SOCIAL MEDIA BIG DATA: DIGITAL ANALYST COMMUNICATION COMPETENCE IN DIGITAL AGE MARKETING PRACTICES

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ABSTRACT

The abundance of data on social media has a pragmatic impact on marketing communication practices. A digital analyst is essential in processing and analyzing big data on social media. Digital analysts must be competent communicators in processing data so that it can become a helpful message or information. The theories used in this research are Uncertainty Reduction Theory, Spitzberg & Cupach Communication Competency Theory, and Data, Information, Knowledge, and Wisdom (DIKW)'s Model. The interview involved a digital analyst of an agency that has monitored the social media performance of several companies for marketing performance. This study found that the data analysis process carried out by digital analysts could reduce uncertainty in planning company strategies. Then, three factors determine the competence of a digital analyst. The first, motivation is always to present the most relevant information. Second, knowledge related to computer science and basic statistics, marketing concepts, market trends, and information on competing companies. Third, "*sense of analytic*" skills, use of analytical tools skills, presentation, and negotiation skills.

Keywords*: social media, big data, digital analyst, communication competence, uncertainty reduction*

INTRODUCTION

The presence and development of the Internet have played a crucial role in the evolutionary process of contemporary information society. The Internet has not only succeeded in changing how people communicate but has also succeeded in attracting large numbers of new users in a short time. The Internet's speed and penetration rate has grown to billions of users in just two decades (Arvidsson, 2019). In the context of Indonesia, internet users have continued to increase in the last five years. We Are Social data reveals that internet users in Indonesia reached 204.7 million users as of January 2022. This figure makes Indonesia one of the countries with the larg-

est population of internet users in the world (Cindy Mutia Annur, 2022). Hundreds of millions of internet users in Indonesia are not information consumers. They have transformed into information producers at the same time. This phenomenon is commonly known as "prosumer". Everyone is now free to access and collect information, upload information, interact, and express themselves (Gilang Desti Parahita et al., 2021). One of the ways to exchange information is through digital media.

Whether we realize it or not, the exchange of information by millions of internet users is now gathered in big data. This large data can be used for various purposes, including marketing practices. Big data can predict trends, collect multiple pieces of information, and review transaction processes (Arvidsson, 2019). Big data can be used in such a way because it contains digital truths that display the desires of internet users (Seth Stephens-Davidowitz, 2019). This big data-based digital truth certainly has a tremendous pragmatic impact on marketing communication practices at a macro level. Companies take advantage of the abundance of data and rapid market changes in an effort to maintain their competitive advantage in a dynamic and constantly changing environment (Butkouskaya et al., 2021). Knowledge of market trends and the use of technology becomes essential in the company's marketing practices (Butkouskaya et al., 2021).

Meanwhile, research (Cao et al., 2022) reveals that big data positively affects marketing practices. The new knowledge and insights gained from extensive data analysis can significantly improve marketing capabilities. The same was also revealed (Mahdiraji et al., 2019) that 89% of big businesses lose their market share over the next year without extensive data analysis. Because it can make the marketing process easier, more effective, and aimed at the right target, big data is now becoming increasingly popular (Isabelle Aime, Fabienne Berger Remi, 2022). However, big data is just data if it is not interpreted. Human interpretation and interaction are needed to turn data into valuable information (Kingsnorth, 2016). The processing and analysis of big data can create value, gain a competitive advantage, and improve company performance (Grover et al., 2018).

A data analyst carries out the process of converting data into information, a type of work increasingly needed these days (Lovaglio et al., 2018). Then, The World Economic Forum 2019 report also revealed that 85% of companies plan to integrate the use of big data analytics by 2022 ((WEF), 2019). Data Analyst is a common phrase for anyone who does data analysis. Meanwhile, a Data Analyst who works explicitly with information from digital media is called a Digital Analyst. Digital analysts analyze information from digital media such as online advertisements, social media, Google Ads, Internet, email, and the like (DJ Team, 2020).

