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Analysis of Marketing Strategy in Increasing Property Sales Volume (Case Study on Citra Asri Housing in the Village Pematang Seleng, Labuhanbatu Regency)

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Abstract

This study aims to Analyze Marketing Strategies in Increasing the Volume of Property Sales (a Case Study on Citra Asri Housing in Pematang Seleng Village, Labuhanbatu Regency). This research was obtained from several observations and interviews with related parties, this type of research is descriptive qualitative by selecting several informants. The source of the data used is the primary data source, namely the informant who cames from direct observation t the research location by means of observation and interviews, and secondary data sources, namely data sources obtained from documentation. The results of this study indicate that the marketing strategy implemented by Citra Asri Housing uses two concepts, namely online and offline concepts and print media in terms of marketing their products to increase sales volume. The online concept is to take advantage of today's tecnological sophistication such as WhatsApp and Facebook, while for the offline concept of Citra Asri Housing, socializing to several companies and offering directly to the public the product of the Citra Asri Housing, and for Citra Asri Housing print media using brochures and billboards to attract consumers' attention. And in advancing its sales, the Housing Citra Asri sector also involves intermediary housing agents to maximize the level of sales volume. The sales data shows that housing prices are determined following the subsidy price of North Sumatra, where prices can change according to the price of subsidies in North Sumatra. Because housing

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Citra Asri is subsidized housing, which for the price provisions must follow the subsidized price in the North Sumatra region. In the process of housing Citra Asri contruction, which was establishedin 2020 and began operating which was founded by Mr Reymond Taniono.

Keywords: Marketing strategy, Property and Sales volume

INTRODUCTION

The house is one of the main elements for people's welfare. Home is the need for a place that can be used as a shelter, in addition to clothing and food.(Diandra et al., 2020) In a just and prosperous society, it is time for the people to have a proper place to live. At present, the growth of the housing sector in the country is very rapid, driven by increasing public demand for housing according to their level of need. The increasing number of residents in an area from year to year continues to grow. Apart from being born, the large number of migrants from other areas made the area even more crowded. This population growth causes an increase in the need for boards or housing. On the other hand, the longer the availability of land to live in is getting narrower, resulting in increasingly expensive land and house prices. In the end, many people who cannot afford to buy a house are only able to rent or rent a house. Many also work around this by making buildings or illegal houses as a means of residence.(Indraswari & Yuhan, 2017)

Nowadays, the house is no longer just a shelter from the heat, rain and outside animals, but has turned into the social status of the owner. In environmental conditions where there is an increase in population, it will be followed by new residential developers so that facilities are needed to meet community needs. The need for housing for residents encourages housing (property) developers to provide alternative housing solutions that are more feasible and affordable. Various efforts have been made by housing developers to attract the attention of consumers and increase sales of their products. Starting from the model, type, price and various promotions that are carried out.(Muhammad & Fadli, 2022) As it is known that every company needs a marketing strategy as an effort to increase sales. Marketing activities or commonly known as marketing have long developed, from the start of distribution and sales activities, now they have developed into efforts to bring producers together with consumers. This is a step to introduce its products through promotional programs to consumers. Marketing that is carried out with a good strategy will be able to place the product in the right position and dominate the market. Marketing is a way that companies do to direct their efforts to satisfy consumers

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by making a profit. This is a new thinking in business and replaces the way of thinking that leads to Gregorius Chandra's product (2012).

Marketing can be used to improve exchange relations between consumers and producers. The statement shows the desire of the producer to channel or provide knowledge and information about the company's products.(Nabilla A. G, 2021) Providing knowledge or information about products is intended to create exchanges, to cause purchases. This is a follow-up of marketing communications activities. That's what has to be done in the sale of Citra Asri Housing, whose marketing methods are still very minimal, so that not many people recognize it. Because the Citra Asri housing developer is still new and there is no fixed marketing strategy, a calculated and measurable recommendation is needed so that sales volume can increase. Sales volume is one standard form of company performance. The success or failure of a company can be judged by the condition of the overall sales volume, the main goal of the company is to make a profit. One way is to increase the volume of sales generated by the company. According to (Raras & Permana, 2017) sales volume is an achievement expressed quantitatively in terms of physical or volume or unit of a product.

