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Implementation Of Marketing Communication Strategy To Overcome Business Reputation Challenges: A Case Study On PPM Management

Nabilla Rahmadhanni Firdaus[1*] Albari[2]

[1,2]Universitas Islam Indonesia

[1*]Corresponding Author : nabillarhmdnf@gmail.com

This study aims to analyze the implementation of marketing communication strategies carried out by PPM Manajemen to overcome business reputation resistance in the digital and globalization era. This study uses a qualitative approach with descriptive methods, utilizing in-depth interviews, direct observation, and document analysis as data collection techniques. The unit of analysis in this study involves marketing managers, marketing supervisors, and social media specialists who have strategic roles in marketing communications. The results of the study indicate that the adaptive use of digital technology and social media can increase the effectiveness of marketing communications and improve business reputations that have been negatively impacted. The implications of this study emphasize the importance of social media-based data analysis, consistent communication implementation, and strengthening crisis communication protocols to maintain the company's reputation and increase audience engagement.

Keywords: ***Marketing communication strategies, business reputation, social media, PPM Manajemen***

INTRODUCTION

The background of this research is based on the phenomenon of marketing communication, which has undergone a comprehensive transformation in recent years. Marketing communication in several companies in Indonesia has been influenced by the changing dynamics of business in the digital era and business globalization. This transformation brings various challenges and new opportunities for companies in managing their communication both internally and externally. According to Shankar et al.

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(2022), companies must quickly adapt to seize new opportunities that arise in a dynamic business environment. In the context of globalization, companies are required not only to focus on the local market but also to consider the dynamics of international markets, which have different characteristics. This adds complexity to the communication strategies that companies must implement to remain relevant and competitive. In line with this, Ekiyor & Altan (2020) emphasize that effective communication in the era of globalization is key to building strong relationships with various stakeholders.

The issue that arises is that many companies struggle to implement effective communication strategies to address business reputation challenges in terms of efficient communication. Many companies still find it difficult to keep up with the rapid development of information technology and changes in consumer behavior. According to Suwarso (2020), companies that fail to adapt to rapid changes in technology and consumer preferences will face significant reputation risks. This results in inefficiencies in message delivery, which can harm a company's public image. For example, improper use of social media can lead to the rapid spread of misinformation, damaging the company's reputation. Additionally, the lack of ability to utilize big data for analyzing consumer trends and behavior remains a major challenge. Faradhiba (2020) states that good data analysis can provide valuable insights for companies to understand their audience and formulate more effective communication strategies.

In this regard, PPM must determine adaptive steps to address communication issues by enhancing interactive and rapid communication while efficiently engaging multiple parties at once. PPM needs to leverage digital technology to create more responsive and transparent communication channels. For instance, implementing an effective Customer Relationship Management (CRM) system can help companies manage customer interactions more personally and proactively. Moreover, companies should develop data analysis capabilities to understand their audience's needs and expectations, allowing them to design more targeted communication strategies. Muhammad et al. (2022) state that the use of CRM technology can enhance the personalization of customer interactions, ultimately contributing to increased loyalty and satisfaction. Data analysis can also be used to identify potential problems before they escalate into major crises, enabling companies to take more effective preventive actions.

Additionally, PPM Management must focus on ensuring consistent information delivery rather than relying solely on the services they provide. Consistency in information dissemination is crucial for building trust and loyalty among various stakeholders, including employees, customers, and investors. Ardiyansyah & Fahrizal (2022)

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emphasize that consistent communication is necessary to foster sustainable trust and strengthen long-term relationships with stakeholders. In this context, companies should develop clear and structured communication policies while ensuring that all members of the organization understand and implement these policies effectively. Training and skill development in communication for employees are also vital aspects to ensure that messages conveyed to the public align with the company's vision and mission.

The business reputation of PPM Management plays a crucial role in fostering trust among customers, employees, and other stakeholders. According to Susilo et al. (2023), a strong reputation provides added value to a company by enhancing customer loyalty and establishing credibility in the market. Reputation is not only shaped by service quality but also by how a company responds to issues related to social responsibility and sustainability. Purwaningsih et al. (2020) add that companies with a solid reputation tend to be more resilient during crises and have a competitive advantage in a highly competitive environment. For PPM, maintaining a good reputation means not only ensuring high service quality but also actively embedding corporate values in every public interaction. This requires a holistic strategy, including transparent and consistent communication management at every organizational level.

