

PROPOSED INTEGRATED MARKETING COMMUNICATION STRATEGY THROUGH BENCHMARKING APPROACH KOST.ON3 RESIDENCE

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ABSTRACT:*The hospitality industry is a board group of business that provide services to costumer. The industry can be broken down into three basic areas: accommodation, food and beverage, and travel and tourism. It primarily involves addressing customer satisfaction and catering to the needs of guests. KOST.ON3 Residence is a service business that prioritizes customer satisfaction to be the most important factor in the hospitality industry. Evaluating marketing strategy with key competitors is one of the things Integrated Marketing Communication (IMC) can perform. KOST.ON3 Residence compares to significant competitors to determine the benefits of its marketing strategy. Integrated Marketing Communication (IMC) and customer experience through the customer journey are used to build marketing strategies. The result of this study is the design of marketing communication. In terms of advertising, direct sales, sales promotion, public relations, events, and experiences, Integrated Marketing Communication (IMC) design is used. KOST.ON3 Residence also conducts a customer interaction journey that looks at awareness, consideration, purchasing, relation, and advocacy as part of the customer journey. The key things that KOST.ON3 Residence should be concerned about the advertising and brand awareness. Using Platform Third Parties as an effective tool to improve customer service from KOST.ON3 Residence.*

KEYWORDS –Marketing, Brand Ambassador, Marketing Communication, Brand Awareness

I. Introduction

This paper aims to find the appropriate marketing communication strategy to increase customer acquisition for KOST.ON3 Residence as a new service business platform that targets young middle-class families as its market segment. Therefore, the question asked in this paper will be, “What is the appropriate marketing communication strategy for KOST.ON3 Residence to increase customer acquisition?” and “How is the design marketing communication strategy using the selected method?”

In this paper, we will discuss the external and internal business conditions of KOST.ON3 Residence. The external condition will be analysed using PESTEL Analysis, Industry Analysis, and Competitor Analysis. Whereas Marketing Mix Analysis, STP Analysis, Resource Analysis, and Value Chain Analysis will be used to analysed the internal condition of KOST.ON3 Residence. This research will be qualitative with case study method, using in-depth interviews as a data collection method.

The research shows that young middle-class family sees financial planning as a tertiary service. They prefer to learn about financial planning to hire a consultant. In order to engage them, FinansialKita needs to formulate a business strategy focusing on building its credibility and trust using social media.

This research shows that middle-class employees and students see the room rental service business as a primary service. They are looking for alternative housing to facilitate access and temporary housing during wandering. In order to engage them, KOST.ON3 Residence need to increase customer acquisition in marketing communication strategy that focused on building credibility and trust using Platform Third Parties.

II. Literature Review

II.1 Integrated Marketing Communication Strategy

The coordination and integration of all tools, opportunity, marketing communication sources, and programs aimed to maximize impact for customers and stakeholders is known as Integrated Marketing Communication (IMC).

Integrated Marketing Communication (IMC) is a strategic business process for planning, developing, implementing, evaluating, and measuring brand communication programs for customers in terms of continuing activities for all target markets, according to internal and external audiences. (Kotler P. &, 2016).

KOST.ON3 Residence has great potential to be able to develop its name to a wider radar like its competitors. The motivation of each staff and customers is a very strong handle at KOST.ON3 Residence to be

able to provide high trust to the community. During the current pandemic, KOST.ON3 Residence implements by using online advertising on social media. Over time and government regulations regarding face-to-face meetings for schools and offices, KOST.ON3 Residence began to be sought as a place to live for maintaining health protocols in the KOST.ON3 Residence area. In addition, the improvement of Brand Reputation began to be noticed with the rules.

II.2 Customer Journey

Rather than defining a sequence of touch points, these providers offer relevant and actionable indicators that claim to capture the entire journey and experience (Bain, 2018). KOST.ON3 Residence has several touchpoints to provide an experience to each customer, with the goal of increasing the credibility of KOST.ON3 Residence products among the public by measuring the various facilities offered by KOST.ON3 Residence with the goal of providing products that are as complete and comfortable as possible for customers. A positive brand experience is one factor that contributes to client loyalty.

