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The Role of Marketing Management for Society

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Abstract: Marketing is a crucial factor in a company's development. Effective marketing is achieved through product, price, place, and promotion. Lack of understanding of changing or dynamic consumer tastes, as well as ineffective marketing strategies, will negatively impact target market achievement. The objective of this research is to understand the role of marketing in society. The research method employed is a literature study. In accordance with the research focus, various literature sources, books, and other information sources were obtained to obtain data on the role of marketing in society and organizations. From a product perspective, the desired product is one that meets their needs, is high-quality, has an attractive design, is environmentally friendly, and is easily remembered. From a price perspective, the public desires a price that matches the quality, is affordable for all levels of society, and is competitive. From a place perspective, the public wants the product to be purchased to be easily available, accessible, and has a limited reach. From a promotional perspective, the public desires marketing to be carried out through methods such as door-to-door promotion, online marketing, and personal selling.

Keyword: Marketing Role, Marketing Strategies, Society.

INTRODUCTION

Indonesia's current economic progress is marked by rapid industrial growth. The business world continues to experience significant development, with every company competing to expand its reach, or in other words, expand its business through various strategies, such as promotions or product innovations, to introduce and sell their products in previously unreached areas. Good marketing is about how the goods or services produced become known and purchased by the public. Effective marketing is not a matter of chance, but rather the result of careful execution and planning. Marketing practices must be continuously improved and updated, and this is inseparable from consumer needs and desires. To achieve effective marketing, companies must first plan their products and services, determine prices, promote, and ultimately distribute them to consumers. Marketing plays a crucial role in society because it permeates various aspects of life, including the economic and social spheres. Marketing, as

the flow of products from producers to consumers, creates significant employment opportunities for the community. It should be noted that marketing costs in some companies account for almost the same proportion as production costs. Why is this so? This is related to the introduction of products that have been produced to consumers/the public. Marketing isn't always about selling products directly to consumers; in today's world, it's done in many ways. The use of advertising media such as banners, billboards, TV commercials, radio commercials, and others is another way to conduct marketing activities. The role of marketing in meeting human needs and desires is that every person always strives to fulfill all their needs by consuming existing products. Fulfillment of these needs is achieved by considering their benefits and uses. Benefits or uses can be seen from form, place, time, and ownership. The marketing function also plays a very important role in increasing the utility of a product, which may be of little value in one place but become highly valuable in another. By increasing the utility of a product, it automatically fulfills human needs and desires for that product/good. In this modern era, with the increasing social standard of living in a society, people have more choices in meeting their needs. Therefore, marketing is essential so that people can know and recognize various types of similar products and, of course, each with its own benefits. The role of marketing in the flow of products from producers to consumers is essentially a marketing activity that involves two things: the physical flow of goods and the flow of transaction activities of those goods. The transaction flow begins with the sale of goods from the factory to wholesalers, then from wholesalers to agents, from agents to retailers in the market, and finally to consumers. Many parties also play a role in this activity, including the transportation sector (land and sea), warehouse rental services, and banking and insurance companies.

THEORETICAL REVIEW

1. Definition of Marketing

Marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers to achieve company objectives. Marketing has also been defined by several experts:

- a. Phillip Kotler (2012) in his book *Principles of Marketing* (Second European Edition) states that marketing is an activity that not only focused on sales and advertising, but is more than that. Marketing is defined as a social and managerial process in order to meet the needs and desires of society, both individuals and groups, by exchanging products (goods and services) and values with others. Kotler et al. (1999) further explain that the concept of marketing is essentially fulfilling consumer needs, desires, and demands. This can be done by offering products to satisfy consumer desires.
- b. Hermawan Kartajaya and Iwan Setiawan (2017) in their book entitled *Marketing 4.0 Moving from Traditional to Digital* express the following definition of marketing: "marketing is about dealing with the ever-changing market, and that to understand cutting-edge marketing, we should understand how the market has been involving in recent years". This means that marketing is something that deals with the ever-changing market, and to be understood as sophisticated marketing, we must understand how the market has developed in recent years.

