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Implementation of Digital Marketing Ethics at CV. Yhave International Co. Ltd

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**Abstract:** This research examines the application of ethics in digital marketing at CV. Yhave International Co. Ltd, Makassar. The primary focus is on how ethics are implemented in digital marketing campaigns to address challenges and leverage opportunities. This study uses a qualitative approach with interview techniques, participatory observation, and document analysis. The results show that CV. Yhave is committed to transparency, personal data protection, social responsibility, and compliance with regulations. Steps taken include privacy policies, honest information disclosure, and support for relevant social issues. This research provides practical guidelines for other companies in managing their digital marketing ethics.

**Keywords:** Ethics, Digital Marketing, Transparency, Data Protection, Social Responsibility

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### A. Introduction

In the ever-evolving digital era, digital marketing has become a critical aspect of a company's business strategy. This phenomenon drives companies to focus more on consumer interactions through online platforms, leveraging information technology to achieve their marketing goals. However, alongside the development of technology, critical questions about ethics in the context of digital marketing have emerged.

The increasing penetration of the internet and the use of social media platforms provide great opportunities for companies to communicate directly with consumers, personalize

marketing messages, and reach a global audience. Nevertheless, unethical digital marketing practices, such as data privacy violations, misinformation, or manipulative practices, can have significant negative impacts.

As consumer behavior changes and they become more aware of privacy and ethics, companies are required to detail their policies and ethical implementation in their digital marketing strategies. The implications of unethical digital marketing practices are not limited to reputational damage but can also jeopardize long-term relationships with customers and, in some cases, lead to legal consequences.

Based on this context, this study aims to investigate and analyze the implementation of digital marketing ethics in business practices. By delving into ethical aspects in every stage of digital marketing campaigns, this research is expected to provide a deeper understanding of the challenges and opportunities faced by companies in ensuring that their digital marketing aligns with high ethical standards.

Regarding this matter, governments and regulators around the world are increasingly active in formulating policies and regulations related to privacy and ethics in digital marketing. The successful implementation of digital marketing ethics is not only an aspect of corporate social responsibility but also a key to building consumer trust and ensuring business sustainability in the future.

With the existing research gap in the context of digital marketing ethics implementation, Yera Ichšana (2019) explains that the overall level of marketing in the use of digital marketing falls into the very good category. Therefore, the researcher examines the implementation of digital marketing ethics at CV. Yhave International Co., Ltd. This research is expected to make a significant contribution to academic literature and provide practical guidance for companies in understanding and managing ethical implications in their digital marketing strategies.

## **B. Materials and Methods**

This research is a qualitative study, which means that the data analysis does not use statistical analysis but is more narrative (Yusuf, 2014). This type of research was chosen because the object of the study is the utilization of digital marketing as a strategy to enhance marketing in the implementation of digital marketing ethics at CV. Yhave International Co., Ltd in Makassar.

The research location is CV. Yhave International Co., Ltd, located at Jl. Boulevard, Masale Village, Panakkukang District, Makassar City, South Sulawesi. The objective reason for choosing this location is that CV. Yhave International Co., Ltd implements digital marketing ethics and is a trading company that operates both domestically and internationally in Makassar, involving local and international trade (exports). The subjective reason is the proximity to the researcher's residence. The research was conducted from September 2023 to April 2024.

The determination of samples and informants was done using purposive sampling (predetermined samples). This means that the informants were predetermined, consisting of the research site or certain key figures (key informants). The researcher selected informants considered relevant for data collection. In this case, the sample size is not limited by number or percentage. The priority is that the data collected is deemed sufficient.

There are three data collection techniques used by the researcher: a) Interviews, which involve face-to-face conversations where the interviewer asks direct questions about the research object (Yusuf, 2014). b) Participant Observation, where the observer is directly involved in the object being studied or takes part in the life of the people being observed (Hardani et al., 2020). c) Documentation, which involves collecting data by recording existing data and exploring references related to the research topic from journals, books, social media, and other sources.

