



## Digital Marketing Strategy in the Industrial Era 5.0: A Systematic Literature Review

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### ABSTRACT

The Industry 5.0 era emphasizes the integration of humans with technology in business activities, including digital marketing. This article was created to present a systematic literature analysis on effective strategies in digital marketing in the Industry 5.0 era. This study uses the Systematic Literature Review (SLR) method with a qualitative approach to evaluate the latest trends, strategies, and impacts in digital marketing. Literature searches were conducted on articles from 2015 to 2024 from various academic databases. The results of this study reveal that content editing, social media utilization, and the use of big data are the main strategies that have an impact. In addition, this study also explains the shortcomings of the research and provides real examples of implementation for companies.

Keywords: Digital Marketing, Industry Era 5.0, Systematic Literature Review, Big Data, Social Media

### 1. INTRODUCTION

In recent years, advances in digital technology have triggered significant changes in many aspects of life, including in the business and marketing sectors. In the Industry 5.0 era, digital technology is central in facilitating interaction between individuals, companies, and the surrounding environment. In this era, digital marketing has become a strategic and important strategy for companies to achieve business goals. *Digital marketing* involves using digital technologies like the internet, social media, search engines, and mobile devices to promote products or services and interact with potential consumers (Bala & Verma, 2018). Related to this, the existence of the *society 5.0* era has triggered an increasingly widespread digital connectivity and consumers are increasingly dependent on technology, and digital marketing is the key to success for companies (Roblek et al., 2020)

Society 5.0 is not a rival to technological progress, but a balance between the role of humans and the existence of digital technology that has been created. This concept allows humans to utilize various digital-based technologies such as robots, AI, and IoT to help human activities with the aim that all people can live comfortably and enjoy life to the fullest. The article (Ridho et al., 2022) explains the stages of people's lives. In society 1.0, there are people who hunt and concoct in harmony with nature. Society 2.0 began to form groups

based on agricultural cultivation, organizational improvement and nation building. Society 3.0 is a society that encourages industrialization through the industrial revolution, which allows mass production. Then society 4.0 which realizes increased added value by connecting intangible assets as an information network. Society 5.0 is an informational society built on society 4.0, which aims to realize equality and welfare for people in the world.

The Industrial Revolution 5.0 brought significant transformation in the business world. Technologies such as artificial intelligence (AI), big data, and the Internet of Things (IoT) are now essential elements of marketing strategies (Yavari & Pilevari, 2020). Businesses are required to be present in the digital space and be able to provide a more personalized and interactive experience to consumers. The Industry 5.0 era seeks to leverage advanced technologies such as artificial intelligence, Internet of Things (IoT), big data analytics, and robotics to create a more connected, smart, and sustainable society. In marketing, the Industrial Era 5.0 has major implications, fundamentally changing how businesses interact with consumers and create value (Wongmonta, 2021).

Indonesia is one of the most active countries on social media. According to We Are Social research results, Indonesia's number of Instagram users reached 93.6 million in October 2022. That number is the fourth largest in the world.

In its development, the media for marketing today is not only done conventionally but has begun to penetrate into digital media. Producers and traders have now used new media such as social media as an alternative to approach and attract attention to potential consumers to increase market reach (Morris & James, 2017). The internet has become a part of modern life. In activities, be it the world of work, the world of education, the military, health, or in the daily social life of the community, the internet has existed and become a part of it. Even some public and private sectors cannot be separated from this technology (Schutt, 2018).

The internet era requires many modifications to the way a product is sold and marketed. Communication about a product or service must be effective when transferred to digital media (Katsikeas et al., 2020). With digital marketing, it is hoped that this new communication style will be able to reach a wider range of consumers, in an efficient and relevant way. The concept of digital marketing is implemented with tools, namely in cyberspace, and requires an internet network to convey messages (Gunawan & Sulaeman, 2020).

