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Implementation Of Digital Marketing Strategies To Increase The Number Of Clients At PT. Rezeki Surya Intimakmur

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Abstract

This research aims to analyze the implementation of digital marketing strategies via Instagram by PT. Rezeki Surya Intimakmur, the research method used was in-depth interviews with three respondents who had professional backgrounds in the company. The research results show that the company has adopted various strategic steps, including market research, forming a special team, determining structured content, and adjusting the marketing timeline to optimize their presence on Instagram. These findings indicate that the digital marketing strategies implemented have increased brand visibility, engagement with audiences, and conversion of followers into potential clients, despite challenges in competition and production of quality content. The managerial implications of this research emphasize the importance of a deep understanding of target audience behavior and adaptation to digital technology to maintain a competitive advantage in the construction industry.

Keywords: ***Digital Marketing Strategy, Client Increase, Marketing Content, Brand Awareness***

INTRODUCTION

Digital marketing is a marketing activity carried out, one of which is by utilizing social media as a digital marketing medium. In other words, digital marketing can also be called a form of social media marketing activity (SMMA) (Bilgin, 2018). This digital marketing activity is a marketing trend that is currently happening, especially in social media marketing activities via Instagram. This strategy was implemented by the company as a form of adapting to marketing trends via Instagram in line with the increasing number

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of Instagram users in recent times. The increasing use of digital technology has changed the business landscape in various sectors, including the construction industry. Construction companies, which previously may have had less focus on marketing strategies, are now faced with the need to adapt to changing consumer behavior and the opportunities created by the digital world. Therefore, implementing digital marketing strategies is becoming increasingly important to increase visibility, build a brand, and ultimately increase the number of clients (Bilgin, 2018).

Social media, especially Instagram, has become an integral part of modern society's daily life. With more than one billion active users every month, Instagram presents a potential platform for businesses to develop their digital marketing strategies. This phenomenon not only reflects a paradigm shift in consumer behavior, but also creates new issues that marketing researchers and practitioners need to understand. The rapid growth of Instagram users has had a significant impact on the way companies interact with consumers (Tafesse & Wood, 2021). The emergence of influencers as influential digital marketing agents on Instagram is a trend that deserves to be studied in more depth. Understanding the dynamics of the relationship between influencers, brands and consumers on these platforms can provide valuable insights for optimizing marketing strategies.

Based on this phenomenon, many business people, especially companies operating in the construction sector, are also starting to plan to implement their digital marketing strategies via Instagram social media. PT. Rezeki Surya Intimakmur, which is a company operating in the construction sector, has begun to adapt to technological developments by implementing its digital marketing strategy. The company does this as a form of effort to increase its competitive advantage among business competitors in similar industries. The digital marketing model trend has been successfully implemented by several construction companies as a marketing effort to introduce and provide knowledge related to the construction products and services offered to the audience (Rusdi, 2019).

The development of the application of digital marketing models via Instagram has caused conditions of business uncertainty, especially in terms of competition in providing campaigns and prices through content provided on Instagram from these companies. Moreover, in the competitive conditions of companies providing construction services from small scale to large scale, they must be able to maintain their market share for the sake of the company's existence and be able to develop sustainably (Prakosa et al., 2023). Responding to this current dilemma, the marketing management of a construction

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company must be able to plan and implement effective marketing strategies to be implemented within the company. One aspect that marketing management must pay attention to in implementing digital marketing is marketing communications. Milan (2016) stated that marketing communication is an important aspect which is the key to digital marketing carried out by companies in order to build the company's brand image.

The sustainability or existence of companies operating in the construction sector is determined by the large number of projects carried out by the company. PT. Rezeki Surya Inti Makmur is engaged in the construction sector in providing toll road construction and several other infrastructure. This company was founded in 1985 and has achieved much success in domestic construction development. The challenge for this construction company is to provide the best service and effective marketing efforts in order to retain company clients or even increase the number of company clients. A good brand image perceived by consumers can be a benchmark for the company, especially its contribution in increasing the number of clients and sales for the company (Alfin, 2021). Companies operating in the construction sector have great potential to benefit from digital transformation, and implementing digital marketing strategies can be the key to success in achieving this opportunity (McKinsey & Company, 2020). However, in the specific context of construction companies, more in-depth research is still needed to understand how digital marketing can be optimized appropriately to increase the number of clients.

