

Digital Marketing

Week 12:

Emerging Trends in Digital Marketing & AI

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Jakarta International University, Indonesia

Learning Objectives

- Identify and explain key digital marketing trends shaping consumer behavior and brand strategies in 2025, such as AI integration, GEO, voice search, visual search, and immersive technologies.
- Analyze how emerging tools like voice assistants, visual search, AR filters, and retail media networks (RMNs) are transforming digital marketing practices.
- Evaluate the impact of personalization, ethical branding, and omnichannel strategies on consumer trust and engagement in the Indonesian digital landscape.
- Apply trend-based strategies to real-world brand scenarios, such as Shopee, by interpreting case studies and proposing informed marketing decisions.
- Design a basic digital campaign using at least one 2025 trend (e.g., TikTok Live, conversational SEO, or visual content optimization) to solve a specific business challenge.

Digital Marketing Landscape

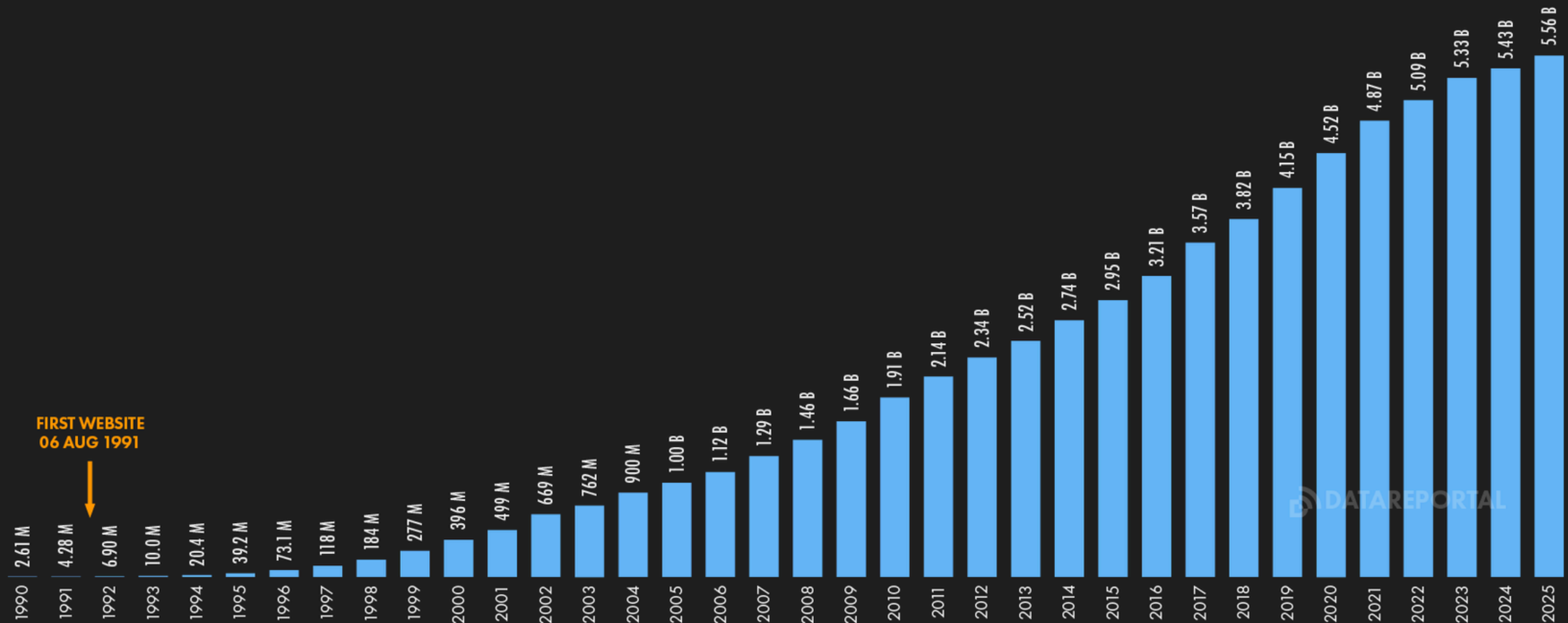
Digital Marketing Landscape in 2025

The world is ever **more connected.**

FEB
2025

INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME



48

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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Digital Marketing Landscape in 2025

The **global state of digital** in February 2025

FEB 2025

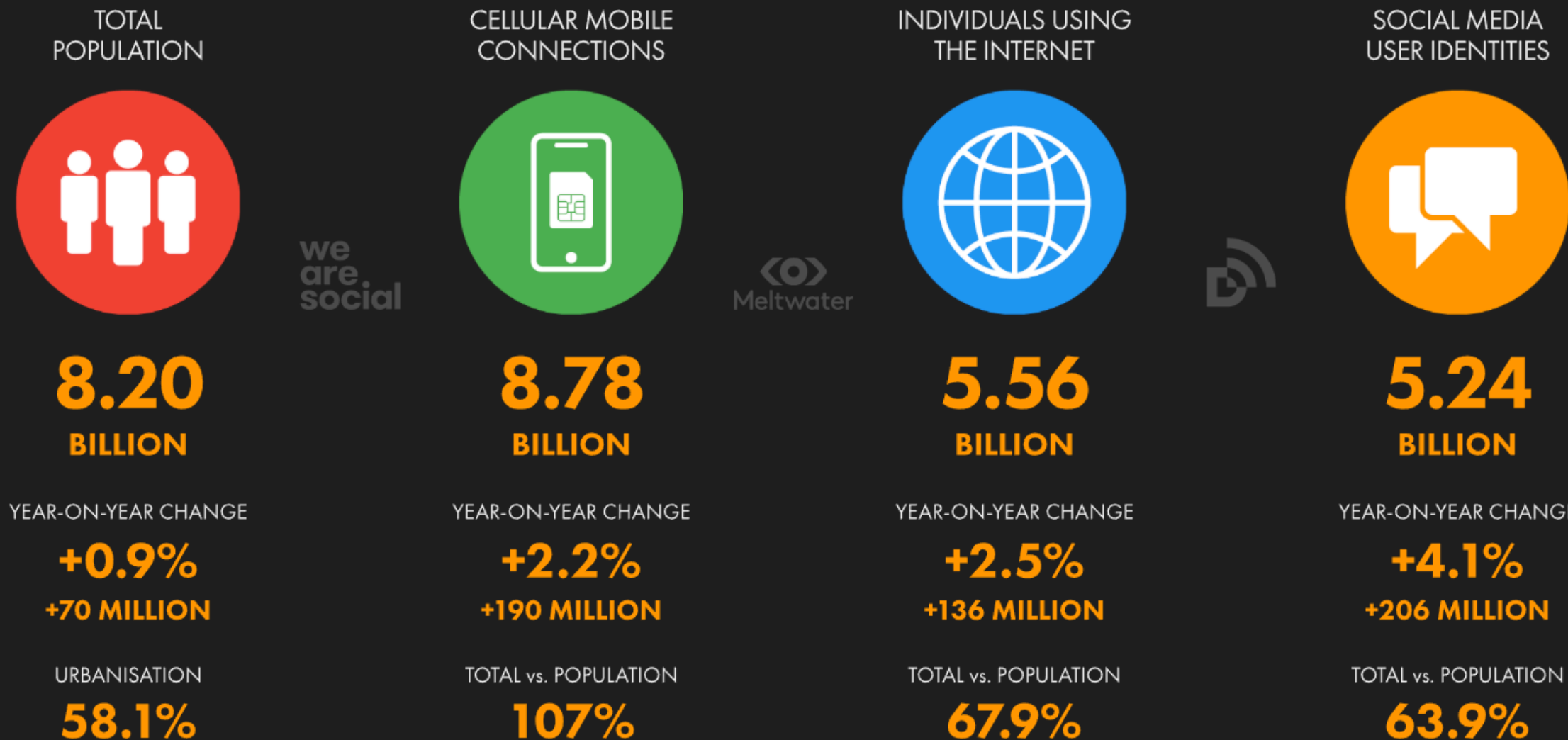
GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW



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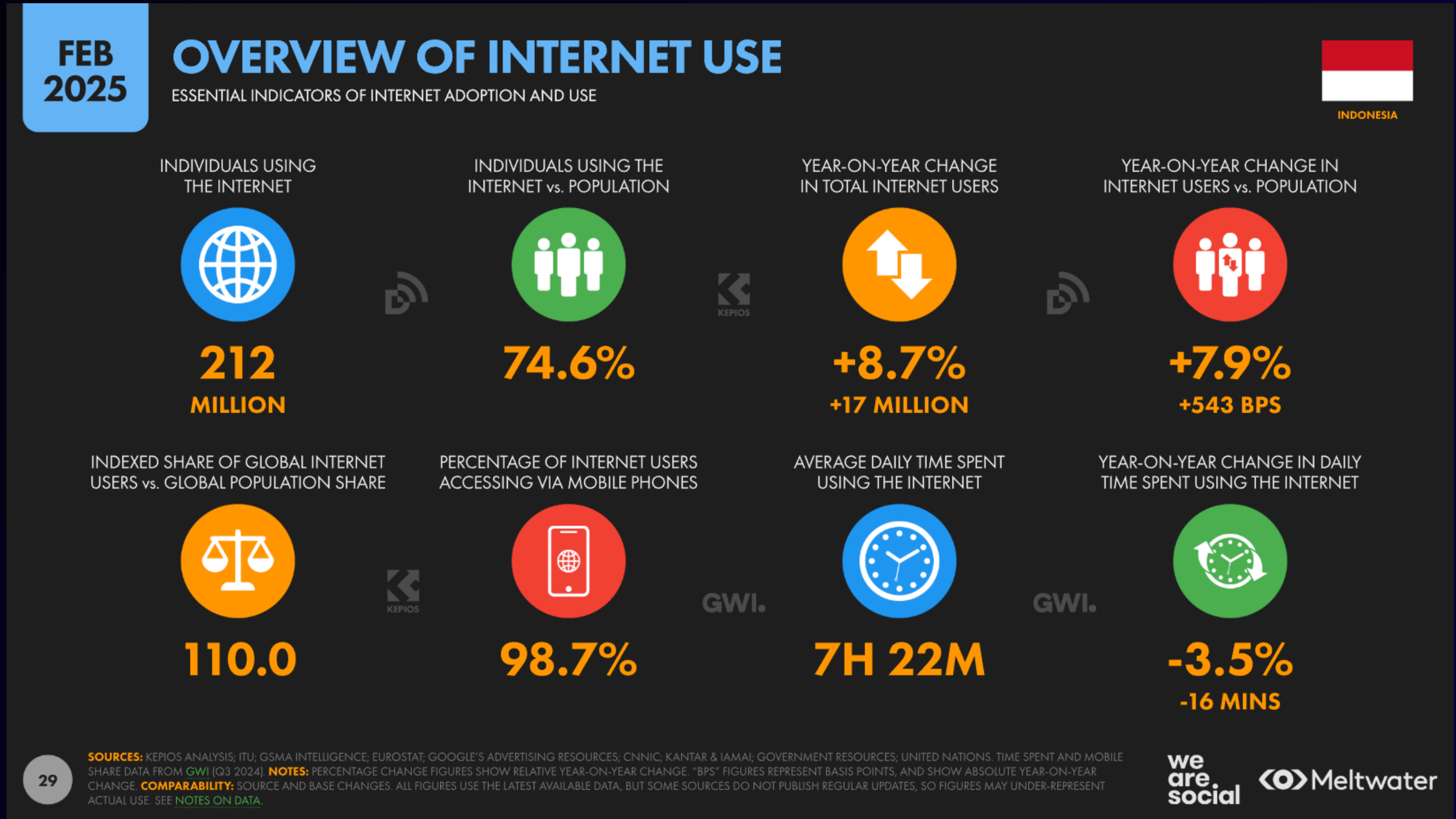
SOURCES: U.N., GOVERNMENT AUTHORITIES, GSMA INTELLIGENCE, ITU, EUROSTAT, CNNIC, KANTAR & IAMA, PLATFORM RESOURCES, OCDH, BETA RESEARCH CENTER, KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE **NOTES ON DATA**.

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Digital Marketing Landscape in 2025

Indonesia has over **200 million internet users**, mostly via mobile devices.



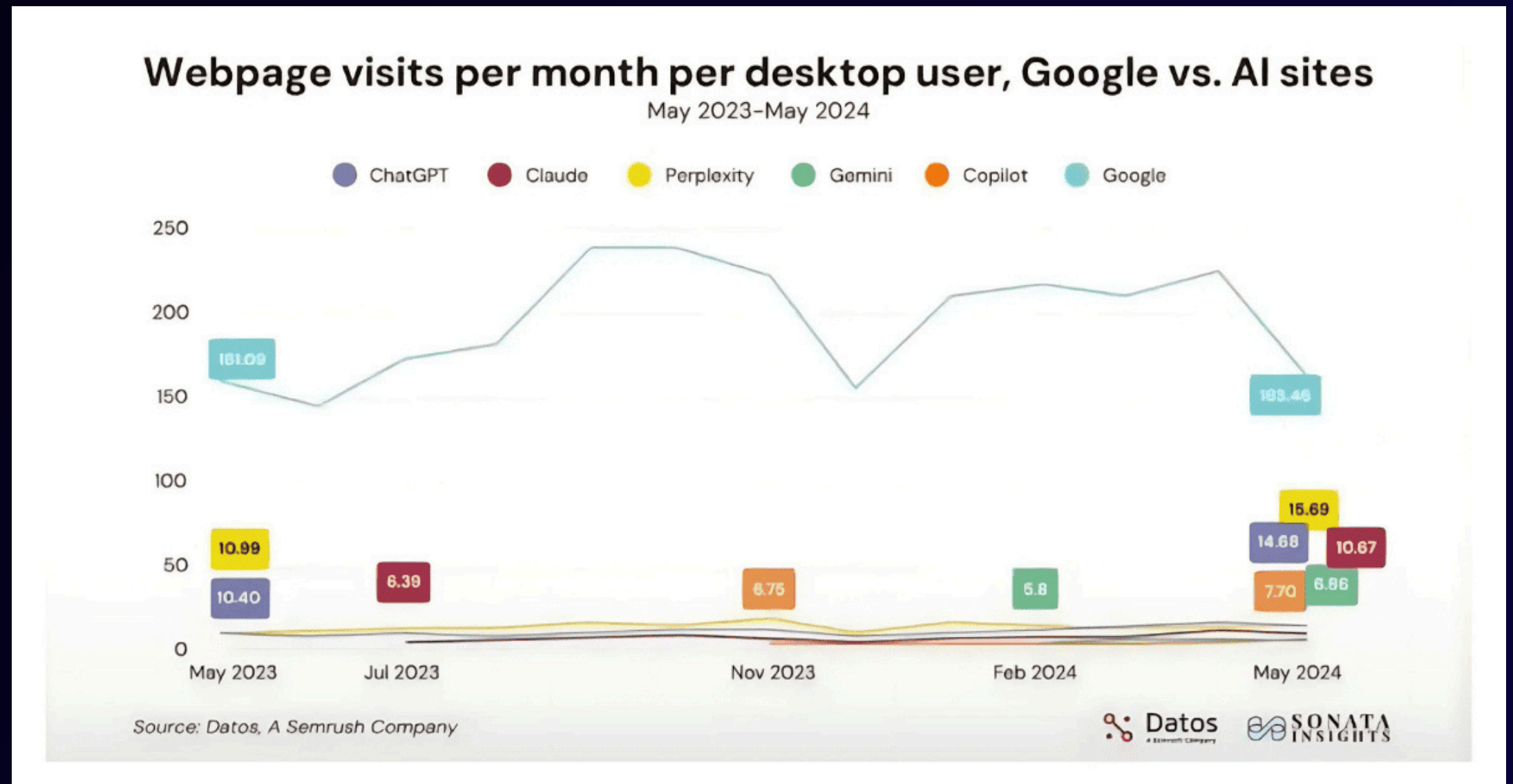
Digital Marketing Landscape in 2025

- Digital marketing is evolving quickly, with AI, personalization, and data analytics at the core.
- In Indonesia, social media usage is among the highest globally, with platforms like Instagram, TikTok, and WhatsApp dominating.
- E-commerce and mobile-first strategies are crucial due to Indonesia's young, tech-savvy population.

Digital Marketing Trends 2025

Trend #1 – AI & Machine Learning Takeover

- AI and machine learning revolutionize **personalization, automation, and data analysis.**
- 70% of digital marketing strategies now use AI-driven decisions.
- AI can **automate** ad targeting, content creation, and customer segmentation, increasing efficiency and effectiveness.