It can be concluded that marketing is an economic activity related to the market, including advertising, distribution or distribution of goods and services, promotion, sales, and various other activities that can provide benefits in order to fulfill the needs and desires of consumers. Marketing activities do not only focus on one particular form of activity. However, marketing is the integration of various activities that are interrelated and connected to form a specific social system. Marketing is also an activity that connects producers, sellers, and consumers in a mutually beneficial relationship. Producers benefit, namely profits from the goods and services sold. Meanwhile, consumers benefit from satisfaction from desires and

needs fulfilled through goods and services produced by producers or sold by sellers. The goal of marketing is to attract new customers by creating a product that suits consumer desires, promising superior value, setting an attractive price, distributing the product easily, promoting it effectively, and retaining existing customers while adhering to the principle of customer satisfaction. The basic thinking of marketing begins with the existence of needs, desires, and demands, products (goods and services), value, costs, satisfaction, transactions, relationships and networks, marketers, and potential buyers. The saying "nothing happens until a sale is made" holds some truth. Industry or business can invest money in production, but if it doesn't provide the right product for the right market, at the right time, place, and price, all its efforts will be in vain. The success of a business is determined by the struggle in the marketplace. Entrepreneurs, both those producing goods and services, recognize the critical importance of marketing activities today. This importance is particularly felt due to the threat of globalization, explosive international competition, and internal competition within a country.

2. Definition of Marketing Management

According to William J. Stanton (1993), this definition of marketing management, when implemented, means that marketing activities must be coordinated and managed optimally. According to Ben M. Enis (1980), marketing management is the process of increasing the efficiency and effectiveness of marketing activities carried out by individuals or companies. According to Philip Kotler and Gary Armstrong, marketing management is the activities of analyzing, planning, implementing, and monitoring all activities (programs) to achieve a profitable exchange with target buyers in order to achieve an organization's goals. The logic behind this definition of marketing management is that if an individual or company wants to improve its marketing, it must implement its marketing strategy as well as possible. This definition has implications for the marketing concept, namely:

- a. Marketing management is a marketing process. The emphasis on efficiency and effectiveness is closely related to the concept of productivity. To determine productivity, one must understand the results achieved, which is the issue of effectiveness. Another factor that determines productivity is the resources used. This concerns the use of resources as efficiently as possible and achieving maximum results. This is what is meant by efficiency and effectiveness.
- b. This definition of marketing management emphasizes effective marketing strategies and efficiency. An effective marketing strategy maximizes predetermined desired results, while efficiency minimizes the expenditures or costs incurred to achieve those results.

3. Marketing Process

In the modern perspective, all attention is focused on the market, becoming the determining factor in the value delivery process. While in traditional times, competition relied on existing resources, today's competition relies heavily on continuously increasing value. No matter how unique a resource is, with advances in science and technology, it will be easily imitated. Conversely, continuous efforts to increase value will be difficult for competitors to imitate, as companies continually innovate products. In the modern value delivery process, companies follow these steps: value selection, value provision, and value communication. The value delivery process, from traditional to modern perspectives, is the initial step in understanding the marketing process, which consists of: marketing opportunity analysis, marketing strategy development, marketing program planning, and marketing effort

management. The steps in the marketing process can be seen in the figure below:



Figure 1. Marketing Process picture

a. Marketing Opportunity Analysis

According to Kotler (2012), to analyze market opportunities, an entrepreneur must conduct marketing research and a marketing information system. Marketing research is the systematic design, collection, analysis, and reporting of data and findings relevant to the marketing situation faced by the company. Marketing research aims to analyze the microenvironment, consisting of suppliers, intermediaries, the public, and competitors. The macroenvironment consists of demographic, economic, technological, political-legal, and socio-cultural factors. The results of this research will provide the company with information in the form of market potential metrics, namely, a number of measures that help marketers calculate, compare, and interpret marketing performance. They also help forecast future market demand. Companies must measure and estimate the size, growth, and profit potential of each market opportunity. In addition, marketing research can function as: evaluating, understanding, and predicting. Evaluating: evaluating previously implemented marketing programs, including those at the corporate, division, business unit, and marketing levels. It determines whether they are still relevant or need to be changed to adapt to changing marketing environments. Understanding: understanding consumers by focusing on them (customer focus), understanding their needs and desires, and conducting research to measure customer satisfaction. Predicting: forecasting future demand based on previous purchasing behavior. The marketing research process consists of the following steps: (1) Defining the problem, Decision Alternatives, and Research Objective, (2) Developing a research plan, (3) Collecting Information, (4) Analyzing Information, (4) Presenting Findings, (5) Making Decisions.