A digital analyst often uses social media data to measure user sentiment. Because in addition to data from social media available to the public, this information collection also provides views of active and passive users in *real-time* (Mouhssine & Khalid, 2019). In the Indonesian context, of course, digital analysts can process data on the activities of millions of people milling about on social media. Social media users in Indonesia (Cindy Mutia Annur, 2022) reached 89.15 percent of the total population in 2021-2022. Therefore, this study focuses on data sources from social media or commonly called social media big data (Davis & Love, 2019).

By processing real-time data streams from social media, companies can make prudent decisions faster than ever, monitor emerging crises and trends, correct direction quickly, and take advantage of opportunities (Ghani et al., 2019). This analysis of big social media data allows *digital analysts* to examine the vast amounts of data generated by social media to uncover hidden patterns, correlations, sentiment analysis, and other insights (Mouhssine & Khalid, 2019).

As a data interpreter, a digital analyst must have specific skills. The research (Skhvediani et al., 2022) explains that analyzing data requires technical skills (hard skills*)* in collecting and processing information. Overall, someone who analyzes big data must be able to make decisions, manage structured data, and have good communication skills (Verma et al., 2019).

In the context of communication, digital analysts are expected to have good communication skills or become competent communicators. To be a competent communicator, one's communication must be effective in achieving a goal and by the relationship and context (Brian H Spitzberg & Daniel J. Canary, 1985). More specifically, a person is considered competent when he has effective results from the process of interpersonal interaction. Then, communication competence also contributes to relational satisfaction and particular attractiveness (Brian H. Spitzberg & William R. Cupach, 1984).

Communication competence has become a source of company success and participation in company activities. It can be seen that workers with high performance have a higher level of communication competence, allowing them to adjust their communication with others (Payne, 2005). Meanwhile, relational relationship competence can improve communication and develop trustworthy relationships in a business (Alteren & Tudoran, 2019). Therefore, communicating effectively in business relationships becomes very important because companies consistently place interpersonal skills over technical skills (Mikkelson et al., 2021). Therefore, digital analyst communication competence is needed to develop strong interpersonal skills to communicate competently in various situations and contexts. In this case, especially in utilizing the abundance of social media data that is processed and analyzed into appropriate information in the company's marketing practices.

Previous research on social media big data was carried out (Ghani et al., 2019), comparing social media big data analysis techniques and their quality attributes. Meanwhile, research conducted by (Choi et al., 2019) found that data from social media Twitter is useful for preparing company financial forecasts. The research (Ghani et al., 2019) seeks to see the use of social media data to detect violence or extreme content practices that help law enforcement officers find digital traces of violence and radicalism. This study expands research on the use of big data social media and its relation to the communication competence of people who perform data analysis in two ways. First of all, this study looks at the abundance of social media data companies use to reduce the uncertainty of the company's marketing strategy by observing the activities and conversations of users on social media. Secondly, this study expands on previous research on communication competence as a construction in marketing practices in the digital era. In contrast to the research above, this study tries to explain extensive data analysis from the communicator aspect. More

precisely, it explains the competence of a digital analyst in analyzing big data from social media and its relation to digital era marketing.

This article aims to explore the digital analyst's communication competence, which is understood as practical and appropriate communication with stakeholders in communicating social media big data into a company's marketing strategy navigation. Another goal is to explore social media big data processed by digital analysts to reduce uncertainty in planning a company's marketing strategy. This research uses Communication Competency Theory, Uncertainty Reduction Theory, and Data, Information, Knowledge, and Wisdom Model (DIKW) to achieve the research objectives.

Spitzberg and Cupach's Communication Competency Theory explains that communication competence occurs when a person can produce effective communication (fulfilling the function and purpose of communication) and appropriate communication (obeying interpersonal rules/norms in an interaction). The collaboration of the two elements above contributes to communication competence because when meeting the expectations of other people, communication (conformity) is facilitated by the fulfillment of communication goals (effectiveness) (Mark L. Knapp & John A. Daly, 2011). Spitzberg and Cupach revealed that there are several ways needed to become a competent communicator. The three factors that maximize an individual as a competent communicator are Motivation, Knowledge, and Skills. When these three factors are developed, individuals are able to competently manage various situations (Brian H. Spitzberg & William R. Cupach, 1984).