Previous research shows that the application of digital marketing can have a positive impact on business growth in various industries (Jones, 2019). Several other previous studies revealed by Nguyen & Ouglana (2021) resulted in the finding that many construction companies indicated that they were still not fully able to utilize the full potential of digital marketing strategies that could be implemented effectively by the company. However, in the context of construction companies, specific research on how digital marketing can be optimized to increase the number of clients is still limited. Therefore, this research aims to fill this knowledge gap by exploring effective digital marketing strategies for construction companies and how their implementation can result in an increase in the number of clients.

Objectives

Based on the background and explanation of the research phenomena above, the researcher then determined the problem formulation in this research, namely:

1. How is the digital marketing strategy implemented to increase the number of clients by PT. Surya Inti Makmur's fortune?

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2. What is the effectiveness of implementing digital marketing strategies to increase the number of clients carried out by PT. Can Surya Inti Makmur's sustenance be achieved?

Based on the research problem formulation, the researcher then determined The purpose of this research are:

1. Explain the implementation of digital marketing strategies carried out by PT. Rezeki Surya Inti Makmur in increasing the number of company clients.
2. Explain the effectiveness of the digital marketing strategy implemented by PT. Rezeki Surya Inti Makmur in increasing the number of company clients.

THEORETICAL FRAMEWORK

Marketing

Marketing is a term that is very familiar to business actors and companies because marketing is a mandatory aspect for business actors to carry out in order to gain profits (Prakosa et al., 2023). Marketing includes many things and activities that are interconnected with actions to create benefits or value that can be obtained. Marketing itself is being able to change the location or position of an item from one place to another and then being able to make changes in terms of ownership through buying and selling transactions of the item. Marketing itself is also an activity that collaborates with the flow of goods and services between producers and consumers. The marketing concept is needed in carrying out marketing activities to determine market needs, and marketing must also be differentiated from sales (Wibowo, 2019). Marketing itself has the main task of maximizing customer satisfaction, while sales is maximizing the sales volume of a company.

Marketing Management

Companies need various ways to be able to measure their marketing activities with the company goals that have been set, so regulation or management is needed, in this case marketing management. According to Hayani (2012) Marketing Management is a process that involves analysis, planning, implementation and control which includes goods, services and ideas that depend on exchange with the aim of producing satisfaction for the parties involved. In addition, marketing management is the art and science of selecting target markets and getting, keeping, growing customers by creating, delivering, and communicating superior customer value (Kotler and Keller, 2016).

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Marketing aims to increase sales and can be profitable for individuals and organizations. According to Hasan (2013) marketing has the aim of maximizing profits by maximizing market share and sales through improving brand image, customer satisfaction and also providing stable value and prices. Then, according to Tjiptono (2016), marketing aims to create a relationship between marketing and customers that can be established and develop over a long period of time.

Marketing Strategy

Mubarok (2017) defines marketing strategy as a series containing goals and objectives as well as policies and regulations with the aim of becoming a benchmark or indicator in marketing efforts from time to time. Another definition was expressed by Haque-Fawzi (2022) who stated that marketing strategy is an effort to market products in the form of goods and services by prioritizing long-term plans and certain tactics to achieve product sales targets that have been determined by the company. Marketing strategy is a system that includes business activities from planning to distribution of goods and services with the main aim of achieving customer satisfaction (Rusdi, 2019).

Digital Marketing

Digital marketing is marketing activities including branding or brand recognition that uses various web-based media such as blogs, websites, e-mail, Adwords, or social networks. Digital marketing does not only talk about internet marketing but is more than that (Ridwan and Josua, 2009). Social media marketing and digital marketing are often used interchangeably, but they have significant differences in approach and scope. Social media marketing is a subset of digital marketing that specifically focuses on using social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to build brand awareness, interact with customers, and promote products or services (Fandi and Gregorius, 2017). Apart from that, it is also to develop a planned approach to increase consumer knowledge (of the company, behavior, values and level of loyalty to its product brand), then combine targeted communication with online services according to the needs of each individual or specific customer. In short, digital marketing is achieving marketing goals through the application of technology and digital media (Dave, 2015).