Meanwhile, the marketing information system consists of people, equipment, and procedures to collect, sort, analyze, evaluate, and distribute needed, timely, and accurate information for marketing decision makers. The marketing information system depends on: the company's internal record keeping system, the marketing intelligence system, and the marketing research system. The company's internal record keeping system can be: (1) the order-to-payment cycle, (2) the sales information system, (3) the database, data warehouse, and data mining. The Marketing Intelligence System is a collection of procedures and resources used to obtain daily information about various developments in the marketing environment. The marketing intelligence system provides current data (happenings), while the internal record keeping system provides results data.



Figure 2. Marketing Opportunity Picture

b. Developing a Marketing Strategy

From the results of the market analysis, information is obtained regarding consumer market groups, business markets, government markets, and global markets. How can a company determine a marketing strategy? Because each market group requires a different marketing strategy. Companies must evaluate strategies from the corporate, divisional, business unit, and marketing levels. All strategies must be able to capitalize on existing market opportunities, considering that markets experience a product life cycle, starting with: introduction, growth, maturity, and decline. During this life cycle, companies strive to determine a strategy appropriate to each market's development stage. Will the company position itself as a market leader, market challenger, market follower, or market niche player? The product life cycle graphically depicts the sales history of a product or product class from its initial introduction to the market until its withdrawal (Tjiptono, 2015). Each stage presents its own challenges and threats, thus influencing the marketing strategy implemented by each company. How to view the product life cycle depends on how broadly the product market is defined and the customer needs within the product market (Cannon, Perreault, McCarthy, 2008). The marketing strategy process begins with the market. A market is a collection of buyers from various groups (Tjiptono, 2015). Because the market is so vast and diverse, it is grouped into several groups with similar characteristics (homogeneous). Once the market is grouped, the next step is for the company to create value for each group. This value is the ratio of the benefits provided to the costs borne by consumers ($Value = Benefit/Cost$). There are several value strategy options to attract the market (Kotler, 2012): (1) Increase Benefits and Fixed Costs, (2) Reduce Costs and Fixed Benefits, (3) Increase Benefits and Reduce Costs, (4) Increase Benefits Outweigh Costs Reduction, (5) Reduce Benefits Outweigh Costs Reductions.

After segmenting the market and adjusting customer value to these market groups, the company must be able to design the market by determining market strategies (segmentation, targeting, and positioning), and marketing mix strategies in an effort to build an integrated marketing strategy. The marketing strategy and customer value plan are then implemented into a marketing program plan, which will be structured based on the marketing mix components. The company must determine the budget for each marketing mix element. The figure below illustrates the marketing strategy design.



Figure 3. Developing a Marketing Strategy

c. Planning a Marketing Program

To transform a marketing strategy into a marketing program, a company must make decisions about the marketing budget, marketing mix, and marketing allocation (Kotler, 201). There are several ways to determine the marketing mix budget. First, the budget is based on a percentage of sales value. Second, the budget exceeds the normal percentage of sales ratio in the hope of capturing a larger market share. After determining the budget size, the company decides to divide the total budget across the marketing mix dimensions, which consist of: product, price, distribution, and promotion (McCarthy, 1996). Finally, the company must allocate the total marketing budget to product, distribution channels, promotional media, and sales territories (Kotler, 2012). The most basic marketing program is the product. How a company defines the product, including quality, design, form, brand, and packaging. Second, the price: the company must determine wholesale and retail prices, discounts, additional discounts/allowances, and credit terms. Third, distribution: the ability to deliver the product; the company must make the product widely available and easily accessible to customers. Fourth, promotion, encompasses all activities undertaken by a company in an effort to communicate the value of its products to consumers. Companies must employ, train, and motivate salespeople to master communication and promotion programs consisting of: advertising, sales promotions, public relations, direct marketing, interactive marketing, events and experiences, and word of mouth, both offline and online.

