

# Marketing Communication Strategy in Increasing Home Sales at PT. Nusasembada Bangunindo Watubangga Village, Baruga District Kendari City

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## ABSTRACT

*This study aims to determine the Marketing Strategy carried out in Increasing Sales at PT. Nusasembada Bangunindo, Watubangga Village, Baruga District, Kendari City. This type of research uses qualitative research with a descriptive approach. Data collection techniques from this study used interviews, observation, and documentation. The data analysis technique in this study uses SWOT analysis. The results of this study indicate that the marketing communication strategy carried out by PT. Nusasembada Bangunindo, namely by marketing their products through brochures distributed to homes, billboards on the streets, and using social media to market their products.*

**Keywords:** Marketing Communication Strategy, Sales, House

## I. INTRODUCTION

The city of Kendari has experienced very increased development, both in terms of the economy and human resources. Economic growth in Kendari has recently been very developed, this can be seen from the growth of the business world, ranging from small businesses to infrastructure-based businesses. In 2012 the city of Kendari experienced infrastructure development with the establishment of many shopping places and hotels which continued to develop in Kendari City. This is considering the increasing number of residents inhabiting the city of Kendari so that various kinds of consumptive society arise.

To meet this need, the developer company has made various breakthroughs for supporting factors in accordance with the development of infrastructure in Kendari City, one of which is the emergence of a property business making houses or housing on land that meets the appropriate criteria so that people can enjoy comfortable and quiet housing with facilities supportive housing facilities.

Developer companies have sprung up in the city of Kendari by offering a variety of attractive residences, with access that is not far from the city but has a comfortable atmosphere and is still far from community activities, which are very much served among the community for the upper middle class.

Marketing communication is a driving force to increase sales so that company goals can be achieved. Knowledge of marketing communications is important for companies when faced with several problems, such as declining company revenues caused by reduced consumer purchasing power for a service resulting in a slowdown in the company's growth and development. The function of marketing communications is as an intermediary and exchange of value for a product between companies and consumers so that both are mutually beneficial. One thing that is very important is that marketing communications have a very important role as competition between businesses or companies, even how these companies have ways so that these companies have loyalty and satisfaction in the eyes of consumers. In today's business conditions, where the business that we set up is not the only business with this model and appearance, there are many other businesses out there that may be almost the same or similar to the business that was established.

PT. Nusasembada Bangunindo with its product Baruga Nusantara Housing has shown that they deserve to be one of the competitors in the intense competition in the property business in Kendari. One of the obstacles faced is related to whether or not PT. Nusasembada Bangunindo to continue to increase sales of its products by using several marketing communication strategies, so as to adjust to market trends, competition and dynamic and changing buyer behavior.

## II. RESEARCH METHOD

This type of research uses qualitative research with a descriptive approach. According to Suharsaputra (2012: 181) qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Kirk and Miller (in Suharsaputra 2012: 181) define qualitative research as a particular tradition in social science which is fundamentally on observing humans in their own area and relating to these people in their language and in their terms. This qualitative research method can be used in the smallest scope that is one social situation ( single social situation ) to the wider community (Sugiyono, 2003:225). This research was conducted at PT. Nusasembada Bangunindo, Watubangga Village, Baruga District, Kendari City .

Research informants are people who are used to provide information about the situation and background conditions of the research and are people who really know the problems to be studied (Moleong 2015; 163). Key informants, namely people who are seen to know the problem under study. The key informant in this study is the marketing division of PT. Nusasembada Bangunindo, namely Mr. Awaluddin Tasman. Data sources are also divided into two, namely:

1. Primary data

Primary data is data obtained or collected directly in the field by people who carry out research or those who need it. Primary data is also called original data or new data (Misbahuddin, 2013: 21).

2. Secondary Data

Secondary data is data obtained indirectly in the form of documentation data and official archives (Situmorang, 2010:2).

The data collection technique used in this study is by using the following methods:

1. Interview Method

W. Gulo argues that interviews are: "A form of direct communication between the researcher and the respondent. Communication takes place in the form of questions and answers in a face-to-face relationship, so that the movements and expressions of the respondents is a media pattern that complements words verbally. Therefore, interviews not only capture understanding or ideas, but can also capture feelings, experiences, motives owned by the respondent concerned. This is where the advantage of the interview method lies.

