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## The Role of Social Media and Marketing Mix 4P in Online Marketing Strategy on the Grand Everest Housing Cluster PT. Menteng Mandiri Sejahtera

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**Abstract:** The purpose of this research is to evaluate the role of social media and the 4P marketing mix in PT's online marketing strategy. Menteng Mandiri Sejahtera for the Grand Everest Housing Cluster. Property companies must optimize their digital marketing to increase sales and market reach as marketing digitalization continues to increase. To obtain information from various related parties, such as company owners, project managers, marketing teams, property agents, and prospective buyers, this research uses a qualitative approach involving observation, interviews, and documentation. The research results show that digital marketing techniques through social media (Facebook, Instagram, and WhatsApp) and SEO can significantly increase the visibility of housing products. In addition, the effectiveness of a marketing strategy is determined by the implementation of the 4P marketing mix—product, price, place and promotion.

**Keyword:** 4P Marketing Mix, Search Engine Optimization (SEO), Social Media Marketing, Online Advertising, Digital Content Marketing.

### INTRODUCTION

A house is a basic human need for a place to live and settle down. At present, the housing industry in the country is growing very fast, driven by the increasing demand for houses that meet their needs and also the stimulus from the government for people to have decent homes. Thus, housing developers offer alternative housing solutions that are feasible and affordable. One of them is the Grand Everest Cluster housing which was built by PT Menteng Mandiri Sejahtera. The company has previously built Menteng Regency Gadung housing located in Gresik and Menteng Residence Tempel located in Krian, Sidoarjo. PT. Menteng Mandiri Sejahtera started property development in 2010 until now, with around 400 units sold.

In selling these housing units, the most important thing is marketing. Companies do marketing to reach targets, both short and long term (Khodijah et al., 2023). Marketing itself has several methods that can be applied ranging from branding, broadcast advertising, mouth to mouth, multi-level, online, to Public Relations. Marketing strategy is an effort to increase

sales of products or services using certain strategies and plans (Fang, 2020; Haque-Fawzi et al., 2021). Marketing strategy is a way to make a business successful by managing internal factors such as advertising, costs, product design, and market knowledge to maximize opportunities (Bana Behbahani & İldem DEVELI, 2023; K. S. Utami, 2022). Philip Kotler states that to achieve marketing goals, the marketing perspective is called marketing strategy. It is a specific strategy for identifying target markets, determining positions, allocating marketing budgets, and marketing mixes (Haque-Fawzi et al., 2021). In other words, marketing strategy is a marketing method that adapts to the current situation and aims to realize the ideas created to sell products (Masrianto et al., 2022; Nurzukhrufa et al., 2022).

In the past until now PT. Menteng Mandiri Sejahtera uses public relations and branding marketing methods and strategies that are handled directly by employees or internal teams from the company to disseminate information about housing units to be sold to the target market, or what is called inhouse marketing. In the Menteng Residence project located in Tempel village, Krian sub-district, Sidoarjo district, PT Menteng Mandiri Sejahtera uses public relations and branding methods handled by its own employees or inhouse marketing. With a total of 177 units, the company managed to sell 160 units which began marketing in 2015 until now. The reason for using this method is because the sales process is more controlled by the company, but has the disadvantage that the control of the target market is not widespread and not in accordance with the target time given by the company. Not to mention the operational costs incurred on human resources for the marketing process by the company are quite large. By using this Inhouse marketing method, sales for 9 years accounted for approximately 17 units per year. Furthermore, PT Menteng Mandiri Sejahtera launched the Grand Everest cluster project in 2022 with a total of 140 units, until now the company has sold 28 units with the same method but handled by a team of property agents. The Grand Everest Housing Cluster uses the marketing strategy of a team of property agents to increase sales in order to reach the target faster. Property agents are individuals who offer extensive expertise and market experience in property, especially in the local market (Rahayu Puja Prih, 2022). By using the marketing strategy of a team of property agents, it does not show an increase in sales, which is 14 units per year.