d. Managing Marketing Efforts

Managing marketing efforts is the final step in the marketing process, where all marketing resources are organized, followed by the implementation and control of the marketing plan. Companies can establish a marketing organization or manage it in-house to implement the marketing plan. The marketing organization can consist of: salespeople, sales managers, marketing researchers, advertising staff, product and brand managers, market segment managers, and customer service staff. The marketing department is led by a vice president of marketing, who performs three tasks. First, coordinating all marketing staff. Second, collaborating with other functional vice presidents. Third, selecting, training, directing, motivating, and evaluating marketing staff. In implementing the marketing plan, the company must also control the plan through three steps: First, controlling the annual plan to monitor and ensure the achievement of sales, profit, and other targets. Second, controlling profitability by measuring the profitability of various products, customer groups, distribution channels, and order sizes. This control can be achieved using marketing profitability analysis tools, which measure various marketing activities, and marketing efficiency research, which determines the efficiency of various marketing activities. Third, strategic control, which evaluates whether the marketing strategy remains appropriate to market conditions. The tool used is a marketing audit. The marketing process consists of analyzing marketing opportunities, developing marketing strategies, planning marketing programs, and managing marketing efforts. It begins with market analysis, using marketing research and marketing information systems to obtain market information from consumer, business, government, and global markets. It determines

which market groups have the greatest potential and can provide maximum profits for the company. Once market information is available, the company decides to develop a marketing strategy using segmentation, targeting, and positioning. The right marketing strategy can optimally control market share. Therefore, the marketing strategy must be implemented into the marketing program, then determine the budget allocation for each marketing mix tool, consisting of product, price, distribution, and promotion. The final step in the marketing process, the company must organize all marketing resources so that the marketing plan can be implemented into operational actions. To control marketing efforts, companies can use marketing audits, profitability analysis, and marketing efficiency research.

METHOD

The research method contains the type of research, sample and population or research subjects, time and place of research, instruments, procedures, and research techniques, as well as other matters relating to the method of research. This section can be divided into several sub-chapters, but no numbering is necessary.

RESULTS AND DISCUSSION

Marketing plays a crucial role in society because it impacts various aspects of life, including the economic and social spheres. Because marketing activities involve the flow of products from producers to consumers, marketing creates significant employment opportunities for the community. Therefore, marketing is a crucial sector in generating income. Furthermore, it's important to recognize that a significant portion of consumer spending goes to marketing activities. Several experts have conducted research concluding that nearly 50% of consumer spending in the United States is on marketing costs, including distribution costs, market research, service costs, and product development costs. The importance of marketing in society is reflected in every aspect of our lives, which is inextricably linked to marketing activities. Advertising media used to present products, the stores where we shop, and much more are all marketing activities. Furthermore, marketing consistently encourages research and innovation, resulting in the creation of new products. This is because marketing consistently strives to inspire and attract consumers. Factors related to the role of marketing in society include:

1. The Role of Marketing in Meeting Human Needs and Desires

Every human being always strives to fulfill all their needs by consuming existing products. These needs are met by considering their benefits and utility. Benefits or utility can be seen in form, place, time, and ownership. Marketing also plays a crucial role in increasing the utility of a product, enabling it to become valuable elsewhere. Increasing the utility of a product automatically fulfills human needs and desires for that product/good. The higher the standard of living in a society, the greater the range of choices available to meet their wants and needs. In this regard, society has increased its level of needs and desires, such as the need for safety and security, social needs, and personal satisfaction. To meet the needs and desires of consumers, marketing plays a role in conducting research on new products and developing existing products, as well as creating opportunities for product mix and product diversification. All of this is done in line with the development of the level of community welfare in a region. For the government, marketing plays a crucial role not only in providing employment opportunities but also as a means of generating state revenue from customs and excise duties, foreign exchange earnings, corporate taxes, and other levies. Furthermore, marketing allows the government to determine various policies, particularly import duties and import bans, price subsidies, and government purchasing policies. Therefore, marketing is essential to enable the public to learn about and recognize various types of

similar products and their respective benefits.