Furthermore, motivation is the desire to interact competently in a particular context and motivation to communicate is closely related to communication competence (Teven, 2007). The knowledge leads to an understanding of the components and rules of communication. And skill means the ability to translate communication knowledge into action and reflect the performance of communication behavior. Although several personalities affect the level of competence, communication competence can be learned by training in communication skills that can improve communication in various professions (Brown et al., 2010). Another theory used in this study is the Uncertainty Reduction Theory. This theory explains that an individual tries to reduce uncertainty in a situation by making explanations and predictions about the behavior of others. This is then referred to as retroactive and proactive attribution (Pascual-Ferrá, 2021). One way to reduce uncertainty is to obtain information to be able to interact effectively with others (Andres & Cornelio, 2019). Uncertainty Reduction Theory has three stages, namely uncertainty, information seeking, and uncertainty reduction. This stage has been modified largely from the theory of Charles R Berger and Richard Calabrese and James Bradac and Berger's recent article on Uncertainty Reduction Theory (Carroll, 2016). It will be explained in more detail in Figure 1.

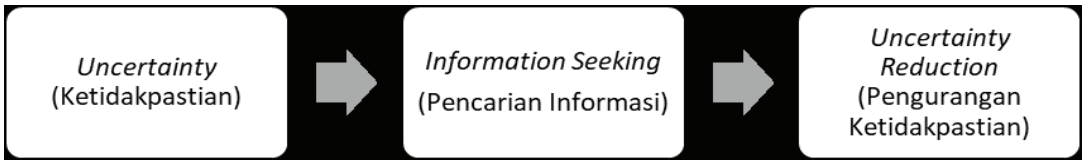

Figure 1. Uncertainty Reduction Theory (Carroll, 2016)

The first element is uncertainty, which is defined as a process that has a lot of possibilities for something. Then, the next stage is finding information, which is the process of finding information to reduce uncertainty. This can be seen from the activity or interaction of users in the media. Then the last is predictability, where uncertainty is reduced so that individuals are able to predict the type of message and provide new insights regarding user behavior in certain media (Carroll, 2016). A model used in this study is the DIKW (Data, Information, Knowledge, and Wisdom) Model. The DIKW model is useful for directing in obtaining knowledge. Moreover, in the information age that is closely related to data as it is today. This is as stated by Ma (2013) that information is data, information is processed data, and information is justified data (Nonthacumjane & Nolin, 2022).

In the DIKW model, the facts that appear in the form become data. The results of this data are then constructed their meaning in various aspects to become information. When this information is related to an idea or concept, then this information will become knowledge which will then affect the decision-making process. When individuals are able to make good decisions, this is what is called wisdom (Baškarada & Koronios, 2013). More clearly, DIKW will be visualized in Figure 2.

