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Content Analysis Of The House Sales Brochure By PT Bela Berlian Mandiri

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Abstract

This study analyzes the content of the house sales brochure by PT Bela Berlian Mandiri. In an era where digital strategies increasingly dominate marketing, brochures still play an important role in attracting the interest of potential buyers. This research identifies informational cues and creative strategies used in the brochures to capture market attention and boost sales. Through a quantitative approach, by analyzing seven marketing brochures of PT Bela Berlian Mandiri, the study aims to gain a deep understanding of the effectiveness of brochures as a marketing tool. The results show that the use of informative and creative brochures can strengthen relationships with potential buyers and increase interest in the properties offered.

Keywords: ***Marketing, Brochure, Offline Marketing Strategy, Content, Creative Strategy.***

INTRODUCTION

The emergence of COVID-19 in Indonesia caused serious concern and prompted a quick response from the government (Asriansyah, 2022). Since the first case was announced in March 2020, emergency measures such as travel restrictions, school closures, and working from home were implemented to curb the spread of the virus. These policies negatively affected national economic growth, as evidenced by a contraction of -2.07% in Indonesia's economy in 2020 compared to 2019 (Pratiwi, 2022).

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Factors contributing to this contraction included decreased household consumption due to economic uncertainty, reduced corporate investments, declining exports and imports due to decreased global demand, and reduced business activities due to social restrictions.

The negative economic growth also affected the property sector. As stated by Indonesia's Deputy Minister of Finance, people tended to reduce consumption of long-term assets, including property, in response to economic uncertainty. This led to a significant drop in property demand, causing overall property prices to decline (Rahadian, 2022). Additionally, property development projects faced delays due to market uncertainty and difficulties in securing sufficient investments.

To address these challenges, the property industry needs to innovate and adapt marketing strategies to stay relevant amid dynamic market changes. Traditional offline marketing strategies have proven effective due to direct interaction with consumers, building trust, and reaching audiences not connected to digital platforms. Despite the rapid development of digital marketing tools, traditional direct marketing methods remain relevant and widely used.

PT. Bela Berlian Mandiri, established in 2014 focusing on subsidized housing projects in Riau, experienced a significant decline in property demand due to the pandemic, leading to decreased sales and revenue. To boost post-pandemic house sales and ensure business continuity, understanding consumer behavior changes, market trends, and economic conditions influencing marketing strategies is crucial.

This study aims to analyze the effectiveness of offline marketing strategies, specifically through the use of brochures, to increase house sales for PT. Bela Berlian Mandiri post-pandemic. It seeks to identify the most commonly used informational cues and creative strategies by the company to attract potential home buyers and improve sales targets.

The research will provide novel insights into how traditional offline marketing methods can complement digital strategies in the property sector, particularly in a post-pandemic context. The findings will contribute to the body of knowledge by highlighting the continued relevance and effectiveness of offline marketing in the digital age.

LITERATURE REVIEW

Marketing through brochures (print advertising), according to Semenenko (2013), is an effective basic strategy for conveying messages to prospective customers.

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Brochures serve as tangible and visually appealing media that help communicate a business's brand identity and value proposition effectively. Here are the key points related to marketing through brochures:

1. Communication Model in Marketing
   The communication model involves the sender (company), message (brochure content), medium (brochure), and receiver (target audience). The message must be clear and understandable, ensuring that the encoding by the sender aligns with the decoding by the receiver.
2. Identification of Target Audience
   Segmentation of potential customers based on demographics, geography, psychographics, or behavior. Brochure content should be tailored to meet the needs and preferences of each segment.
3. Influence on the Consumer Decision-Making Process
   Brochures can influence various stages in the consumer decision-making process, from problem recognition to information search, evaluation of alternatives, and purchase decisions.
4. Content and Design
   The effectiveness of brochures is influenced by concise and clear text, error-free content, attractive visuals, and high-quality materials.
5. Integration with Other Marketing Channels
   Brochures are used alongside other marketing channels such as direct mail, trade shows, and digital marketing efforts to create a cohesive marketing strategy.
6. Environmental Considerations
   Eco-friendly brochures that use recycled materials and environmentally friendly inks can enhance the company's image and attract environmentally conscious customers.

Offline marketing involves direct interactions with buyers and enables two-way communication. It focuses on printed materials (Rosyidin et al., 2022). Despite the attention garnered by online marketing, social media, and mobile marketing, traditional direct media remains essential in direct marketing. Think about your mailbox often filled with promotional materials. Key forms of traditional direct marketing include personal selling, direct mail marketing, catalog marketing, telemarketing, direct-response television marketing (DRTV), and kiosk marketing (Kotler et al., 2021).