For data validation, the 'Triangulation' technique is used. Triangulation is a technique for checking the validity of data through more than one method as a comparison. For example, rechecking interview results by cross-checking or using other methods to strengthen the existing methods. Essentially,

triangulation is carried out to prevent data bias or invalidity (Lexy J. Moleong, 1989: 175-187 in Haryanti et al., n.d.). In this study, source triangulation is used, meaning the researcher compares and rechecks the credibility of information obtained from various data sources (informants, observations, interviews, and documentation).

In qualitative research, data analysis is performed by organizing data from observations, interviews, and collected materials to draw conclusions through reduction, which involves selecting and sorting the data into strong, solid, and mature paragraphs. Data is presented in logical and systematic descriptions or narratives, followed by conclusion drawing. This is done by accurately interpreting analyses through concise conclusions. Verification is then carried out by testing the truth, accuracy, and matching of the meanings derived from the data.

## **C. Results and Discussion**

### **1. Ethics**

Simon Blackburn (2021) elaborates on the basic concept of ethics and provides a brief overview of some of the most famous ethical theories. One central concept developed by Blackburn is the expressivist ethics theory, also known as "projectivism."

#### **Expressivist Ethics Theory (Projectivism):**

The expressivist ethics theory, proposed by Simon Blackburn, serves as an alternative to traditional moral theories that might associate morality with objective or normative realities existing outside the individual. According to Blackburn's expressivist theory, when a person makes a moral statement like "That action is wrong," they are not merely expressing a cognitive view about right or wrong but also their emotional attitude toward the action. For

example, the statement can be seen as an expression of disapproval or condemnation of the action.

#### **Key Elements of Blackburn's Expressivist Theory:**

**Projectivity:** Moral statements are considered projections of subjective attitudes or emotions, rather than objective descriptions of moral reality.

**Emotivism:** This theory can be linked to an extreme form of emotivism, where moral values are seen as expressions of subjective emotions or attitudes.

**Quasi-Realism:** Although the expressivist theory emphasizes moral subjectivity, Blackburn introduced the concept of "quasi-realism." This suggests that, even though moral statements do not depict objective moral facts, they can possess validity or efficacy in everyday life and social interactions.

Blackburn's expressivist ethics theory attempts to navigate the dilemma between objectivist and subjectivist views in ethics. Despite facing criticism and controversy, the concepts within his expressivist theory have contributed to our understanding of the nature of morality and the structure of moral language.

Blackburn also discusses several important ethical theories, including deontological ethics (duty), consequentialist ethics (consequences of actions), and dual-duty ethics (the concept that multiple factors must be considered in making moral decisions). His explanations provide a brief yet detailed context for readers to understand complex ethical issues.

### **2. Digital Marketing Ethics**

N. Fatma et al. (2023) explain that digital marketing is a form of business that leverages digital technology to reach consumers quickly

and timely. This allows business actors to tailor marketing strategies according to the varying needs and behaviors of consumers.

Some techniques and tools used in digital marketing include:

**Search Engine Optimization (SEO):** This technique aims to improve the website's ranking in search engine results.

**Pay-per-click Advertising (PPC):** A marketing system that pays marketers each time their ad is displayed to users.

**Social Media Marketing:** Marketing through social media, involving interaction with consumers and dissemination of brand-appropriate content.

**Email Marketing:** Marketing via email, which can include product promotions, providing information, or communicating safety messages to customers.

**Content Marketing:** Marketing through useful content, such as articles, videos, or podcasts, that explain problems or solutions relevant to the product or service being sold.

**Mobile Marketing:** Marketing through mobile devices, including using mobile apps, SMS, or targeted ad campaigns for mobile devices.

In the context of digital marketing, understanding consumer needs and behavior is crucial, as well as adapting marketing strategies to the targeted market. This allows business actors to create value for consumers and enhance brand appeal.