2. Observation Method

The observation method is a data collection method used to collect research data, the research data can be observed by researchers. In the sense that the data is collected through observation by researchers through the use of the five senses.

The researcher used the direct observation method, that is, the researcher made observations without intermediaries on the object under study. Thus the researchers conducted the observation method by collecting data through observation, listening, and writing it down in a systematic and planned manner based on the results of the observations made.

3. Documentation Method

Documentation, from the origin of the word document, which means written goods. In carrying out the documentation method, researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries, and so on.

The documentation that the researcher uses is personal documents belonging to the informant as an additional data source. This documentation is used to search for and collect written materials relating to circumstances and information relating to the problem under study.

Data analysis according to Sugiyono (2018: 482) is the process of systematically searching for and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing them into units, synthesizing them, compiling them into patterns , choose which ones are important and which will be studied, and draw conclusions so that they are easily understood by themselves and others.

Technique data analysis used in this study is to use SWOT analysis with a qualitative approach, from Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis aims to maximize strengths and opportunities but minimize weaknesses and threats . According to (Rangkuti 2001:19). From the definition of SWOT, it will be explained as follows:

1. Internal factors

- a. Strength ( strength ) is the strength of what the company has. By knowing the strengths, the company can be developed to be more resilient so that it can survive in the market and be able to compete for further developments.
- b. Weaknesses are all factors that are unfavorable or detrimental to the company.

2. External Factors

- a. Opportunity is an opportunity for the company to grow and develop in the future.
- b. Threats ( threats ) are things that can bring harm to the company.

### III. DISCUSSION

#### 3.1 Marketing Communication Strategy in Increasing Home Sales at PT. Nusasembada Bangunindo

One of the basic human needs is a problem of shelter or boards. A house as a place to live is one of the basic human needs besides clothing and food. Every human being needs a house as a place of refuge and as a place for gathering and family activities to take place, as well as a means of investment. The function of the house has also changed, from what was originally only a place of refuge, but is also required to accommodate the needs and desires of the owner. Such as a strategic location, a nice and sturdy building, and a safe environment. In other words, it's not enough just to take shelter, but it also has to be a decent place to live.

Housing and settlements are basic human needs and have a strategic function in their role as a center for family education, cultural seeding and quality improvement for future generations. The realization of community welfare and quality human resources can be marked by an increase in the quality of a decent life.

The demand for houses is a reflection of an offer made by developers in the home property business to help people meet their housing needs. Demand will occur if an individual has the desire and ability to buy an item or service.

PT. Nusasembada Bnagunindo in marketing its housing pays attention to environmental/security aspects, location, facilities, proximity to facilities general, and special promotions. This is in line with the results of research conducted by Muhammad Taufiq & Eduardus Tandelilin (2007), that house prices and consumer incomes greatly influence the demand for housing needs. With the implication that housing prices are affordable by the income earned by individuals, the need for housing is a top priority.

The initial strategy carried out by PT. Nusasembada Bagunindo in marketing its housing by highlighting strategic location aspects with the Baruga Nusantara housing development in 2009 until now has used the classic strategy, namely a strategy where users not only get housing but also get additional facilities such as subsidies for paperwork costs, free PLN installation promos and PDAM and bonus promo for 1200L water reservoir and 1/2 PK AC. The marketing communication strategy implemented is as follows:

##### 3.1.1 Advertising

In this case PT. Nusasembada Bangunindo carried out outdoor and indoor promotions in an effort to attract buyers and introduce housing locations as can be seen in Mr. Awaluddin Tasman's explanation below:

"For the system that we use here, there are two advertising systems, namely offline, such as making billboards, and brochures. Meanwhile, the second system we use is online, namely browsing social media in order to get users" (Source: Marketing Division interview, Awaluddin Tasman)

The form of advertising carried out by PT. Nusasembada Bangunindo are as follows:

##### 1. Billboard

Billboards are a fairly effective form of advertising promotion carried out by Baruga Nusantara Housing because they are very strategically located, namely on the side of the large Christina Martha Tiahahu road so that people who pass through the road can clearly see the billboards.

##### 2. Brochure

The brochure presented is an important way to market Baruga Nusantara housing. This brochure contains information on all types, prices, land area, and facilities in Baruga Nusantara housing. Brochures must be made as attractive as possible in order to attract consumers and be interested in buying. Brochures are usually placed in the marketing office so that potential customers can contact a marketing contact to ask for further information.