Trend #1 AI & Machine Learning Takeover

- AI helps marketers **create content, analyze data, and target the right audience.**
- Tools like ChatGPT and Meta Ads AI reduce time and cost.
- AI is now used to **personalize messages and automate campaigns.**



Challenge:

**Will AI replace creativity and human jobs?
Is creativity still human-driven?**

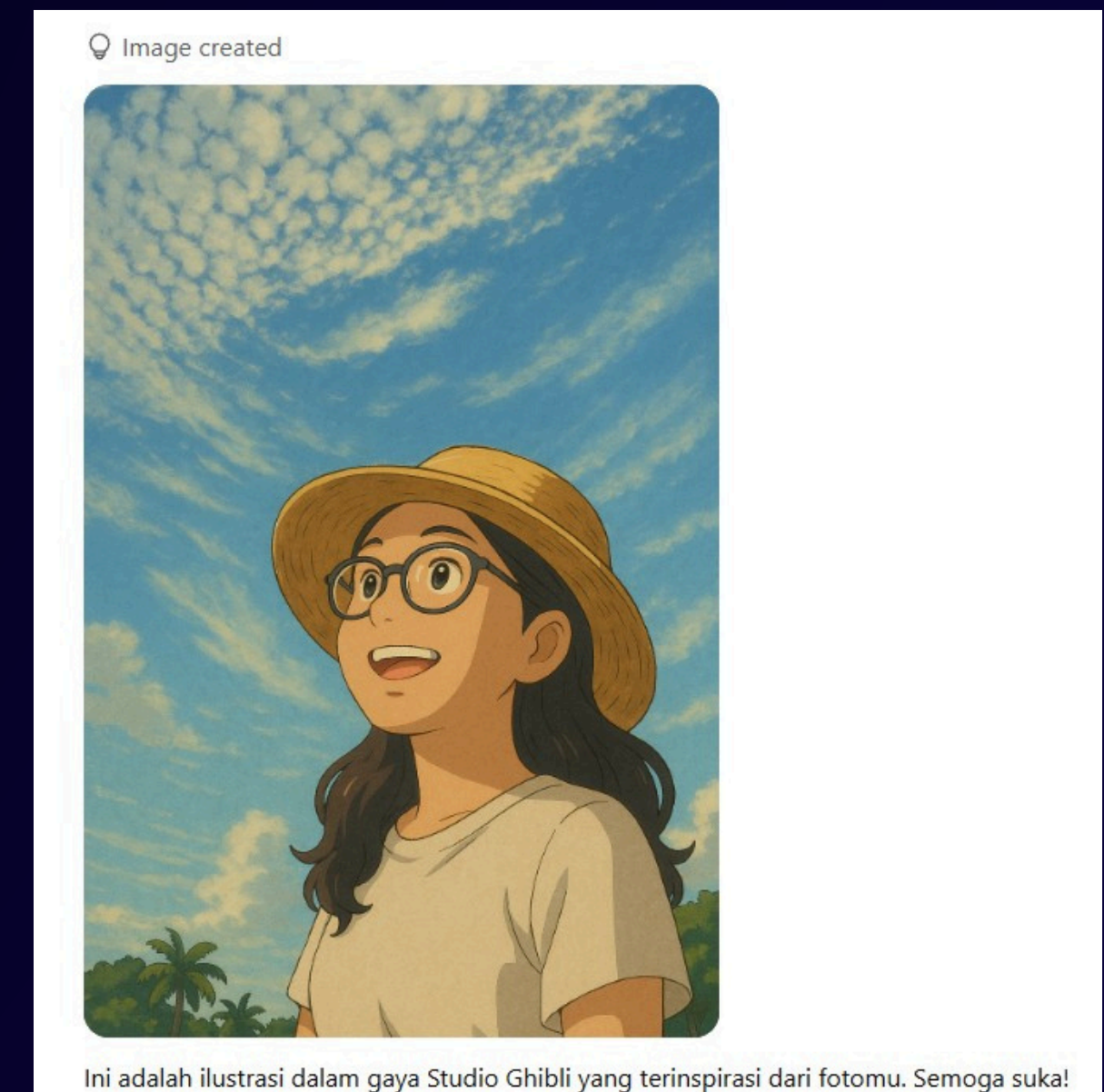
What is AI and What Can It Do Creatively?

- AI mimics human thinking by learning from existing data.
- It can write articles, compose music, design images, and even simulate voices.

Example:

- AI can create a song in the style of Drake.
- Design an image/draw that looks like Ghibli's Style.

—but it's based on copying patterns, not original inspiration.



Will AI Replace Managers?

To approach this question, we need to analyze the tasks performed by the manager or manager in general. Tasks that are repetitive in nature are very likely to be replaced by AI. Managerial tasks that require **creativity, feeling or hunch, and the input** is very dynamic (unstructured), which more likely to have low possibility of being replaced.

Gaspar Wosa

Director of Automation and AI Innovation at Ericson AB, Stockholm



Why AI Can't Fully Replace Human Creativity

- AI is Limited by Data
- Creativity Involves Emotion & Expression
- Less Diversity, Even If Effective
- Connection and Meaning Matter
- Problem-Solving & Ethical Judgment



Ethical Aspects of Using AI in Marketing

- **Data Privacy & Consent**

- Ethical Practice: Always obtain clear consent, comply with regulations (e.g., GDPR), and anonymize data where possible.

- **Bias & Discrimination**

- Ethical Practice: Use diverse data sets and audit algorithms regularly for bias.

- **Transparency & Authenticity**

- Ethical Practice: Be transparent about what is AI-generated, especially in sponsored content or user-facing messaging.

- **Manipulation & Psychological Targeting**

- Ethical Practice: Avoid exploiting users emotionally or mentally. Use persuasive design responsibly.

- **Accountability**


- Ethical Practice: Always have human oversight. Brands must remain accountable for what their AI tools do.

Trend #2 Search Everywhere Optimization

- Search is no longer limited to Google—people search via AI like ChatGPT.
- Businesses must optimize for answer engines, not just keywords.
- GEO focuses on visibility in AI-generated results.

*Ask ChatGPT about "best coffee shops in Cikarang Pusat"
—did your brand show up?*

Best coffee around Cikarang Pusat



Berikut rekomendasi spot ngopi di sekitar Cikarang Pusat yang enak, nyaman, dan punya vibe yang berbeda-beda:

Barista Coffee & Eatery
Cikarang Pusat, Bekasi, Indonesia
Cozy café-eatery, indoor+outdoor, wifi & colokan [horego.com](#)

Nakula Coffee
Cikarang Pusat, Bekasi, Indonesia
Estetik, rating ~4.6, buka sampai malam [depok.pikiran-rakyat.com](#)

Warunk Upnormal Cikarang
Cikarang Pusat, Bekasi, Indonesia
Murah, luas, cocok WFC [kumparan.com](#)

Tur singkat dan highlight tempatnya:

| Tempat | Kelebihan |
|---------------------------------------|--|
| Barista Coffee & Eatery | Lokasi di Deltamas, nuansa cozy dengan area indoor/outdoor, wifi dan colokan tersedia. Rating ~4.6 dan buka sampai pukul 22.00 horego.com +13 horego.com +4 |
| Nakula Coffee | Estetis & favorit anak nongkrong, rating ~4.6, buka hingga 22–23.00 |
| Warunk Upnormal Cikarang | Murah, luas, cocok untuk WFC dan meeting, buka 11.00–21.00 (Sabtu 23.00) |
| Hemera Coffee | Nyaman untuk WFC, nuansa tenang dan cozy, buka 08.00–21.00 |
| Throwback Coffee & Kitchen | Estetis & hits untuk nongkrong atau acara kecil, buka sampai 23.00 |

Lainnya yang worth-cek:

- Starbucks & Old Town White Coffee (Lippo Cikarang) – familiar, nyaman, dan lengkap menu serta fasilitas [eravisata.com](#) +14
- Kopi Janji Jiwa, Kopi Kenangan, Kopi Tuan Sua, Kopi Adventure – kedai kopi cepat saji yang punya cabang di area Cikarang Pusat [kabarirebon.pikiran-rakyat.com](#) +11
- Jika mencari alternatif lokal yang lebih murah, coba jelajahi *Lain Hati* atau *Kopi Lajang* sejumlah Rp18k (Foodierate) [foodierate.com](#)

Tips memilih:

- Cari wifi & colokan? Pilihan: Barista, Hemera, dan Upnormal.
- Ingin tempat Instagramable? Kunjungi Nakula atau Throwback.
- Butuh kopi enak & cepat? Cobain kedai franchise seperti Janji Jiwa, Kenangan, Tuan Sua.

Trend #3 Voice Search Optimization

“Hey Siri, Find This For Me”

- 1 in 3 consumers use voice assistants to search daily.
- Questions are longer and more natural (“Where can I buy batik near me?”).
- SEO must include conversational keywords and FAQs.

