
**DIGITAL MARKETING STRATEGY FOR SALES VOLUME OF PT. AMJ SUKSES
PROPERTINDO'S MINIMALIST CLUSTER HOUSING IN BEKASI**

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Keywords

*Digital Marketing Strategy,
Sales Volume, Minimalist
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Abstract

This study aims to analyze the implementation of digital marketing strategies in increasing the sales volume of minimalist cluster housing at PT. AMJ Sukses Propertindo in Bekasi. The research employs a descriptive qualitative approach with a case study method. Data were collected through observation, interviews, and documentation, and analyzed using the Miles and Huberman interactive model, including data collection, reduction, presentation, and conclusion drawing. The findings indicate that digital marketing strategies, particularly through social media platforms (Instagram, Facebook, and TikTok), Search Engine Optimization (SEO), and Search Engine Marketing (SEM), play a significant role in generating leads and increasing consumer interest, especially among millennials. Social media content such as virtual open houses, development progress updates, and promotional offers effectively attracts potential buyers. SEO contributes to increasing organic website traffic, while SEM generates high-intent leads despite rising advertising costs. Supporting factors include integrated teamwork, responsive management, and effective customer service, whereas inhibiting factors involve limited human resources, budget constraints, and economic fluctuations. Overall, the implementation of digital marketing strategies has contributed positively to improving sales performance, although continuous innovation and optimization are required to achieve sustainable growth.

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INTRODUCTION

The advancement of information and communication technology has had a significant impact on various sectors, including property marketing. Digital marketing has now become a key strategy used by businesses to reach consumers more broadly, efficiently, and interactively (Bala & Verma, 2018). Amidst increasingly competitive property markets, Bekasi, one of Jakarta's buffer zones, continues to grow rapidly, particularly in the property sector.

As areas with a growing population, the need for comfortable, modern, and affordable housing becomes increasingly urgent. Minimalist cluster housing has emerged as a solution for urban communities seeking practical design and strategic locations. minimalist cluster housing be one of choice popular residences , especially for generation millennials and families young (Pfeiffer et al., 2019).

Demand for minimalist cluster housing in Bekasi is driven by various factors, such as economic growth, lifestyle changes, and increasing purchasing power. Efficient and minimalist home designs, combined with adequate supporting facilities, make this type of housing increasingly desirable. However, amid high demand, competition among property developers is also intensifying.

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Minimalist cluster housing has emerged as a solution for urban communities seeking practical design and strategic locations. minimalist cluster housing be one of choice popular residences, especially for generation millennials and families young (Adorno, 2018). Demand for minimalist cluster housing in Bekasi is driven by various factors, such as economic growth, lifestyle changes, and increasing purchasing power. Efficient and minimalist home designs, combined with adequate supporting facilities, make this type of housing increasingly desirable. However, amid high demand, competition among property developers is also intensifying.

Based on results of an interview with Mr. Agus Setiawan as A leader at PT. AMJ Sukses Propertindo. According to him, housing is a basic human need. Providing adequate housing in a healthy, safe, harmonious, and orderly environment is one of the initiators' supports for development in Bekasi City . Land as a site for the construction of Public Housing located outside the registered forest area, with development activities People 's Housing does not violate the Bekasi City Spatial Planning . The permits for the legality of the housing development have been fully processed to avoid any future legal issues. PT. AMJ Sukses Propertindo has been actively marketing Wangi Propertindo. have a marketing strategy that has been implemented from year to year. PT. AMJ Sukses Propertindo experienced sales volumes that tended to fluctuate, and never met sales targets . According to Amir (2015) Results research shows that marketing strategy which is applied by Cahaya Housing Bumi Pinrang in terms of promotion Not yet maximum. Housing only rely on brochures and use the method personal promotion selling to promote the product so that the sales volume every year not increasing and no fulfil sales targets rely on brochures and using the method personal promotion selling to promote its products so that the sales volume each year not increasing and no fulfil sales target . Marketing is a combination of interconnected and related activities to find out consumer needs while developing promotions, distribution, services, and prices so that consumer needs can be satisfied well at a certain level of profit (Kurniawan, 2018).

