

MARKETING PUBLIC RELATIONS AS A STRATEGY FOR RAY WHITE PROPERTY AGENT KEBAYORAN BARITO

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ABSTRACT

The condition of the property market has begun to return to the positive direction which is also experienced by Ray White Kebayoran Barito as one of the property agents in Indonesia. But whether Ray White Kebayoran Barito has been able to reach the target customer target amid the many competitors that began to appear. Plus the market conditions that have now changed and varied into growth for the property world in the face of stagnation or decline. This study also examined the strategy pull and push Ray White Kebayoran Barito in getting customers. This study used a qualitative approach, and the type of descriptive research. The researcher involved 4 informants. Data collection through interviews. Data were analyzed qualitatively using a filling system. Triangulation used source triangulation and theory triangulation. The results of the study used the concept of seven's Cs which includes credibility, context, content, clarity, channel, continuity and consistency, capacity of the audience. The study also examined the strategy pull, push, and pass Ray White Kebayoran Barito for getting customers. Credible communicators who deliver communication messages clearly and continuously to the target. Communication messages delivered using simple, clear, and easy to understand language so as to achieve the target to get customers.

Keywords: Strategy, Marketing Public Relations, Property Agent, Ray White Indonesia

1. INTRODUCTION

Business development in Indonesia grows rapidly every year. The buying and selling process from small to large items continues to be an interesting phenomenon for business people. These business people have the same goal, namely profit or gain through consumer satisfaction. In order to achieve the company's goals, various business methods will be developed to achieve the company's goals. However, expanding business in Indonesia is not an easy thing for business people, competitive competition will always exist and cannot be separated from the business world.

One of the businesses that continues to grow in Indonesia is the property business. It can be said that this business is an exclusive business because it is related to buying and selling property such as houses, buildings, apartments and land. Being a property business player, with intense competition, it can be said that it is difficult for property agents to buy and sell their property. Seeing that the items being bought and sold are not small items, strategy becomes very important in buying and selling property.

Success in buying and selling property is certainly inseparable from communication. Communication plays an important role in an organization because by communicating the people within it can coordinate each other's work and carry out work control activities (Park & Raile, 2019, p. 572). Employees need to communicate with each other in order to carry out their work duties. Without communication between colleagues, it is difficult to complete work tasks properly because the work tasks carried out by these employees are interrelated.

Moreover, employees who work in private companies certainly need harmonious and solid cooperation to achieve the company's vision. Including companies in the property sector, namely Ray White Kebayoran Barito, which is a branch of Ray White Indonesia, a company operating in the property sector. Ray White Kebayoran Barito offers various property services such as buying and selling, renting and property and industrial management with the main focus being selling all commercial properties to investors and individual residents. Ray White Kebayoran Barito also applies modern technology in its marketing activities including the use of online platforms for facilitate client access to properties and services such as placing advertisements on rumah.com, rumah123.com, lamudia, and others. In running its business in the property industry, Ray White Kebayoran Barito applies the principles of integrity, transparency and high professionalism with the aim of giving clients trust and building long-term relationships with them.

The reason for conducting research at Ray White Kebayoran Barito stems from two factors. First, Ray White is an international real estate agent based in Australia who has received the "Top Brand Award" in the real estate agent category for eight consecutive years (Lestari, 2023). The Top Brand Award is the most prestigious award given to the

best-ranked business. This is based on an assessment from a national scale survey conducted by Frontier Consulting Group, the largest marketing research and consulting company in Indonesia, with the participation of 12,000 respondents. More than 118 years in the world real estate market, Ray White has more than 1,000 locations throughout Australia, New Zealand, China, Hong Kong, the Middle East, the United States, and especially in Indonesia since 1997. With the great help of 5,000 Marketing Executives, Ray White has a network of 175 offices throughout Indonesia spread across 25 major cities and 17 provinces. With various awards received during his 23 year career in Indonesia, Ray White Indonesia has demonstrated a successful work style and demonstrated its seriousness in managing the real estate industry by continuously updating technology and providing its human resources with various training to maximize service.