III. Methodology

This paper uses qualitative approach with case study method to build knowledge about the business and marketing environment of KOST.ON3 Residence through understanding and discovery. The researcher expects to get a rich insight into the behavior of customer, opportunity for the promotion strategy, find out the critical problem and confirmation of company internal capability to overcome the problem and confirmation of company internal capability to overcome the problem. The qualitative study is often carried out to get a better understanding about the nature of a problem (Sekaran, 2016).

IV. Findings and Argument

This research uses conceptual framework depicted in figure 1 to answer the problems and research question. Using the Business Environment Analysis of Internal and External for KOST.ON3 Residence. The business condition of KOST.ON3 Residence then will be analyzed to generate business model and business strategy.

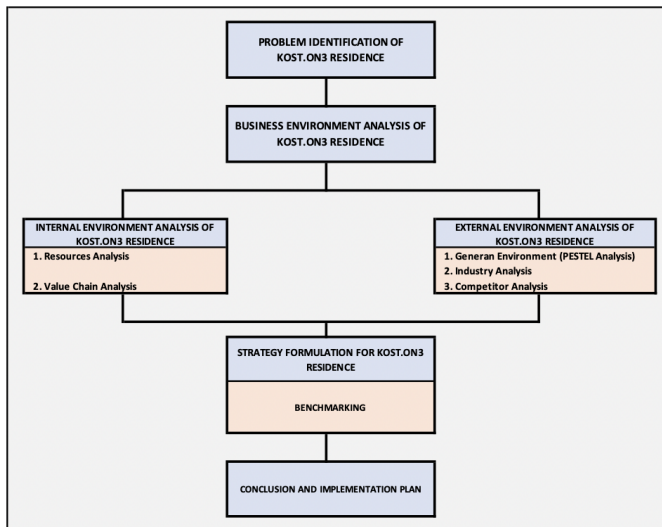


Figure 1. Conceptual Framework

Figure 1 shows the flow of the research. Author uses PESTEL Analysis, Industry Analysis, Competitor Analysis, marketing mix (4Ps), and STP to analyze the external and internal condition of KOST.ON3 Residence. The research will have three steps of analysis. First, author will analyze the collected data to have a holistic view of the external and internal conditions of KOST.ON3 Residence. Second, the analysis result will be categorized and analyzed using Integrated Marketing Communication (IMC) and formulated into a business strategy. Lastly, the customer journey will act as a guideline for author to formulate an appropriate business strategy for KOST.ON3 Residence.

IV.1 Proposed Integrated Marketing Communication Strategy

The proposed strategy in this research is to leverage Integrated Marketing Communication (IMC) as a selling point and to use the Customer Journey as a selling point. The theme was chosen to ensure a clear and consistent message. It's crucial for any company that wants to use promotion tools and media in the future. Recognizing all touchpoints where the customer may encounter content about the firm and its brands is a requirement of Integrated Marketing Communications (Kotler P. &, 2016). Advertising, direct selling, sales promotion, public relations, as well as events and experiences, would all be part of the approach.

Below is the summary of Integrated Marketing Communication Analysis with Competitor:

IMC Strategy	KOST.ON3 Residence	KOST ABADI JAYA	KOST GRAHA PURALIMA	KOST RUHANA 45
Direct Selling	Going to potential schools and offices to spread brochures.	-	-	-
Sales Promotion	Provide discounts for customers who sign up within a few months that have been decided. Example: if the customer registers at the promo price, then in the future will pay the promo price.	Provide negotiate prices with prospective customers until they reach the appropriate price for customers and sellers.	Negotiate rates with potential customers until both customers and suppliers are satisfied.	Negotiate prices with potential consumers until a fair price is reached for both customers and suppliers.
Advertising	Social Media (Instagram)	Third-party platform (MamiKos)	Third-party platform (MamiKos)	Third-party platform (MamiKos)

Figure 2. IMC Analysis with Competitor

Figure 2 shows that KOST.ON3 Residence has many types of products to offer to customers. The researchers found what KOST.ON3 Residence needs to improve. In terms of advertising KOST.ON3 Residence needs to use third-party platforms to gain traction from customers to be interested in renting rooms at KOST.ON3 Residence, because competing companies can attract more customers by promoting products through third-party platforms that have been trusted by customers in terms of ease of finding information and completeness of features offered by third-party platforms to customers who are looking for the information about residential rentals.