Social Media Marketing Activities (SMMA)

Social media marketing is a marketing strategy that utilizes social media platforms to interact with customers, build a brand, increase sales and drive traffic to a website. Through content created and shared on platforms such as Facebook, Instagram, Twitter,

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and LinkedIn, businesses can reach a wider audience and engage more directly with consumers. According to Kotler and Keller (2016), Social media marketing is a form of internet marketing that utilizes social networks as a marketing tool, allowing companies to reach new customers and build relationships with existing customers. To strengthen this definition, several other experts also provide similar views. For example, Tuten and Solomon (2018) state that "Social media marketing is the use of social technology, media, and software that enable individuals and communities to share content, communicate, and collaborate online.

According to Seo & Park (2018), social media is an application, platform, or any online media that facilitates interaction, engagement, or sharing content. Social media has become a trend, one of the activities that can support marketing activities. Social media activities are People with the same interests can connect online in a social media environment to share ideas, opinions and thoughts (Bilgin, 2018).

Research Framework

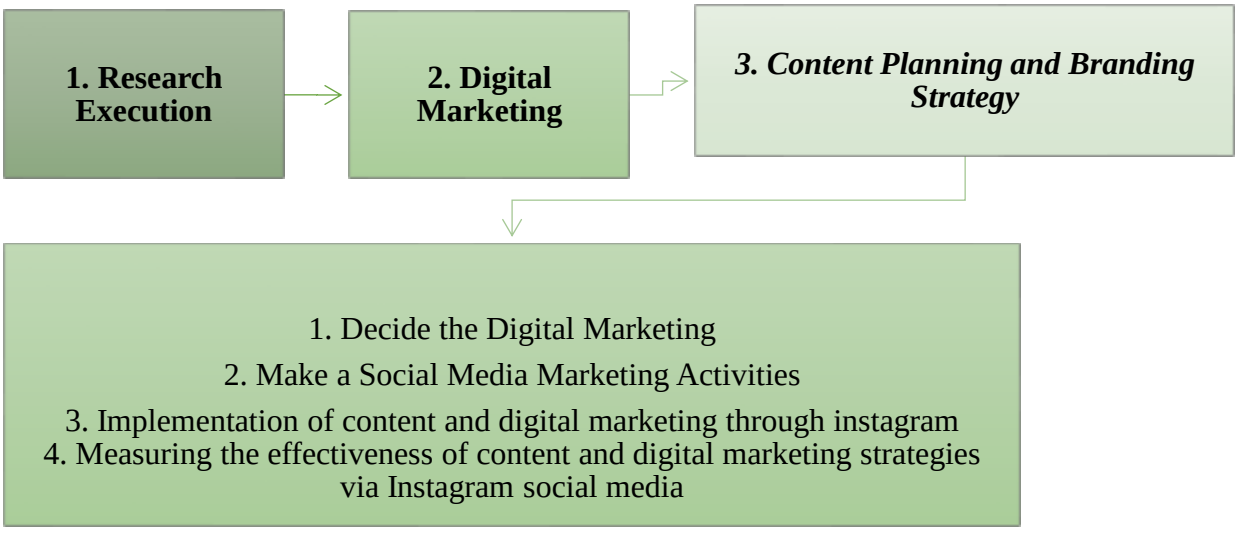


Figure 1. Research Framework

RESEARCH METHOD

This research uses a descriptive and qualitative approach. A qualitative approach was chosen because it aims to study phenomena that occur dynamically and in depth.

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According to Moleong (2018), a qualitative approach functions to interpret research data and information accurately. With this approach, research can explore a deep understanding of the issue being researched, providing a comprehensive picture of the existing situation.

The research method used is descriptive research, which aims to present data, information and documentation obtained through direct observation and interviews. Prasanti (2018) states that descriptive research utilizes data collected from research subjects to provide a clear picture of the research object. In this research, the author conducted participatory observation and in-depth interviews during an internship at PT. Rezeki Surya Intimakmur, especially in social media marketing activities, to collect relevant primary data.

RESULT AND DISCUSSION

Result

Digital Marketing Strategy Formulation and Implementation Process at PT. Rezeki Surya Intimakmur

This research reveals the process of formulating and implementing PT's digital marketing strategy. Rezeki Surya Intimakmur via Instagram. Researchers conducted direct observations and interviews to obtain information related to the strategies used by the company. The first step in strategy formulation is to conduct in-depth market research to understand the characteristics and behavior of the target audience on Instagram, including their demographics and content preferences. The results of this research are used to adjust marketing messages to make them more relevant and attractive to the target audience.