Tip:

Include phrases like “how to,” “near me,” and “best way to” in content.

Trend #3 Voice Search Optimization

Let's say you own a local coffee shop in Jakarta.

✗ **Traditional Keyword:** "best coffee Jakarta"

✓ **Conversational Keyword** (Voice Search Friendly):

- "Where can I find the best coffee near me in Jakarta?"
- "What's the best local café in South Jakarta for studying?"

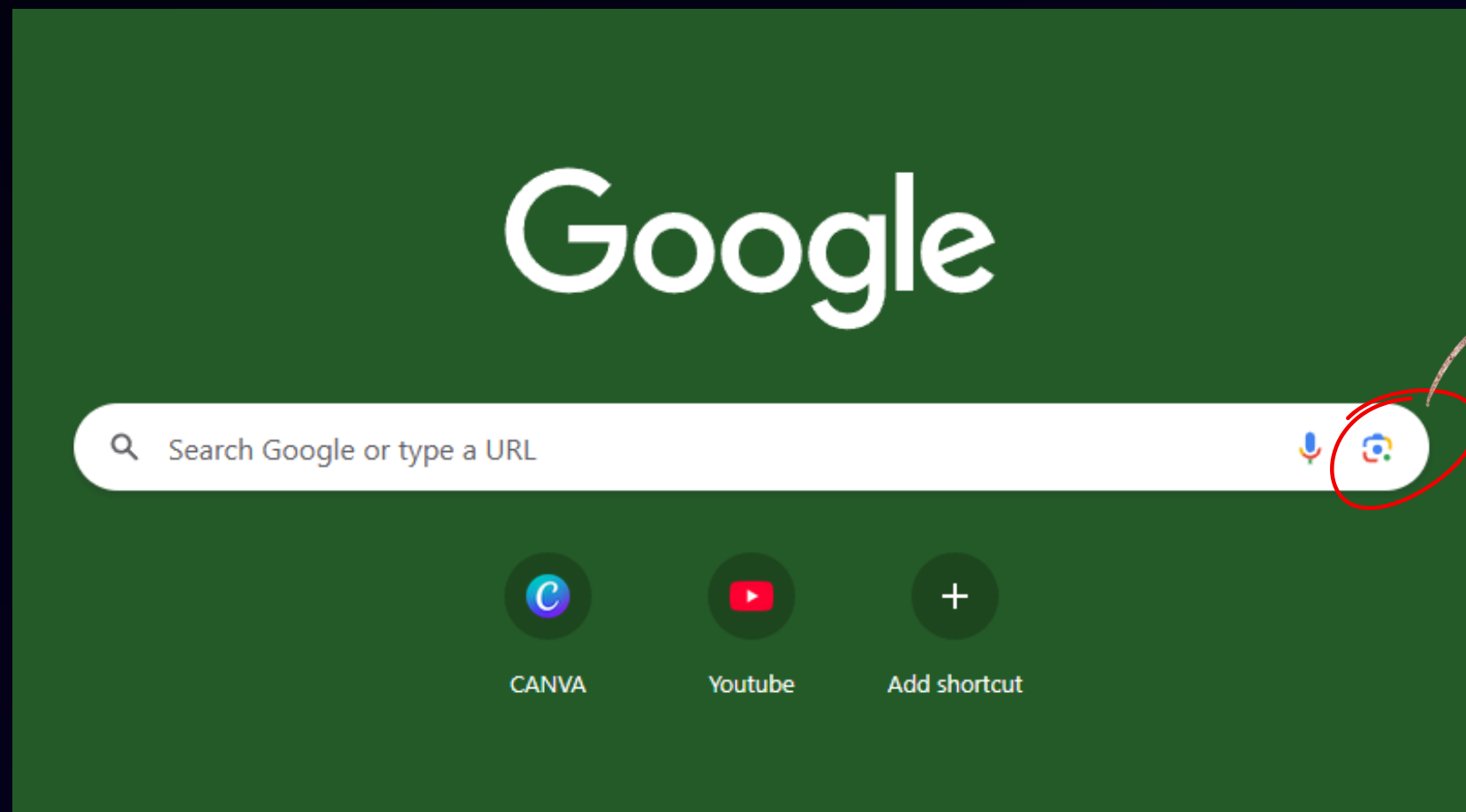
✓ **FAQs Section for Website:**

- **Q: What are your opening hours?**
- A: We're open from 7 AM to 10 PM every day.
- **Q: Do you have vegan or dairy-free options?**
- A: Yes, we offer oat milk, soy milk, and vegan snacks.
- **Q: Is your café good for remote work or studying?**
- A: Yes, we have free Wi-Fi, plenty of plugs, and quiet seating areas.



Trend #4 Visual Search Optimization

- Tools like **Google Lens** let users search using images.
- Especially useful for fashion, food, home decor, and travel.
- Brands should use high-quality product photos and alt-text.



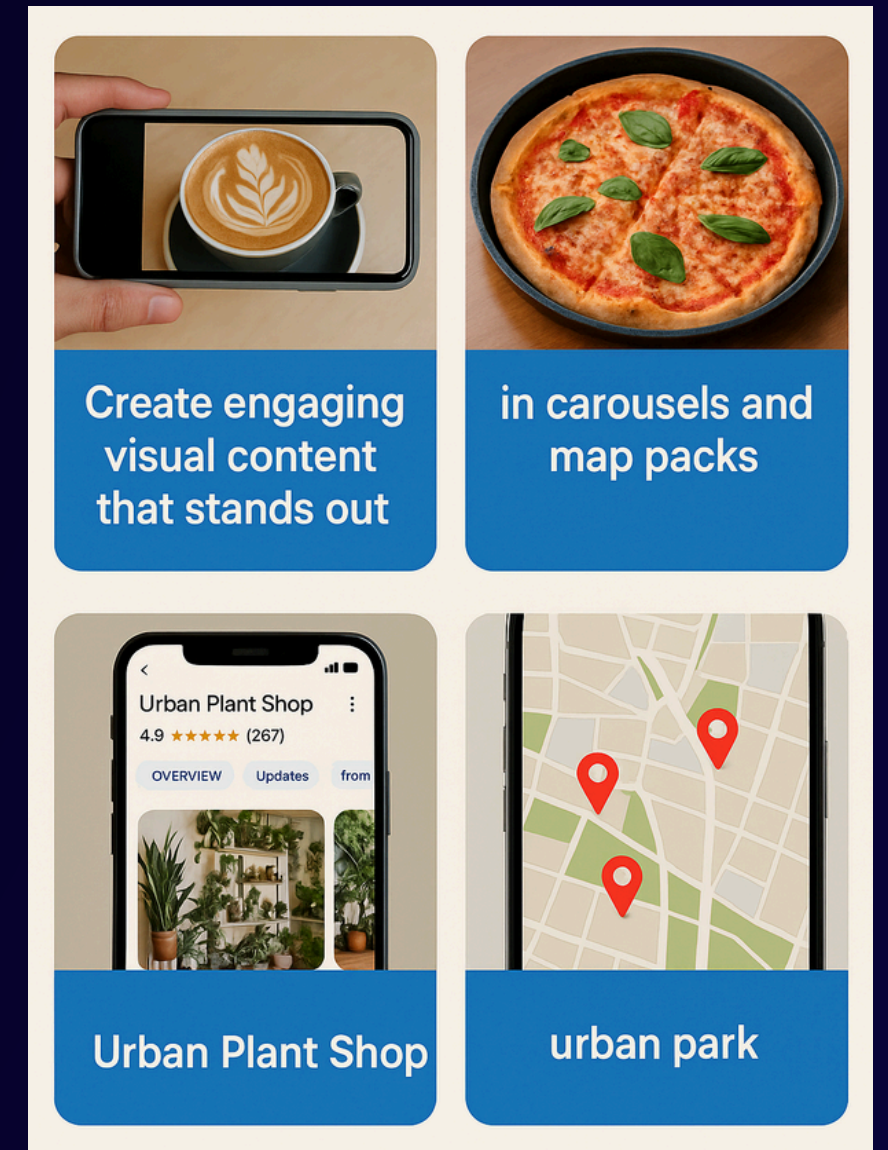
Mini Activity:

Try Google Lens to find a similar product from a photo.

