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Digital Marketing Content Involving Consumers At PT. Bela Berlian Mandiri

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Abstract

This research aims to analyze the effectiveness of digital marketing strategies implemented by PT Bela Berlian Mandiri, focusing on the use of Instagram as a marketing platform. Considering the advancement of technology and the increase in social media usage, the company needs to adapt to innovative marketing methods to remain competitive. This study explores various types and strategies of digital marketing, including paid promotions on Instagram, and evaluates the benefits and challenges faced by the company. Data were collected through interviews with employees and consumers of PT Bela Berlian Mandiri as well as sales data analysis. The research results show that the use of digital marketing strategies through Instagram has a positive impact on increasing the company's brand awareness and sales. However, several obstacles need to be addressed for further optimization. Recommendations are made for the development of more effective digital marketing strategies in the future.

Keywords*: Digital Marketing, Instagram, Social Media, Digital Marketing Strategy, Paid Promotion.*

INTRODUCTION

Digital marketing has emerged as a crucial component in the marketing strategies of businesses, including property companies. It involves marketing activities conducted through the internet or online media, utilizing technologies such as websites, blogs, adwords, email, and social media platforms like Facebook, Twitter, and Instagram

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(Gunawan & Sulaeman, 2020). The COVID-19 pandemic has accelerated the shift towards digital engagement, compelling companies to adopt digital marketing strategies to remain competitive and meet the changing behaviors of consumers (Herhausen et al., 2020).

Existing literature highlights the importance of digital marketing in enhancing brand awareness, expanding marketing reach, and improving customer interaction. Studies by Al-Azzam and Al-Mizeed (2021) underscore its effectiveness in various aspects, including brand strengthening and audience expansion through digital channels. However, despite the extensive use of digital marketing, there are notable gaps in how property companies specifically leverage these strategies to optimize sales and consumer engagement.

A significant gap exists in the understanding of how property companies can effectively integrate digital marketing strategies to cope with the rapid digital transformation and the impact of the COVID-19 pandemic. Many companies struggle to adapt to the changing digital landscape, leading to suboptimal marketing outcomes and reduced sales performance. This gap necessitates a focused study on the digital marketing approaches of property companies and their effectiveness in the current market scenario.

The objective of this research is to investigate the digital marketing strategies employed by property companies, specifically PT. Bela Berlian Mandiri, and evaluate their effectiveness in enhancing sales and consumer engagement in the digital era. This study aims to contribute new insights into the application of digital marketing in the property sector, addressing the existing literature gaps and offering practical recommendations for companies to improve their digital marketing efforts.

LITERATURE REVIEW

According to Diamond (2019), Instagram is an effective social platform for telling a company's visual story and encouraging customer discussion. Since its launch in 2010 and acquisition by Facebook in 2012, Instagram has become a vital part of social media strategy, with more than one in five people in the U.S. using it in 2016.

Steps to Create an Instagram Plan:

1. Understanding the Audience:
   - Statistics from 2018 show that 31% of Instagram users are aged 18-29.
   - Compare Instagram's audience with Facebook's to identify engagement.

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2. Marketing Goals:
   - Focus on brand awareness and increasing conversions.
3. Content Strategy:
   - Consistency in posting with clear branding.
   - Encourage user-generated content (UGC).
4. Instagram-Specific Content:
   - Optimize the bio with 150 characters and one link.
   - Use hashtags and captions to drive engagement.
   - Utilize Instastories for social interaction, with 300 million daily users as of 2017.
5. Measuring Success:
   - Monitor metrics like impressions, reach, profile visits, and website clicks through Insights.
6. Brand Promotion:
   - Focus on mobile platforms for maximum interaction.
   - Showcase the brand's visual side with simple and creative content.

This strategy ensures a strong integration between Instagram and Facebook, enhancing the effectiveness of the company's digital marketing. Digital marketing involves direct interaction with individual consumers and selectively chosen customer communities to elicit quick responses and strengthen long-term customer relationships (Kotler et al., 2021). Companies use direct marketing strategies to tailor their offerings and content to the specific needs and interests of individual segments or buyers, enhancing customer engagement, building brand communities, and increasing sales volume. Digital marketing is a critical component of business digital transformation, encompassing new marketing techniques based on information and communication technology (Veleva & Tsvetanova, 2020). It continuously evolves, integrating processes that organizations have used for years (Kingsnorth, 2019). Generally, digital marketing is an interactive way to use digital technology to sell products or services, making them more accessible to customers (Özoğlu & Topal, 2019). It utilizes tools such as websites, social media, mobile apps, online ads, videos, emails, and blogs to engage consumers anytime, anywhere, through their digital devices (Kotler & Armstrong, 2020). Veleva and Tsvetanova (2020) highlight the benefits of digital marketing, including high interactivity for responsive communication, overcoming geographic barriers for global reach, rapid responsiveness to user needs, and precise measurement of marketing results. It

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facilitates customer segmentation, personalized advertising messages, and convenience for consumers. Additionally, digital marketing increases website traffic, allows multi-platform user communication, tracks competitor actions, and offers greater control over marketing processes with lower investment, suitable for startups. However, it poses challenges like imitation by competitors, building relationships with unseen consumers, potential perceptions of campaigns as insincere, online reputation damage from negative feedback, consumer trust issues due to privacy concerns, ad overload, limited suitability for some products and companies, dependency on technology, and difficulty in selecting and keeping up with digital tools.