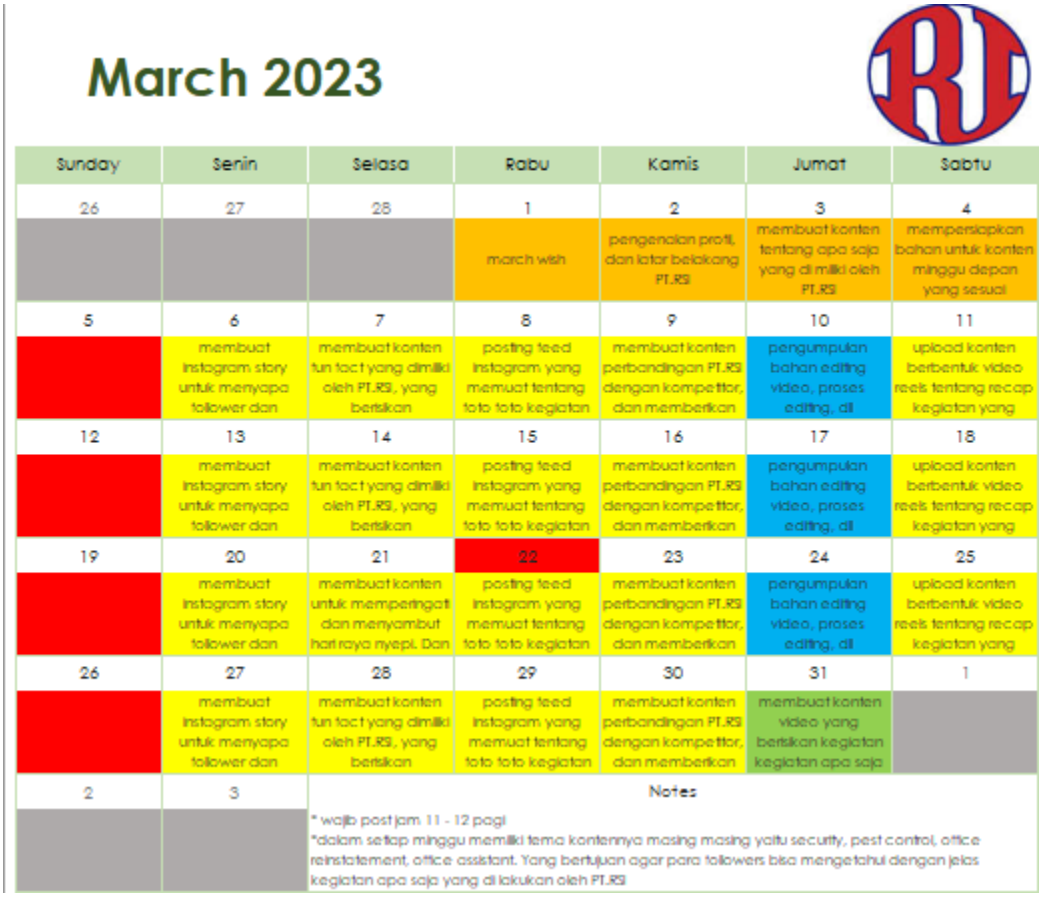
After understanding the audience, PT. Rezeki Surya Intimakmur formed a special team to manage their Instagram account. The team consists of creative content specialists, data analysts and online community managers who work collaboratively. Creative content specialists are responsible for developing innovative content ideas, while data analysts monitor content performance and marketing strategies using a variety of metrics. Online community managers maintain positive interactions with followers and ensure audience engagement remains high.

Determining marketing content is the next important step. PT. Rezeki Surya Intimakmur focuses on visual content featuring actual construction projects, video testimonials from clients, and educational information about the construction industry. With this approach, companies not only promote their expertise, but also provide added value to their audience with informative and relevant content.

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The process of creating and customizing a marketing timeline is done by compiling a detailed content calendar that includes daily, weekly and monthly posting schedules. This calendar helps maintain content consistency and allows for quick responses to changing trends on Instagram. With a structured schedule, PT. Rezeki Surya Intimakmur can ensure that each content is published at the right time to reach a wider audience.