Sales volume is something that indicates the ups and downs of sales and can be expressed in units, kilos, tons or liters. Sales volume according to (Hulu et al., 2021) is the number of real company sales units in a certain period. So sales volume can be said to be the result of sales activities as measured by units. In order to seize the market, entrepreneurs will compete to outperform each other. Therefore the right marketing strategy is needed to overcome this problem.(Ritonga et al., 2022) One of the marketing strategies implemented is the strategy and promotional activities, where promotion is one of the variables in the marketing mix that is very important for companies to market their products.(Amin et al., 2021) Based on the description above, the researcher is interested in taking the title "Marketing Strategy Analysis in Increasing Property Sales Volume (Case Study in Citra Asri Housing in Pematang Seleng Village, Labuhanbatu Regency.

DISCUSSION

Product

Product is anything that is offered to the market to get the attention of buyers, users or consumers who can meet the needs of the user. Based on the information the

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researchers obtained from interviews, Citra Asri Housing only built one type of housing, namely wall housing, which is more commonly called a stone house by local residents with a minimalist and coupling design, with type 36.

Table 1. Housing Types of Citra Asri

No	Type	Number of units	Building area (m^2)	Surface area (m^2)
1	36/105	133	36	105

This home product is also equipped with drilled water and electricity, so consumers don't need to take care of water and electricity from PLN. Apart from water and electricity, housing is also equipped with specifications consisting of two bedrooms that are still empty (no furniture), one bathroom, and living room, and a front yard that can be used as a garden.

Price

Price is an exchange rate that can be equated with money or other goods that must be paid by consumers to get a product. The term price is used to give finance to a product or service. Regarding the price of Citra Asri Housing products, it changes every year depending on the price of housing subsidies in the North Sumatra region, the price set at the beginning of the sales year, namely in 2021, is IDR 135,000,000 (Promotional Price), this price includes deed, PPH, Land and Building Rights Acquisition Fees (BPHTB), transfer of names, checking of certificates, and contract fees for KPR. However, in mid-2021, housing prices have increased to IDR 150,000,000, and in 2022 the housing price per unit will continue to follow the mid-2021 price of IDR 150,000,000.

Table 2. Housing Prices for Citra Asri

Type	Year	Price per unit (Rp)
36	2021 (Promotion price)	135.000.000
36	2021 (Mid)	150.000.000
36	2022	150.000.000

From the table above it can be concluded that in mid-2021 housing prices per unit have increased by Rp. 15,000,000, from the initial price in 2021 due to the initial price of

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the year as a promotional price. And in 2022 housing prices per unit will still follow mid-2021 prices, namely IDR 150,000,000. Some people might think that this is not a lot of value, some will immediately back off when they see the value, that's normal because price is a sensitive thing in a business. Therefore, to make it easier for consumers, Citra Asri Housing provides three payment systems to pay off the housing, namely cash, cash in stages, and mortgages.

Hard Cash

Hard cash is a payment system that is carried out no later than one month from the agreement between the buyer and the seller. This system has many advantages because usually the seller gives a tempting discount on the price of the house and also the buyer will not have to bother with the installments every month. But the drawback is that the buyer must provide large funds. This system is an option for consumers of Citra Asri Housing in paying off purchases because they see that there are still many local residents who prefer to pay off directly when making buying and selling transactions rather than credit. This system is done in a way:

1. Pay the specified down payment
2. Pay an additional fee of IDR 7,000,000, which is the cost of:

Table 3. Cash Payment System

Deed	Rp 500.000
BPHTB	Rp 4.500.000
Transfer of title	Rp 2.000.000
Jumal	Rp 7.000.000

Cash Installment

Gradual cash is a payment system that is carried out in stages or in installments as determined by the seller. This payment system is almost the same as the hard cash system. Buyers who take this payment system must also provide sizable funds, but what distinguishes it from hard cash is the longer gradual cash period, Citra Asri Housing itself stipulates buying a house in cash installments can be paid in installments every month for twelve times for one year with an advance of IDR 30,000,000.