Digital marketing allows consumers to interact directly with sellers, customizing information, products, or services according to their preferences, and making direct purchases (Mathur & Arora, 2020). It offers an engaging brand experience and community interaction where consumers share information and experiences. For sellers, direct marketing is cost-effective, efficient, and quick to reach target markets, enabling personalized communication and better understanding of customer needs, leading to more tailored products and services. This approach allows customers to ask questions and provide feedback, fostering stronger relationships.

RESEARCH METHOD

This study employs a qualitative descriptive research approach. The research utilizes both primary and secondary data. Primary data are collected directly from individuals or respondents through interviews, while secondary data are derived from existing documents and references (Walliman, 2021). Primary data sources include direct interviews with employees and managers of PT Bela Berlian Mandiri, as well as consumers. Secondary data sources involve documentation and other relevant records that provide additional context and information. Informants and respondents are selected through purposive sampling, focusing on individuals who have relevant experience and insights into the digital marketing strategies and their effectiveness during the pandemic. The main instruments used in this research are interview guides, observation checklists, and documentation tools. Interview conducted with employees, managers, and consumers to gather detailed insights into the digital marketing strategies and their impacts.

Interview Questions for PT Bela Berlian Mandiri Employees:

1. What types of promotions have been used by PT Bela Berlian Mandiri so far?

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2. What types of content does PT Bela Berlian Mandiri use when observing current consumer developments?
3. How does promotion affect sales? Have sales increased?
4. What is your opinion on social media marketing on Instagram?

Questions for Consumers:

1. Do you use social media, especially Instagram?
2. How often do you use Instagram?
3. How often do you see product reviews or advertisements on Instagram?
4. What type of content do you prefer for product promotion on Instagram?
5. Which do you prefer between endorsers and paid promotions for product promotion on Instagram?
6. Have you ever wanted to learn more about a product after seeing its promotion on Instagram?
7. Have you ever visited a business account of a product after seeing its promotion?

RESULT

The author conducted interviews with two groups of respondents, namely customers and employees of PT Bela Berlian Mandiri, to gather data on the use of Instagram social media and the effectiveness of the company's promotions.

Table 1 PT Bela Berlian Mandiri Employee Interviews

Parameter	Interview Result
Types of promotions used	Managers reported the use of discount programs, event exhibition promotions, and social media. Supervisors added online channel marketing such as Facebook Ads and Instagram. Employees reported open house events and special discount or reward offerings during those events.
Types of content used to observe consumer development	Managers reported the use of online surveys, sales data analysis, market research, and direct interaction with customers through social media and customer service. Supervisors added direct interaction with

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	prospective buyers at property exhibitions and gathering feedback from customers. Employees reported actively monitoring social media and other online platforms to observe trends and consumer needs.
Impact of promotions on sales	Managers reported a slight increase in sales during promotional periods with targeted and measurable strategies. Supervisors reported a significant increase in the number of prospects and information requests after promotional campaigns, with some promotions directly resulting in increased property unit sales. Employees reported increased interest and purchasing activity after promotions, especially when offering discounts or special offers.
Opinions on Instagram Social Media Marketing	● Managers believe that marketing on Instagram has great potential to reach a wider and more engaged audience, as Instagram is a highly visual and interactive platform. ● Supervisor views Instagram as an effective platform for building brand awareness through engaging visual content. ● Consider Instagram a very effective tool for interacting with customers and showcasing properties in an appealing and inspirational way.

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Table 2 PT Bela Berlian Mandiri Costumers Interview

Parameter	Interview Result
Instagram Usage	All customers (Rudi, Said, and Rizki) use Instagram. Rudi and Said use Instagram every day, multiple times a day, while Rizki uses it frequently.
Exposure to product reviews or advertisements	Rudi and Said often see product reviews or advertisements on Instagram. Rizki rarely sees product reviews or advertisements unless he intentionally searches for them.
Preference for types of content for product promotion	Rudi prefers content that provides in-depth information about products such as usage tutorials or objective reviews. Said likes content that features testimonials from product users. Rizki prefers content that shows how the product can provide solutions or benefits to him.
Preference between endorsers and paid promotions	Rudi trusts endorsers who have relevant experience or knowledge in their field. Said prefers paid promotions because he believes paid reviews tend to be more objective. Rizki does not mind whether promotions are done by endorsers or through paid promotions, as long as the content is relevant and informative.

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Desire to learn more about products	All customers have felt interested in learning more about products after seeing promotions on Instagram.
Visits to business account	Rudi has visited the business account of the product only a few times. Said often visits the business account of the product after seeing its promotions. Rizki has visited the business account of the product only a few times.