LITERATURE REVIEW

Marketing

Experts define marketing from various perspectives, each offering a distinct yet complementary view. Kotler and Keller (2016) describe marketing as a social and strategic activity carried out by individuals or groups to achieve specific goals, highlighting the social aspect where interactions between individuals or groups play a crucial role. Meanwhile, Sofjan (2013) defines marketing as a human activity aimed at fulfilling needs and desires through the process of exchange, emphasizing the fundamental role of exchange in human life. On the other hand, Kotler and Armstrong (2012) state that marketing is a process through which companies create value for customers and build strong relationships with them, underscoring the company's role in value creation and the importance of fostering long-term customer relationships. Based on these definitions, marketing can be understood as a complex interaction process between individuals and groups, aiming to fulfill needs and desires through the creation, offering, and exchange of valuable products and services. Marketing activities play a crucial role in economic growth, leading many companies to position it as a highly strategic management function

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that not only helps achieve business objectives but also strengthens and sustains customer relationships.

Marketing Management

Companies require various approaches to measure and evaluate their marketing performance to achieve established goals. Consequently, marketing management plays a crucial role in overseeing and directing all aspects involved in a company's marketing activities. Kotler and Keller (2016) define marketing management as a comprehensive process encompassing analysis, planning, implementation, and control of goods, services, and ideas within the context of exchange, with the primary objective of ensuring satisfaction for all parties involved. Furthermore, Kotler and Keller (2016) describe marketing management as a blend of art and science in selecting target markets, as well as acquiring, retaining, and expanding the customer base. This is achieved through the creation, delivery, and communication of superior value to customers. Thus, marketing management represents a holistic approach that integrates a series of strategic activities to fulfill customer needs and desires while enabling companies to effectively and efficiently achieve their objectives in the exchange of goods, services, and ideas.

Social Media Marketing Activities

According to Seo & Park (2018), social media refers to applications, platforms, or online media that facilitate user interaction, engagement, and content sharing. It has become a significant trend in marketing activities, with many coffee shops integrating social media into their marketing strategies. Individuals with shared interests can connect online within social media environments to exchange ideas, opinions, and thoughts (Bilgin, 2018). The presence of social media enables businesses to reach a broader audience and establish stronger relationships with their customers, making it a highly effective tool in modern marketing strategies. In their study on the importance of corporate social media activities, Seo & Park (2018) identified five key activities that distinguish interactions between consumers and companies on social media: communication, information provision, assistance for daily life, promotion and sales, as well as response and social engagement. Research indicates that social media influences trust and purchase intentions while also facilitating knowledge and experience sharing among consumers (Bilgin, 2018). Thus, social media serves not only as a communication tool but also as a crucial platform for business growth and sustainability in today’s digital landscape.

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Marketing Communication Strategy

In marketing communication, there are two fundamental elements that must first be understood: communication and marketing. The first key element, communication, is generally defined as the process of delivering messages from the communicator (source) to the communicant (receiver) (Kennedy & Soemanagara, 2006). Through communication, marketing activities can function effectively and achieve objectives such as facilitating purchasing decisions. Communication serves to persuade both current and potential consumers to engage in exchange relationships, a process known as one-way communication. This form of communication involves the transmission of messages in a single direction from one entity (institution or organization) to another group, either directly (face-to-face) or through media such as newspapers, magazines, radio, or television. In this context, communication is regarded as a deliberate act intended to convey messages to fulfill the communicator's needs, such as providing explanations or persuading others to take action (Mulyana, 2010).

According to Kotler & Keller (2009), marketing communication consists of five communication models: (1) Advertising, which involves mass communication through media such as newspapers, magazines, radio, television, and other platforms, or direct communication tailored for business-to-business and end-user consumers; (2) Sales Promotion, encompassing all marketing activities designed to drive immediate purchase actions within a short period; (3) Public Relations, which includes planned internal and external communication between an organization and its audiences to achieve specific goals based on mutual understanding; (4) Personal Selling, a direct communication form where salespeople interact face-to-face with potential buyers, aiming to assist or persuade them in purchasing a product; and (5) Direct Selling, where a company or organization engages directly with potential buyers. Based on these definitions of communication, within the marketing communication context, it is evident that communication is a one-way action that involves intentional messaging. The marketer's message delivery process to consumers is strategically designed to inform or influence their attitudes, opinions, or behaviors, whether directly (verbally) or indirectly through media. The concept of one-way communication in marketing highlights effective message transmission and reinforces the idea that all marketing communication activities are instrumental in achieving strategic objectives (Mulyana, 2010).

