

MARKETING COMMUNICATION STRATEGY IN INCREASING SALES PROPERTY IN PESONA PURNAMA HANDIL BAKTI RESIDENTIAL COMPLEX

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ABSTRACT

Marketing Communication Strategy for a product in a company is a form of marketing improvement strategy in advancing a company and making the products offered to be more attractive. The type of research used is qualitative research with a descriptive approach. The data sources used in this study are primary data sources and secondary data sources with a total of 5 informants. Data collection techniques using observation, interviews and documentation. The results of the study show that the Marketing Communication Strategy in Increasing Property Sales in the Pesona Purnama Handil Bakti Housing Complex is fairly good with reference to indicators (1) Advertising (Advertising), where the form of communication of marketing staff is personally able to convey and explain sales products to Users clearly and easy to understand. Then in indicator (2) Sales promotion, via Whatsapp, making it easier for customers and marketing staff to exchange information. Indicator (3) Public Relations, which now tends to make more use of social media in finding customers and following up product explanations to consumers. Indicators (4) Personal Selling, where in marketing they carry out good promotions in fast and easy-to-understand language and Indicators (5) Direct Sales, also always use social media, carry out promotions by giving away products for free when there is a promo, determine a strategic location for customers. Then the supporting factor is consistency in the utilization of digital developments while the inhibiting factor is the lack of cooperation.

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1. INTRODUCTION

Communication is a process that is conveyed through symbols, assessment as a feeling of guidance or thought in the form of information, ideas, requests for what input to do for other people directly through the media to achieve the goal of expressing visions and behavior (Effendy, 2017: 32). Meanwhile, according to John F. Tunner Jrd and Merry Anne Raymon, the communication process describes how the scales are sent and received by the sender (source) so that they must match the instrument. communication to be sent (Cangara, 2017:28).

Communication can usually be seen in limited contexts between people but now it means communities and industries. More developed communication influences its development significantly. One of them is marketing communications, customer satisfaction is now the focus of research for every company in order to stay ahead of the competition. Including companies engaged in the property sector. One area of business that is needed by many people is selling property, especially houses.

Marketing is the key to business continuity, and the importance of marketing, because in a business everything will lead to satisfaction of needs and customer satisfaction, so that business owners will pay more attention to exhibition issues. Marketing is an activity that aims to achieve company goals, carried out by predicting the needs of customers or producers (Rismayanti, 2017: 13).

Meanwhile, according to Kotler in Ngalimun, Ropiani, and Harles, marketing is a social and managerial process carried out by a person or group to get what they want and want from values and goods (Rahman & Panuju, 2017: 25).

Operations in marketing communications which play a very important role, as stated by Philip Kotler, have been handed over to Kevin Lane Killer where an organization and a marketing communications company play a role by sharing information, communicating or reminding consumers directly or indirectly (Hariyanto, 2021). Regarding branded products for sale, marketing communications

perform many functions for consumers or are primarily used to inform and surround the hows and whys of products used, who missed the target or the product can be obtained. In a communication and marketing environment that is in line with the development of a technology or communication process that is also changing, usually a warning about the current development of the internet. This drama will affect consumers when getting information about the product. Marketing communications can create brand value or product sales.

Based on the Law on housing and settlements No. 1 of the Republic of Indonesia 2011, housing is a group of houses that can be used as a place to live or a residential area equipped with environmental facilities and infrastructure (Prayitno, GA, 2019). Housing is a form of housing that has a very close relationship with the community. that is, living in a certain location reflects the fact that people live in apartments. Housing can also be interpreted as a reflection of the human person, both individually and in a unit and togetherness of the natural environment and can also reflect the standard of living, welfare, personality, human civilization and its inhabitants, society or a nation (Wiguna & Harianto, 2018) .

The need for housing is seen as one of the primary human needs besides food and clothing. Everyone definitely wants housing that is comfortable with high-quality construction but at a relatively cheap price (Suprijanto, 2014). Each Developer is expected to be able to provide livable housing that meets the aspects of building quality standards, environmental quality standards and consumer desires, so that the project success criteria are achieved, namely the fulfillment of the planned cost, quality, time and client/consumer satisfaction (Isnaini & Adnan, 2018).