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Several common types of offline (traditional) marketing are:

1. Personal Selling
   Personal selling is a direct presentation by a company's sales team aiming to interact with customers, make sales, and build customer relationships (Kotler & Armstrong, 2020).
2. Catalog Marketing
   Catalog marketing involves creating physical catalogs listing a company's products or services, which are distributed to potential customers through mail or in-store. Catalogs provide detailed product information, specifications, prices, and special offers, enhancing brand awareness and customer relationships despite high production and distribution costs (Kotler et al., 2021).
3. Telemarketing
   Telemarketing uses phone calls to sell directly to consumers and businesses. Benefits include convenience and enhanced product information, though unwanted calls have led to consumer frustration. Modern telemarketing often adopts an "opt-in" model, where customers invite companies to contact them (Kotler et al., 2021).
4. Direct-Response Television Marketing (DRTV)
   DRTV includes direct-response ads and interactive TV ads, using TV commercials to offer products with toll-free numbers or websites for ordering. Successful DRTV campaigns generate significant sales and engagement, often combined with social media. Interactive TV allows direct viewer interaction through smart TVs or other devices (Kotler et al., 2021).
5. Kiosk Marketing
   Companies are increasingly using digital, touch-screen kiosks for information and ordering in various locations like stores, airports, and malls. Modern kiosks often have wireless connections and facial recognition software to tailor recommendations (Kotler et al., 2021).

RESEARCH METHOD

This study employs quantitative research. The study uses deductive content analysis to analyze print advertisements or brochures from PT Bela Berlian Mandiri. The analysis applies Resnik and Stern's (1981) criteria for informational content and Simon's (1971) framework for creative strategies, providing insights into how PT Bela Berlian

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Mandiri uses information and creativity in their print advertisements. The research begins with clear research questions and specific content definitions.

RESULT

Brochure Selection

The way messages are conveyed through the communication process often greatly influences the success of products in today's highly competitive market. During the internship at PT Bela Berlian Mandiri, the author found that the company used various types of brochures for promotion. These brochures cover information about products, special offers, and company contact details. In selecting the brochures to be used, the company considers factors such as target audience, visual design, and the message they want to convey.

The author used seven types of print advertisements distributed by PT Bela Berlian Mandiri to analyze further how the company is able to convey messages through the print advertisements/brochures they distribute. These brochures will be analyzed based on their names, namely Brochure 1, Brochure 2, Brochure 3, Brochure 4, Brochure 5, Brochure 6, and Brochure 7.

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Figure 1
Brochure 1



Figure 2
Brochure 2



Figure 3
Brochure 3

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Figure 4
Brochure 4



Figure 5
Brochure 5



Figure 6
Brochure 6



Figure7
, Brochure 7

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Informational Cues

Parikh (2016, as cited in Resnik & Stern, 1977) identified information signals that they claim consumers can use to make informed decisions. According to them, advertisements should provide signals that allow viewers to better achieve their personal purchasing goals. Resnik and Stern (1977) created a classification system consisting of 14 evaluation criteria to classify the content of information in advertisements, which are still widely used today (see. Table 1).

Table 1 Resnik's 1977 Classification (Definition of Parameters in Informational Cues)

Informasi	Operational definition
Price-Value	How much does the product (service) cost? What is its value retention capability? How does it satisfy needs per dollar? Are there any special prices, sales, etc.?
Quality	What are the product characteristics that differentiate it from competitors' products based on objective evaluations of craftsmanship, engineering, durability, material superiority, personnel structural excellence, attention to special service details?
Performance	What does the product do, and how well does it perform what it is designed to do compared to alternative purchases?
Components or content	What does the product consist of? What materials are contained within it? What additional items are included with the product?
Availability	Where can the product be purchased? When will the product be available for purchase?
Special Offers	What are the non-price special offers available with certain purchases?
Packaging	hat packaging is available for the product that makes it more desirable than alternatives? What special forms are available for the product?

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Guarantees and warranties	What post-purchase guarantees accompany the product?
Safety	What security features are available on a particular product compared to alternative options?
Independent research	Are the results of research collected by "independent" research companies presented?
Company research	How much does the product cost? What is its value retention capability? How does it satisfy needs in terms of currency?
New ideas	Are there any new concepts introduced during the advertisement? Are their advantages presented?