Digital marketing is a popular way for companies to reach consumers. Through digital marketing, companies can also achieve efficiency because this approach is more adaptive through digital media, potentially reducing human resource use (Zhang & Chen, 2024). Digital marketing itself has many advantages over conventional marketing. Digital marketing methods are generally more cost-effective and time-saving. If done correctly, this can help companies build consumer loyalty. The ultimate goal of implementing product or service marketing in digital media is to reach a wider audience without geographical restrictions. If conventional marketing uses print, radio and television media as a means, digital marketing uses a lot of online media or the internet. The goal of implementing a digital marketing strategy is real-time marketing communication to reach the widest possible consumer efficiently. Therefore, marketing strategies need to be determined along the way.

**2. METHODS**

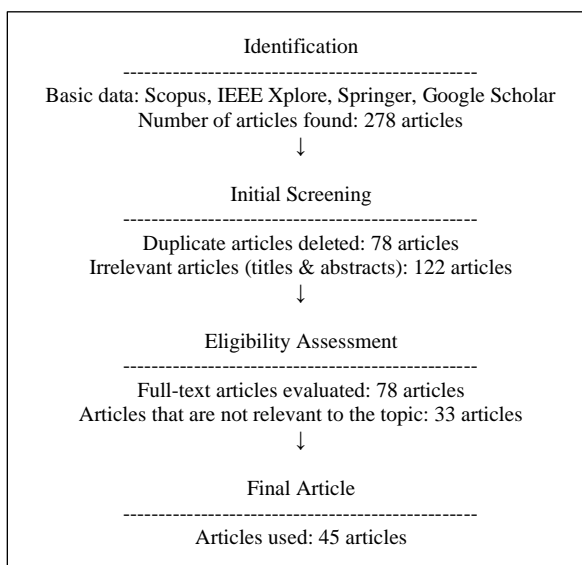
This research was conducted using the Systematic Literature Review (SLR) approach which aims to find, assess and summarize findings from previous studies related to digital marketing strategies in the context of industry 5.0.

A Systematic Literature Review (SLR) has the ability to offer a comprehensive incorporation of knowledge in a specific field, thus allowing for the identification of future research priorities. In addition, SLRs have the capacity to answer questions that cannot be adequately resolved through individualized research efforts. Further, SLRs can point to deficiencies in important research that

require improvement in future investigations. In addition, SLRs have the ability to generate or evaluate theories related to the means or causes of phenomena (Durach et al., 2017).

This method follows the guidelines of the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) model so that the literature selection process is carried out systematically and transparently. The research process begins with searching for articles through academic databases such as Google Scholar, Scopus, Springer, using relevant keywords such as "digital marketing strategy", "industry 5.0", and "customer engagement". Criteria for inclusion in the literature selection include articles in English or Indonesian, published between 2015 and 2024, and focused on digital marketing strategies.

From the initial search, a total of 278 articles were obtained, which were then screened through the identification, screening, and eligibility process until 45 articles met the final criteria for further analysis. The selected articles are then analyzed to identify key strategies applied in digital marketing, publication trends, and real-world implementation examples in the field. The results of this analysis are then categorized and presented in the form of tables and visualizations to provide a comprehensive overview of the development and implementation of digital marketing strategies in the industrial era 5.0.



Source: Data Obtained by researchers, 2025

**Figure 1.**  
PRISMA Diagram: Literature Selection Process

**3. RESULTS AND DISCUSSION**

Innovation in digital marketing in the industrial era 5.0 focuses on the use of more advanced technology and the integration between technology and people. Innovation

in digital marketing in the Industry 5.0 era involves the use of technologies such as AI, chatbots, and big data to personalize content and interact with consumers automatically. This is important because the digital content industry must continue to innovate to penetrate the global market and contribute to economic growth.

Social media has become one of the most effective tools in increasing brand awareness in recent years (Bilgin, 2018). Platforms such as Facebook, Instagram, Twitter, and LinkedIn allow companies to reach a very wide and diverse audience at a relatively low cost compared to traditional marketing methods (Afonso, 2015).

By 2025, around 5.24 billion people around the world will be active on social media. This means that around 63.9% of the global population uses social platforms. Even more surprising, they represent 94.2% of all internet users. Additionally, social media allows companies to interact directly with consumers, create more personalized relationships, and build brand loyalty (Shanahan et al., 2019).