Housing and settlement development always faces land problems, especially in urban areas related to the limited availability of land. The tendency of population development to lead to suburban areas as a result of the expansion of city activities (Makarau, 2016). The city center is no longer able to accommodate the pressure of the population for other city activities. This condition indicates that population development is spreading towards the suburbs (sub-urban) so that as a consequence there is a change in land use in urban areas. Limited vacant land in urban areas makes suburban areas an alternative solution to the problem.

If we look in the mirror at the present time where everyone's need for a place to live is something that is important, therefore, of course, housing providers need the right communication strategy in marketing. The need for proper housing, especially for urban communities, especially in the city of Banjarmasin, makes it difficult for people to obtain housing easily. Therefore, with the presence of the Pesona Purnama Handil Bakti Housing Complex as an alternative, it is hoped that it will be able to accommodate the desire to have comfortable and affordable housing in urban areas such as the city of Banjarmasin. Based on the background above, the authors conducted a study entitled Marketing Communication Strategy in Increasing Property Sales in the Pesona Purnama Handil Bakti Housing Complex (Case study of PT Pesona Purnama Handil Bakti), to examine how Marketing Communication Strategies in Increasing Property Sales in the Pesona Purnama Housing Complex Handil Bakti.

2. METHOD

Type and type of research or a research approach used here is descriptive qualitative research because it tries to describe and also interpret research according to information accurately and trusted regarding the research studied (Sugiyono, 2015). research that This will be implemented using a qualitative approach because The problems discussed are intended to describe. Describes how In Marketing Communication Strategy Increase in Property Sales in the Pesona Purnama Handil Bakti Housing Complex. Descriptive research is generally done with the aim of describing systematically the facts and characteristics of the object or subject under study appropriate. This researcher will be used to describe everything relating to Marketing Communications in Increasing Sales The Pesona Purnama Handil Bakti Housing Complex

3. RESULT AND DISCUSSION

Researchers are trying more to get describe more clearly about Deep Marketing Communication researchers Increase in Property Sales in the Pesona Purnama Handil Bakti Housing Complex by including relevant theories to answer this problem namely: Advertising (*advertising*), Sales Promotion (*Sales Promotion*), Relations Society (*Public Relations*), Individual Sales (*Personal Sales*), and Direct Sales (*Direct selling*).

1. Advertising (*Advertising*)

Advertising (*advertising*) is mass communication through newspapers, magazines, television, radio and other media or so-called direct communication specifically designed for customers with inter-

business (business-to-business). Based on the explanation of the indicators above, the researcher then interviewed H.Puriyono as the Director of the Pesona Purnama Handil Bakti Housing Complex:

"Here we provide direction to employees about the forms of communication carried out by marketing staff personally or in groups by being able to convey and explain sales products to prospective customers clearly and also they can easily understand and understand what is explained." (Interview, 05 November 2022)

Based on the interview excerpts from the informants above regarding advertising indicators (advertising), it can be understood that customers see posts on social media Facebook, then they are directed to WhatsApp, then on WhatsApp , the product and payment are explained clearly and in detail so that the customer is interested and has no doubts in buying a house. then the staff is supportive and kind and friendly so as to create comfort in the service.

Then the overall conclusion related to the interview with the informant above regarding advertising is that the form of personal or group communication of marketing staff aims to be able to convey and explain sales products to users in a clear and easy to understand manner. There are two advertising systems used in advertising, namely offline, such as making billboards, newspapers, and banners. While the second system uses an online method, namely creating a website, and using social media to get users, then the management team is friendly and responds quickly when there is a problem to support.