The author used this coding system to classify the information content in the print advertisements distributed by PT Bela Berlian Mandiri. The following are the findings on each print advertisement medium.

Table 2 Information Cues and Percentage of Signal Usage in Print Advertisements

Information Cues	% Usage in Advertisements
Price-Value	57%
Quality	57%
Performance	57%
Components or content	57%
Availability	100%
Special Offers	86%
Packaging	0%
Guarantees and warranties	0%
Safety	0%
Independent research	0%
Company research	0%
New ideas	57%

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Table 3 Informational Cues Used in Print Advertisements

	Price-value	Quality	Performance	Components or content	Availability	Special Offers	Packaging	Guarantees and warranties	Safety	Independent research	Company research	New ideas
Brochure 1	v		v	V	v	-		-	-	-	-	v
Brochure 2	-		-	-	v	v		-	-	-	-	-
Brochure 3	v		v	V	v	v		-	-	-	-	v
Brochure 4	-		-	-	v	v		-	-	-	-	-
Brochure 5	v		v	V	v	v		-	-	-	-	v
Brochure 6	-		-	-	v	v		-	-	-	-	-
Brochure 7	v		v	v	v	v		-	-	-	-	v

Based on Table 2, the most frequently used information signals in the brochures are product availability and special offers. This is evident from the percentage of usage, reaching 100% for availability and 86% for special offers. Some brochures also emphasize price-value, quality, performance, and new ideas, each with a usage percentage of 57%.

From the analysis of Table 3, Brochure 3, Brochure 5, and Brochure 7 are brochures that demonstrate a more comprehensive application of creative strategies in PT Bela Berlian Mandiri's marketing communication. These three brochures encompass almost all listed elements, including price-value, quality, performance, product components or content, availability, special offers, and new ideas. This strategy provides a complete overview to potential consumers about the product's value, quality excellence, expected performance, and special offers that may attract purchasing interest. Brochures 3 and 7 cover all listed types of information except packaging, guarantees and warranties, safety, and independent or company research. These brochures may successfully capture consumer attention. Comprehensive and relevant information can positively influence purchasing decisions.

Brochure 5 does not cover some elements such as packaging and guarantees. However, Brochure 5 contains crucial product information, including new ideas that may add value. Therefore, Brochures 3, 5, and 7 can be considered effective examples of implementing creative strategies in PT Bela Berlian Mandiri's promotional brochures. This comprehensive approach can provide a competitive advantage by providing clear and relevant information to consumers, as well as building a strong product image in potential customers' minds. The information signals in PT Bela Berlian Mandiri's promotional

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brochures are quite effective in capturing consumer attention. The conveyed information is clear and relevant to consumer needs. For example, the use of special offers often attracts consumer interest in making immediate purchases.

Creative Strategies

Parikh (2016, as cited in Simon, 1971) classified creative strategies to include information, psychographic appeal, repetition, command, brand introduction, symbolic association, imitation, obligation, and habit formation (Table 4).

Table 4 Simon's 1971 Classification (Definition of Parameters in Creative Strategies)

Informasi	Operational definition
Information	Presentation of simple facts, without explanations or arguments; merely news about the relevant product.
Argumentation	Detailed connection of facts (reasons why) with the desired purchase; copy is particularly important; "playing logically on established desires" in presenting reasons to buy.
Psychological Appeal Motivation	Explicit statements about how the product will benefit consumers; using emotions and appeals to self-interest in creating desires that were previously not clearly visible; interpreting facts within the framework of "specifically for you".
Statement Repetition	Hard repetition of one basic information; often 'general' without factual evidence support.

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Command	"Non-logical" reminders (either hard or soft selling) to position the audience advantageously; may be reinforced by authoritative figures.
Brand Introduction	Friendly and chatty nuances, little or no "sales facts" but suggestions about advertiser "loyalty" and "reliability"; keeping the brand name in front of the public.
Symbolic and Visual Metaphor Association	Subtle presentation of a single piece of information linking the product with a place, event, person, or symbol (any positive connotations); sales pitch is usually not explicit; copy is usually minimal, and the product is generally not "displayed".
Imitation (Celebrity Endorsement)	Testimonials, by celebrities, participants of hidden camera, or individuals who are unfamiliar but with whom readers can easily identify (or whom they respect for certain defined characteristics).
Obligation	Offers of free gifts or information, or touching sentiments; some attempts to make readers grateful.
Habit Formation	Offering samples or discounted prices to start "regular practices or routines"; products are usually showcased.