Trend #4 Visual Search Optimization

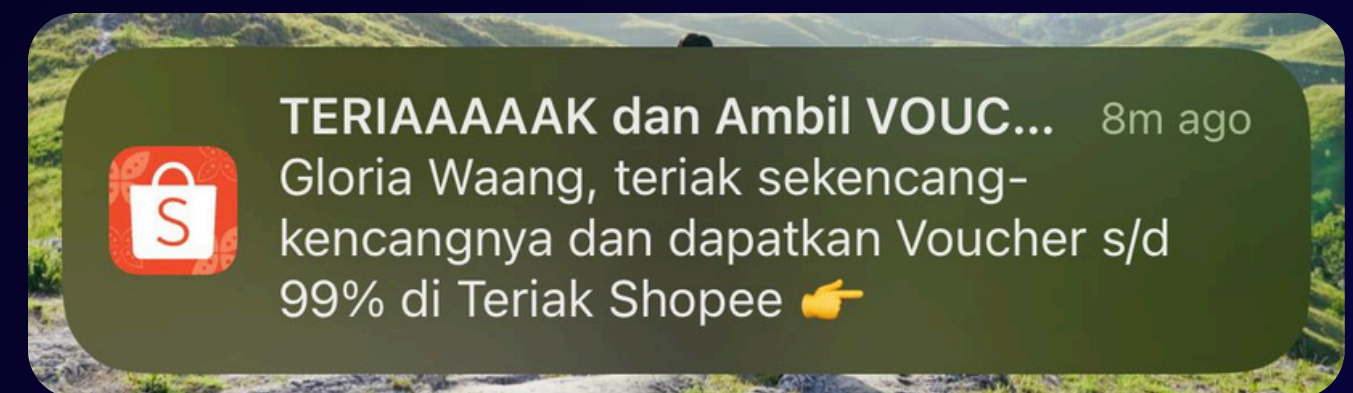
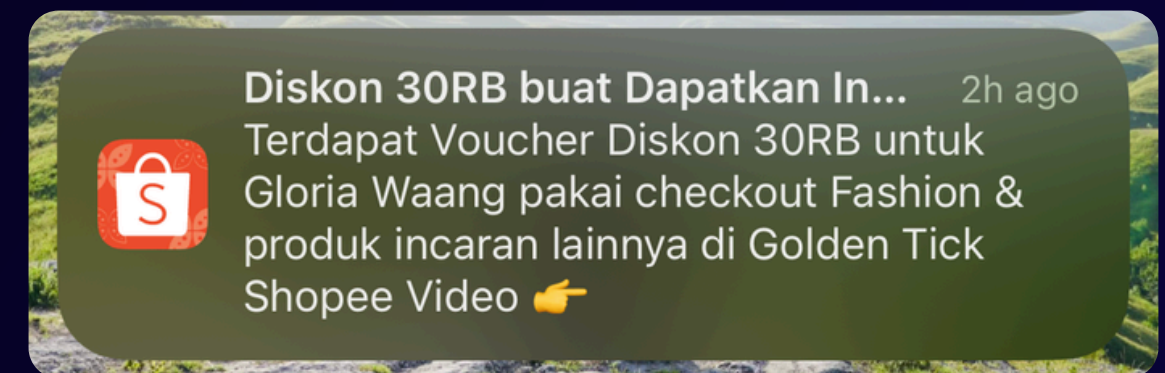
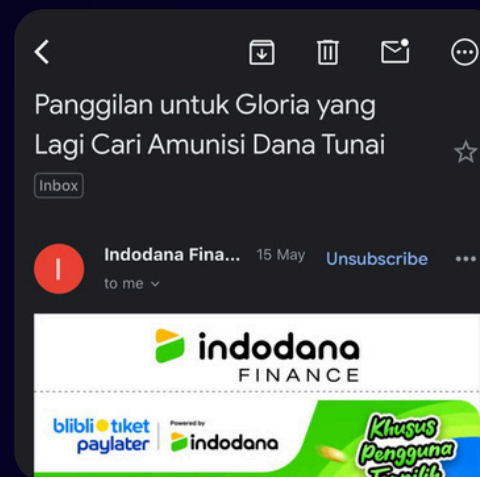
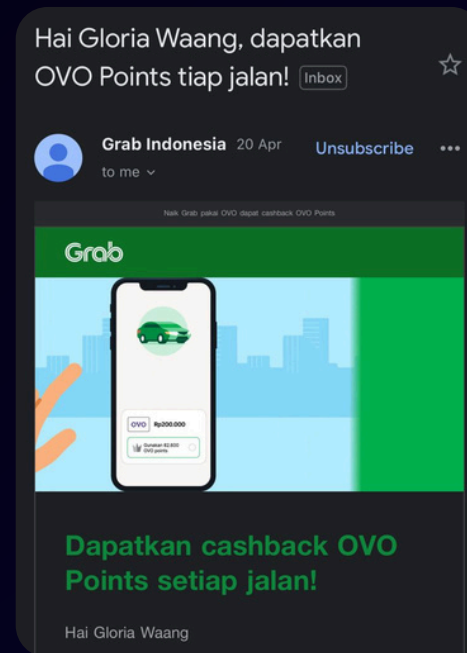
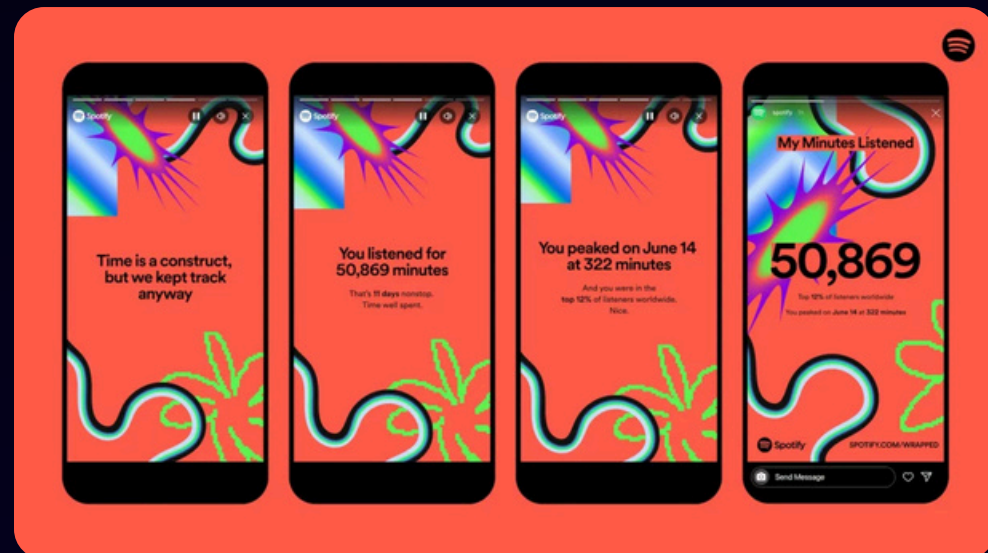
Optimizing for Visual Search in 2025 Digital Marketing Trends

- Enhance the visibility of images and videos in search engine results.
- For tools like Google Lens, use sharp, high-quality visuals that highlight distinctive product details.
- Design eye-catching visual content that grabs attention in image carousels and local map listings.
- Make sure your visuals match what users are searching for.
- Use accurate tags and metadata to help search engines understand your visual content.



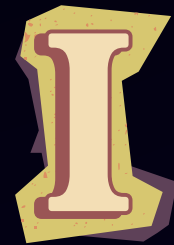
Trend #5 Hyper-Personalization with First-Party Data

- Brands use first-party data from apps, websites, and surveys.
- AI customizes offers, timing, and messaging based on user behavior.
- Builds trust while avoiding third-party tracking.



Trend #6 Omnichannel & “Phygital” Strategy

- A unified experience across apps, websites, physical stores, and social media.
- **“Phygital” campaigns** combine physical interaction with digital tools.
- **Remember: I.C.E**



Instant:

Products & Services should be offered immediately to the right person at the right time.



Connected:

Ensure your customers are receiving the same quality both in-store and online.



Engaged:

Make sure your phygital moments are fun, interactive and convenient.

Trend #7 Rise of Social Commerce

- Instagram, TikTok, and Facebook now offer in-app shopping.
- Consumers trust influencer reviews and live-selling events.
- Indonesia is among the top users of TikTok Shop.