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Business/Corporate Reputation

Business reputation is not merely an external perception of a company but also reflects the outcome of continuous efforts to build and maintain positive relationships with various stakeholders. According to Widiastuty (2023), reputation encompasses not only the public image of a company's reliability and the quality of its products or services but also considers its integrity and social responsibility. This is evident in how a company interacts with employees, local communities, and the environment. Furthermore, Purwaningsih et al. (2020) emphasize that business reputation affects not only consumer perceptions but also relationships with suppliers, regulators, and the broader society. In other words, a strong reputation can provide significant competitive advantages, fostering customer loyalty, attracting top talent, and strengthening a company's position in financial markets. In the literature, business reputation is often regarded as an invaluable asset that offers long-term benefits (Widiastuty, 2023). Research has shown that companies with a solid reputation tend to achieve better financial performance over time (Purwaningsih et al., 2020). This is because a strong reputation builds trust and reduces uncertainty among stakeholders, allowing businesses to manage crises more effectively and maintain high customer loyalty. Thus, investing in improving and sustaining business reputation is not only a smart risk management strategy but also a crucial step in ensuring a company's sustainability and growth in an increasingly competitive market.

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

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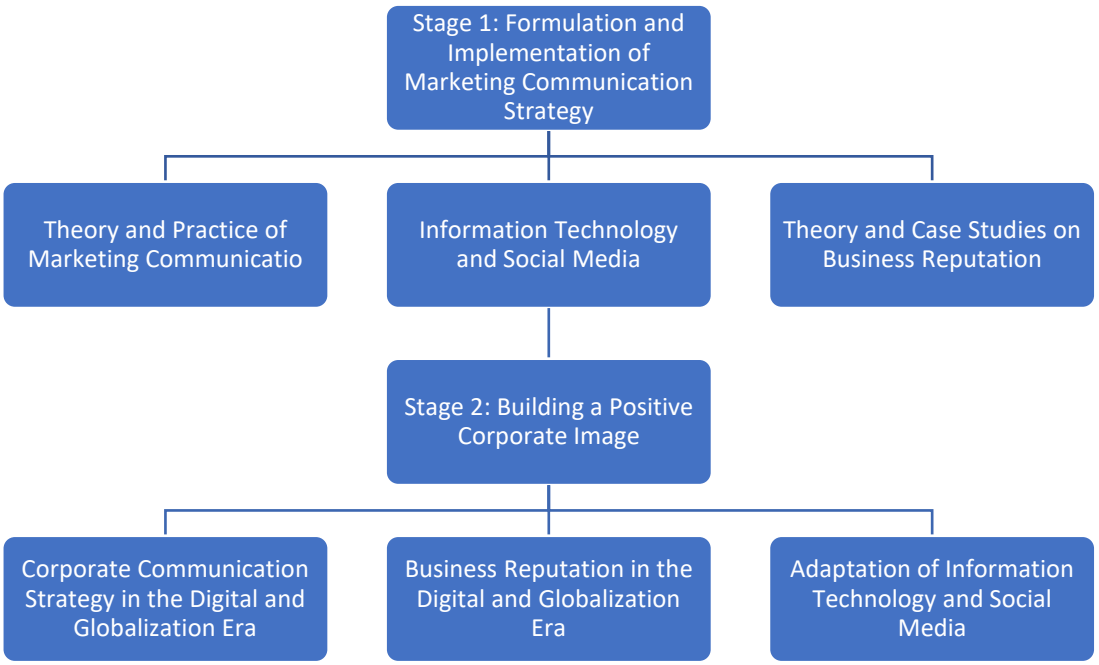


Figure 1. Research Framework

RESEARCH METHODS

The research employs a qualitative approach, as defined by Creswell (2013), which states that qualitative research is an approach used to explore and understand the meaning individuals or groups ascribe to a social problem. This approach is particularly suitable for interpreting, exploring, and gaining a deeper understanding of specific aspects related to beliefs, attitudes, or human characteristics. The research follows a descriptive study design, aiming to present, analyze, and interpret the focus of the study systematically. The study is based on examining factual phenomena occurring within the determined research object, ensuring a comprehensive understanding of the strategies implemented in the field of marketing communication

The unit of analysis in this research consists of marketing communication division managers, supervisors, and employees within the marketing communication division. The selection of these units is based on their respective roles, responsibilities, and contributions in achieving strategic corporate objectives, particularly in digital marketing through social media platforms such as Instagram. By incorporating perspectives from different organizational levels, the study seeks to provide a holistic view of the

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implementation and effectiveness of digital marketing strategies. This approach facilitates the identification of best practices, potential challenges, and optimization strategies for more effective digital marketing outcomes.