So to help property agents can increase the broad target market and the time target given by PT Menteng Mandiri Sejahtera, it is assisted by digital marketing. Digital marketing is a marketing process that uses various ways to promote goods, services, or brands to target markets using digital technology and online platforms (Setiawan et al., 2023a). Digital marketing is targeted, measurable, and interactive marketing of goods or services using digital technology to reach, convert and retain customers. The main goal is to promote brands, create preferences, and increase sales through the use of various digital marketing strategies (Rauf et al., 2021). Online marketing in digital business is a type of advertising carried out through an interactive online system that connects customers and sellers electronically (Arianto & Risdwiyanto, 2021).

Digital marketing has various strategies, such as Search Engine Optimization (SEO), social media marketing, content creation, and others. Search Engine Optimization (SEO) is the process of determining the elements used by search engine algorithms to generate search results with the aim of improving website rankings for certain keywords in search engines (Tsuei et al., 2020; T. Utami et al., 2024). In addition, Search Engine Optimization also involves creating relevant, fresh, and easy-to-use content that is indexed and provided by search engines when users search for relevant products or services. And also ensuring that business offers will appear in search results, so that businesses can reach potential customers (Erwin et al., 2024).

One of the important elements in digital marketing is the social media platform, which allows followers to interact with audiences, share engaging content, and create relationships with audiences (Setiawan et al., 2023b). Social media marketing is a tool that helps companies for communication platforms with consumers and for marketing companies as promotional

media (Elita Tarihoran et al., 2021). Social media can be used as an effective way to market products, because it has several characteristics, namely: 1) a large number of users, 2) marketing used through social media does not require large costs, 3) practical, because by using a cellphone or laptop, someone can do marketing through social media (Hasniaty et al., 2023) Social media in business, helps marketing goods and services, connecting with customers and suppliers, updating brands, reducing costs, and increasing online sales (Beni et al., 2022).

The digital marketing strategy used by the Grand Everest Housing Cluster utilizes social media such as WhatsApp, Facebook, and Instagram. Mark Zuckerberg said that the Meta Platform Inc. company that oversees the three social media aims to build technology to connect people. Meta is the parent company, while Facebook, Instagram and WhatsApp, become one of the subsidiaries (Titi, 2021) As of January 2023, around 167 million people in Indonesia use social media. This represents 78% of the 212.9 million internet users or about 60.4% of the 276.4 million people. Throughout 2022, WhatsApp was the social media with the most users in Indonesia. About 92.1 percent of users aged 16-64 years use it. Instagram has the second most users in Indonesia, with 86.5 percent of users aged 16-64 years. Simon Kemp stated that, according to figures published by Meta, 89.15 million people in Indonesia were using Instagram at the beginning of 2023, with the recently corrected figures explaining that the total number of people advertising on the platform was equivalent to 32.3% of the population at the beginning of that year. Online Advertising is a type of advertising and marketing that utilizes the internet to promote messages to customers (Maylinda & Sari, 2021). Online advertising costs money to attract consumers who match the desired target market. This technique is found on social media platforms Facebook ads and also Instagram ads.

Meta explained that Instagram held 89.15 million users in Indonesia at the beginning of 2023. The recently corrected figure explains that Instagram's advertising reach in Indonesia is equivalent to 32.3% of the population at the beginning of that year. Then in third position is Facebook with 83.3% of users. (Hasya Raihan, n.d.) With the large number of Facebook, Instagram, and WhatsApp account users in this social media, it is hoped that it can help increase the target market and target time to make sales that will be applied to the Grand Everest Housing Cluster.