IV.2 Proposed Customer Journey Strategy

A strategy is a set of choices to help the company achieve its goals. Customers will continue to utilize the product if loyalty is developed. KOST.ON3 Residence still has to understand and improve the customer experience in order to attract more consumers and keep them loyal to the company while also continuing to develop service goods. In this scenario, the researcher uses the customer experience to make statements on things that the KOST.ON3 Residence should consider, such as recognizing touchpoints and making relevant future proposals.

Below is the summary of Customer Journey Analysis with Competitor:

Customer Journey	KOST.ON3 Residence	KOST ABADI JAYA	KOST GRAHA PURALIMA	KOST RUHANA 45
Brand Reputation	MamiKos	MamiKos, Rukita	MamiKos	MamiKos, Rukita
Consideration	Price adjustment according to room type, Security with Fingerprint, Strategic location.	Strategic Location.	Entertainment Space Room,	Lower Price, Free <u>Accessibility</u>
Purchase	Cash, Bank Transfer, and <u>QRCode</u>	Cash and Bank Transfer	Cash and Bank Transfer	Bank Transfer
Retention	Good Service Quality (Excellent service staff and <u>protecting</u> customers).	-	Service Control and <u>Accessibility</u>	-

Figure3. Customer Journey Analysis with Competitor

Figure 3 shows that researcher discover that KOST.ON3 Residence’s use of brand reputation is becoming less and less competitive with those of competitor companies like other competitors. KOST.ON3 Residence’s brand reputation is based solely on the distribution of brochures, whereas competitors utilize Third Parties as a draw to grab attention and establish client trust.

KOST.ON3 Residence and competitors have a balanced advantage in the consideration stage. Competitor companies have many kinds of offers and facilities provided to customers. KostGrafaPuralima has facilities that attract customers enough to stay comfortable as at home by providing Entertainment Space Room facilities such as Game Room, Karaoke Room, and others. Then Kost Abadi Jaya has a very strategic location with many streets food in the area that can make it easier for customers to find food and also the price offered is relatively cheap. And KostRuhana 45 which frees up its customers to be able to bring many dating friends and the price is quite cheap for a good range of locations and slick maintenance.

At Purchase Level, KOST.ON3 Residence only accepts payments using Bank Transfer, Cash, and QR Code. While the other 3 competitors only accept cash and bank transfer for payment methods. Therefore, in the purchase stage KOST.ON3 Residence is superior to the other three competitors. Retention refers to a company’s ability to keep and gain clients who are loyal and willing to return to them. KOST.ON3 Residence has a good quality service where the staff and security highly uphold each other’s sense to keep feeling safe about customers, it makes customers feel very comfortable and becomes an excellent support system in terms of service. Customers responded very positively and made it difficult to turn away from the services provided by KOST.ON3 Residence staff. While the competitor, KostGrahaPuralima has a good quality control and provides accessibility that frees customers to enjoy various facilities. While Kost Abadi Jaya and KostRuhana 45 do not have retention for the customers.

V. Conclusions

Integrated Marketing Communication (IMC) and Customer Journey are the best strategies for KOST.ON3 Residence to use in building marketing to attract new customers. There methodologies and strategies provide insight into the weakness that KOST.ON3 Residence must address. According to the findings of the Integrated Marketing Communication (IMC) analysis, KOST.ON3 Residence has to strengthen its advertising and sales promotion strategy. And, based on the findings of the Customer Journey analysis, KOST.ON3 Residence has to improve its reputation. And by using a third-party platform is the method that KOST.ON3 Residence must employ in-order-to expand customer numbers. Customers would develop trust in KOST.ON3 Residence as a result of using the third party platform, making KOST.ON3 Residence a customer platform for renting rooms at KOST.ON3 Residence. Furthermore, the third-party site has the potential to make KOST.ON3 Residence’s identity widely known.

Acknowledgements

This paper is an essence of the thesis entitled "Proposed Integrated Marketing Communication Strategy Through Benchmarking Approach KOST.ON3 Residence", School of Business and Management, Bandung Institute of Technology, Indonesia.

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