2. Sales Promotion (Sales Promotion)

There are several sales promotions consisting of several marketing activities that try to stimulate the purchase of a product quickly or the occurrence of a purchase in a short time. Based on the explanation of the indicators above, the researcher then interviewed H.Puriyono as the Director of the Pesona Purnama Handil Bakti Housing Complex:

"Sales Promotions are carried out in person to be more precise so that our staff there explain in detail about our products and then follow up again by telephone or via social media Whatsapp so that it is hoped that customers will be interested and staff can attract these customers to buy our products without any doubts." (Interview, November 5, 2022)

Based on the interview excerpts from the informants above related to sales promotion indicators (sales promotion) it can be understood that sales promotion via WhatsApp is a communication attached to the billboard of the contact number so that customers and marketing staff meet in person to explain in detail the product, the way the explanation is very interesting and makes the customer understand the product without any hesitation to buy housing.

Then the overall conclusion regarding the interview with the informant above regarding sales promotion (sales promotion) that the Sales Promotion is carried out by meeting in person, so that the staff can easily explain in detail about the product and then follow up again by telephone or via social media Whatsapp so that it is hoped that the customer will be interested and the staff can attract these customers to buy the Pesona Housing Complex product. Purnama Handil Bakti without any doubts. Sales promotion Through via WhatsApp communication attached to the contact number billboard so that customers and marketing staff meet in person to explain in detail the product, the way the explanation is very interesting and makes the customer understand the product without any doubts about buying housing.

3. Public Relations

Public relations is something that summarizes all planned communications, both inward and outward between an organization and some to its audience in order to achieve specific goals based on mutual understanding. Based on the explanation of the indicators above, the researcher then interviewed H.Puriyono as the Director of the Pesona Purnama Handil Bakti Housing Complex:

"In the past, we were consistent in marketing in the print media of newspapers and also placing billboards, but now through social media we are consistent in conducting contact information and then we follow up with orders here or we come to explain our products in detail." (Interview, November 5, 2022)

Based on the interview excerpts from the informants above regarding the Public Relations indicator , it can be understood that marketing with billboards and posts on social media is always active in marketing housing products so that they can compete with other housing, then a very easy way to manage purchases. Then the overall conclusion related to the interview with the informant above regarding Public Relations is that it is consistent in marketing products according to technological

advances that used to be marketed through printing media such as newspapers and display billboards, now the technological era utilizes several social media applications to attract consumers. In the current era, utilizing social media in searching for customers and following up on product explanations to consumers is certain so that these consumers are more interested and speed up making arrangements for home purchases. Marketing with billboards and social media posts that are always active in marketing housing products so that they can compete with other housing, then a very easy way to manage purchases.

4. Personal Sales (*Personal selling*)

Individual selling is a form of direct communication between a seller and a prospective buyer (person to person communication). In this case, the seller is trying to help or persuade potential buyers to buy a product offered. Based on the explanation of the indicators above, the researcher then interviewed H. Putiyono as the Director of the Pesona Purnama Handil Bakti Housing Complex:

"The offers that we make with buyers are precise and clear, our marketing methods are in language that customers can easily understand, showing testimonials from our consumers who have purchased our housing." (Interview, November 5, 2022)

Based on the interview excerpts from the informants above related to the indicator of Individual Sales (Personal Selling) can be understood that the marketing staff goes directly to the consumer in explaining the product, accompanied by consumers who really intend to buy so that the consumer is immediately certain, besides that, the way the marketing staff explains in great detail makes consumers understand and it is easy to manage a home purchase.

Then the overall conclusion related to the interview with the informant above regarding Personal Sales (Personal Selling) that offers are made with precise and clear buyers, how to market them in language that customers can easily understand, showing testimonials from consumers who have purchased at the Pesona Purnama Handil Bakti Housing Complex. In marketing, carry out clear promotions to customers and then provide good promotions in language that is fast and easy for customers to understand so that it invites customer interest to buy housing products. The marketing staff goes directly to consumers in explaining the product, accompanied by consumers who really intend to buy so that consumers are immediately certain, besides that, the way the marketing staff explains in great detail makes consumers understand and it is easy to manage home purchases.