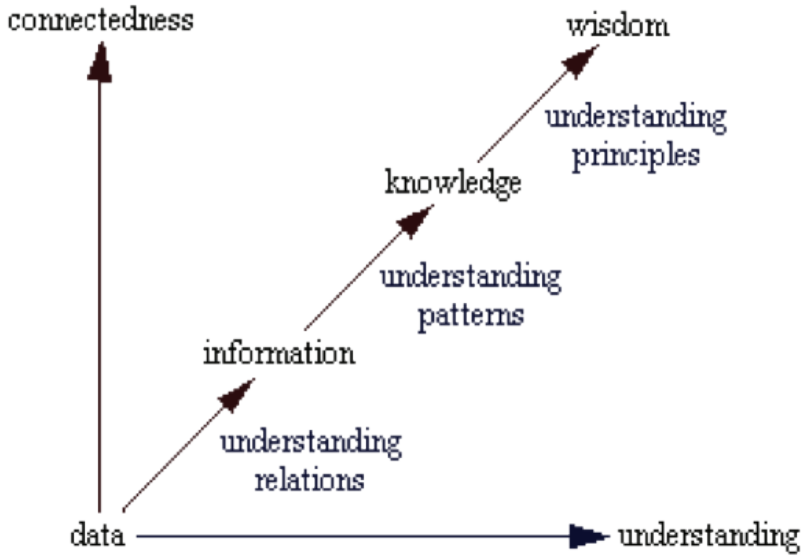

Figure 2. Data, Information, Knowledge, Wisdom (DIKW) Models

METHODOLOGY

This study used an interpretive approach. The interpretive approach is defined as an approach based on subjective experience and the meaning given to individual behavior (Christine Daymon, 2008). Therefore, the method used in this study is interpretive qualitative, where this study aims to explain the phenomenon of big social media data by collecting data collection methods. *Phenomenology* is a study that discusses a symptom, namely a symptom that is the object of research. Smith said that phenomenology studies experiences experienced from a subjective or first-person point of view (Smith, 2013). In this study, researchers want to look at social media big data and communication competence from a digital analyst›s subjective point of view.

The paradigm in this research is constructivist, viewing reality as a result of social construction. The social constructivism paradigm assumes that individuals try to understand the world by developing meanings directed at particular objects or objects from their experience (W. Creswell, 2018). This paradigm is considered appropriate because communication competence itself is a form of social construction formed from the meanings given by digital analysts and their activities.

The data collection in this study was carried out using semi-structured interview techniques and literature. The interview involved three workers who work as digital analysts at an agency that has monitored the social media performance of several companies. They have worked as digital analysts for 5-6 years. As for the data analysis and validity check, this study used source triangulation. Then, the analysis is carried out by reducing and grouping the data based on the interpretation of the data and then drawing conclusions that refer to the research objectives.

RESULTS AND DISCUSSION

Social Media Data as an Effort to Reduce Uncertainty in Marketing Practices in the Digital Era

Data has no meaning when it is not processed and interpreted. The human factor becomes essential to process data into appropriate information (Kingsnorth, 2016). Therefore, the role of digital analysts is essential in constructing meaning from social media big data sets.

> "When we have a lot of data, it means nothing if we can't tell the things behind the data. So, the analyst needs to be able to explain why the data can exist to tell other causes and effects that affect it, so that it can be processed into insight and can be useful for improving brand performance" (Informant 1, interview, August 14, 2022).

Digital analysts go through the processes of processing data into valuable and communicable information. Based on interviews with informants, the data processing process is visualized in Figure 2.

The initial stage in data processing is data *collection*. The increasing volume of data and user interaction on the internet, causes digital analysts to focus more on sourcing data from social media.

> "Currently the distribution of information is so fast and massive, especially data on social media when compared to other data. The Source *of data* is taken from social media because the current distribution of information is more on social media. The data we collect comes from user conversations on social media regarding the brand and the performance of the brand» (Informant 1, interview, August 14, 2022).

The abundance of data on social media can cause data fatigue or what is commonly called *data fatigue*. This means that the data collected is too redundant, messy, and challenging to analyze. Therefore, in the data collection process, a digital

analyst is expected to be able to ensure that the keywords used are relevant to the analysis.

> "In the context of marketing, digital analysts adjust keywords according to the needs of the company's marketing practices. excluded, including what hashtags are popular. It is necessary to first carry out a trial error process from the created keywords" (Informant 3, interview, August 18, 2022).

The data collection process can be carried out using specific supporting tools, namely analysis tools. These tools help collect large amounts of data in a relatively short period. In more detail, data collection using analytical tools will be visualized in Figure 4.