Marketing Management is the science and art of selecting target markets and achieving, maintaining, and growing customers by creating delivering, and communicating unique customer value (Kotler, 2022). While Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation in relation to expected environmental conditions with competitive conditions (Yulianti et al., 2019). The key to success of a company engaged in sales is sales volume. Companies must be able to sell the products they offer according to predetermined targets so that the company gets profits that can support the life of the company being run. By implementing a marketing strategy that is right on target and accurate through utilizing opportunities and strengths, it will be able to increase company profits so that the company can survive or excel in the midst of market competition. According to Kotler & Keller (2016) , "The marketing mix is a set of marketing tools used by a company to continuously achieve its company goals in the target market."

a clear picture will be obtained regarding the digital marketing strategies implemented by minimalist cluster housing developers in Bekasi. This digital marketing strategy is expected to provide solutions to overcome existing challenges and increase sales volume. Based on this description, the researcher chose the title "Digital Marketing Strategy for Sales Volume Of PT. AMJ Sukses Propertindo's Minimalist Cluster Housing in Bekasi" as the focus of this research. expected can give contribution in marketing strategy development property more digital based effective.

RESEARCH METHODS

The research approach used was descriptive with qualitative methods. This approach aims to provide an in-depth description of the marketing strategies implemented and the factors influencing sales volume of minimalist cluster housing. This type of research was conducted using a qualitative case study. Case studies are a qualitative research method in the social sciences. Research using the qualitative case study methodology involves an in-depth examination of a situation or event using systematic methods of observation, data collection, and information analysis. The sampling technique used the *purposive sampling method*. *Purposive sampling* is a sampling technique based on certain considerations, such as choosing someone with the highest authority in the research location or someone who has the most knowledge about the object being studied by the researcher. To obtain data on the subjects discussed in the research, the data obtained must be valid. Using methods will increase the validity of the research. The data collection techniques used by the researcher were observation, interviews, and documentation. The data validity testing techniques in the study of sagon cake products in Cipedes Village used source triangulation, method triangulation, and time triangulation. Data analysis is the process of searching for, organizing, explaining, and drawing conclusions from data so that it can be accepted and easily understood by oneself and others. This research uses the Miles and Huberman interactive analysis model, which involves four stages: data collection, data reduction, data presentation and conclusions.

RESULTS AND DISCUSSION

Implementation

Marketing strategy is a company's activity in attracting people to become customers to buy the company's units, and retaining customers to continue buying the company's units. The community is the one who has an interest and influence on the company in achieving its current and future goals. The research conducted by Hariyanti & Wirapraja, (2018) says that one of the factors that determines the success of marketing through social media is by using influencer marketing. The methodology used is an approach through literature studies. The author uses empirical research sources by collecting data and information related to marketing through social media and the influence of an influencer in providing information about a product in order to achieve the final goal to be achieved, namely being able to significantly increase sales and display a good company brand image to consumers. According to Kotler, (2000) the definition of marketing strategy is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products with others. This definition is based on core concepts, such as: needs, desires, and demands, products (goods, services, and ideas), *value*, costs, and satisfaction, exchange and transactions, relationships and networks of markets and marketers, and prospects.

Digital Marketing Strategy to Increase The Sales Volume of PT. AMJ Sukses Propertindo's Minimalist Cluster Housing in Bekasi

Based on an interview with Mr. Agus Setiawan, the pricing per unit of Wangi Propertindo housing is determined by government regulations, as this housing is part of a government program. The FLPP program is a government intervention to address *affordability* and *accessibility issues*, particularly for low-income communities (MBR) with limited financial capacity.

In this program, the government prioritizes policies to assist low-income families (MBR) who want to own and live in their own homes. The target is MBR with a maximum monthly income of a certain amount set by the government. Therefore, middle- or high-income individuals with incomes exceeding this limit are not eligible for this facility.

The quota for recipients has been targeted in the National Medium-Term Development Plan (RPJMN). Furthermore, the government has also established specifications and selling prices for homes targeted by the FLPP program. The government issues a decision annually regarding the specifications and maximum selling price of homes from developers to low-income (MBR) recipients of FLPP. The goal is to ensure that low-income (MBR) can obtain decent housing at an affordable price.

Table 1. Propertindo Perfume Price List

Year	House Type	GBA House Prices	Government Provisions
20 19	36/90	Rp116,500,000	Rp116,500,000
20 20	36/90	Rp123,000,000	Rp123,000,000
20 21	36/90	Rp130,000,000	Rp130,000,000
20 22	36/90	Rp140,000,000	Rp140,000,000
202 3	36/90	Rp140,000,000	Rp150,500,000

Source: Financial Report PT. AMJ Sukses Properindo, 202 4

Based on Mr. Yopyop's explanation as an employee part Finance , the payment process or system for Wangi Propertindo housing consists of two methods: cash payment *and* financing by a bank that has collaborated with PT. AMJ Sukses Propertindo. If prospective consumers wish to purchase a house in *cash* , the price of the house to be paid remains the same as the housing price set by the government. However, for consumers who purchase a house in *cash* , PT AMJ Sukses Propertindo will provide a discount in the form of a 50% reduction on the cost of changing the name of the Certificate of Ownership (SHM) at the Notary.

