

**THE INFLUENCE OF LEADERSHIP, ORGANIZATIONAL CULTURE, MOTIVATION
AND COMPENSATION ON EMPLOYEE PERFORMANCE IN REGIONAL
APPARATUS ORGANIZATIONS (OPD) AT BAPERLITBANG
KARIMUN REGENCY**

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Abstract

Globalization is the tools of the growth of humans life on nowadays. As we know, it is not only controlled the human aspects, but it is also manage the humans activity as economy system. The economy system are controlled by the technology. These technology not only for manage the outcome or income of Indonesian people. But, it is also for the source of economy growth in humans life. The source of technology on nowadays are used is digital marketing. The words of digital marketing are taken from digital where its meant as technology and marketing as the economy of business of investor or the people. The purpose of this research aimed to know the effect of digital marketing towards the economy system. Further, the economy system on nowadays are not used the humans effort anymore. The methodology research that used on these research are used qualitative design. The design that applied on these research because the data and the sample of these research are based on the journals and the books quotation without any steps on analyze of the data. The steps of conducting the research are following; a) the formulation of topic, where it coming from the idea or the source of reading the books; b) data collection, after the topics are founded to be the topics of read, then the data are collecting of the theory, quotation or another aspect of economy or digital marketing from the journal or the books; c) the hypothesis determination, these steps are coming from the reading the book or the quotation; d) recycling the result, these steps is the main steps on the research to know the result of the idea or the things on the human's aspect of the management economy system. After the result are founded, there were the result of these research as following : 1) the consideration of human's effort being low; 2) the transaction of marketing being bigger; 3) improving the creativity of human skill.

Keywords: Digital Marketing; Economy System; Technology.

1. INTRODUCTION

Nowadays, the globalization are affecting on every aspects in human's life. Without any realization, the globalization are following us to the every inch of our lives. By these globalization, many aspect are changed. According to (Ellwood 2001; Beer and Bosweel 2001; Li and Reuveny 2003) in (Figuroa, 2015) are stated the globalization are the parts of economy system until it can be affected in many other various of way in the future. This line also supported by (Zaroni, n.d.), that stated in the phenomenon of globalization can be seen from the activity growth of economy in many shapes. Among of them, there are two types of economy activity which are globally, where it is called as trade and international capital. Because of that, the economy activity are handled as the invention. Based on this statement, it took the conclusion which are the globalization is the things that occur in the economy way.

In the globalization, there are several effects that can be damage way in the economy system, that reviewed by the site (bobo.grid.id, 2021) are following below :

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1. Consumptive lifestyle

This occur in Indonesian lifestyle because there were many products that provided in Indonesia, where is coming from the another country. From these event, it become a competition of lifestyle of Indonesian people.

2. The business competition

As we know, people lives for compete with another's to struggle in living. But, we may never know if there are some ways in compete that may be a damage for another's. It is same as occur in the business. The biggest caution of globalization is the business way. The people's effort to be richest with trying the many ways to get rich and famous in nowadays without know the risk of some ways that they faced of.

3. Less of occupation

The biggest impact of globalization is occupation. On nowadays, the occupation are not held by the humans but it is held by the machine or another technology. The humans effort not needed anymore to do something but it will be doing from the technology.

The negative impacts above are concluded by the effect of globalization that be the growth of technology on humans life. The biggest effect are the technology, which are not only for education, health, or another aspect. But, it is also become the decision of the economy system, where it became a management of economy system. The management of economy systems on nowadays are controlled by the management of digital which are stated by the usage of technology. According to (Wikipedia, 2021), digital marketing is a marketing component that uses internet-based and online digital technologies such as desktop computers, mobile phones and media and other digital platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses used technology for marketing. As digital platforms become increasingly incorporated into marketing plans and daily life, and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become prevalent, using a combination of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, Social media optimization, direct marketing e-mail, display ads, e-books, and optical discs and games have become commonplace.

Pemasaran digital meluas ke saluran non-Internet yang menyediakan media digital, seperti televisi, ponsel (SMS dan MMS). Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS). Berikut ini adalah definisi yang diberikan oleh beberapa ahli sebagai berikut :

Ridwan Sanjaya and Josua Tarigan (2009), who say that digital marketing is a marketing activity used by all media.

Kleindl and Burrow (2005), Digital marketing is a process of planning that combines thinking, pricing, promotion and distribution. Thus, from the whole concept can benefit both parties.

Heidrick and Struggles (2009), He revealed that the concept of digital marketing is the development of technology in the world of advertising.

So it can be concluded that, the world of digital marketing is a world that conducts marketing activities that market their products through the world of advertising or advertising sheets that discuss the products sold. From these marketing activities, the public will know and be able to

interpret the products they want to buy by using technology media such as facebook, instagram, whatsapp, youtube, flickr, line, kakaotalk.