2. The Role of Marketing in Distributing Products From Producers to Consumers

Essentially, marketing a product involves the movement or flow of two things: the physical flow of the product itself and the flow of transaction activities related to that product. The flow of transaction activities is a series of transactions, starting from the producer seller to the final consumer buyer. The flow of products from producers to consumers is achieved through the use of transportation equipment and warehousing facilities. To facilitate the smooth flow of transactions and goods, services from individuals or other organizations are needed. For example, regulations regarding standard shoe sizes facilitate buying and selling transactions. Similarly, bank loans are available to finance inventory held in warehouses or stores. Insurance companies also provide assistance to spread the risk (fire, loss, or damage) of goods in inventory. Similarly, valuable information on supply and demand prices and shoe styles/models is provided through newspapers and trade publications. Such assistance is extremely useful in bringing products closer to consumers. The marketing activities outlined above can be classified into three areas of activity: transaction or transfer activities, physical supply activities, and activities that facilitate the flow of transactions and goods. Within each area, several activities are detailed as follows:

- a. Transaction or Transfer activities, including: (1) Buying, (2) Selling.
- b. Physical Supply Activities, including: (1) Transportation, (2) Warehousing/Storage.
- c. Supporting activities to facilitate the flow of transactions and good, including: (1) Merchandising, (2) Standardization and grading, (3) Financing, (4) Risk taking, (5) Market information or communication.

3. The link between marketing or communication

The manufacturing industry processes raw materials or inputs to increase their utility by transforming them into outputs. With industrialization, processing is carried out on a mass scale using specialization, enabling large-scale production. This industrialization is supported by technological advances in the production process. The impact of industrialization has led to improved marketing activities, enabling products to be intensively marketed far from the production area. To facilitate industrialization, technological advancements have occurred in the marketing process, particularly through the application of concepts and approaches focused on providing service and customer satisfaction. Advances in the marketing process resulting from industrialization are reflected not only in concepts and approaches but also in the use of advanced equipment for physical movement or distribution and market information analysis.

4. The Role of Marketing in Economic Activities

Marketing, besides being defined as the activities carried out by each company in delivering its products, in the form of goods or services, to consumers, is also defined as activities to increase the economic prosperity of the entire community. From this definition, it is clear that the first definition is micro, and the second is macro. From a macro perspective, marketing is seen as a social process, namely a process carried out to support the effective and efficient fulfillment of community needs through the exchange of consumer values. Macromarketing is a socio-economic process related to the economic flow of goods and services from producers to consumers, thereby effectively meeting heterogeneous demand with heterogeneous supply capabilities and meeting short-term and long-term societal goals. The role of the macromarketing system is to meet heterogeneous demand, thereby simultaneously achieving desired societal goals. The decisions made by each country in implementing its economic system are essentially the same: an effort to create goods and services and provide them according to the time

and region or location needed, with the aim of maintaining and improving the standard of living of its people. There are essentially two types of economic systems: a planned economic system, based on government regulation, and a market-based economic system. Marketing is a social process designed to meet consumer needs as effectively and efficiently as possible through the exchange of economic values. In life, people need a variety of marketing systems to support improvements in their standard of living, including through exchange. The diversity of human needs requires diverse marketers, resulting in numerous businesses operating in various sectors, all of which aim to meet consumer needs for the sake of maximizing profits for producers. Therefore, the role of marketing in economic activity is nothing more than meeting diverse demand with diverse supply. Marketing is needed to address the following issues:

- a. **Difference in Place**
This means that producers and consumers are geographically separated. Producers tend to be clustered together with industry in slightly concentrated locations, while consumers are located in more dispersed areas.
- b. **Difference in Time**
Consumers may not want to consume goods at the time they are produced, and time is also required to transport good from producers to consumers.
- c. **Difference in Value**
Producers do not know who needs what goods, where, when, and at what price. Consumers do not know what is available from whom, where, when, and at what price
- d. **Difference in Ownership**
Producers retain ownership of goods and services they do not want to consume. Consumers want to consume goods and services they do not own.
- e. **Difference in Quantity**
Producers want to produce and sell in large quantities. Consumers want to buy and consume in small quantities.
- f. **Difference in Variety or Variety**
Producers specialize in producing a small variety of goods and services. Consumers require a wide variety of goods and services.

Current environmental conditions have undergone changes that have led to a decline in the quality of the physical environment and social services. In this regard, are the principles of the Marketing Concept, which prioritized individual customer satisfaction, still valid? Or, do marketing managers need to adopt a longer-term goal, namely the welfare of society? Certainly, the Marketing Concept has evolved along with changing environmental conditions and the advancement of society and technology. If a company wants to succeed or even survive, it must be able to respond to the methods and customs of its society. External factors such as ecology, politics, law, economics, and so on can influence a company's marketing program. This also includes factors such as public dissatisfaction. The causes of this public dissatisfaction stem from the failure to meet their expectations. Therefore, companies are no longer solely customer-oriented but also community-oriented. Because companies strive to provide long-term prosperity to consumers and society, the definition of the Marketing Concept must be expanded to the Societal Marketing Concept, as proposed by Kotler and Keller (2007).

“The societal Marketing Concept holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the well-being of both consumers and society.”

Broadly speaking, the current era can also be viewed as a human-oriented era, in which there is a growth in human resources that regulate marketing. Many people state that the

availability of natural resources in this world is very limited, and that once used resources are irreplaceable. Because humans have long had experience in selecting and allocating these resources, the current era can also be seen as an era of survival. In this regard, issues such as the supply of fuel or other energy sources, clean water and air, and a pleasant living environment are becoming the focus. Therefore, companies must also be supply-oriented. Thus, marketing management is closely related to the problem of creating and delivering a better quality of life. Therefore, a balance must be created between customer needs, company profits, and public interest. The important role of marketing is not only needed within companies to achieve their organizational goals, but also needed in society to achieve its societal goals within existing ethical boundaries.

CONCLUSION

Marketing is one of the economic activities that helps create economic value. Economic value itself determines the price of goods and services. Important factors in creating this value are production, marketing, and consumption. Marketing serves as a link between production and consumption activities. Marketing, in a broad sense, is a social process that directs the flow of goods and services from producers to consumers in order to effectively meet the needs of supply and demand and achieve societal goals. Marketing plays a crucial role in society because it permeates various aspects of life, including the economic and social spheres. Because marketing activities concern the flow of products from producers to consumers, marketing creates significant employment opportunities for the community. Thus, marketing is a crucial sector contributing to community income. The importance of marketing in society is reflected in every aspect of life, which is inextricably linked to marketing activities.

Marketing not only functions as a tool for companies to seek profit but also acts as a crucial bridge connecting consumer needs with product/service solutions, ultimately improving the overall quality of life of society. The following are key points about the role of marketing management in society:

1. Fulfilling Needs and Wants: Marketing plays an active role in identifying, creating, and delivering valuable products or solutions to solve societal problems.
2. Improving Quality of Life: Through product innovation and promotion, marketing helps people obtain information about goods/services that can improve their standard of living.
3. Creating Jobs: Massive marketing activities require human resources, thus creating new jobs in various fields such as sales, advertising, and distribution.
4. Stimulating the Economy: By accelerating the exchange of products from producers to consumers, marketing drives the economy to become more dynamic and efficient.
5. Building Solutions, Not Just Selling: Good marketing management ensures that the information conveyed is factual and aimed at providing solutions, thereby building public trust.
6. In short, marketing management plays a significant socio-economic role in creating value that maximizes consumer satisfaction and societal well-being.

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