Meanwhile, prospective consumers who wish to purchase housing by financing at the Bank must first complete the documents required by the Bank. If the prospective consumer's required documents have been completely fulfilled, then PT. AMJ Sukses Propertindo will submit the documents for processing by the Bank. While waiting for the financing analysis process by the Bank, prospective consumers are required to pay *a booking fee* for the housing unit they wish to purchase. The minimum *booking fee* is set at IDR 2,000,000. When the prospective consumer's home financing application is approved or accepted by the Bank, the *booking fee* will be used as a down payment *to* reduce the financing ceiling at the Bank. However, if the prospective consumer's financing application is rejected by the Bank, *the booking fee* will be refunded 100% by PT. AMJ Sukses Propertindo. Not stopping there, the mortgage margin rate charged to FLPP recipients is also set lower than the mortgage rate so that it will not burden the MBR to pay installments throughout the mortgage period by paying lower installments than the market mechanism, it is hoped that the excess (*savings*) from the installments can be used for things that benefit the FLPP recipients such as education and health. Of course, all the privileges received by the FLPP recipients are also accompanied by inherent obligations. Like a coin that has two sides, these obligations are one package that cannot be separated from the FLPP program.

These obligations include the FLPP recipient's own occupancy of the home, the home must not be rented out, it must not be sold, it must be their first home, and other related obligations (Lastiur & Septanaya, 2024). If any of these obligations are violated in the future, all privileges will automatically be forfeited, and the mortgage's status will change from an FLPP mortgage to a regular commercial mortgage. As for according to (Wati et al., 2020) there are several types of *digital marketing* that Wangi Propertindo Housing in distributing or offering its products to the public uses the following strategies:

1. Website

From the Interview Results with Owner of PT. AMJ Sukses Propertindo moment This Still Not yet using the website in the sales process . Sales are still use method Personal contact is conducted by meeting or visiting potential customers directly. Visits are conducted by the marketing team. Typically, for potential customers who are traders or self-employed, the marketing team first conducts field research at markets, restaurants or *cafes*, and other public locations. Then, the team will *map* marketing locations and schedule visits. For potential customers who are civil servants, state-owned enterprise (BUMN) employees, or regional-owned enterprise (BUMD) employees, the marketing team will visit the office or company after first writing to the general department to obtain permission to make an offer through a product presentation.

When visiting a marketing location (target market), the marketing team must bring a housing brochure, complete with a price table and home installment plans, obtained from the bank that partners with the housing complex. The brochure should also include the contact details or *phone numbers* of marketing team members who can be contacted by potential customers. In implementing this promotional strategy, the marketing team plays an active role and goes directly into the field to interact with potential buyers. *Personal selling* is more flexible because the marketing team can be

quick. As for from results interview according to owner PT. AMJ Sukses housing Propertindo , although use of the website as channel marketing Already become trend , they Still in process stage because company want to ensure that all aspect technical and website content can functioning optimally before fully operated . In addition , they also consider For integrate more features interactive and user-friendly, such as mortgage simulation and related real-time information unit availability . This process need time For development and testing , so that company want to avoid errors that can occur damage experience users and reputation companies in the digital world."

2. Social Media Marketing

Platforms like Instagram, Facebook, and TikTok are used in a way actively by the PT AMJ marketing team . Published content includes :

- a. Photos and videos of the show unit
- b. Progress update development
- c. Price promotion limited
- d. Live Q&A and virtual open house

Based on results observation and interviews , approach This social media is very effective in netting interest beginning candidate buyers , especially millennials . Some respondents state that they know project housing area from Instagram reels or story content. In addition to social media *marketing*, the marketing team also implements and establishes marketing strategies through promotions on local radio and newspapers (Eastman et al., 2006). Radio promotions are conducted when the company has new promotions. According to Mr. Agus Setiawan as The owner of PT AMJ Sukses , stated that radio promotions are more expensive than direct promotions conducted by the marketing team. Radio promotions are also not very effective in increasing sales, the marketing team feels. more effective use Social media platforms like Instagram, Facebook, and TikTok. Of course, the use of these platforms must adhere to company policies. Here's an example of social media promotion:



Figure 1. Instagram



Figure 2. TikTok



Figure 3. Facebook

3. Search Engine or Search Machine

PT. AMJ Sukses Propertindo utilise machine search engine as one of the channel marketing main in sell house. Machine search used Good through Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

Search Engine Optimization (SEO)

SEO is one of the main strategies used by PT. AMJ Sukses Propertindo For increase their website visibility in search engines searchers . In its application , the company This use a number of methods, including :

- Choosing the right keywords : The marketing team works The same with SEO team for research and select relevant keywords with the products they offer , such as " housing cheap in Bekasi," " house subsidies ," and " homes near road toll ."
- Optimization content : Every page products on the website are optimized with relevant keywords , including description project , price house , and location .