##### 3. Social media

In this case, dissemination of Baruga Nusantara content information manually or automatically (paid advertising) through the marketplace platforms Facebook, Instagram, TikTok and YouTube.

##### 3.1.2 Sales Promotion

Sales promotion is a very important point for marketing in Baruga Nusantara housing, where this element is the most important part in carrying out promotional activities for the products or services offered and has the aim of informing, influencing and persuading consumers, as well as convincing consumers to trust the products that have been offered. In addition to doing sales promotions must give a good image to consumers so that consumers feel interested so that the promotions carried out will generate new customers unexpectedly because they have led to consumer satisfaction. As stated by Awaludin Tasman as the Head of Marketing for Baruga Nusantara Housing that:

"Sales promotions that are carried out should be made with interesting ideas so that consumers are interested in buying the home products offered. Such as advertising promotions with an attractive appearance and are made different every month. This can affect the attractiveness of buyers because promotions cannot be carried out with just one idea which results in no attractiveness for buyers. In addition to the media in promotion, marketing skills must also be needed to attract potential buyers in Baruga Nusantara housing because the final determinant of the company's opinion is determined in the negotiations carried out by marketing." (Source: Marketing Division interview, Awaluddin Tasman)

The forms of marketing communication strategies that are handled directly by the Baruga Nusantara Housing marketing team to increase the number of buyers put forward by Awaluddin Tasman as the marketing division are:

"The strategy that we are currently implementing is apart from using social media and direct visits to the offices of the Baruga Nusantara housing target market, our marketing office is directly in front of the housing project making it easier for potential customers to find locations and inquire about all aspects of housing. In addition, we also put up billboards in front of the entrance to the residential area. The next strategy is subsidizing the cost of paperwork and promo programs for purchasing type 48 units, bonuses for 1,200L water reservoirs and 1/2 PK air conditioners.

The forms of sales promotion carried out are as follows:

### 1. Special promo program for purchasing type 48

Specifically for the purchase of type 48, Baruga Nusantara Housing Management is holding a bonus promo for a 1200L water reservoir and 1/2 PK AC for every purchase of a housing unit, this applies to all prospective customers who come directly to the marketing office and carry out the Booking Fee

### 2. Subsidy for paperwork costs for purchases of all types

The costs of the letters in question include:

- Free of notary fees (reverse name and deed of sale and purchase)
- Free of IMB, VAT and BPHTB fees
- Free of charge to upgrade the Freehold Certificate
- Free of charge for making Building Use Rights Certificates

### 3.1.3 Personal Selling

personal selling carried out by the Baruga Nusantara Housing marketing team is direct face-to-face communication with potential customers at the Baruga Nusantara Housing marketing office or when meeting with potential customers during direct visits to the target market's offices. Marketing must be able to offer and explain all information regarding housing in terms of price, building aspects and adequate facilities at Baruga Nusantara Housing. Personal skills are absolutely necessary in attracting consumers to be interested in buying a house in Baruga Nusantara Housing as a comfortable place to live.

### 3.1.4 Direct Marketing

Direct marketing carried out by the Baruga Nusantara Housing marketing team, where all marketing organizations are directly involved with target consumers to persuade and offer housing units to generate a response or a transaction. The resulting response can be in the form of information only or buying and selling transactions in accordance with the target audience by being directly involved in the form of consumer visits to the marketing office because the results of the advertisements have been advertised in many media with the aim of generating a response via telephone which then visits the Baruga Housing marketing office Archipelago. The form of direct marketing at Baruga Nusantara Housing, on average, consumers visit from the results of advertising and social media, which then directly contact by telephone.

### 3.1.5 Publicity and Public Relations

Publicity and public relations carried out by the company is by establishing good relations with residents around the company and making users (who have bought houses) as freelancers to market Baruga Nusantara housing.

## 3.2 SWOT analysis

SWOT analysis is a systematic identification of various factors to formulate a business strategy. This analysis is based on logic that maximizes Strengths and Opportunities but can simultaneously minimize Weaknesses and Threats.

