

Marketing Communication Strategy In Housing Area Grand Puri Bunga Nirwana Jember Regency

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ABSTRACT

Appropriate marketing communications can prevent companies from losses caused by ineffective and efficient promotional activities. In marketing studies, effective and efficient promotion activities can be included as a concept in the marketing communication mix. The speed of the housing business is now growing which is driven by urgent demands for housing needs as a place to live. Grand Puri Bunga Nirwana Jember, a property company developed by PT. Cipta Adi Perkasa which sells housing ranging from subsidized to commercial types. The approach used in this research is descriptive qualitative. The results of the study indicate that marketing communications are carried out by the housing company Grand Puri Bunga Nirwana Jember through several communication tools such as newspapers, online marketing (Google Adds, Instagram Adds, Facebook Adds), external media marketing (banners, banners, brochures) which can make the community arises brand trust in the products offered. In addition, there are also many prospective buyers who get information from previous buyers, so they have more trust and confidence in the products owned by the housing. This can be proven by the large number of home buyers who make repeat purchases and recommend them to their closest relatives.

Keywords : Brand Trust, Marketing Communication, Grand Puri Bunga Nirwana Jember

1. INTRODUCTION

The development of marketing activities in the form of housing is currently a basic need for the community, in addition to clothing and food needs. This is also caused by the increasing primary needs of the community to be able to have a house according to what they want. The construction of subsidized housing and settlements is carried out to improve the quality of family and community life, as well as to create social harmony in society. The house is not only a place to take shelter for the family but can also function as a proper place to live, and can even function as a means of investment.

2. METHOD

This research focuses on a qualitative descriptive approach. Qualitative research is research that is intended to understand phenomena about what is experienced by research subjects, for example behavior, descriptions of ways in the form of words and language, in special natural contexts and by utilizing various natural methods. Qualitative research does not use the term population, but uses a "social situation" or social situation which consists of three elements, namely: places, actors, and activities that interact synergistically.

3. RESULT AND DISCUSSION

In the previous discussion, Grand Puri Bunga Nirwana Housing has very good sales potential. Several marketing communication strategies are used, starting from direct and indirect marketing communications such as online marketing, print media marketing to continue to attract sales and more and more buyers. One of the most commonly encountered marketing is selling with the snowball approach method. This was done by previous buyers because they had more satisfaction with the service and quality obtained when buying a house.

4. CONCLUSION

Based on the results of research on Marketing Communication Strategies in Grand Puri Bunga Nirwana Jember Housing, it can be concluded that marketing communications were carried out by the housing company Grand Puri Bunga Nirwana Jember through several communication tools such as newspapers, online marketing (Google Adds, Instagram Adds, Facebook Adds), marketing external media (banners, banners, brochures) that can make people feel brand trust in the products offered. In addition, there are also many prospective buyers who get information from previous buyers, so they have more trust and confidence in the products owned by the housing. This can be proven by the large number of home buyers who make repeat purchases and recommend them to their closest relatives.

The recommendations from researchers to increase house sales in Grand Puri Bunga Nirwana housing, starting from the service side, will be further improved so that buyers feel comfortable and can recommend to family, friends and the surrounding environment to buy a house in Grand Puri Bunga Nirwana Housing. And the price offered can be more considered in order to compete with other competitors.

5. REFERENCE

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