RESULTS

The research findings are presented descriptively based on the data and information gathered during the study. This section provides a comprehensive overview of key aspects, including the characteristics of respondents, primary research themes, and detailed descriptions of activities conducted throughout the research process. The study focuses on understanding how digital marketing strategies, particularly on Instagram, are implemented at PPM Manajemen. By analyzing the backgrounds and expertise of key marketing professionals within the organization, the study offers a deeper insight into the roles and responsibilities of marketing managers, supervisors, and social media specialists in shaping communication strategies. Their experiences and perspectives provide valuable context for evaluating the effectiveness of digital marketing initiatives and identifying best practices for optimizing brand reputation.

The descriptive analysis of research themes highlights three critical areas: the transformation of marketing communication in the digital era, challenges in implementing effective communication strategies, and the role of digital technology and data analytics. The study reveals that globalization and rapid technological advancements necessitate a shift in corporate communication approaches, requiring businesses to develop adaptive and competitive strategies. Moreover, managing brand reputation remains a significant challenge, as miscommunication on social media can have severe consequences. The findings emphasize the importance of leveraging data-driven insights to enhance engagement, refine messaging, and create a more responsive and transparent communication framework.

To ensure a comprehensive understanding of the subject, the research employed multiple data collection methods. In-depth interviews were conducted with key stakeholders responsible for executing digital marketing strategies at PPM Manajemen. These interviews provided valuable qualitative insights into their experiences, challenges, and successes. Additionally, field observations were carried out to analyze how marketing strategies were applied in real-world scenarios, particularly on social media platforms. The study also incorporated social media data analysis, evaluating engagement metrics, follower growth, and audience responses to assess the effectiveness of digital communication efforts.

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Lastly, the research involved collaborative discussions with the marketing team to validate findings and gain a holistic perspective on strategy implementation. These discussions helped refine the understanding of best practices and potential areas for improvement. The integration of various research activities enabled a more nuanced analysis of digital marketing strategies and their impact on brand perception. The findings underscore the necessity for businesses to continuously adapt to digital trends, utilize data-driven decision-making, and implement well-coordinated marketing efforts to strengthen brand communication and maintain a competitive edge in the digital landscape.

DISCUSSION

The research examines the implementation process of marketing communication strategies at PPM Manajemen as a means to address business reputation challenges. The study identifies three primary stages of execution, beginning with data analysis and consumer feedback, followed by preventive measures, and culminating in technological adaptation and audience engagement. These steps are designed to ensure that PPM Manajemen maintains a strong brand reputation while effectively responding to market dynamics.PPM Manajemen systematically leverages data analytics from social media platforms and direct consumer feedback to detect potential threats to its business reputation. A significant 75.5% decline in content engagement over a specific period indicated underlying marketing communication issues that required immediate attention. Additionally, a decrease of 156 followers further emphasized the potential negative impact of miscommunication. In response, corrective measures were taken, including the creation of more engaging content tailored to audience interests. These adjustments led to an 18.9% increase in post interactions, demonstrating the effectiveness of a more personalized approach in restoring consumer trust and loyalty. To maintain message consistency, PPM Manajemen also established strict communication guidelines, provided regular training for marketing personnel, and implemented an integrated content management system