### 3.2.1 Identification of Internal Factors

#### a. Strength \_\_

Strength ( Strength ) is a special competency contained in the organization which results in the ownership of excellence and ability in product development by business units in the market. The strength possessed by PT. Nusasembada Bangunindo can be identified as:

#### 1. Strategic location

Baruga Nusantara housing developed by PT. Nusasembada Bangunindo has a strategic location so it can be reached by consumers. And also close to various public facilities making it easier for consumer activities. And also the location of housing that is free of flooding. This is also an advantage compared to other housing.

#### 2. Residential roads are wide and use paving blocks

Where the width of the entrance to the housing is 13 meters and the width of the main residential road is 10 meters using paving blocks

#### 3. Flood free

PT. Nusasembada Bangunindo offers housing that is free from the threat of flooding

#### 4. Close to public facilities

The housing location developed by PT. Nusasembada Bangunindo is very close to public facilities, for example close to places of worship, hospitals, shopping centers, schools and traditional markets.

#### 5. Quality product

One of the actions taken by the company in winning the competition in the market is through product differentiation by establishing a significant difference between a product offered and a competitor's product so that it can be perceived as having added value by consumers, such as:

- a) In terms of shape, it is used to differentiate products based on size, model or physical structure of the product.
- b) In terms of style, it describes the look and feel that the housing evokes for consumers and creates a distinctiveness that is difficult to imitate.
- c) In terms of design, it is a product quality that is measured based on the product design and overall features that affect how the product looks, feels, and functions.

#### b. Weaknesses

Weaknesses are limitations (deficiencies) in terms of sources of skills and abilities that hinder performance which can be the cause of losses. The disadvantages of selling a house include:



1. Lack of HR communication skills for the marketing department  
For now PT. Nusasembada Bangunindo only has four people for the marketing department. And this is considered less than optimal to support the promotion process.
2. Lack of promotions on a regular basis  
So far, PT. Nusasembada Bangunindo has marketed its products by making advertisements on the internet, billboards, and distributing flyers to homes. But this promotional activity was not carried out continuously, it seemed that it was only at the beginning that the promotion was intensively carried out

### 3.2.2 Identification of External Factors

#### a. Opportunity

Opportunities are changes that can be foreseen in the near future or in the future which will provide benefits for business activities. The opportunities owned by PT. Nusasembada Bangunindo, among others:

1. Market share  
Due to the increasing number of residents in the Kendari City area, the number of people wanting to live has increased. So that many immigrants or native people of the area are looking for housing for a place to live .
2. The increasing need for owning a home  
With the increasing number of residents every year, the need to own a house will always increase every year, this can create opportunities for PT. Nusasembada Bangunindo

#### b. Threats \_ \_

Threats are symptoms that have a negative impact on business success, but are generally beyond the control of the business. If this threat is not addressed, it will become an obstacle for the business concerned, both now and in the future. The threats faced by PT. Nusasembada Bangunindo. among others :

1. The number of competitors or competitors  
The number of other companies engaged in property (house sales) that offer classier and more modern designs or structures of houses poses a threat to PT. Nusasembada Bangunindo.

Based on the descriptions described above, we can look at the SWOT matrix to clarify the strengths, weaknesses, opportunities and threats of the home selling business. With the SWOT analysis carried out, various alternative strategies can be obtained which can be seen in the following table

**SWOT Matrix PT. Nusasembada Bangunindo**

external internals	Internals	Strength	Weaknesses
		<ul style="list-style-type: none"> <li>➤ Strategic location</li> <li>➤ Residential roads are wide and use paving blocks</li> <li>➤ Free from the threat of flooding</li> <li>➤ Close to public facilities</li> <li>➤ Quality product</li> </ul>	<ul style="list-style-type: none"> <li>➤ Lack of HR communication skills in the marketing department</li> <li>➤ Lack of promotions on a regular basis</li> </ul>
Opportunity		SO strategy	WO strategy
<ul style="list-style-type: none"> <li>➤ Market share</li> <li>➤ The increasing need for owning a home</li> </ul>		<ul style="list-style-type: none"> <li>➤ Expansion of market share</li> <li>➤ Increase promotional activities by displaying strategic location advantages</li> <li>➤ Improve and maintain product quality to increase sales of more homes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improving HR communication skills in the marketing department</li> <li>➤ Maximizing promotions on a regular basis</li> </ul>
Threats		Strategy (ST)	Strategy (WT)
<ul style="list-style-type: none"> <li>➤ The number of competitors or competitors</li> </ul>		<ul style="list-style-type: none"> <li>➤ Designing a more attractive can overcome the large number of competitors</li> <li>➤ Increase consumer confidence</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improving a more effective and efficient marketing strategy</li> <li>➤ Socialization with the community and residents</li> </ul>

Based on the SWOT matrix, it can be seen that there are several strategies that can be carried out by entrepreneurs engaged in selling houses (property) to develop their business in facing future competition.