Apart from using social media, researchers will also analyze the use of the 4P marketing mix method. The 4P marketing mix is a marketing tool used by companies to achieve their long-term goals in the target market, which consists of product, price, promotion, and location (place) (Malina et al., 2022). Marketing mix or marketing mix is a collection of important elements of marketing techniques that can be controlled and used for companies to influence customer or buyer responses (Rifai, 2020). The product, which is the Grand Everest Housing Cluster, consists of three types of houses, namely Arnica with a building area of 36 and a land area of 60, type Eedelweiss with a building area of 55 and a land area of 60, and finally type Daisy with a building area of 55 and a land area of 60. The price for one housing unit is around 600 million to 1 billion, located on Jalan Gadung Bangkingan Ds Gadung Kec Driyorejo Kab Gresik. And promotions, namely implementing digital marketing in the form of Search Engine Optimization (SEO), social media marketing by disseminating information about housing products sold through social media platforms such as Facebook, Instagram and WhatsApp, Online Adverstising, namely disseminating product information in a paid manner, and the last is digital marketing content that will be disseminated through the social media used. By conducting this research, it is hoped that it can help marketing strategies that can work for the ongoing Grand Everest Housing Cluster, through 4P Analysis and using social media elements as an online marketing strategy.

In previous research, namely that of Siti Khodijah, Dea Nursifa, Dimas Hamiarso Aji Sampurno, Kevin Andrean, Ahmad Mardhotillah, and Muhammad Sapruwan with the title "Marketing Strategy Analysis to Increase Grand Wisata Housing Sales Volume (Study at PT. Sinar Mas)". The purpose of this research is to analyze two main aspects related to property in

the southern city of Bekasi, especially in Grand Wisata Bekasi Housing. The two aspects are the buying interest of the surrounding community and also the 4p mix marketing strategy. The method used in his research is descriptive qualitative method with steps of direct observation, interviews, and documentation. The results showed that the marketing strategy used by Grand Wisata Bekasi Housing is sufficient, but there needs to be consistency in promotion and additional product quality to attract buyers and expand the marketing target.

Where as in previous research belonging to Nofal Supriaddin, Jamaluddin Dahlan and La Ode Almana with the title “Marketing Strategy Analysis in Increasing the Sales Volume of houses at PT Arum Lestari Kendari”. The purpose of the study was to identify strengths, weaknesses, opportunities, and threats through SWOT analysis, and recommend effective marketing strategies to increase sales. The method used is a qualitative method based on field studies, data collected through observation, interviews, and documentation techniques. Research informants include directors, managers, and marketing personnel of the company. The research results from the journal show that the marketing strategies implemented by PT Bumi Arum Lestari Kendari, such as diverse products, affordable prices, and easy payment systems, are effective in increasing the sales volume of houses. Recommended strategies include maintaining product quality, showing good customer relations, increasing promotions, and establishing good relations with external parties.

From the two previous studies, the research update is in the form of adding the role of social media with the 4P marketing mix analysis in the online marketing strategy at the Grand Everest Housing Cluster PT. Menteng Mandiri Sejahtera.

## **METHOD**

This research uses a qualitative research approach, which emphasizes the analysis of deductive and inductive inference processes and the dynamics of relationships between observed phenomena using logic (Abdussamad, 2021). To process data validation, triangulation was carried out to cover various data sources in the form of primary data in this study, namely interviews. Triangulation is a process used to increase the credibility and validity of research by validating the results of the study (Husnullail M et al., 2024). So the researcher uses various approaches in the study to extract the necessary information and critically analyze the findings, thus establishing validity and credibility (Bans-Akutey Anita & Tiimub Benjamin Makimilua, 2021). The object of this research is the Role of Social Media and Marketing Mix 4P in Online Marketing Strategy in the Grand Everest Housing Cluster of PT Menteng Mandiri Sejahtera.

This research was conducted at the office of PT Menteng Mandiri Sejahtera which is located at Raya Wisma Lidah Kulon No.45D, Surabaya. The data collection techniques used were interviews, observations, and also documentation. The informants in this study were the Owner, Project Manager, and Admin Marketing of the Grand Everest Cluster Housing of PT Menteng Mentari Sejahtera. 2 buyers of Grand Everest Cluster Housing, 3 people around who are in direct contact with the Grand Everest housing cluster and 2 property agents.

