTube, sees that companies will usually choose media channels with certain criteria, according to their brand or product. Case Study Research used to be describe test questioned experiment with an exploration motive have certainly existed especially on the content.

Keywords: Digitisation, Innovation & Content.