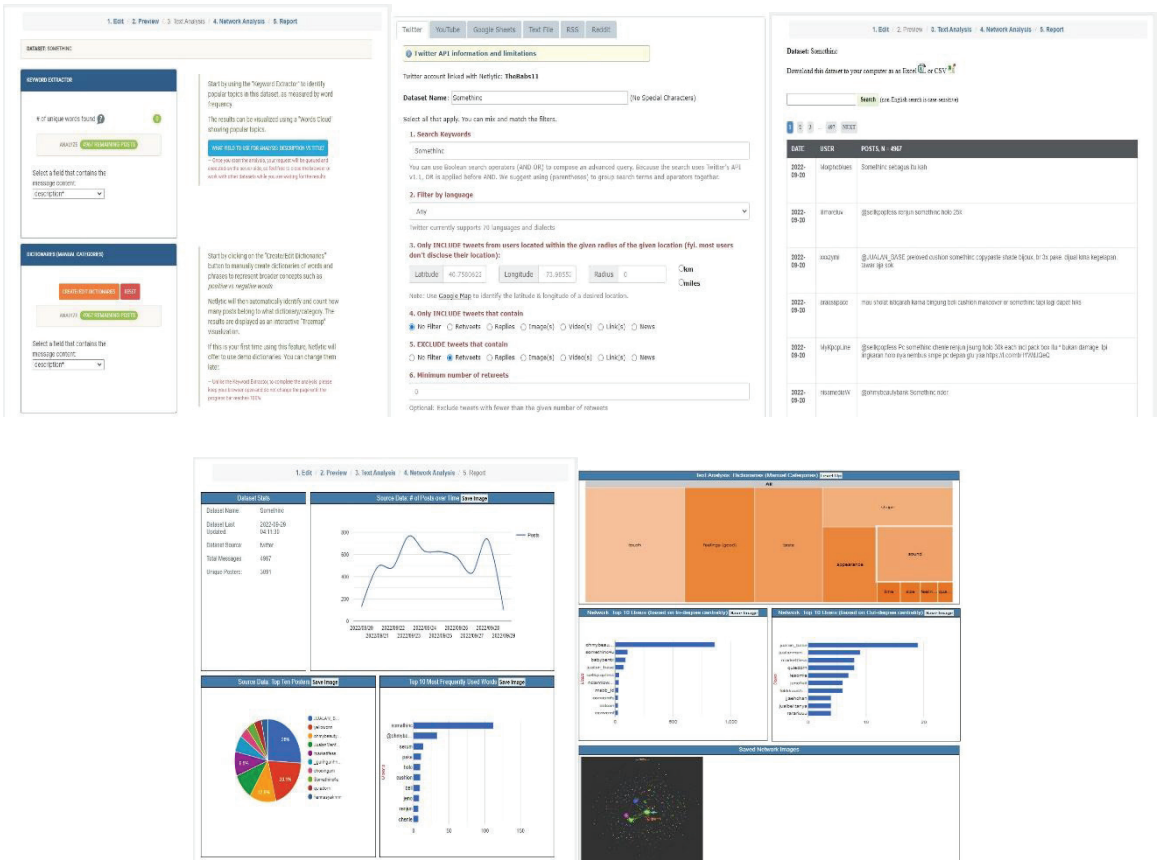

Figure 4. Use of Social Media Tools Analysis

The second stage after the data collection process is data *processing*. Raw data from user conversation activities on social media related to a company's products and brands are then sorted and selected to become valuable information. Data processing begins by taking important and influential data.

> "We only take the significant ones and the data that has an influence. So, the data that develops has a level of popularity as measured by retweets, likes, or replies from social media user interactions. Analysts need to capture emerging issues, (then) we take the data and then we process them. We see trends on a regular basis, that is, when the issues are rising or are often discussed periodically. We will also look at related factors that have an influence so that the data will be grouped later, to see what the pattern is" (Informant 2, interview, August 15, 2022).

Data processing is done using the sentiment analysis method on user interac-

tion on social media. From the interaction of social media users, a digital analyst can understand the factors that can trigger users to consume and provide an assessment of a product from a particular company brand.

> "So from the significant user interaction from social media, we did a sentiment analysis there. We can assume that a company's products affect people's behavior. Analysts must understand what drives users to consume a brand or what drives them to rate a particular brand. That is what digital analysts generally look for in the process of processing data" (Informant 3, interview August 18, 2022).

At the data processing stage, digital analysts can understand the factors that trigger users to consume and provide ratings and user expectations for the product of a particular company brand. Here, digital analysts have succeeded in identifying and fragmenting customers. The next stage after data processing is complete is *data interpretation*. At this stage, the digital analyst constructs the meaning of the data that has been processed. This data interpretation then produces an *insight* or insight that is useful for the company's marketing strategy.