Based on the definitions of digital marketing above, it also create the ways of easiest way in managing of the economy human. Thus, the management of the growth economy still need some tools for improving the human activity.

2. IMPLEMENTATION METHOD

Method is a way or stage in doing something scientifically related research. In a study, a method or technique is needed in analyzing or discussing a study that is useful to others or becomes a reference in conducting the same research. The use of techniques or methods in a study becomes a benchmark for the success of the study, so that researchers no longer find irregularities or errors during research. The approaches and strategies implemented also need to be applied in a study so that during the study, the absence of other phenomena found so as not to interfere with the results or research process. As with other studies using the approach, the approach used in this study is a descriptive analysis method. This method is also known as qualitative research. This is because the sources of citations or data - the data studied are mostly without their own numbers or values in a study. According to Sugiyono (2009), Descriptive analysis method is a method that can stand alone (independent) without other variables that can cause the research to lead to forms of relationships or comparisons in other studies (Anonim, 2009).

In this journal, there are several steps that researchers put forward in researching, namely as follows :

1. Formulation of Topics

In formulating a topic or research theme, researchers take several aspects of phenomena related to people's lives.

2. Data Collection

Before the researcher writes down the background, the researcher first conducts research – the main research by collecting data – data systematically using library data. Literature data studies are one of the methods used by researchers to collect reading material related to theory, journals or bulletins automatically over the internet. The data is elective by using existing keywords to complete journals or findings of research journals. After that, it is presented using the researcher's own reason or language in writing down the findings.

3. Hypothesis Determination

Hypotheses that are temporary conjectures in research are formulated by researchers using conceptual images. As in this study, the hypothesis that can be formulated is the significant influence between digital literacy on aspects of economic development at this time.

4. Determining results

The results of the study are written based on data research conducted using descriptive literature studies. This becomes one of the findings and is written into the main research results by researchers based on the assumptions or hypotheses formulated. The formulation is carried out by researchers and developed through conceptual thinking and ideas by researchers.

3. RESULTS AND DISCUSSION

Based on the article and journal that quotes by the researcher, there are several findings that founded by the researcher as below :

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3.1 The Consideration of Human's Effort Being Low

Before the technology comes in humans life, the human's always create the way or solution of looking the earning by working as harder as they can. But, on nowadays the humans only focused on their gadget or doing something that may only wasting time without doing the significant work. Although, the economy of human on nowadays not same as before, the consideration of human's thinking be more unvaluable as the machine that doing of their jobs. For example, the people that works at bank. By the usage of computer and the machine makes them only works and hoping the result from both aspect without thinking anymore and being lazy. Because what are they searching, it able appear in a few minutes and makes them cannot applying their brain. Thus, by the upcoming of technology, it also makes the consideration of humans effort being low also and the several studies also shown as (blog.ub.ac.id, n.d.), in these site there are discussion that stated The development of information technology has a negative impact, such as when machine power can produce greater output at a smaller cost than humans, then human power will be replaced by machines. This is what will lead to technological unemployment. In addition, human resources who are not ready for change will lose their jobs because they do not have the skills needed in the world of work in the new economic structure.

3.2 The Transaction of Marketing Being Bigger

Based on the result of usage the technology on nowadays, the Indonesia people being get used to do the *shopping online*. Based on the site (dianisa.com, 2018), Online shopping is the process by which consumers directly purchase goods, services and others from a seller interactively and in real-time without an intermediary medium over the Internet. There is also a similar opinion from (Edwin Gnanadhas, 2014) who said online shopping is a process where consumers directly buy goods, services, etc. From sellers without intermediary services over the Internet. Shoppers can visit web stores from the comfort of their homes and stores like by sitting in front of a computer. While according to (Sari, 2015) argues that online shopping or online shopping via the internet, is a process of buying goods or services from those who sell over the internet. Or online buying and selling services without having to meet face-to-face with the seller or the buyer directly. From those statements, it create the way of managing the solution of economy being smoothly by doing *shopping online* of the people. By the usage of technology or the platform such as *lazada*, *shopee*, or *Blibli* makes the peole easy in doing the *shopping* and makes the earnings of the platform being bigger with the targets of shoppers.

4. CONCLUSION

Based on the findings and the background above, there are several conclusion that taken by the researcher as below:

1. Economy system is the source of human earning on nowadays not doing by the humans anymore but it is replaced by the newest technology and create the human's life skill being more valuable and efficient.
2. The impact of the digital marketing towards human economy are being bigger and being more get used to until the efforts of human in managing their economy are been replaced by the various way .
3. The platform such as media that used on these steps until it able makes the growth economy being bigger and being more relieved.

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