#### 1. SO Strategy ( Strengths - Opportunity )

This strategy is prepared by using all the strengths and opportunities it has. Some strategies that can be taken include:

- a. Expansion of market share  
PT. Nusasembada Bangunindo can expand its existing market share. Of course, this step must go through a careful planning process so that the market entered is right on target, besides that the expansion of market share must also look at the capabilities possessed by PT. Nusasembada Bangunindo.
- b. Increasing promotional activities by displaying the advantages of a strategic location, convenient road access, proximity to other public facilities can strengthen promotion.
- c. Improve and maintain product quality to increase sales of more homes. This strategy was taken with the consideration that strength by maintaining product quality will have a major effect on increasing demand in

marketing. Low operational costs and product availability and opportunities for good cooperation. So these strengths and opportunities really support the increase in the volume of home sales.

## 2. WO Strategy ( Weakness-Opportunity )

This strategy is implemented based on the utilization of existing opportunities, by overcoming the weaknesses that are owned. The strategies that can be carried out are:

### a. Improve communication skills

PT. Nusasembada Bangunindo needs to improve its communication skills so that marketing activities can run optimally.

### b. Increase promotional activities on a regular basis

PT. Nusasembada Bangunindo regularly improves its promotion or marketing process so that it can attract more consumers.

## 3. ST Strategy ( Strengths-Threats )

This strategy is carried out in order to utilize the strengths possessed to overcome the threats faced. The strategies used are:

### a. Designing a more attractive can overcome the number of competitors that many.

This strategy was taken by considering that the threat of tight competition from other companies can be overcome by producing good and quality products.

### b. Increase the trust of potential consumers

Consumer loyalty is based on the level of consumer trust, moreover, housing is an important need for consumers, so everyone needs detailed information to be sure of the homes offered. So that PT. Nusasembada Bangunindo must be open and accept all questions from consumers properly.

## 4. WT (Weakness-Threats Strategy)

This strategy to overcome weaknesses combined with threats must be overcome immediately. To overcome this, the following strategies can be taken:

### a. Routinely evaluates effective and efficient marketing strategies

PT. Nusasembada Bangunindo should routinely evaluate effective and efficient marketing strategies in order to avoid threats and minimize weaknesses, namely strategies that adapt to strengths and opportunities which exists.

### b. Socialization with the community and residents.

This strategy was taken by frequently conducting socialization with the community and residents to establish an intensive communication relationship with the community and find out complaints or input from housing residents.

## IV. CONCLUSION

Based on the results of research conducted by the author at PT. Nusasembada Bangunindo regarding Marketing Communication Strategies in Increasing Home Sales at PT. Nusasembada Bangunindo it can be concluded that the Marketing Communication Strategy in Increasing Home Sales at PT. Nusasembada Bangunindo, among others , firstly , advertising is done by marketing their products through brochures distributed to homes, billboards on the streets, and using social media to market their products . Second Form promotion sales made \_ namely special program promotions purchase of type 48 and subsidies cost letters for purchase all types. The three personal alternations carried out by the housing marketing team is communication stare advance in a manner direct to candidate office consumers \_ marketing housing area or when meet moment visit direct to target market offices . Fourth marketing done immediately \_ where all marketing organization involved direct with target consumers for persuade and offer housing units for produce response or transactions and the last publicity and relationships society did \_ company is with intertwine connection good from inhabitant around company as well as make user (the person who buys house ) as freelancing for promote housing .

The results of the SWOT analysis stated that PT. Nusasembada Bangunindo has the opportunity and deserves to compete. So it is very possible to continue to expand and increase growth and achieve maximum sales. The next step in making a Marketing Communication Strategy decision that should be done in increasing the number of sales at PT. Nusasembada Bangunindo are as follows: (1) Expansion of market share, (2) Increasing promotional activities by displaying strategic location advantages . (3). Improve and maintain product quality to increase sales of more homes. (4) Increasing consumer confidence.

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