> "The data that have been collected are processed, and then interpreted based on the needs of the intended team or stakeholder. For example, about products, namely how the audience talks about topics related to certain brands. Then the analyst interprets it, and it will result in insight from the data of the social media conversation. What is the focus of a particular team? We will interpret the data and we will try to fulfill its needs. From the insights that we create, this becomes the navigation for the company's marketing strategy" (Informant 3, interview, August 18, 2022).

The final stage of the data processing process is to convey the findings to the relevant stakeholders. At this stage, the digital analyst will summarize the data it analyzes and convey the vital focus of the data. This is then presented to the relevant stakeholders to get a new perspective and a more detailed understanding of the company's marketing performance.

> "The insights later need to be concluded and conveyed in a simple and easy-to-understand manner to the relevant stakeholders either verbally or visually so that the data "sounds" or has meaning to produce the right decisions regarding the direction of a company's marketing strategy" (Informant 1, interview, August 14, 2022).

As a result, the data analysis process carried out by digital analysts can produce a marketing strategy that targets consumers personally and specifically. The implication is that the company can become a product provider that is more striking/*outsider* in getting customers› attention. In addition, digital analyst findings can identify the company›s marketing weaknesses and strengths to be used as an evaluation material and then can be used as a company›s competitive advantage over its competitors.

Based on the data analysis process described above, it can be said that data companies are a source of information in the decision-making process in marketing planning. That is, from data that is constructed into meaning, it produces knowledge that helps make good decisions. This is as described in Russell Lincoln Ackoff's DIKW model. Then this process can also be said to reduce uncertainty in the company's marketing strategy planning with the availability of social media data. The uncertainty here is defined as the number of possible strategies used to target customers,

provide relevant products to customer needs and preferences, and get customers' attention to a company's product.

Looking at the changes in market trends that run so fast without any pause, this uncertainty is increasingly becoming the focus of planning marketing strategies. The implication is that when companies take the wrong strategy in the uncertainty of this digital era, they must be prepared to receive sharp criticism from internet users or commonly called *netizens*, as well as the risk of decreasing trust in the company's products. Therefore, to reduce uncertainty, companies must be able to find important and relevant information to reduce uncertainty. This is where the digital analyst acts as an *observer* or observer of audience behavior and analyzes audience behavior based on conversations regarding the company's products. In analyzing social media data -often referred to as digital truth-a digital analyst can find specific and unique information about customer behavior, customer preferences, and customer expectations for a company's products.

This digital analyst's findings produce predictability, reducing uncertainty in marketing strategy planning. This is because digital analysts can predict message types and provide new insights into customer behavior. This is then used as a marketing strategy navigation to target customers appropriately.

Digital Analyst Communication Competence in Marketing Communication Practices

A digital analyst is expected to be able to communicate the data of his findings to relevant stakeholders. This is so that the findings can be used as a company's marketing strategy. Therefore, a digital analyst is required to be a competent communicator so that the results of the analysis can be well received and understood by stakeholders. In this study, based on the Communication Competency Theory, Spitzberg and Cupach, three factors maximize digital analysts to become competent communicators. The three factors are Motivation, Knowledge, and Skills.

1. Motivation

Motivation is the first point in making a digital analyst competent in communicating. It can be said that motivation is the desire to interact competently. The motivation of an individual to be able to communicate competently is related to their communication competence later. In the context of digital analysts, their desire to continue providing information with the most relevant data makes them competent communicators. Moreover, changes in marketing trends are so massive and fast, requiring digital analysts to be able to follow these trends. That way, digital analysts can get the right results to maintain the sustainability of the company's marketing. These findings make the messages produced by a digital analyst become an essential point in effective communication and appropriate communication.

> "We always try and are motivated to continue to explore the latest methods because the theories and methods of data processing are not standard, especially for social media data analysis. So we always carry out the latest updates or updates on analytical knowledge to provide the most relevant data and information" (Informant 1, interview, August 14, 2022).