The data sources used in this study are the results of interviews related to the Grand Everest Housing Cluster related to social media analysis and the 4P marketing mix, and supported by some data as reinforcement or validation of the interview results in the form of company data, namely marketing data and cost budget plan data. Data analysis in this study using Triangulation to increase data credibility and validation. Then emphasize the analysis of deductive and inductive inference processes, then use critical analysis which aims to extract the necessary information.

## **RESULTS AND DISCUSSION**

The results of research in analyzing the role of social media and marketing mix 4 in the Grand Everest Housing Cluster. Researchers get marketing mix 4 data in the form of:




### 1. Product

Products in the form of 3 types of houses, namely: 1) Arnica, with a building area of 36 and a land area of 60. 1300 watts of electric power. PDAM water, granite floors, paint wall finishing, flat concrete tiles, aluminum frames and windows, engineering panel doors. 2) Daisy, with a building area of 55 and land area of 60. 2200 watts of electricity. PDAM water, granite floor, paint wall finishing, flat concrete tiles, aluminum frames and windows, engineering panel doors. 3) Edelweiss, with a building area of 55 and land area of 60. 2200 watts of electricity. PDAM water, granite floors, paint wall finishing, flat concrete tiles, aluminum frames and windows, engineering panel doors. The difference with the previous type is in the form of a layout.

### 2. Price

Prices start from Rp 699,000,000 to Rp 1,092,000,000.



PRICELIST

GRAND EVEREST

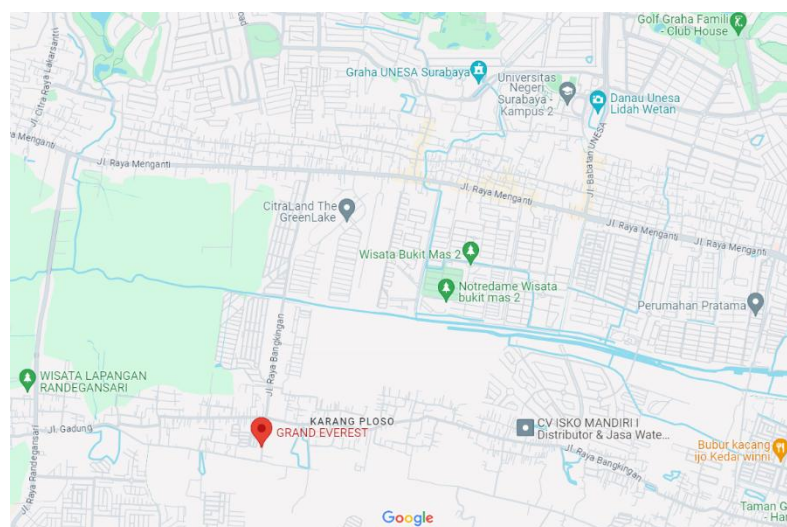
BLOK	NO	LUAS TANAH	LUAS BANGUNAN	PRICE LIST	DP	MAX KPR	ASUMSI ANGSURAN KPR (BUNGA 9%)			
							5 TAHUN	10 TAHUN	15 TAHUN	20 TAHUN
AA	1	72	55	995.600.000	99.560.000	896.040.000	18.600.316	11.350.656	9.088.234	8.061.904
AA	2 - 17	60	55	899.000.000	89.900.000	809.100.000	16.795.585	10.249.336	8.206.430	7.273.682
AA	18	84	55	1.092.200.000	109.220.000	982.980.000	20.405.048	12.451.975	9.970.037	8.844.126
AA	19	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AA	20 - 32	60	36	699.000.000	69.900.000	629.100.000	13.059.081	7.969.172	6.380.751	5.660.175
AA	33	102	36	1.037.100.000	103.710.000	933.390.000	19.375.641	11.823.790	9.467.062	8.397.952
AB	1	84	55	1.092.200.000	109.220.000	982.980.000	20.405.048	12.451.975	9.970.037	8.844.126
AB	2-11	60	55	899.000.000	89.900.000	809.100.000	16.795.585	10.249.336	8.206.430	7.273.682
AB	12	84	55	1.092.200.000	109.220.000	982.980.000	20.405.048	12.451.975	9.970.037	8.844.126
AB	15	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AB	16-25	60	36	699.000.000	69.900.000	629.100.000	13.059.081	7.969.172	6.380.751	5.660.175
AB	26	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AC	1	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AC	2-10	60	36	699.000.000	69.900.000	629.100.000	13.059.081	7.969.172	6.380.751	5.660.175
AC	11	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AD	1	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619
AD	2-11	60	36	699.000.000	69.900.000	629.100.000	13.059.081	7.969.172	6.380.751	5.660.175
AD	12	84	36	892.200.000	89.220.000	802.980.000	16.668.544	10.171.811	8.144.357	7.224.619