The author utilized Simon's (1971) classification system to analyze the extent to which PT Bela Berlian Mandiri's print ads/brochures were able to implement creative

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strategies. Below are the findings observed by the author, considering each aspect and parameter in Simon's classification (1971).

Table 5 Creative Strategies Used in Print Advertisements

Creative Strategies	% Usage in Advertisements
Information	100%
Argumentation	100%
Psychological Appeal Motivation	100%
Statement Repetition	57%
Command	29%
Brand Introduction	100%
Symbolic and Visual Metaphor Association	0%
Imitation (Celebrity Endorsement)	0%
Obligation	86%
Habit Formation	0%

Table 6 Creative Strategies Used in Print Advertisements

	Information	Argumentation	Psychological Appeal Motivation	Statement Repetition	Command	Brand Introduction	Symbolic and Visual Metaphor Association	Imitation (Celebrity Endorsement)	Obligation	Habit Formation
Brochure 1	v	v	v	-	-	v	-	-	-	-
Brochure 2	v	v	v	v	v	v	-	-	v	-
Brochure 3	v	v	v	-	-	v	-	-	v	-
Brochure 4	v	v	v	v	v	v	-	-	v	-
Brochure 5	v	v	v	v	-	v	-	-	v	-
Brochure 6	v	v	v	-	-	v	-	-	v	-
Brochure 7	v	v	v	v	-	v	-	-	v	-

Based on Table 5, the most dominant creative strategies in PT Bela Berlian Mandiri's brochures include information, argumentation, and motivation with psychological appeals, each with a usage percentage of 100%. Some brochures also

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utilize statement repetition and commands to reinforce the conveyed message. From Table 6, Brochure 2, Brochure 4, and Brochure 5 stand out in applying creative strategies. These brochures employ various strategies including information, argumentation, motivation with psychological appeals, statement repetition, commands, brand introduction, symbolic and visual metaphor associations, and habit initiation.

Brochure 2 and Brochure 4 utilize all listed strategies except celebrity endorsement imitation, showing a high commitment to capturing attention and influencing potential buyers through diverse communication approaches. Brochure 4 also stands out with its strong approach to creative strategies, which can enhance audience attraction and persuasion more deeply. Brochure 5, meanwhile, although not using some specific strategies, covers most types of creative information signals. Therefore, Brochure 2, Brochure 4, and Brochure 5 can be considered the best examples in implementing creative strategies in PT Bela Berlian Mandiri's promotional brochures. These brochures provide a competitive advantage through greater influence on consumer purchasing behavior. The creative strategies applied in these brochures are highly varied. The use of strong information and argumentation helps consumers understand the product benefits more deeply. Motivation with psychological appeals is also effective in creating a desire to own the offered products.

DISCUSSION

Moving forward, future research endeavors should encompass several key areas based on the outcomes of this study. Firstly, there's a need for a more comprehensive exploration of creative strategy application, particularly focusing on underutilized strategies like symbolic and visual metaphor association, imitation through celebrity endorsement, and habit formation. Investigating how integrating these less common strategies might impact the effectiveness of product promotion could offer valuable insights. Secondly, deeper analyses should be conducted to understand how different creative strategies influence consumer behavior and perceptions, thereby shaping purchasing decisions. This involves identifying patterns in consumer responses to various strategies and examining their effects on brand and product perception. Thirdly, conducting comparative studies between PT Bela Berlian Mandiri's brochures and those of their competitors can shed light on the company's competitive advantages, providing a clearer understanding of the marketing landscape. Additionally, future research should delve into the specific influence of informational cues on consumer purchase decisions,

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elucidating whether factors such as product quality or guarantees carry more weight than pricing information or special offers. Lastly, post-implementation research is essential to gauge the real-world effectiveness of the strategies employed. Analyzing consumer responses to the brochures post-publication and assessing any changes in purchasing behavior or brand perception following the campaign launch can offer valuable insights into the overall impact of the marketing efforts.

CONCLUSION

Based on the research conducted, it was concluded that the most frequently used informational cues are product availability and special offers. Brochures 3, 5, and 7 demonstrate a more comprehensive application of strategies by encompassing all essential elements that can capture consumer attention. From the analysis, the creative strategies in PT Bela Berlian Mandiri's brochures reflect a strong approach in influencing consumers, with the use of clear information, strong argumentation, and effective psychological motivation. Brochures 2, 4, and 5 stand out in employing diverse creative strategies, which can enhance attractiveness and persuasion to the audience.

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