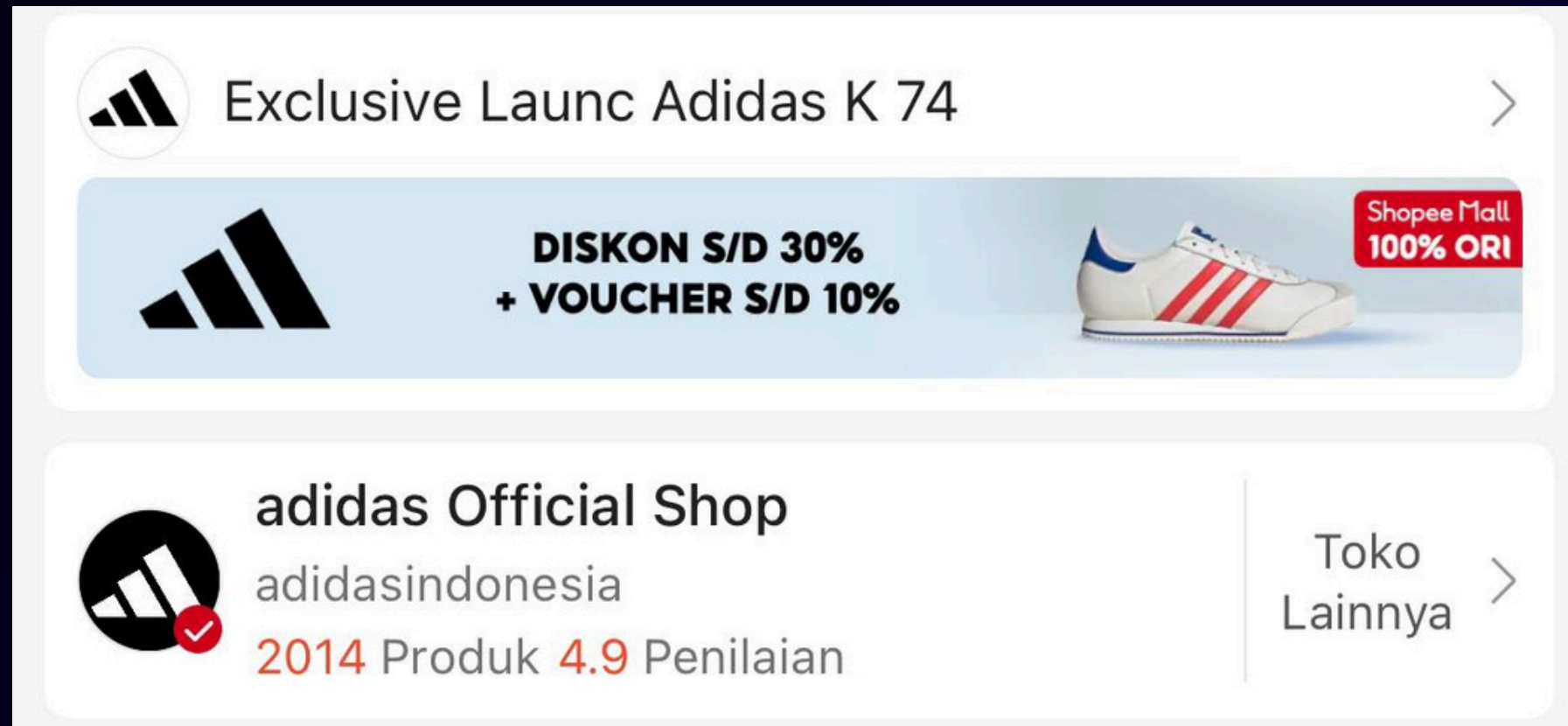
Trend #8 AR, VR & Immersive Marketing

- AR: See how a sofa fits in your living room.
- VR: Explore a virtual store or event.
- Boosts engagement and reduces return rates.



Trend #9 Retail Media Networks (RMNs)

- Brands advertise within e-commerce platforms like Tokopedia and Shopee.
- Ads appear in search results, product pages, and banners.
- Effective for reaching consumers during the buying process.



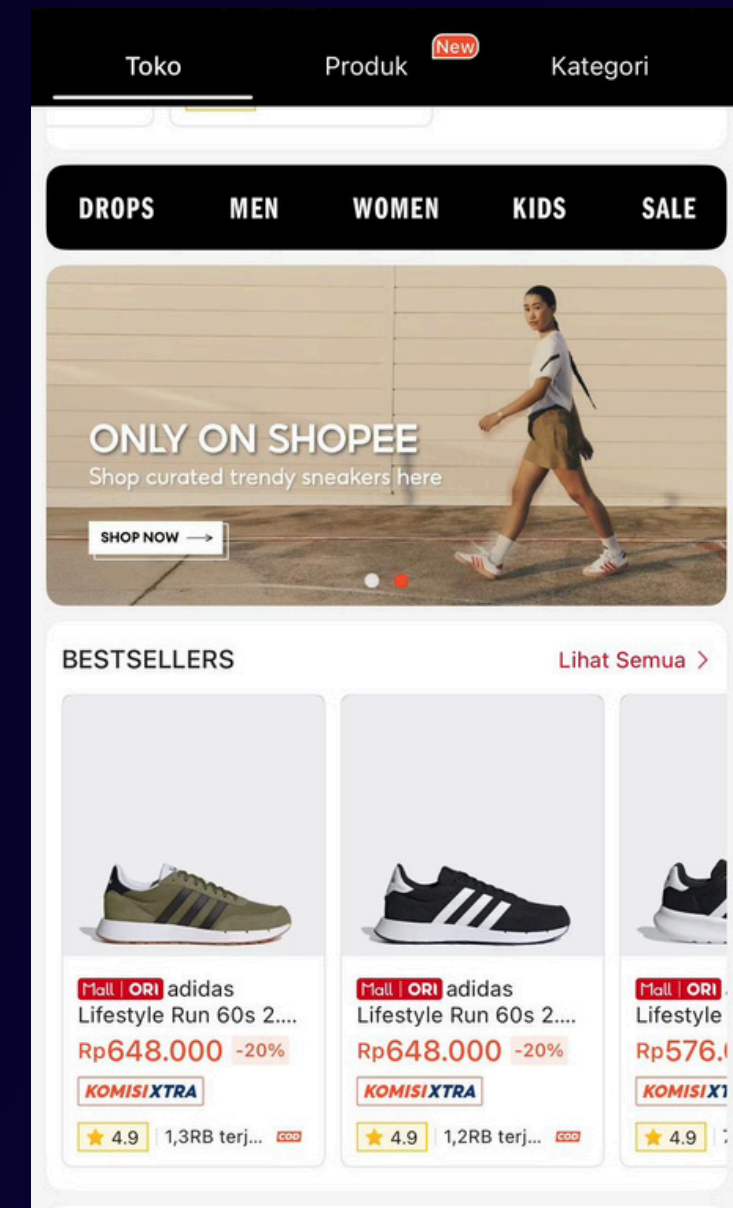
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+ VOUCHER S/D 10%**

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Rp648.000 -20%
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★ 4.9 1,3RB terj...

Mall | ORI adidas Lifestyle Run 60s 2...
Rp648.000 -20%
KOMISI XTRA
★ 4.9 1,2RB terj...

Mall | ORI Lifestyle
Rp576.1
KOMISI XTRA
★ 4.9

Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

Shopee is one of the top e-commerce platforms in Southeast Asia, including Indonesia.

With growing competition from Tokopedia, TikTok Shop, and Lazada, Shopee must innovate not only in logistics and pricing—but in digital marketing experience too.



Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

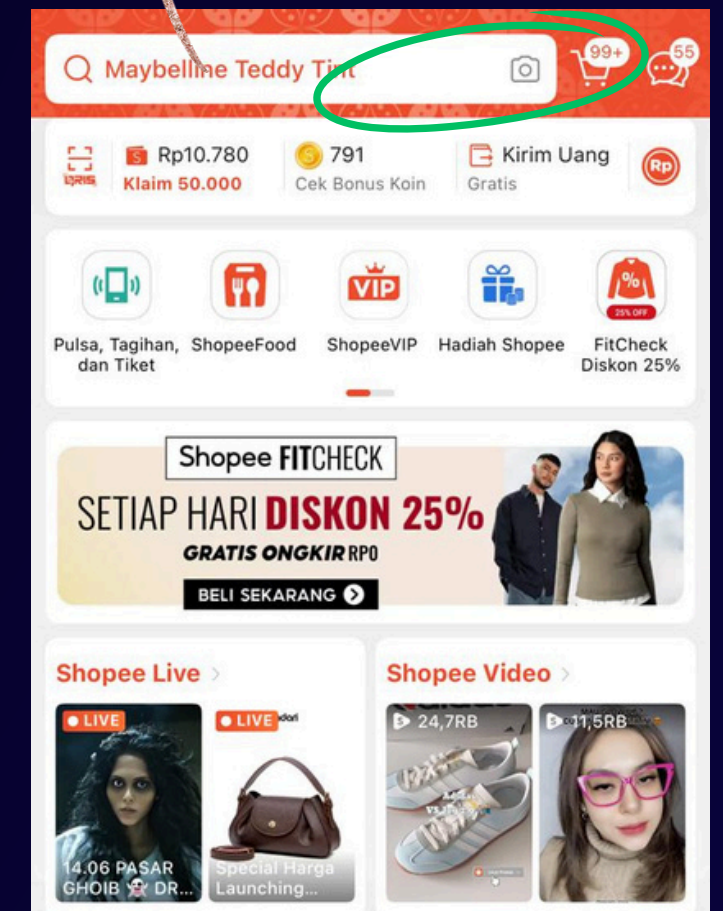
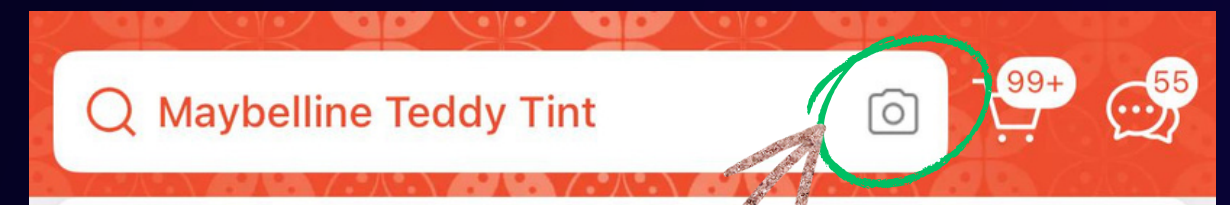
Strategies Aligned with 2025 Trends:

1. Visual Search and Lens-Like Features

- Shopee integrated image search: Users can upload a picture to find similar items (e.g., a celebrity's outfit).
- Popular among fashion and beauty categories.

Result:

3x more usage among female users; conversion from visual search increased by 28%.



Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

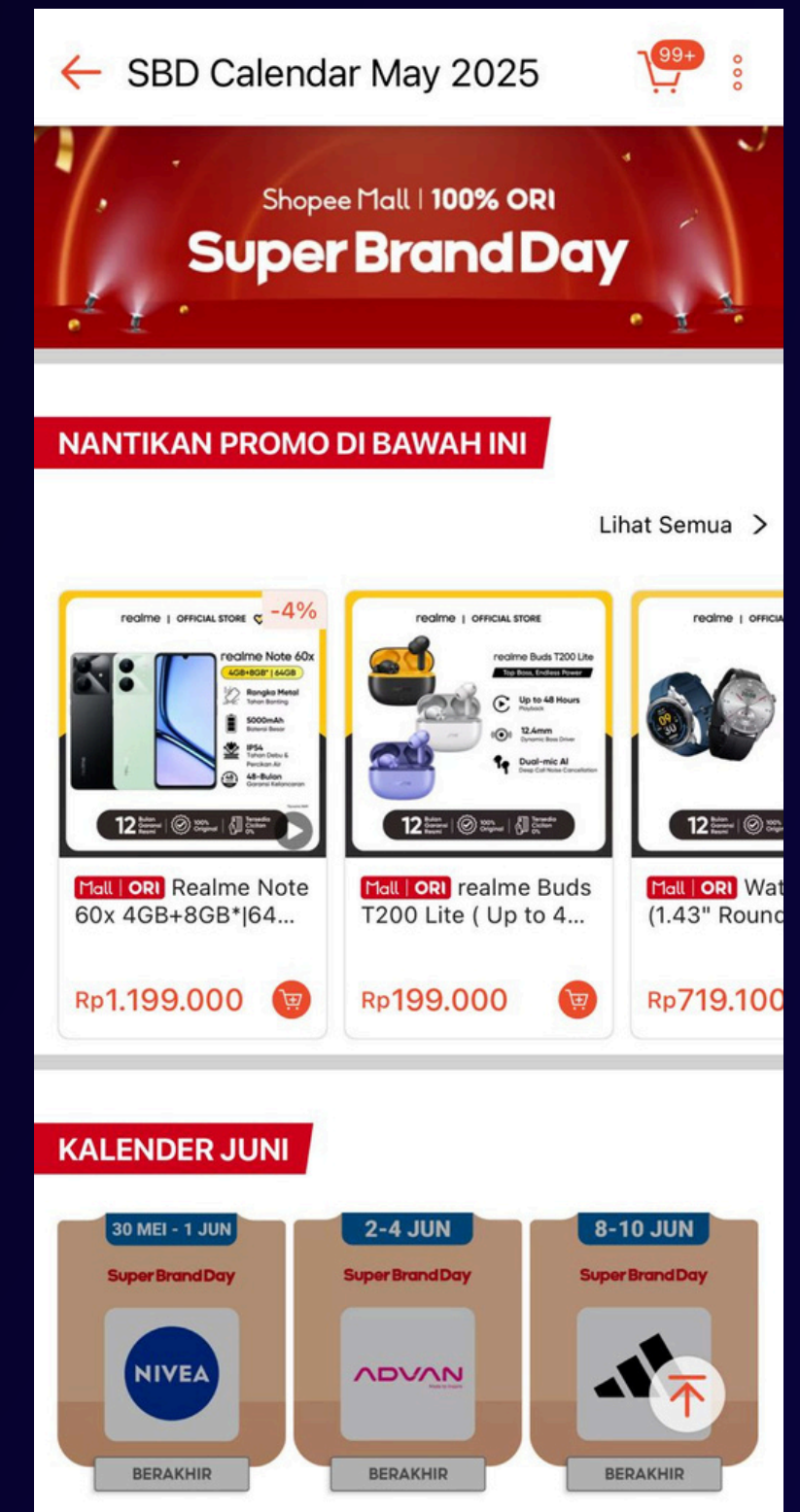
Strategies Aligned with 2025 Trends:

2. Retail Media Network (RMN) Expansion

- Shopee offers brands sponsored banners, keyword ads, and personalized placements within the app.
- Integrated first-party data for micro-targeting by gender, region, and behavior.

Result:

Brands using RMN saw up to 5x return on ad spend (ROAS), especially during Harbolnas and Ramadan sales.



Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

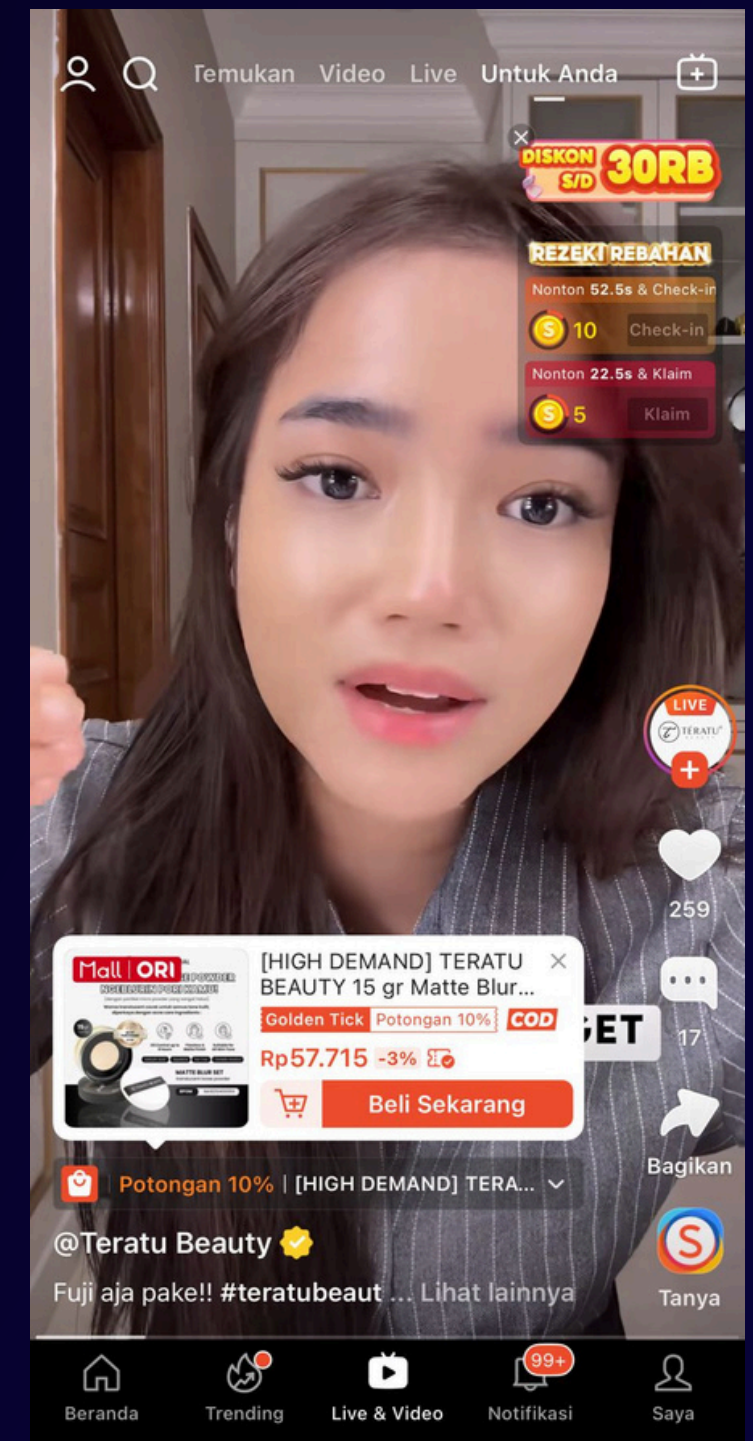
Strategies Aligned with 2025 Trends:

3. Social Commerce & Shopee Live

- Shopee enhanced Shopee Live with gamification and “Add to Cart” popups.
- Influencers now run timed flash sales with countdowns and engagement rewards.
- Popular in categories like electronics, skincare, and Muslim wear.

Result:

Shopee Live now drives 25% of all mobile app sales in Indonesia.



Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

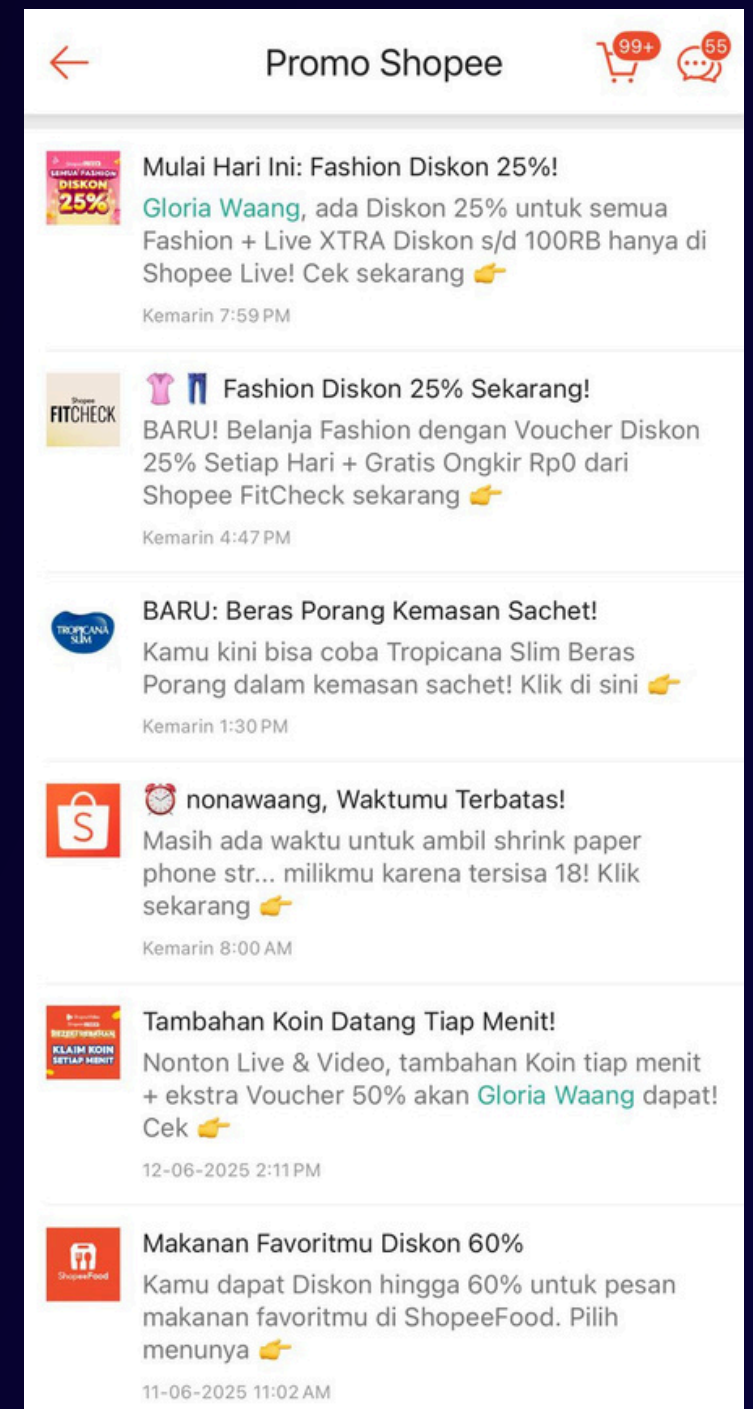
Strategies Aligned with 2025 Trends:

4. AI-Powered Personalization

- AI recommends products, flash deals, and vouchers based on user behavior.
- Personalized push notifications: “Promo sepatu khusus untuk kamu!”

Result:

Click-through rates on push notifications improved by 40%.



Case Study: Shopee

Leading E-Commerce Innovation with 2025 Digital Marketing Trends

Strategies Aligned with 2025 Trends:

4. AR Filters in Social Media & App Integration

- Collaborated with fashion & beauty brands to launch AR try-on via Instagram and in-app camera (lipstick, sunglasses).
- Promoted using KOLs with localized content.

Result:

Increased product views and social shares;
customers spent more time browsing AR-enhanced items.



Ethical, Inclusive & Sustainable Marketing

- Gen Z and Millennials prefer brands that are honest and socially responsible.
- Inclusive campaigns reflect diverse communities.
- Sustainability is a priority—not just a trend.



Digital Marketing Skills for 2025

- AI literacy and data analytics are essential skills.
- Soft skills like creativity, adaptability, and critical thinking remain important.
- Preparing for AI-driven marketing careers is key for Indonesian students.

Digital Marketing Skills for 2025

- **AI Literacy: Understanding & Using AI in Marketing**

- Students who understand AI tools (like ChatGPT, Midjourney, Google Bard, Meta Ads AI) will be ahead of the game.

- **Data Analytics & Insight Generation**

- Knowing how to collect, analyze, and interpret digital data (website traffic, social media metrics, consumer behavior) to make smart marketing decisions.

- **Creativity & Storytelling**

- AI can help generate ideas, but human emotion, cultural relevance, and storytelling are irreplaceable.

- **Adaptability & Agility**

- Marketing platforms change fast—what works on TikTok this month may not work next month. Adaptable marketers are more likely to succeed.

- **Critical Thinking & Ethics**

- Marketers must ensure fairness, transparency, and avoid manipulation, especially when using AI and personal data.

Key Takeaways

- **The Digital Marketing Landscape Is Rapidly Evolving:** With over 200 million internet users in Indonesia—mostly mobile-first—marketers must embrace tools like AI, social media, and e-commerce to stay relevant.
- **AI Is Transformative, But Not a Replacement for Human Creativity:** While AI can generate content and automate processes, it lacks emotion, context, and ethical judgment. Human creativity, storytelling, and empathy remain irreplaceable.
- **Ethical Use of AI Is Non-Negotiable:** Marketers must use AI responsibly—respecting user privacy, avoiding bias, staying transparent, and ensuring accountability in all campaigns.
- **Search Is Expanding Beyond Google:** Optimization now includes answer engines (like ChatGPT), voice search, and visual search. Content must be more conversational, visual, and localized.

Key Takeaways

- **Hyper-Personalization Relies on First-Party Data:** Brands use data from users directly (apps, sites, surveys) to tailor messages, build trust, and reduce reliance on third-party tracking.
- **Omnichannel and Phygital Experiences Are the New Norm:** Customers expect seamless interaction across physical and digital touchpoints. Instant, Connected, and Engaging (“ICE”) strategies enhance customer loyalty.
- **Social Commerce, AR/VR, and RMNs Are Reshaping Engagement:** Consumers shop via social platforms, explore products using AR, and respond to in-platform ads (Retail Media Networks) during the buying journey.
- **Digital Skills for 2025 Require a Balanced Toolkit:** Future marketers need AI literacy, data analytics, creativity, adaptability, and ethical judgment. Tools are powerful—but the human behind them is what matters most.

Thank You.

- Emerging Trends in Digital Marketing & AI -

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