In research, social media allows companies to build and strengthen brand identities through direct interaction with consumers (Qin, 2020). On social media, companies can respond to real-time questions, comments, and complaints, which increases consumer trust in the brand (Istanbulluoglu, 2017). Features like stories, live streams, and live messaging allow brands to communicate with audiences more intimately and interactively (Buckley et al., 2025). This interaction not only strengthens the relationship between the brand and the consumer but also increases the likelihood that consumers will recommend the brand to others.

The results of this study show that the digital marketing approach has developed rapidly along with the emergence of the Industry 5.0 era, where the combination of technology and human elements has become more dominant. Of the 45 articles studied, the majority of strategies focus on the use of digital technologies such as artificial intelligence, big data, and automation, while still prioritizing aspects of personalization and empathy in interacting with consumers. The most commonly applied approaches include using social media to strengthen relationships with customers, leveraging interactive and relevant content, and integrating consumer data to design more targeted campaigns. Furthermore, the study also highlights an increasing trend of publications discussing digital marketing strategies every year, with the highest spikes occurring between 2020 and 2023, most likely as a result of the acceleration of digital transformation that occurred during the pandemic.

In the discussion, it was stated that digital marketing strategies are no longer limited to efficiency or broad

reach, but rather focus on creating unique and valuable experiences for customers. This is in line with the nature of Industry 5.0 which prioritizes human-oriented innovation. Therefore, the company is expected to be able to integrate cutting-edge technology with more personalized and relevant methods for consumers. The study also underscores the importance of a deep understanding of digital consumer behavior, as well as the ability to adapt to the ever-changing platforms and algorithms.

Successful marketing innovations in the digital age are influenced by several key factors. First, the use of new technology plays an important role in driving innovation in marketing strategies. This technology allows companies to reach a wider audience, personalize their marketing efforts, and gather valuable data for analysis. Second, a deep understanding of the target market and consumer behavior is essential for effective marketing innovation. By understanding the needs, preferences, and behaviors of their target audience, companies can develop innovative marketing strategies that resonate with consumers. Additionally, the ability to adapt to the changing digital landscape is critical to successful marketing innovation. Companies that can quickly embrace and take advantage of new digital platforms, tools, and trends are more likely to stay ahead of the competition. Finally, collaboration and culture of innovation within an organization are important factors for successful marketing innovation. By fostering a collaborative environment and encouraging creativity, companies can generate innovative ideas and implement them effectively in their marketing strategies.

Overall, this study emphasizes that a successful digital marketing strategy in the Industry 5.0 era can create a balance between technological advances and human values in every marketing interaction.

### **1. Digital Marketing Strategy Trends in the Industrial Era 5.0**

Based on a literature analysis, three main trends in digital marketing strategies were found. First, personalize content. Companies leverage big data to present content that matches customer preferences. Second, the use of social media. Platforms like Instagram, TikTok, and LinkedIn are key tools in building brand engagement and engagement. Third, Automation and Artificial Intelligence. Chatbots, automated email marketing, and AI-driven product recommendations are further accelerating the marketing process.

**Table 1.**  
**Digital Marketing Strategy Trends**

Strategy	Main Objectives	Implementation Examples
Content personalization	Increase engagement	Product recommendations in e-commerce
Social Media	Building Brand Awareness	Instagram viral campaign
Automation & AI	Time and Cost Efficiency	Customer Service Chatbot

Source: Data Obtained by researchers, 2025

**Insights:** Content personalization and social media utilization have proven to be the most effective strategies in the Industry 5.0 era.

## 2. Digital Marketing Trends By Year of Publication

Based on the year of publication, there has been a surge in research since 2020 in line with the rapid digital transformation:

**Table 2.**  
 Digital Marketing Strategy Trends By Year of Publication

Year	Number of Publications
2015	5
2016	8
2017	10
2018	12
2019	14
2020	18
2021	22
2022	24
2023	26
2024	30 (approximately)

Source: Data Obtained by researchers, 2025

**Insights:** The peak of the increase occurred after the COVID-19 pandemic, which accelerated the adoption of digital marketing.

## 3. Big Data Analytics in Digital Marketing

Big data is a key element in understanding consumer behavior. Companies use data from various sources (social media, e-commerce, apps) to analyze purchasing patterns and market preferences in real-time. This allows

for more informed decision-making and more accurate campaign personalization.