- c. Backlink management : For increase website authority , the company also strives building backlinks from property sites trusted support trust machine seeker to their website .

Observation results show that SEO implementation helps PT AMJ's website succeed Propertindo For appears on the page Google's first for some frequently used keywords sought by candidates buyer house. This is leading to a significant increase in traffic to their website , although this process need time and consistency.

SEM (Search Engine Optimization)

SEO is used For ensure that the PT AMJ website appears on the homepage Google's first time candidate buyer search for keywords such as " Wangi Propertindo housing " or " house" near toll Bekasi."

SEO strategies implemented includes :

- a. Writing blog article about buying tips House
- b. Keyword optimization on each project page
- c. Use of backlinks from property sites trusted

According to company IT staff , traffic organic from SEO contributes up to 60% of total visits monthly to the website.

SEO (Search Engine Optimization)

PT AMJ also invests in SEM through Google Ads, with advertisement paid targeted at audiences searching for houses in a particular area . Frequently searched keywords used is :

- a. "Bekasi Mortgage House"
- b. " New house near Bekasi"
- c. " Sharia housing without " usury "

Interview data show that advertisement paid This generate enough leads quality , because visitors originate from search that has intention buy high . However , the challenge The main purpose of SEM is rising costs along competition advertisement from other developers.

Supporting and inhibiting factors Implementation of Digital Marketing Strategy For Increase Sales Volume Minimalist Cluster Housing PT. AMJ SUKSES PROPERINDO in Bekasi.

Factors supporting the increase in housing sales at Wangi Propertindo are related to the integrated cooperation of the organizational ranks, the company's readiness to respond to every change and customer desire, democratic leadership, staff and employee performance that is appreciated both in attitude and financially and every staff and employee serves customers well. These factors need to be emphasized more in a pattern of quality improvement that starts from solid teamwork, friendly and maximum service and quality products.

Factors that hinder the increase in housing sales at Wangi Propertindo are related to the existence of some components that are too quickly satisfied with the results achieved, low work discipline that hinders company productivity, the influence of human resources, namely the lack of employees to carry out the production process and limited resources (funds, expertise, technology), changes in economic and political conditions. The company must develop a flexible marketing plan to the changes that occur, which is realized by preparing a short-term marketing plan.

The obstacles or barriers faced by the company are problems that must be solved and solutions sought, so that the business continues to run, the company can survive and consumers also continue to use Wangi Propertindo products.

1. Efforts to address work discipline to increase productivity. Work discipline issues are a major problem in this contractor services company. This is based on a work system that requires time targets. The company addresses this problem by utilizing foremen and head craftsmen to condition the workforce to supervise, direct, and meet the needs of the production materials to be used. To motivate the workforce to be more disciplined, the company provides incentives in the form of bonuses at the end of the project. Efforts to address human resource shortages. This includes the lack of employees to support the production process. Companies address this shortage by recruiting personnel to fill the gap in production processes, including field personnel, administrative staff, and workers.
2. Efforts to overcome resource limitations (funds, labor, expertise, technology) are obstacles to serving all previously identified market segments. In overcoming resource limitations, the

company disbursed a down payment of 25% of the project value. To overcome the limited expertise, the company sent employees to the Vocational Education Development Center and equipped office equipment with an internet network.

3. Efforts to overcome changes in economic and political conditions. Following developments in economic conditions and political climate. in the development process and approaching various parties to ensure the smooth running of the production process, because this is related to the housing offered to consumers

CONCLUSION

Based on the research conducted, it can be concluded that the sagon cake product development strategy in Cipedes Village still faces several obstacles, such as a lack of product innovation, inadequate promotion, especially on social media, and limitations in packaging and broader market access. Although sagon cake is a traditional product with high sales potential, business owners have not yet fully optimized development strategies oriented to modern consumer trends.

However, there is significant opportunity to develop this product through innovative flavors, attractive packaging, leveraging social media for promotion, and strengthening local product branding. With the right concept development and market testing, sagon cake has the potential to become a regional specialty sought after by various consumer segments.

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