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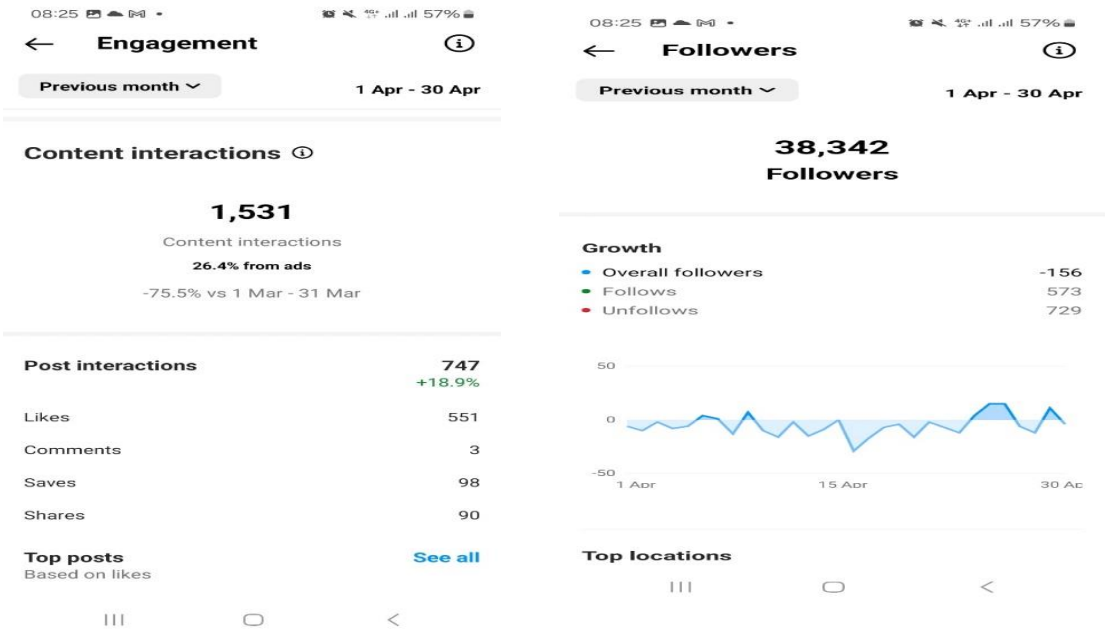


Figure 2. Instagram Engagement Rate PPM Management

Audience engagement played a critical role in marketing communication efforts, with social media and digital platforms serving as strategic tools. Instagram was particularly effective in increasing user interaction, as reflected in collected engagement data. To sustain engagement levels and counteract declining followers, PPM Manajemen utilized social media analytics to identify audience preferences and real-time market trends. This data-driven approach allowed the company to refine its content strategy, ensuring greater relevance and impact. Notably, targeted advertising contributed 26.4% to total content interactions, demonstrating the importance of precise audience segmentation in digital marketing.

Preventive measures were also implemented to mitigate reputation risks, including continuous monitoring of brand-related discussions on social media and proactive responses to emerging issues. As part of its risk management strategy, PPM Manajemen developed crisis communication protocols and conducted periodic audits of its marketing communication strategies. Employee involvement was also crucial, as staff served as brand ambassadors in direct customer interactions. Comprehensive communication training ensured that employees were equipped with the skills needed to uphold the

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company's image and values. The success of these strategies was measured through key performance indicators such as engagement rates, follower growth, and customer feedback. Despite initial setbacks, the observed increase in engagement confirmed the positive impact of the revised communication strategy.

The integration of technology and social media further enhanced the effectiveness of marketing communication efforts. Several techniques were employed, including digital advertising on platforms like Facebook and Instagram, interactive webinars, and strategic partnerships with vendors for lead generation. Additionally, targeted outreach programs, such as school roadshows and info sessions featuring alumni, strengthened PPM Manajemen's promotional efforts. Advanced customer relationship management (CRM) tools facilitated structured follow-ups with potential leads, ensuring efficient prospect management. Through these initiatives, PPM Manajemen successfully adapted its marketing communication approach to align with evolving digital trends, reinforcing its brand presence and market competitiveness.