While there are many forms of marketing, big data is one of the biggest tools currently in use. Big data helps businesses understand customer behavior by using artificial intelligence to know when and how customers need certain services. This helps companies get more customers and increase their sales. The use of big data technology has been a huge improvement for marketing departments in many companies. (Raguseo, 2018).

## 4. The Role of Influencers and User-Generated Content

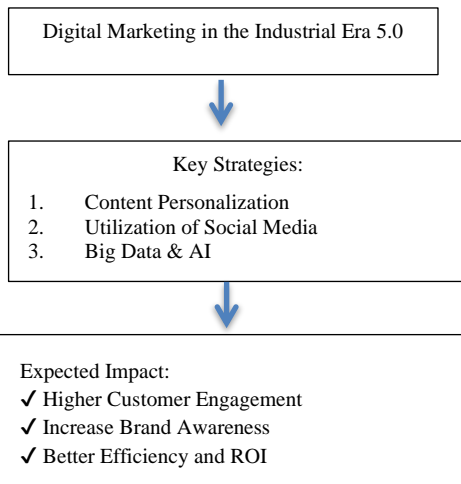
Influencer marketing and user-generated content (UGC) have also proven to be effective in building consumer trust. Brands that collaborate with influencers have the potential to increase credibility and engagement faster than traditional methods.

Some of the roles of influencers include **First, increasing brand awareness.** The contribution made by influencers in growing your brand awareness is easier and more prominent than competitor (Agustian et al., 2023). **Second, Reach a wider audience.** Content shared by influencers, particularly on social media, can reach more consumers because they have a large fan base (Gómez, 2019). **Third, build consumer trust.** Credibility or trust is very important and influential in marketing. Audiences tend to be more confident in recommendations from people they admire or follow compared to traditional advertising. Influencers who are credible and have a close relationship with their followers can help build consumer trust in a product.

Marketing by using influencers is considered one of the best ways to attract potential customers through social media marketing using various influencers. Compared to using famous artists or common people known among artists, this influence helps to create a better brand image at a lower cost. Power, expertise, fame, and reputation determine an influencer (Oliveira et al., 2019).

User-generated content (UGC) is published information provided by unpaid contributors to a website. Such information can be photos, videos, blogs or discussion forum posts, poll responses or comments made through Social Media websites (Colaljo et al., 2024)

**5. Digital Marketing Strategy Framework in the Industrial Era 5.0**



Source: Data Obtained by researchers, 2025

**Figure 2.**  
 Digital Marketing Strategy Flow in the Industrial Era 5.0

**6. Most Frequently Discussed Strategies in the Literature**

The following visualization shows the distribution of the most used strategies:

**Table 3.**  
 The most used distribution strategies

Strategy	Frequency
Content Personalization	32
Social Media	28
Big Data & AI	25
Influencer Marketing	18
Multimedia Marketing	12

Source: Data Obtained by researchers, 2025

Insights: Personalization and social media dominate, suggesting that consumers tend to be more engaged with the relevant platform-based content they use.

**7. Real Implementation Examples**

Some examples of companies that have successfully implemented digital marketing strategies in the industrial era 5.0 and increased their turnover are as follows:

**Table 4. Real Implementation Examples**

Strategy	Examples of Successful Brands	Impact
Personalized Account	Nike (product recommendations via app)	Sales up 30%
Social Media	Local MSMEs with Instagram Reels	Orders increase 2x
Big Data & AI	Starbucks (loyalty apps & recommendations)	Customer visits up 20%

Source: Data Obtained by researchers, 2025

**4. CONCLUSION**

The study concludes that **content personalization**, **social media**, and **big data** are the most effective digital marketing strategies in the Industry 5.0 era. Businesses that are able to leverage these three strategies will have a higher competitiveness in attracting and retaining customers

This research provides guidance for marketing practitioners in designing data-driven and technology-based strategies. Advanced research can explore the impact of new technologies such as the metaverse and blockchain in digital marketing. MSMEs must start using social media to build brand awareness. Large companies must optimize customer data and AI for deeper personalization. Metaverse marketing is a new opportunity worth exploring to create an interactive customer experience.

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