Second, Ray White Indonesia sells houses according to the market, the possibility of selling quickly because Ray White has a database of potential customers to buy houses, and Ray White guarantees the legality of property buying and selling transactions to consumers.

Based on the reasons above, building trust and long-term relationships with clients is the task of public relations and in carrying out their public relations activities, employees apply communication ethics (honesty, openness, trustworthiness) when communicating two-way with the external public (Waters, 2011, p. 8). Furthermore, (Valjak & Draskovic, 2014, p. 252) states that public relations contributes to marketing in four objectives: awareness, credibility, stimulation and promotion. The presence of public relations is considered important because it can help company management in terms of helping raise awareness, especially of the Ray White Kebayoran Barito property.

2. METHOD

The paradigm of this research is postpositivism with a qualitative approach. The postpositivist approach uses linguistic descriptive data to describe phenomena. He emphasized verbal analysis more than analysis using statistics. Field studies involving observations and interviews to obtain research data are one of the studies that are often used. These studies are often very in-depth to explain the features of a few selected study participants. This paradigm emphasizes objective scientific understanding, focusing on empirical observation, measurement, and rational reasoning. The post-positivism paradigm highlights that scientific knowledge is the result of complex interactions between research subjects, researchers, and social context. This approach expands understanding of how knowledge is formed and opens up space for recognition of complexity and diversity in understanding human and social phenomena. This paradigm assumes that social and historical context is important in understanding phenomena.

This research uses a case study method. The cases studied have meaning that can be studied in depth thanks to the use of these research questions. Focusing on actual examples in natural settings allows researchers to explore phenomena in real-world settings with in-depth and extensive examination of the cases studied. Case studies provide in-depth knowledge of complex phenomena. According to (Yin, 2015, p. 87) the stages of triangulation in the case study method are as follows: (1) Data source (data triangulation). (2) Researchers who have worked in the same study team (investigator triangulation). (3) Perspective on the same dataset (triangulation theory). (4) Method (methodological triangulation). The process of analyzing case study results can be defined as a three-step process (Yin, 2015, p. 240): (1) Defining a specific set of concepts, theoretical constructs, or a hypothesized sequence of events serves as the first step for this process. (2) Considering a construct such as a vehicle, the second of two steps (the Interpreting phase) relates the qualitative study findings to the construct, and (3) The third step (the Conclusion phase) then argues how the construct applies to new situations other than the one studied

The object of this research is related to the Marketing Public Relations strategy by Ray White Kebayoran Barito in getting customers. The research subjects involved four sources consisting of Ray White Kebayoran Barito principal, Ray White Kebayoran Barito Marketing Division, and Marketing Experts. This team understands the field being researched by researchers and is directly involved in it. Primary data collection techniques through in-depth interviews. In-depth interviews are collecting data or information by meeting the information directly to obtain complete and detailed data (Kriyantono, 2014, p. 98). The data validity techniques used in this research are source triangulation and theory triangulation (Pawito, 2018, p. 99). Source triangulation refers to a researcher's attempt to access more diverse sources to obtain data on the same subject. Theoretical triangulation refers to the use of varying theoretical perspectives in interpreting the same data.

3. RESULTS AND DISCUSSION

Marketing Public Relations Ray White Kebayoran

The first step, related to *credibility*, is that the party who formulates the strategy in Marketing Public Relations is the principle who is directly involved in marketing activities such as getting customers. This is due to the long experience of principles in the world of property so that strategies and situations can be known and understood more clearly. This Marketing Public Relations strategy is conveyed and created by the principles through a road map which is always updated and will be conveyed to the Marketing Executive who has the task of going directly into the field or via social media to get customers. Road map which contains an overview of the location and situation that occurred at that time. The aim of the Marketing Public Relations strategy created is as a tactic to overcome the property market situation which is always changing and the many competitors that are emerging through digital and directly in the field. Principles has a certain time to provide training to the Marketing Executive team to deliver communication messages that can build target trust. This communication context is designed according to the capabilities and needs of prospective customers. This is in line with the following statement: one communication approach to stimulate behavior change is building awareness. Build awareness through all standard communication mechanisms (Seitel, 2017, p. 79).