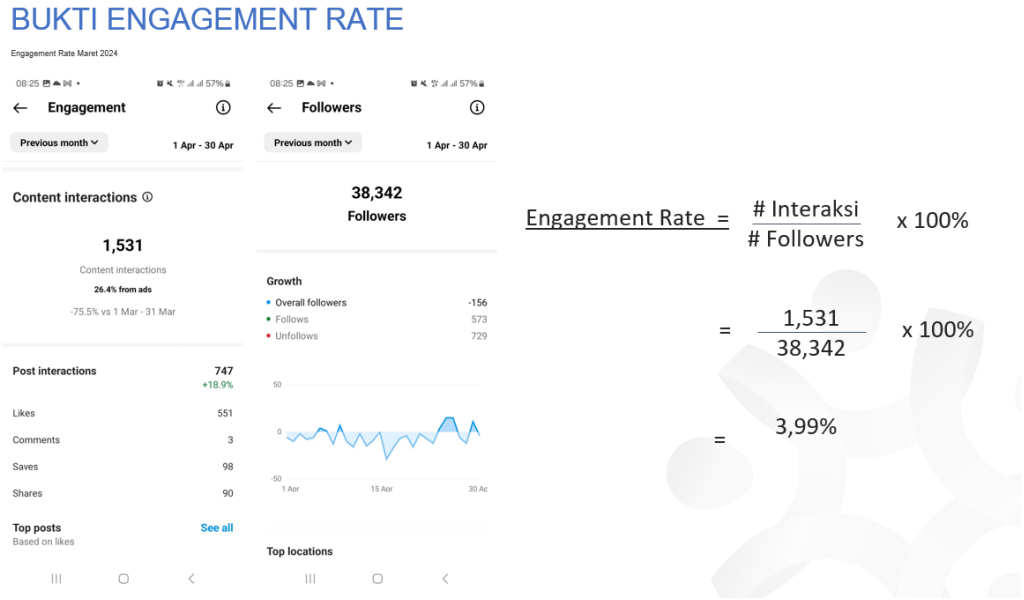


Figure 3. Instagram Ads Engagement Rate

CONCLUSION

Based on the research findings, several key conclusions can be drawn. First, management addresses business reputation challenges through data analysis and consumer feedback, enabling the identification and resolution of potential marketing

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communication issues. Preventive measures and strategic improvements are implemented to minimize negative impacts and ensure consistent communication, ultimately enhancing customer interaction and loyalty. Second, PPM Manajemen adopts an adaptive marketing communication strategy to navigate evolving business dynamics by leveraging digital technology and social media. This approach includes enhancing content interaction, proactive crisis management, and real-time data-driven adjustments, allowing the company to maintain a positive reputation and market relevance. Lastly, PPM Manajemen effectively integrates technology and social media into its marketing communication efforts by utilizing analytics tools, digital platforms, and promotional techniques such as paid advertisements and webinars. While these adaptations enhance audience engagement and campaign effectiveness, continuous adjustments remain necessary to address challenges like declining interaction rates and follower retention.

RECOMMENDATION

For further research and development at PPM Manajemen, several recommendations can be made. First, enhancing advanced data analytics capabilities is crucial for identifying deeper communication trends and patterns. Expanding the use of analytical tools to monitor and assess the effectiveness of communication strategies in real time can provide valuable insights into audience dynamics and campaign responses. This includes investing in advanced analytics software and training teams to maximize data utilization. Second, strengthening crisis communication protocols through more detailed strategies and regular training is essential. Developing a system for rapid and effective responses to reputation issues and closely monitoring public discourse can aid in crisis mitigation. Additionally, investing in crisis communication training and simulations can improve team readiness in handling emergencies. Third, PPM Manajemen should focus on creating more personalized and relevant content tailored to audience preferences. Adjusting content based on data analysis and consumer feedback can enhance engagement and loyalty. Emphasizing content that aligns with diverse audience interests and incorporating interactive elements such as polls and quizzes can further strengthen audience relationships. Lastly, future research can explore the impact of integrating the latest technologies and data analytics on the effectiveness of PPM Manajemen's marketing communication strategies. This includes studying the use of artificial intelligence (AI) for sentiment analysis and trend prediction, as well as its role in real-time strategy adjustments. Such research can provide insights into optimizing technology and data to enhance audience interaction and reinforce corporate reputation.

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MANAGERIAL IMPLICATIONS

The managerial implications of this study highlight the need for PPM Manajemen to enhance its analytical capabilities and strategic responsiveness in addressing marketing communication challenges. By optimizing data analysis and consumer feedback, management can more effectively identify and mitigate potential issues that could harm the company's reputation. This requires investment in advanced analytical technology and employee training to ensure data is fully utilized for swift and accurate decision-making. Additionally, PPM Manajemen must continuously adapt to digital technology and social media in its marketing communication strategies. The ability to respond to market changes in real-time and enhance content engagement is crucial for maintaining relevance and a positive reputation. Strengthening crisis communication protocols through more detailed strategies and regular training will also improve the team's preparedness for emergency situations. Ongoing adjustments in communication strategies, including the development of personalized content, will significantly enhance audience engagement and loyalty.

RESEARCH LIMITATIONS

This study has several limitations that may affect the comprehensiveness of its findings. First, there are constraints in the scope and depth of the collected data, as limited access to advanced analytical tools may hinder the ability to identify deeper trends and patterns. Consequently, the conclusions regarding the effectiveness of marketing communication strategies may not be entirely representative or comprehensive. Second, the study may not fully capture PPM Manajemen's crisis response capabilities in depth. Reliance on reports and feedback could restrict the understanding of how effective crisis communication protocols are and how well the team is prepared to handle unexpected emergencies or complex crisis scenarios. Third, the research is primarily based on data from coordination meetings and interviews, which focus solely on marketing communication issues. As a result, the analysis may not encompass broader perspectives or incorporate data from other sources that could provide additional insights into marketing communication strategies and their impact..

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