**Digital Marketing Ethics:**

Digital marketing ethics encompasses the moral principles and values that guide the behavior of companies and individuals in digital marketing activities. With the

advancement of technology and the deepening internet penetration, it is essential to ensure that digital marketing practices are conducted with integrity, considering the interests of customers, society, and other stakeholders. Here are some key concepts in digital marketing ethics:

**Transparency:**

Transparency as a key concept in digital marketing ethics emphasizes a clear and accurate understanding in the interaction between companies and consumers. In digital marketing, transparency is crucial to ensure that the information conveyed to consumers is clear and accurate, while maintaining customer privacy and data security.

Important aspects of transparency in digital marketing include:

**Transparency in collecting customer data:** Companies must be transparent about how they collect, use, and share customer data. This includes providing clear and easily understandable information to customers about the company's marketing practices.

**Transparency in product or service representation:** Companies must ensure accuracy in the representation of products or services presented to consumers. This includes avoiding fraud, manipulation, or unethical practices.

**Transparency in the use of influencers:** Companies must ensure that the influencers they collaborate with are credible and trustworthy and do not engage in non-transparent or misleading practices.

**Transparency in digital marketing policies:** Companies must maintain digital marketing policies that comply with data privacy laws, copyrights, and applicable regulations.

Enhancing transparency in digital marketing is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to maintain transparency in every aspect of their digital marketing, from data collection to the use of influencers.

#### Privacy and Data Security:

Privacy and data security as key concepts in digital marketing ethics emphasize a clear and accurate understanding in the interaction between companies and consumers. In the context of digital marketing, privacy and data security are critical to ensuring business ethics and consumer trust

Important aspects of privacy and data security in digital marketing include:

**Transparency in collecting customer data:** Companies must be transparent about how they collect, use, and share customer data. This includes providing clear and easily understandable information to customers about the company's marketing practices.

**Privacy compliance:** Companies must ensure that they comply with evolving privacy standards, such as the General Data Protection Regulation (GDPR), and implement appropriate data security practices.

**Data protection:** By maintaining customer data security, companies also protect their privacy. Customers and business partners rely on companies to keep their personal information confidential.

**Legal obligations and compliance:** Companies must maintain legal obligations and compliance in data security, as data breaches can damage business reputation and lead to serious legal consequences.

**Safe use of influencers:** Companies must ensure that the influencers they collaborate with are credible and trustworthy and do not

engage in non-transparent or misleading practices.

Enhancing privacy and data security in digital marketing is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to maintain customer privacy and data security, from data collection to the use of influencers.

#### Respect and Fairness:

Respect and fairness as key concepts in digital marketing ethics emphasize a clear and accurate understanding in the interaction between companies and consumers. In the context of digital marketing, respect and fairness are essential to ensuring business ethics and consumer trust.

Important aspects of respect and fairness in digital marketing include:

**Understanding and meeting customer needs:** Companies must understand and meet customer needs, preferences, and behaviors to provide products or services that meet their expectations.

**Clarity and readiness:** Companies must provide clear and accurate information about the products or services offered and provide the necessary tools and resources to help customers make informed decisions.

**Communication and socialization:** Companies must provide effective communication systems to convey information and socialize their products or services to consumers through social media and other channels.

**Consumer education:** Companies must provide training and guidance on how to use products or services safely and effectively, explaining the positive impact of products or services on life and the environment.

Community social and ethical principles: Companies must participate in social initiatives and support ethical principles in society, avoiding involvement in campaigns that could harm communities or groups.

Enhancing respect and fairness in digital marketing is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to maintain customer respect and fairness, from understanding and meeting needs to communication and socialization.

Respect for Copyright and Intellectual Property:

Respect for copyright and intellectual property is a key concept in digital marketing ethics. This includes respect for copyright and intellectual property in the content used in digital marketing, such as images, videos, and music. Companies must ensure that they have the right to use such content and do not infringe on the copyright or intellectual property of others. Moreover, companies must ensure that the content used in digital marketing does not offend or harm others. In the context of digital marketing, respect for copyright and intellectual property is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to maintain respect for copyright and intellectual property in every aspect of their digital marketing, from the use of content to the use of digital technologies and platforms.