Motivation to always be willing to observe data, develop analytical skills, and

improve the ability to use data processing analysis tools is essential. Knowledge and understanding of data can create a strong desire and curiosity about the data. This allows digital analysts to continue their data literacy journey further, especially regarding data and marketing trends that also develop quickly. The higher their desire to develop, the more digital analysts can fulfill their communication goals. The information is understood by all stakeholders and can be used as navigation for company planning.

A competent digital analyst is also seen in his performance in the data analysis process. Therefore, digital analysts must be motivated to become competent. This study found that digital analysts provide performance that continues to grow positively in the data analysis process. During an era of growing and accelerating data that continues to grow, they strive to continue to develop and present the most relevant information to current marketing conditions and trends. They are also motivated to develop and improve their analytical skills by taking short courses related to data analysis.

2. Knowledge

The second point that makes digital analysts a competent communicator is knowledge. Knowledge is the basis for digital analysts to achieve practical communication goals. In the practice of marketing communications, digital analysts must master several knowledge, namely: knowledge of statistics and basic computer science, knowledge of emerging market trends, knowledge of information dissemination of competitor companies, and knowledge of social media analysis tools. At the data collection and processing stage, digital analysts use statistics and computer science knowledge. In addition, digital analysts must also understand the use of analysis and programming languages.

> "A digital analyst must have knowledge of statistical sciences to perform basic statistical calculations, namely processing data in the form of numbers. The output is that we are able to read data in the form of numbers into valuable information. Digital analysts are also equipped with knowledge of programming languages such as python and R. This kind of knowledge can be learned by taking courses or self-taught using YouTube." (Informant 3, interview August 18, 2022).

Then in the data interpretation stage, a digital analyst must use knowledge and understanding of the basic marketing concepts. With an understanding of basic marketing concepts, digital analysts generate new *insights* into the data they process.

> "When talking about marketing or marketing, then the rules and concepts of marketing must be understood by digital analysts. We are also required to read many references from scientific journals or other references to understand marketing concepts. When we understand the concept, then we will be able to reduce it to useful insights in marketing strategies" (Informant 3, interview August 18, 2022).

A digital analyst must also be knowledgeable about market trends that are hotly discussed on social media. Digital analysts must observe the focus of the audience's attention to get results that can help companies determine products that match the audience's or customers' expectations.

> "Digital analysts as observers on social media must follow and know what trends are developing on social media. This information then becomes monitoring evaluation or monitoring and evaluation for the company. We can see the weaknesses and strengths of marketing and become a reference to be able to provide effective and efficient communication to the audience. From the results of this money, we try to be one of the more prominent or outstanding product providers in order to get the attention of the audience on social media" (Informant 2, interview, August 15, 2022).

Looking at the competition in the marketing world, which is quite complex, makes digital analysts expect to know related information about competing companies. This knowledge is also essential to highlight the advantages of the company's products where he works.

> "Digital analysts are also required to know the development of information conversations circulating on social media regarding *competitor users* or brands. From there we can take insight and what strategies we need and don›t need to take in the future» (Informant 1, interview, August 14, 2022).

In the practice of data analysis, knowledge related to analytical tools plays an essential role in helping the performance of digital analysts. Analysis tools help process large amounts of data in a relatively short time. However, these analytical tools are only helpful, not decisive. Determinants of data allocation, meaning, and interpretation remain in the hands of the digital analyst itself.

> "Tools are automation. So, you must remain a digital analyst to allocate the data. Becoming a digital analyst does not depend on sophisticated tools and all sorts of things, but it is just that these tools are helpful and valuable for capturing the dynamics of developing data (Informant 2, interview, August 15, 2022)

Knowledge is a digital analyst's basis for producing a message or information. When a digital analyst fulfills the above knowledge, the digital analyst can assist the marketing team in making marketing strategies, often referred to as communication scenarios. Then, a digital analyst is told when he has this procedural knowledge to compose and execute communication scenarios and has the perceptive ability to read the current marketing situation. At the same time, communication occurs because it involves knowledge processes such as those that underlie the production of messages -in this case, information related to company strategy and the interpretation of audience behavior. These processes have implications for the digital analyst's communication competence because these things determine most of the ability to communicate effectively and appropriately to the marketing team or relevant stakeholders in planning the company's marketing.