March 2023

Sunday	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu
26	27	28	1	2	3	4
			march wish	pengenalan profil, dan latar belakang PT.RSI	membuat konten tentang apa saja yang di miliki oleh PT.RSI	mempersiapkan bahan untuk konten minggu depan yang sesuai
5	6	7	8	9	10	11
	membuat instagram story untuk menyapa follower dan	membuat konten fun fact yang dimiliki oleh PT.RSI, yang bertsikan	posting feed instagram yang memuat tentang foto foto kegiatan	membuat konten perbandingan PT.RSI dengan kompetitor, dan memberikan	pengumpulan bahan editing video, proses editing, dll	upload konten berbentuk video reels tentang recap kegiatan yang
12	13	14	15	16	17	18
	membuat instagram story untuk menyapa follower dan	membuat konten fun fact yang dimiliki oleh PT.RSI, yang bertsikan	posting feed instagram yang memuat tentang foto foto kegiatan	membuat konten perbandingan PT.RSI dengan kompetitor, dan memberikan	pengumpulan bahan editing video, proses editing, dll	upload konten berbentuk video reels tentang recap kegiatan yang
19	20	21	22	23	24	25
	membuat instagram story untuk menyapa follower dan	membuat konten untuk memperingati dan menyambut hari raya nyepi. Dan	posting feed instagram yang memuat tentang foto foto kegiatan	membuat konten perbandingan PT.RSI dengan kompetitor, dan memberikan	pengumpulan bahan editing video, proses editing, dll	upload konten berbentuk video reels tentang recap kegiatan yang
26	27	28	29	30	31	1
	membuat instagram story untuk menyapa follower dan	membuat konten fun fact yang dimiliki oleh PT.RSI, yang bertsikan	posting feed instagram yang memuat tentang foto foto kegiatan	membuat konten perbandingan PT.RSI dengan kompetitor, dan memberikan	membuat konten video yang bertsikan kegiatan kegiatan apa saja	
2	3	Notes				
		* wajib post jam 11 - 12 pagi *dalam setiap minggu memiliki tema kontennya masing masing yaitu security, pest control, office reinstatement, office assistant. Yang bertujuan agar para followers bisa mengetahui dengan jelas kegiatan apa saja yang di lakukan oleh PT.RSI				

Figure 2. Calendar of Content Planning

The special team that was formed also regularly holds meetings to evaluate content performance and make strategic adjustments based on analysis of the data obtained. This evaluation includes analyzing metrics such as engagement rates and ROI from digital marketing campaigns. Through regular evaluation, teams can identify the most effective content and make necessary improvements to improve results.

With a comprehensive and structured strategy, PT. Rezeki Surya Intimakmur has succeeded in utilizing Instagram as an effective marketing tool. They were able to build a strong presence on the platform, increasing engagement with their audience and

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generating higher conversions. This success is supported by a deep understanding of audience needs and preferences as well as solid teamwork in managing content and interactions on Instagram.

DISCUSSION

Implementation of digital marketing strategies via Instagram by PT. Rezeki Surya Intimakmur shows a significant increase in the number of clients. The company started with comprehensive market research to understand the demographics and preferences of the target audience in the construction industry. The results of this research help companies navigate more effective content strategies, by focusing on the specific needs and interests of their audiences.

Table 1. Clients Data 2019-2024

NO	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	PT Pertamina Hulu Energi WMO	20-Des-19	31-Mar-21
2	PT Penjaminan Infrastruktur Indinesia (PII)	19-Sep-19	31-Des-19
3	PT. Supreme Energy Rantau Dedap	15-Mei-19	14-Mei-20
4	PC Ketapang II Ltd.	07-Mei-19	06-Mei-23
5	PT MRT Jakarta	22-Apr-19	22-Apr-20

No	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	PT Pertamina Hulu Energi WMO	21-Sep-20	20-Sep-22
2	PT Pertamina Hulu Energi Siak	01-Sep-20	02-Mar-21
3	PT Pertamina Hulu Energi Kampar	01-Jul-20	30-Sep-21

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4	Saka Indonesia Pangkah Ltd.	01-Mei-20	31-Des-23
5	PT. Pertamina Hulu Energi WMO	01-Jan-20	31-Des-21

No	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	PT Pertamina EP Zona 7	16-Des-21	15-Des-23
2	PT Pertamina Hulu Rokan	09-Agu-21	31-Mar-22
3	PT Chevron Pacific Indonesia	18-Mei-21	08-Agu-21
4	Premier Oil Natuna Sea B.V	01-Mei-21	31-Jul-24
5	PT Pertamina Hulu Energi Nunukan	01-Jan-21	31-Des-22