The digital marketing strategy of PT Bela Berlian Mandiri is instrumental in reaching a broader audience through platforms like Facebook and Instagram. However, its efficacy requires enhancement due to fluctuating sales data, indicating the need for optimization. This optimization entails improving content quality, expanding paid advertising, and leveraging analytics for better audience understanding.

Employee interviews revealed various promotional tactics utilized by the company, including discounts, events, and social media marketing. Nevertheless, there's still room for improvement, particularly in content diversity and frequency. Challenges like low posting frequency and underutilization of ad features hinder engagement and visibility.

To optimize the strategy, PT Bela Berlian Mandiri should focus on improving content diversity, incorporating varied formats like videos and infographics. Moreover, leveraging paid advertising features like Instagram Ads can enhance audience reach significantly. The use of analytics to understand audience preferences is essential for developing targeted campaigns and enhancing engagement.

Customer interviews highlighted preferences for informative content and testimonials, emphasizing the relevance of content depth and authenticity. Combining paid promotions with endorsements from knowledgeable influencers can further boost credibility and customer trust. However, the infrequent use of paid promotions on Instagram indicates the need for evaluation and optimization to maximize audience reach and interest.

Based on the analysis of findings, PT Bela Berlian Mandiri can enhance the effectiveness of its digital marketing strategy on Instagram. Customers tend to prefer content that provides in-depth information such as product usage tutorials and objective user testimonials. Furthermore, in selecting endorsers, it is important to choose

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individuals who are not only popular but also have deep knowledge of the product, particularly in the property industry. The credibility and influence of these endorsers will enhance customers' trust and interest in the product (Lee & Kim, 2020). A combination of paid promotion and endorsement is also recommended to achieve optimal results. Paid promotion can be used to increase the visibility of educational and informative content created by endorsers, while endorsements from them can provide more convincing personal testimonials. Interaction with the audience also needs to be enhanced through relevant and interactive content such as quizzes, polls, or Q&A sessions with endorsers, which can increase engagement and direct the audience to learn more about the product.



Figure 1 Paid Promote PT Bela Berlian Mandiri

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PT Bela Berlian Mandiri has executed promotions using the paid promote strategy by collaborating with the Instagram account pkucity. PT Bela Berlian Mandiri chose Instagram pkucity due to its high level of interaction with its followers, such as likes, comments, and shares. In Figure 4.6 above, it is clear that this promotion offers various benefits to buyers, such as free installment fees for the first five months, up to 100% down payment discounts, and various other facilities. This promotion highlights the benefits of buying a house in the Bela Berlian Residence 4 housing complex, such as ready-to-move-in houses, full ceramic tiles, certificate of ownership (SHM), free name change processing, free well drilling, free electrical installation, and free fences. This step demonstrates that PT Bela Berlian Mandiri is actively utilizing social media platforms to increase sales during and post the Covid-19 pandemic. However, this paid promotion was only conducted once in February 2023, so the use of this strategy is not yet fully optimal. PT Bela Berlian Mandiri needs to evaluate the implementation of digital marketing, especially using paid promotion on Instagram, to increase the wide-ranging audience coverage and attract potential buyers.

Optimizing PT Bela Berlian Mandiri's digital marketing strategy involves enhancing content quality, diversifying content types, leveraging paid advertising, and utilizing analytics for better audience understanding. Combining these efforts with endorsements from knowledgeable influencers can significantly enhance marketing effectiveness and customer engagement.

DISCUSSION

The findings suggest that PT. Bela Berlian Mandiri has implemented digital marketing strategies, particularly through paid promotions on Instagram, to enhance house sales during the Covid-19 pandemic. While these efforts have broadened their reach and facilitated direct engagement with potential buyers, their effectiveness remains suboptimal due to fluctuating sales data. Key challenges identified include infrequent posting, underutilization of paid advertising features, and monotonous content variation. Additionally, leveraging local influencers could potentially amplify promotion reach and credibility, though this avenue has yet to be fully optimized. Moving forward, discussions should focus on evaluating the ROI of current strategies, addressing sales fluctuation factors, optimizing content diversity and posting frequency, maximizing local influencer collaborations, and devising long-term digital marketing strategies aligned with evolving

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market dynamics. Regular monitoring and evaluation will be crucial in refining these efforts for sustained business growth.

CONCLUSION

Based on this research, it can be concluded that PT. Bela Berlian Mandiri has implemented digital marketing strategies, particularly paid promotions on Instagram, to boost house sales during the Covid-19 pandemic. These strategies have helped the company reach a wider audience and engage directly with potential buyers, but their effectiveness has not been optimal. Fluctuating sales data indicates that the current strategies have not maintained sales stability. Challenges faced by PT. Bela Berlian Mandiri include low posting frequency, underutilization of paid advertising features, monotonous content variation, and the potential for increased reach and promotion credibility through local influencers. However, PT. Bela Berlian Mandiri may not have fully optimized these strategies yet.

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