Source: From Project Manager Grand Everest PT. Menteng Mentari Sejahtera

**Figure 1. Pricelist Grand Everest**

### 3. Place

The Grand Everest Housing Cluster is located on Jalan Gadung Bangkingan Ds Gadung Kec Driyorejo Kab. Gresik. The West and South sides of the Grand Everest Housing Cluster are Gadung Village, the North and East sides are Lakarsantri District, Surabaya.



Source: Google Maps

**Figure 2. Screenshoot Google Maps Grand Everest**

#### 4. Promotions

The Grand Everest Housing Cluster uses public relations and branding methods handled by employees and a team of property agents. At this time, the Grand Everest Housing Cluster has a cost budget of IDR 5,125,070,000. Includes marketing fees, exhibitions, banners, banners, brochures and other promotional needs.

In the context of promotional marketing mix, online marketing strategy consists of many important components. One method is to use online advertising, where the housing marketing admin says the use of online advertising is often used, because this online advertisement has demographic specifications that directly point to the target market in the form of age, gender, occupation, geographic location and attractiveness to something. Online direct marketing is also a faster, more efficient and scalable option. By increasing promotion in online social media, it can improve communication and better capacity to promote programs, products, and services (Maas et al., 2022). The use of online social media (Facebook, WhatsApp, Instagram), provides satisfaction to consumers. In addition, the benefits obtained by consumers from various platforms are increasing their experience in continuous use. This supports the idea that consumers enjoy engaging in online activities when the system provides fast and reliable personal value (Yeboah et al., 2023). In addition, in using online social media, the marketing team from Grand Everest housing can also see traffic and engagement ads as a form of evidence of brand awareness of the products displayed. And to increase sales, online marketing can also use various strategies such as promotion and content marketing (Seth Godin, 2020). The following is a table of the budget that has been carried out by the Grand Everest Housing Cluster.

**Table 1. The Budget by the Grand Everest Housing Cluster**

Media	Budget
Property Agent	Rp4.900.000.000
Exhibition	Rp149.940.000
Offline Promotion	Rp72.280.000

Source: From Project Manager Grand Everest PT. Menteng Mentari Sejahtera

With the budget that has been carried out, it resulted in the sale of 28 units of houses in 2 years. From interviews that have been conducted, the company has a target of selling 72 housing units in 1 year. With the existence of social media, it can help these sales targets.

What's your ad budget? ⓘ

\$180 over 30 days

Ad budget

12,000 - 32,000

Estimated reach

Daily budget

Budget per day

\$6

Duration

Run this ad until I pause it

Set duration

Number of days

30

Payment summary

Ad budget

\$180.00

Estimated tax

\$0.00

Total

\$180.00

☐

You won't be charged until your ad is approved and starts running.

☒

Source: From Project Manager Grand Everest PT. Menteng Mentari Sejahtera by Instagram

**Figure 3. Preview Insight Into the Estimated Cost of Branding Products Using Instagram**

With the estimated costs as shown above, it is possible to cut spending on branding, and prioritize expanding the reach that will be obtained. In addition, in online marketing strategies on social media, content creation involves a strategic assessment of how media channels, creative execution, and product personality match. To ensure that there is cohesion between the media, brand, and creative execution, a qualitative assessment is required to determine which media has qualities that will provide maximum impact for a particular ad. This assessment also requires an understanding of the target audience's viewing, reading, and listening habits and how they can be reached (Hackley Chris, 2005). Content marketing helps businesses increase organic visibility on digital channels by conducting keyword analysis and customizing content to meet buyer searches (Terho et al., 2022).