The second step is related to *context*. The communication context conveyed by Marketing Public Relations Ray White Kebayoran Barito is related to finding customers using direct communication which is delivered maximally and clearly and can be understood by prospective customers so that prospective customers can carry out transactions at Ray White Kebayoran Barito. Marketing Executives Ray White Kebayoran Barito communicate with potential customers because it is felt necessary for Marketing Executives to get customers. By getting customers, the leasing owned by Marketing will increase and the sales value will also increase. The communication delivered uses language that is easy to understand and conveys clearly that prospective customers are interested in carrying out transactions with Ray White Kebayoran Barito. Marketing Executives Ray White Kebayoran Barito really need to get customers in order to launch all Marketing Public Relations activities

The third step, *content*. The communication message conveyed by Marketing Ray White Kebayoran Barito is related to customers, namely by updating the latest leasing and informing customers that Ray White Kebayoran Barito utilizes the customer database to convey this content. This content contains property photos, specifications, prices, and contact persons who can be contacted.

Fourth step, *clarity*. Marketing Executives who are tasked with getting customers, have previously prepared the messages that will be delivered and the media that will be used. These messages are packaged clearly to achieve targets. After knowing the targets that will become customers, such as potential customers who are looking for a house in the Pondok Indah area, then Marketing Executives need to take an appropriate approach to potential customers. Of course, communication delivery must be simple, straightforward and clear so that the meaning of the communication conveyed can be accepted by potential customers. This description of delivering a clear and straightforward communication message is in line with the characteristics of delivering an effective communication message (Sumardirja, 2016, p. 35), as follows: (1) Simple means always prioritizing and choosing the words or sentences that are most widely known. meaning to the public. (2) Straightforward, direct means firm, unambiguous, and sentences that do not confuse the audience. (3) Clear, clear means easy to understand the meaning, not biased and unclear.

The fifth step, *continuity and consistency*. Marketing Executives from Ray White Kebayoran Barito have a clear strategy for getting customers. This marketing public relations activity carried out by marketing executives conveys communication messages related to property continuously (continuity) and is carried out consistently (consistency) by advertising on social media and also print media such as Kompas Newspaper which is aimed at interested demographics. in property. Continuous and consistent communication is delivered to social media audiences who are interested in property. This target audience division is managed directly through the Meta Business application for advertising property via social media. Other communications are carried out continuously through the database owned by Ray White Kebayoran Barito by contacting customers directly via WhatsApp to communicate.

Sixth step, *channel*. The media used for customer acquisition activities to date which have been quite successful are mass media, then collaborative property portals such as Lamudi and Rumah 123.com and also social media. The right mass media currently occurs in Banner media and also advertising on property portals, these two media have quite large traffic and customers who are more real and clear. The choice of banner media and property portal was considered successful because it was able to bring in more customers. Customers obtained through banners reach 70%

compared to through social media.

Finally, the seventh step, *Capability of the audience*. The role that Marketing Public Relations plays in getting customers is the success of the target's ability to receive the message. It is very important to determine the target audience who will receive communication messages, so that the information conveyed by Marketing Executives can immediately be received and understood well by the target audience. The Marketing Executives team conveys communication messages in simple and clear language. The goal is to build trust and satisfied customers.

Based on the explanation of the seven's Cs concept, Ray White Kebayoran Barito's aim in carrying out Marketing Public Relations activities is to get customers, where this is done to keep up with the competitive situation in the property market which is now increasingly tight. By getting customers, Ray White Kebayoran Barito can create a competitive advantage that can produce more sellers and buyers and can expand its business network. Seeing customers is a source of income that can increase sales and ultimately lead to business growth, especially in the property market sustainable. A strong customer base in property transactions can influence financial performance in a positive direction.