Sustainability and Social Responsibility:

Sustainability and social responsibility are key concepts in digital marketing ethics. This includes the company's responsibility to consider the social and environmental impact of their digital marketing practices and ensure that digital marketing practices are conducted in a sustainable and responsible manner.

Important aspects of sustainability and social responsibility in digital marketing include:

Consideration of social and environmental impact: Companies must consider the social and environmental impact of their digital marketing practices, including resource use, waste management, and the impact of products or services on the environment.

Use of sustainable technology: Companies must consider the use of sustainable and environmentally friendly technology in their digital marketing practices.

Use of social media for social purposes: Companies must consider the use of social media for social purposes, such as charity campaigns or support for important social issues.

Responsibility to consumers: Companies must ensure that the products or services they offer are safe and of high quality, meeting consumer needs and expectations.

Responsibility to the community: Companies must consider the social impact of their digital marketing practices on the community, including health, safety, and community welfare.

Enhancing sustainability and social responsibility in digital marketing is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to consider the social and environmental impact of their digital marketing practices and ensure that digital marketing practices are conducted in a sustainable and responsible manner.

Voluntary Participation and Opt-In:

Voluntary participation and opt-in are key concepts in digital marketing ethics. This involves respecting consumers' rights to choose whether they want to receive marketing information or not. In the context of

digital marketing, voluntary participation and opt-in are crucial for ensuring business ethics and consumer trust.

Here are some important aspects of voluntary participation and opt-in in digital marketing:

**Respect for consumer rights:** Companies must respect consumers' rights to choose whether they want to receive marketing information or not.

**Opt-in:** Companies must ensure that consumers give their consent voluntarily and opt-in before receiving marketing information.

**Respect for consumer preferences:** Companies must ensure that they respect consumer preferences regarding the type of marketing information they receive.

**Respect for privacy:** Companies must ensure that consumers' personal information is not used for marketing purposes without their consent.

Enhancing voluntary participation and opt-in in digital marketing is essential for ensuring business ethics and consumer trust. Therefore, companies must strive to respect consumer rights and ensure that consumers give their consent voluntarily and opt-in before receiving marketing information.

**Responsiveness to Feedback and Complaints:**

Responsiveness to feedback and complaints is a key concept in digital marketing ethics. In this context, companies must address customer feedback and complaints professionally and promptly

Here are some important aspects of responsiveness to feedback and complaints as a key concept in digital marketing ethics:

**Accepting feedback:** Companies must wholeheartedly accept feedback from customers, both positive and negative. This

feedback can provide important information about customer needs, preferences, and difficulties, helping companies improve unsatisfactory products or services.

**Addressing complaints:** Companies must address customer complaints professionally and promptly. This includes identifying complaints, resolving their consequences, and taking steps to improve the products or services that caused the complaints.

**Improving customer interaction:** Responsiveness to feedback and complaints allows companies to enhance interaction with customers. By accepting feedback and addressing complaints professionally and promptly, companies demonstrate that they care about and value customer trust.

**Increasing customer satisfaction:** Responsiveness to feedback and complaints also helps improve customer satisfaction. Customers who feel that companies care about and value their feedback and complaints will have more trust and loyalty toward the company.

**Enhancing company reputation:** Responsiveness to feedback and complaints also helps enhance the company's reputation. Companies that frequently receive feedback and address complaints professionally and promptly will be perceived as more sustainable and quality-oriented in the eyes of customers.

Enhancing responsiveness to feedback and complaints in digital marketing is crucial to ensuring business ethics and consumer trust. Therefore, companies must strive to accept feedback and address customer complaints professionally and promptly.