Source: From Project Manager Grand Everest PT. Menteng Mentari Sejahtera

**Figure 4. Banner for Media Content**

Content creation in online marketing strategies on social media involves several elements, namely:

1) Original Content: Content created by the brand itself to attract the audience. 2) Articles: Posts that provide information or insight to the audience. 3) Quotes: A short statement that can inspire or motivate the audience. 4) Statistics: Numerical data that can be used to support a claim or attract attention. 5) Testimonials: Reviews or opinions from satisfied customers to build trust. 6) Direct Call to Action: A clear instruction to the audience to perform a specific action. 7) Transitional Call to Action: Instructions that encourage the audience to move to the next step in the engagement process. 8) Inspirational Images: Visuals designed to motivate or inspire the audience. 9) Selfies: Self-photos that can be used to add a personalized element to the content. 10) Video: Dynamic visual content to attract attention and convey a message (Claire Diaz-Ortiz, 2021). Content marketing has an influence on consumers, providing more

complete or detailed information can increase the perception of credibility to consumers (Rodrigues & Martinez, 2020).

In addition, to increase the allure to potential buyers, it is also necessary to use Search Engine Optimization (SEO). Search Engine Optimization (SEO) in online marketing strategy is the process of making a platform more attractive to search engines on Facebook, Instagram, and WhatsApp Business in order to get a good ranking. It is said to be important because many buying processes begin with a search, and when a platform appears at the top of the search results, it is more likely to attract clicks from potential buyers (Botelho Pires et al., 2024). In this research on the use of Search Engine Optimization, there are 4 keywords used, namely: rumahsurabayabarat, selangkahdarisurabaya, rumahbaratsurabaya, westnewcluster and rumah700jtan. From the use of keywords that have been used, the results of interviews with property agents, buyers, and people around can be concluded to be very effective in conducting online social media search engines. Where also in accordance with the target desired by the owner and project manager of Grand Everest which targets the intended target market.

Search Engine Optimization (SEO) in online marketing strategies involves several important elements to make a website more attractive to search engines and improve its ranking. Here are those elements: 1) Use of Relevant Keywords: Incorporating the right keywords into the platform content can improve search engine rankings and make it easier for potential buyers to find the product. However, it is important to avoid overuse (keyword stuffing) and focus on creating high-quality content that meets the needs of the target potential buyers. 2) Relevant Content Creation: High-quality and valuable content is more likely to be shared by readers on their own media and channels, which in turn increases the number of backlinks to the platform and improves the site's SEO quality score. 3) Relevant Content Creation: High-quality and valuable content is more likely to be shared by readers on their own media and channels, which in turn increases the number of backlinks to the website and improves the site's SEO quality score (Botelho Pires et al., 2024).

## CONCLUSION

Based on the results of the discussion conducted in the study, it can be concluded that Grand Everest Housing Cluster, developed by PT Menteng Mandiri Sejahtera, has shifted from traditional marketing strategies to digital marketing and social media to increase sales. This research shows that the implementation of digital marketing techniques, including SEO and content marketing, is essential to reach a wider audience and improve sales performance. Despite having successfully sold 28 units in two years, the company set a higher sales target of 72 units in one year, indicating the need to improve the effectiveness of the marketing strategies implemented. With a promotional budget of Rp 5,125,070,000, marketing strategies that included online promotions and the use of relevant keywords were optimized to attract potential buyers and increase product visibility. This research uses qualitative methods, including interviews and observations, to analyze the effectiveness of marketing strategies in the context of this housing project. Future research could include comparative studies with other housing clusters, the influence of external factors, as well as customer satisfaction analysis.

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