Pull and Push Strategy

The Marketing Executive role is able to involve various aspects in planning, developing and implementing Marketing Public Relations strategies carried out by Ray White Kebayoran Barito, especially in implementing marketing strategies in activities to promote properties and services offered by Ray White Kebayoran Barito. Activities in marketing property through Marketing Executives encourage visibility and attention from the target audience. Marketing Executive Ray White Kebayoran Barito develops effective marketing strategies to promote properties that have been registered at Ray White Kebayoran Barito using several appropriate marketing channels and also relevant messages to reach the target audience. Marketing executives also develop high quality content such as property photos, videos, property virtual tour videos, the aim of which is to promote the property to potential customers. Apart from that, marketing executives also participate in designing marketing materials such as brochures, flyers, banners and other materials that will be promoted via digital and non-digital.

Ray White Kebayoran Barito also uses social media to promote properties owned by Ray White Kebayoran Barito. The social media used include Instagram, Facebook and TikTok. On the Instagram page @raywhitekebayoranbarito, the target is to post 4 – 5 posts in one week. Currently, the content posted via Instagram is internal content such as Ray White Kebayoran Barito activities and also property content owned by Ray White Kebayoran Barito. They use content with attractive visuals and use the same color palette every week. Messages conveyed on the Instagram page are packaged according to writing rules so that they are easy to understand and comprehend. Content posted via Instagram @raywhitekebayoanbarito is connected to Ray White Kebayoran Barito's Facebook social media, making Instagram and Facebook social media content display the same content. Apart from that, when posting content on social media Instagram and TikTok, Ray White Kebayoran Barito's Marketing Communication division pays attention to time, namely by posting content according to prime time. The prime times that have been set are at 12.00, 17.00 and 19.00.

Apart from social media, Ray White Kebayoran Barito also uses websites as a means of promoting property. The website page provides information about the properties on offer, marketing executive profiles and contacts, a photo gallery of Ray White Kebayoran Barito activities, the location of Ray White Kebayoran Barito and property articles published by Ray White Kebayoran Barito.

Utilization of banner promotional media as a tool to communicate property-related information to potential customers. Installing banners at every property owned by Ray White Kebayoran Barito aims to attract customers directly and realistically. The banner displayed contains information regarding the property, whether the property is for sale or rent, and also displays the marketing executive contact who can be contacted if a customer is interested in the property. Marketing Executives also routinely check banners at every location to ensure that the banners can be seen clearly by the audience and that there are no disturbances such as damage or removal of the banners by other parties. Banners are usually installed in strategic places that are easy to see and involve strong visuals with brief information content aimed at attracting customers so that they ask more questions about the property. The banner installed on property owned by Ray White Kebayoran Barito also aims to expand the target audience and strengthen the brand image. By using bold design elements, using colors in accordance with Ray White guidelines, and a consistent Ray White logo, the audience will become more familiar with Ray White Kebayoran Barito.

The use of digital advertising by Ray White Kebayoran Barito through Meta Business is one of the strategies used to reach a larger and wider audience. Ray White Kebayoran Barito routinely places advertisements via digital for a duration of one to two weeks with a predetermined budget. Advertisement content contains images of the property and specifications of the property. The advertised property is usually a new property that has a strategic location and specifications that are interesting for the audience to see. The aim is to increase profile visits on the Instagram social media page @raywhitekebayoranbarito. Apart from that, Ray White Kebayoran Barito is active in placing advertisements on websites such as Lamudi and Rumah 123. Advertisements on property websites have a different purpose from social media. Advertisements on property sites have the objective of bringing in customers because advertisements on property sites have a clearer audience.

4. CONCLUSION

Ray White Kebayoran Barito Marketing Strategy in getting customers, namely by using a push and pull strategy using only two strategies, is considered to produce good output with the existence of a Marketing Executive team with its role in promoting property as well as placing banners and placing advertisements on property portal sites and social media. The message conveyed relates to property information which is packaged attractively and clearly. The communication context carried out is expected to cover more customers with a target audience of middle to upper class. Looking at the target, the communication message conveyed must be truly meaningful to fulfill customer needs. The content or content of the message contained in it is information needed by prospective customers, the aim of which is so that prospective customers can contact the Marketing Executives Team directly or carry out profile visits on online media such as Instagram, Facebook and also third parties such as property portal sites.

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