5. Direct Sales (*Direct selling*)

Direct selling is an attempt by a company or organization to be able to communicate face to face with its prospective customers with the aim of generating a response or sales transaction. Therefore the theoretical framework used as a reference for this research also serves as a tool to achieve systematic knowledge to guide the researcher. Based on the explanation of the indicators above, the researcher then interviewed H.Puriyono as the Director of the Pesona Purnama Handil Bakti Housing Complex:

"Our direct marketing here is by increasing Brand Awareness, increasing the company's good image to customers, fulfilling customer expectations and problems by carrying out intense and active communication always on social media." (Interview Monday, August 16, 2021)

Based on the interview excerpts from the informants above regarding the Direct Selling indicator (Direct Selling) can be understood that advertising carried out by marketing staff is obtained by customers via billboards, then communicating prospects for product explanations on Whatsapp in detail so that customers are interested in the product.

Then the overall conclusion regarding the interview with the informant above regarding Direct Sales (Direct Selling) that Direct Sales (Direct Selling) Pesona Purnama Handil Bakti Housing Complex by increasing Brand Awareness, increasing the company's good image to customers, fulfilling customer expectations and problems by communicating intensely and actively always on social media. Direct marketing also always uses social media, conducts promotions by giving free products when there are promos, determines strategic locations for customers, and also offers incentives for recommendations to customers so as to increase sales. Advertising is carried out via Facebook social media with direct communication by the marketing staff of the Pesona Purnama Handil Bakti Housing Complex, a unique way of marketing explaining its products so that customers are interested and buying houses in the complex, besides that it is also supported by satisfying and professional office staff services.

Marketing Communications in Increasing Property Sales in the Pesona Purnama Handil Bakti Housing Complex by including theories namely: Advertising (advertising), Sales Promotion (Sales Promotion), Public Relations (Public Relations), Individual Sales (Personal Selling), and Direct Sales (

Direct Selling) implies aspects that are supporting factors and inhibiting factors in sales. The following is an explanation of these aspects:

a. Supporting factors

An explanation of communication in indicators of communication theory indirectly explains aspects that support sales at the Pesona Purnama Handil Bakti Housing Complex, namely in-depth communication by marketing, either directly or online. The factor that supports the increase in sales of Pesona Purnama Handil Bakti is the consistency of the marketing staff who are consistently active by taking advantage of the digitalization era so as to maintain the existence of the Pesona Purnama Handil Bakti Housing Complex.

b. Obstacle factor

Every marketing is always successful and it is possible that there is also something that is not successful in selling it because there is something that hinders communication by the marketing party with the buyer. Explanation of communication in indicators of communication theory indirectly explains the factors that become obstacles when there are product sales at Pesona Purnama Handil Bakti which are not successful. Factors hindering sales at Pesona Purnama Handil Bakti by looking at explanations of communication indicators, namely the Cooperation aspect where there is still a lack of people who want to meet in person to explain the residential products of Pesona Purnama Handil Bakti so that the office marketing staff can only explain some of the residential products in detail.

4. CONCLUSION

In its sales, Pesona Purnama Handil Bakti often does *online marketing* such as on *Facebook*, *Instagram* and *website marketplaces* and then *follows them up* by meeting directly with prospective buyers. A consistent strategy is carried out by the marketing team at the Pesona Purnama Handil Bakti Housing Complex so that there is consistency in sales. The method used is *advertising using an offline* advertising system such as making billboards, newspapers and banners. *Direct marketing* , Pesona Purnama Handil Bakti Residential Complex maintains intense and active communication on social media. Public Relations (*Public Relations*), utilizing several social media applications in attracting consumers. Individual sales (*personal selling*), offers made with precise and clear buyers, how to market them in a language that is easily understood by customers. And sales promotion (*sales promotion*), Sales Promotion that is carried out is to meet in person, so that the staff can easily explain in detail about the product and then *follow up* again by telephone or via social media *Whatsapp* so it is hoped. Factors that support the increase in sales of Pesona Purnama Handil Bakti are consistent marketing staff who are always active and take advantage of the digital era so as to maintain consistency in sales. While the inhibiting factor is that there is still a lack of people who want to meet in person to explain the Pesona Purnama Handil Bakti product so that the office marketing staff can only explain some of the products in detail.

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