1. Pay a down payment of IDR 30,000,000
2. Pay extra

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Table 4. Phased Cash Payment System

Deed	Rp 500.000
BPHTB	Rp 4.500.000
Transfer of title	Rp 2.000.000
Jumlah	**Rp. 7.000.000**

Home Ownership Credit (KPR)

Home Ownership Credit (KPR), is a credit facility provided by banks to individual customers who will buy a house with a non-cash payment system. Buying a house in Citra Asri Housing with a KPR system is available at Bank BTN, Mandiri and BRI, this system is done by:

1. Pay a down payment of IDR 3,000,000
2. Monthly installments of IDR 1,144,100 for 15 years
3. Monthly installments of IDR 952,900 for 20 years

Place

Place is a place or container used to market a product, which distributes products in the form of goods or services from producers to consumers. Place is one of the important factors in the marketing mix so that the marketing can run optimally and the products offered can be easily obtained by consumers who need them. Citra Asri Housing has two concepts to market its housing products, namely:

1. Selling products directly to consumers and
2. Through intermediary real estate agents

Apart from being interpreted as a container or place to distribute products. Place is also defined as the place or location of the business being carried out, Citra Asri Housing is located in Pekan Hamlet, Pematang Seleng Village, Bilah Hulu District, Labuhanbatu Regency, with a distance of approximately seven kilometers from Aeknabara City. The place is still surrounded by greenery on both sides and not yet crowded with people, so this is perfect for people who want a beautiful residence, away from urban pollution, even though it is in a rural area but public facilities such as schools and markets are available in the village.

Promotion

Promotion is an attempt to notify or offer products or services to the market with the aim of attracting potential consumers to buy the products offered, with promotions,

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producers or distributors expect an increase in sales figures. Things that need to be considered in doing the promotion is the selection of marketing mix. The promotion mix is nothing but the way or promotional activities carried out to influence the target market. There are several promotional activities that can be carried out to maximize marketing and increase sales volume, including:

1. Advertising by making banners to be displayed on the roadside or crowded places and distributing flyers. One of the things like this is what Citra Asri Housing does in maximizing their marketing.
2. Sales promotion can be done by giving discounts or gifts directly to each consumer.
3. Publicity or publicity, namely an approach to the community, this can be done by fostering good relations with the public such as participating in social activities using company attributes, this will make consumers confident because they see real things, not just advertisements.
4. Personal selling or personal selling can be done by visiting and direct or face-to-face communication with potential customers so that potential consumers are interested in buying the products offered and allows the seller to obtain direct responses from prospective buyers. Sellers are more able to observe the needs of buyers, can know directly the desires and behavior of buyers directly so that they can immediately make adjustments. And this is the method used by Citra Asri Housing to increase consumers
5. Direct marketing can be carried out using various sophisticated media to interact with consumers, such as utilizing various social media, websites and other online channels. But unfortunately there are still many local people who don't really understand the sophistication of digital marketing which makes online marketing at Citra Asri Housing only limited to a few social media.

Among the five promotional activities above, Citra Asri Housing has an additional marketing concept, not only doing personal selling but marketing at Citra Asri Housing also using housing agent intermediaries to increase their sales volume. However, with the outbreak of the Covid-19 virus which caused the sales of Citra Asri Housing to not be optimal, the sales did not meet the target.

Table 5. List of Citra Asri Housing Sales

No	Year	Sales Targets	Sold (units)

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1	2021 (Start/Promotion)	10	8
2	2021 (Mid)	15	10
3	2022	30	10

From the table above it can be seen that in the first year, namely 2021, Citra Asri Housing started selling eight housing units with predetermined sales targets. Whereas the following year, in the middle of 2021, Citra Asri Housing managed to sell ten housing units, behind the initial and mid-2021 sales which did not reach the sales target due to the Covid-19 outbreak at that time which prevented sales from exceeding the maximum sales target. However, in 2022, if you look at the results of the previous year's sales, it will increase, because 2022 is still the middle of the year and sales may reach the target or exceed the target.

CONCLUSION

The marketing strategy implemented by Citra Asri Housing in this case the promotion analysis has been maximized. However, with the Covid-19 pandemic, the sales volume in 2021 did not meet the sales target. This can be seen from the results of early and mid-2021 sales, at the beginning of 2021 sales were 8 (eight) units and in mid-2021 sales were only 10 (ten) units, this was due to the Covid-19 pandemic which had put the economy at a standstill. stable. And in 2022 the number of sales will increase to 10 (ten), and for 2022 it will still be in the mid-year category and it is possible for sales to meet sales targets or exceed sales targets. Promotion of personal selling and through housing intermediary agents and using Facebook social media (marketplace) and WhatsApp social media, and also using print media such as brochures and billboards.

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