3. Skills

The skills of a digital analyst are his ability to translate the above knowledge into action and reflect the performance of his communication behavior. The knowledge possessed by digital analysts produces what is called a "*sense of analysis*."

> "This means they can see detailed, specific, and unique information in the data. So, the analysis will differ from what the audience or ordinary users see" (Informant 3, interview, August 18, 2022).

Furthermore, knowledge and understanding of data allow digital analysts to have solid arguments and be more confident. This makes digital analysts have excel-

lent negotiation and presentation skills.

> "What is certain is that digital analysts speak based on data. What he found was communicated into a strategy. So, we cannot talk about strategy without an argument about the database. So that is right, digital analysts will become more confident because there is data capital to deliver or deliver the company's strategy (Informant 1, interview, August 14, 2022).

Then, as explained in the knowledge section, analytical tools are necessary to support the performance of digital analysts. Repeated patterns in analytical tools make digital analysts skilled in operating these analytical tools. This skill has implications for speed in processing, processing, and interpreting data.

> "With the skills of using this analysis tool, digital analysts are able to capture emerging issues, what words are being talked about by the audience on social media, and this is where we become listeners at once. social media observer" (Informant 2, interview, August 15, 2022).

Communication skills focus on the communicator's ability to speak, hear, see, and express particular messages or information. As described above, a digital analyst has skills in speaking (fair negotiation and presentation), listening and seeing (*social listening/* observing the activities and behavior of social media users), and constructing meaning into information. In this case, this information is helpful in marketing planning that is more targeted and user/customer preferences.

Communication competence is not only based on the ability to produce messages or information related to the company's marketing strategy but also on the ability to receive messages from the audience. Therefore, the ability to express verbal and nonverbal messages is integral to the digital analyst's communication competence. Digital analysts must find unique and specific information by observing, listening, and recording audience conversations on social media regarding company products.

Through the skills, communication competencies gain greater accuracy in understanding the potential influence of social media data on marketing communication practices. In this study, it was concluded that a "*sense of analytic*," skills in using analytical tools, as well as good negotiation and presentation skills have implications for the success of digital analyst communication. This success can be seen in the digital analyst's ability to distribute ideas and analytical findings to the marketing team/related stakeholders in planning the company's marketing strategy. Effective communication can be described as the ability to send good messages or information, the skills to be a good listener, and the skills to use various media or supporting tools. Practical communication skills will play a significant role in supporting company goals.

CONCLUSION

In today's digital era, big data is used for various purposes, including marketing. Big data that is now popularly used is social media big data because it can be processed to understand people's preferences and opinions. The results of the processing or analysis can then be used to highlight the company's competitive advantage in a marketing context. A digital analyst who processes social media big data into useful information in determining the company's marketing strategy. Along with the dominance of digital marketing, the digital analyst profession is also becoming

increasingly popular. In their work, digital analysts perform five stages to make raw data sets useful for the company's marketing strategy. First, collect data from social media; Second, process data; Third, interpret data into information; Fourth, submit data to relevant stakeholders; Fifth, produce *output* for the company›s marketing objectives.

Based on the results of this study, it was found that the data analysis process carried out by digital analysts was able to reduce uncertainty in planning company strategies. The findings of digital analysts produce predictability, where uncertainty in marketing strategy planning is reduced. This is because digital analysts can predict message types and provide insights into customer behavior. This is then used as a marketing plan navigation to target customers appropriately.

In the data analysis process, messages or information must be adequately conveyed to all stakeholders. Therefore, a digital analyst must be a competent communicator. Based on the results of this study, there are three determining factors that make digital analysts a competent communicator. First, the digital analyst's motivation or desire to always present the most relevant information to the growing conditions and marketing trends. Second, digital analyst knowledge includes basic knowledge of computer science and statistics, marketing concepts, market trends, information dissemination of competing companies, and social media analysis tools. Third, "*sense of analytic*" skills, use of analytical tools, presentation, and negotiation skills.

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