**Non-Discrimination:**

The concept of non-discrimination in digital marketing ethics refers to fair and equal treatment of all individuals, regardless of aspects such as race, religion, gender, or sexual orientation. In the context of digital marketing, this means that companies must ensure that their marketing campaigns are non-discriminatory and do not offend specific groups or individuals. Additionally, in the use of consumer data, companies must ensure that there is no discrimination in the use of data for segmentation or ad targeting. The principle of non-discrimination also applies to interactions with consumers on social media and other digital platforms. Ensuring non-discrimination in digital marketing is key to building trust and integrity in relationships with consumers and society at large.

#### Openness to Innovation and Change:

Openness to innovation and change is a key concept in digital marketing ethics. This includes monitoring and adapting to changes and innovations in the market, as well as using digital technology to optimize human activities, including marketing.

Here are some important aspects of openness to innovation and change in digital marketing:

**Monitoring market changes:** Companies must continually think and learn to identify changes and innovations in the market. This allows companies to adjust their marketing strategies to market changes and innovations.

**Using digital technology:** The use of digital technology allows companies to optimize human activities, including marketing. This enables companies to reach consumers efficiently and effectively through the internet and digital media.

**Product or service innovation:** Product or service innovation is crucial in digital marketing. Companies must continually

innovate to maintain relevance and increase the attractiveness of their products or services.

**Adapting to changes:** Companies must be able to adapt to changes and innovations in the market. This allows companies to stay ahead of the competition and increase their appeal.

**Social development:** Social development is an important part of innovation and change in digital marketing. Companies must continually innovate to enhance relationships with consumers and society through innovation and change.

Enhancing openness to innovation and change in digital marketing is crucial for ensuring business ethics and consumer trust. Therefore, companies must strive to monitor and adapt their marketing strategies to market changes and innovations, as well as ensure they utilize digital and social technologies to optimize human activities and increase their appeal.

#### Common Ethical Challenges

Ethical challenges in digital marketing encompass a range of issues that arise with the development of technology and increasingly sophisticated marketing practices. Here are some ethical challenges in digital marketing along with some references that can provide in-depth insights into these issues:

#### Privacy and Data Security:

According to Bruce Schneier (2016), challenges in the unethical collection, use, and storage of customer data involve several important aspects that need to be considered in customer data security. Here are some key points raised by Bruce Schneier:

**Lack of security:** According to Bruce Schneier, computer and internet security is very important. While I did not find a direct quote from Bruce Schneier regarding the challenges



in the unethical collection, use, and storage of customer data in 2016, computer and internet security are issues of significant concern.

**Complexity as a security opportunity:** Bruce Schneier also stated that the complexity of computer and internet systems provides opportunities for attackers to hack. This indicates that the unethical collection, use, and storage of customer data can become challenges that need to be addressed.

**Use of insecure systems:** According to Bruce Schneier, insecure systems, such as supervisory control and data acquisition (SCADA) systems, are easily predicted by attackers. This highlights the importance of reducing the risk of using insecure systems to protect customer data.

**Importance of using good pairs:** Bruce Schneier emphasized the importance of using good pairs to maintain systems against attacks. This indicates that using good pairs is an important part of customer data security strategies.

Although there is no direct quote regarding the challenges in the unethical collection, use, and storage of customer data according to Bruce Schneier in 2016, customer data security is a very important issue and needs to be considered by companies and security stakeholders.

**Transparency and Legitimacy:**

According to Todd Caponi (2020), challenges in digital marketing practices include a lack of transparency and unclear validity regarding advertisements. This can make it difficult for marketers to get a clear picture of whether their digital advertising spending is truly delivering the desired results. Although there are regulations governing digital marketing and advertising practices, many forms of

digital marketing and advertising still do not adhere to these regulations.

Therefore, transparency in digital marketing practices is essential to ensure that consumers receive adequate information to make informed decisions about the ads they see online. Several efforts have been made to increase transparency in digital marketing practices, such as the Facebook Ads Library, which provides public access to more detailed information about who is placing ads, how much is being spent, and so on.