No	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	PT Pertamina Hulu Rokan	01-Des-22	31-Okt-27
2	PT Pertamina Hulu Kalimantan Timur	15-Agu-22	14-Agu-24
3	PT Pertamin EP	11-Agu-22	10-Agu-24
4	PT Pertamina Hulu Rokan	09-Agu-22	08-Feb-23
5	PT Perta Daya Gas	01-Jan-22	31-Des-22

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No	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	PT Pertamina EP	01-Des-23	29-Nov-25
2	PT. Pertamina Hulu Mahakam	01-Okt-23	30-Sep-25
3	PT Pertamina Hulu Energi OSES	05-Sep-23	04-Sep-26
4	PT Pertamina Hulu Rokan	09-Agu-23	08-Feb-24
5	PT Pertamina Hulu Kalimantan Timur	01-Agu-23	31-Jan-26

No	Customer Name or Company Name	Contract Start (dd-mmm-yy)	Contract End (dd-mmm-yy)
1	Saka Indonesia Pangkah Limited	01-Mei-24	30-Jun-24
2	PT Pertamina Hulu Rokan	01-Mei-24	30-Sep-25
3	PT Pertamina EP Zona 13	16-Mar-24	15-Apr-24
4	PT Pertamina EP Zona 7	01-Mar-24	30-Sep-24
5	PT Pertamina EP Zona 7	01-Feb-24	31-Jan-25

Relevant and varied content is the key to the success of this strategy. PT. Rezeki Surya Intimakmur regularly publishes images of actual construction projects, client testimonial videos, and educational information about the construction industry. This approach not only enhances the brand's image as an industry leader but also increases credibility in the eyes of potential clients, which is reflected in impression data, reach and increased profile engagement.

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Professional Instagram account management also plays an important role. PT. Rezeki Surya Intimakmur formed a special team consisting of creative content specialists, data analysts and online community managers. This team collaboration ensures relevant content and good interaction with followers. Regular evaluation of content performance using engagement metrics such as likes, comments, and views allows companies to adjust strategies effectively

With a strategy that is structured and responsive to changing trends, PT. Rezeki Surya Intimakmur succeeded in increasing engagement and conversion of Instagram followers into active clients. Through a consistent approach, this company has not only built a strong presence on social media but also continues to optimize their digital marketing strategy to face the rapid digital dynamics.

CONCLUSION

This research concludes that the digital marketing strategy via Instagram by PT. Rezeki Surya Intimakmur has had significant success in building a strong presence on social media and increasing the company's client base. Relevant and informative content strategy implemented by PT. Rezeki Surya Intimakmur succeeded in attracting attention and increasing the company's credibility in the eyes of their audience. Despite fluctuations in impressions and reach, profile growth and an increase in the amount of informative content show that companies are on the right track in developing and maintaining their audience's interest. Companies may need to consider further analysis to understand the causes of fluctuations and adjust content strategies to achieve more stable and improved results in the future. Thus, this research shows that digital marketing via Instagram has become a crucial component in PT's growth strategy. Rezeki Surya Intimakmur provides a foundation for the development of more sophisticated and responsive marketing strategies in the future.

RECOMMENDATION

To increase the success of digital marketing strategies in the future, PT. Rezeki Surya Intimakmur may consider deeper analysis of trends and changes in Instagram user behavior, further integration of new features offered by Instagram such as live streaming and shopping tags, as well as increasing collaboration between the marketing team and other departments to ensure brand consistency and alignment . These steps will strengthen the company's position in the market, increase the effectiveness of digital marketing campaigns, and maintain brand relevance in the ever-changing digital era.

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MANAGERIAL IMPLICATIONS

This research provides valuable insight for PT management. Rezeki Surya Intimakmur, namely: increasing focus on relevant and informative content strategies by adjusting content based on audience needs; regular monitoring and adjustment of content impressions and reach to achieve more stable results; use of Instagram marketing data for more informed decision making and responsiveness to market trends; and consider diversifying into other social media platforms to expand reach and increase client base.

RESEARCH LIMITATION

Limitations of this research include restricted access to internal company data which reduces the depth of analysis, limited research focus on one social media platform (Instagram) without considering other relevant platforms, and potential bias in the interpretation of data originating from limited sources. Internal data restrictions hinder in-depth analysis, while focusing only on Instagram limits visibility into the broader social media ecosystem, and limited data can result in interpretation bias, reducing the accuracy and relevance of analysis results.

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