**Algorithms and Bias:**

Cathy O'Neil (2016), a data scientist, highlighted the challenges of non-transparent algorithms that can potentially provide biased or unfair results in her book "Weapons of Math Destruction" published in 2016. According to O'Neil, these algorithms can unintentionally reinforce inequality and discrimination. She emphasizes the importance of transparency in the development and implementation of algorithms to ensure that the outcomes do not harm certain groups. O'Neil also highlights the need for stricter oversight of the use of algorithms in various aspects of life, including in decision-making that impacts society broadly.

**Consumer Safety and Security:**

According to Charlie Mitchell (2016), challenges related to threats to consumer security through phishing practices, cyber-attacks, or identity theft encompass various forms of attacks that can harm consumers and companies. Based on the information found, phishing attacks are one of the main threats that can cause consumers to lose money, experience identity theft, or get caught in larger fraud schemes. Additionally, cyber-attacks can involve attempts to steal, expose, alter, disable, or destroy information through unauthorized access. These threats can

damage a company's reputation, result in financial losses, and lead to a loss of customer trust. Therefore, protecting consumers and companies from phishing attacks, cyber-attacks, and identity theft is very important. Preventive efforts, such as increased awareness, the use of additional security measures, and modern cybersecurity technology, can help reduce the risk of these threats.

#### Lack of Inclusivity and Stereotypes:

Challenges of lack of representation and inclusivity in digital advertising, as well as the risk of stereotypes, are important issues faced in the marketing industry. According to Shalini Shankar (2015), there are limitations in the representation of certain groups, such as people with disabilities, in digital advertising and traditional media. This can result in a lack of inclusivity and the emergence of harmful stereotypes. Although there are limitations in traditional media, social media provides a platform for brands and individuals to create more inclusive representations. However, further efforts are needed to ensure fair and inclusive representation in digital advertising to avoid the risk of harmful stereotypes and promote greater inclusivity.

#### Digital Manipulation and Influence:

According to "Influence: The Psychology of Persuasion" by Robert B. Cialdini (2008), there are six principles of persuasion used by marketers and sellers to influence consumer purchasing decisions, namely:

**Consistency:** Consumers are more likely to buy products from brands that are consistent in their messages and actions.

**Authority:** Consumers are more likely to buy products from brands that are considered authorities in a particular industry or field.

**Liking:** Consumers are more likely to buy products from brands they like or that they perceive as similar to themselves.

**Commitment:** Consumers are more likely to buy products from brands they feel emotionally attached to, such as brands they have used for a long time.

**Social proof:** Consumers are more likely to buy products from brands that are considered popular or liked by others.

**Scarcity:** Consumers are more likely to buy products from brands that are considered rare or hard to obtain.

#### Social and Environmental Responsibility:

Challenges faced in digital marketing practices, according to Michelle Carvill & Gemma Butler (2021), include a lack of attention to social and environmental impacts. They highlight that digital marketing practices must consider social and environmental impacts, especially in the context of business sustainability. This includes changes in consumer behavior that are more concerned with health and environmental issues, as well as the need for companies to consider implementing sustainability as a marketing tool in the era of the COVID-19 pandemic. Thus, the main challenge is how to align digital marketing practices with concern for social and environmental impacts, as well as how to responsibly utilize social media and information technology in marketing efforts.

#### Use of Children's Data:

According to Shoshana Zuboff (2019), the challenge in collecting and using children's data is the lack of adequate consent or protection. This relates to digital marketing practices that can collect children's data without parental or guardian consent, and the lack of sufficient data protection to safeguard

children's privacy. This challenge is increasingly important given that children are vulnerable to unethical and manipulative marketing practices, as well as the long-term impact of collecting their personal data. Therefore, efforts are needed to raise awareness and protect children's privacy in digital marketing practices, including through adequate regulations and policies.

#### Influencer Power Influence:

According to Sarah Frier (2020), the challenge in using influencers is the use of influencers in a non-transparent manner or without clear disclosure. This relates to unethical and manipulative marketing practices, where influencers may promote products or services without disclosing that they are paid or receive compensation from companies. This challenge is increasingly important given the influence that influencers have in affecting consumer behavior, especially on social media. Therefore, efforts are needed to increase transparency and clear disclosure in the use of influencers in marketing practices, including through adequate regulations and policies.

#### Honesty in Product Representation:

According to Ryan Holiday (2013), the challenge faced in using influencers is the inaccurate or misleading representation of products or services. This relates to digital marketing practices that use influencers to build credibility and trust, but ultimately, the products or services presented by influencers do not match the quality or features promoted. This challenge highlights the importance of transparency and accuracy in the representation of products or services by influencers, as well as how to address unethical and manipulative digital marketing practices.

Based on interviews, observations, and documentation, the implementation of digital

marketing ethics by CV. Yhave Internasional Co. Ltd encompasses various steps and policies aimed at ensuring that digital marketing practices are conducted with integrity, transparency, and social responsibility. Here are some steps that CV. Yhave Internasional Co. Ltd can take in implementing digital marketing ethics:

#### Transparency and Honesty

**Information Disclosure:** The company should always provide clear, accurate, and non-misleading information about their products or services.

**Reviews and Testimonials:** Testimonials and reviews used in marketing campaigns should be authentic and not fabricated.

#### Personal Data Protection

**Privacy Policy:** Develop and publish a clear privacy policy regarding how customer data is collected, used, and protected.

**Data Usage Consent:** Ensure that users' personal data is collected and used only with their consent and for agreed-upon purposes.

#### Social Responsibility

**Responsible Content:** Avoid content that is discriminatory, hateful, or harmful to certain groups.

**Support for Social Issues:** Support relevant social issues and demonstrate the company's commitment to social responsibility through ethical and beneficial campaigns.

#### Compliance with Regulations

**Following Applicable Regulations:** Ensure that all digital marketing activities comply with applicable laws and regulations, such as GDPR in Europe or the Electronic Information and Transactions Law (UU ITE) in Indonesia.

**Monitoring and Audits:** Conduct regular monitoring and internal audits to ensure compliance with regulations and ethical standards.

#### Ethics in Technology Use

**Use of AI and Algorithms:** Use artificial intelligence and algorithms ethically, ensuring they are not used to exploit consumer vulnerabilities or manipulate their behavior unethically.

**Responsible Advertising:** Avoid misleading ads or using unethical clickbait techniques.

#### Education and Training

**Ethics Training:** Provide training to employees on digital marketing ethics and the importance of integrity in marketing activities.

**Consumer Education:** Educate consumers about their data privacy rights and how to recognize unethical marketing practices.

#### Response to Complaints

**Complaint Mechanism:** Provide accessible channels for consumers to file complaints related to marketing practices.

**Quick and Responsive Action:** Respond to consumer complaints promptly and take necessary actions to resolve the issues faced.

By implementing these steps, CV. Yhave Internasional Co. Ltd can ensure that they conduct digital marketing in an ethical, responsible manner that aligns with company values and consumer expectations.

#### **D. Conclusion:**

This research examines the implementation of ethics in digital marketing at CV. Yhave International Co. Ltd in Makassar. The main objective of this research is to understand the stages of digital marketing campaigns with a focus on ethical aspects and to identify the

challenges and opportunities faced by the company. Using a qualitative approach involving interviews, participatory observations, and document analysis, this research successfully reveals various steps and policies implemented by the company to ensure ethical digital marketing practices. By implementing these steps, CV. Yhave International Co. Ltd can ensure that they conduct digital marketing in an ethical, responsible manner that aligns with company values and consumer expectations. This research makes a significant contribution to the academic literature in the domain of digital marketing and provides practical guidance for companies in understanding and managing ethical implications in their digital marketing strategies.

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