

**BUSINESS MARKETING PLANNING AT SIMPEL OM PLATFORM COMPANY (CONSTRUCTION MATERIALS SECTOR "PT SIMPEL OM UNGGULAN")**

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**Abstract:**

The development of Indonesian commercial property (PPKom) released by the Department of Statistics of Bank Indonesia (BI) in the first quarter of 2022 welcomes 2022 as the year of revival of the Indonesian property sector. The annual performance (year on year) of the property industry sector (real estate) grew by 1.19% since the end of the COVID-19 pandemic. In addition to property growth, technological developments are increasingly facilitating and accelerating the transaction process, especially electronic shopping transactions (eCommerce). The transition of the Analog to Digital era encourages all business sectors to be more creative in mastering market competition, one of which is in the construction material supply demand sector. PT Simpel OM Unggul with the platform name "Simpel OM" is present as a material supply platform for the construction sector and a liaison between consumers and sellers with a commitment to 1x24 hour delivery and free shipping is the best solution in today's instant era. Simpel OM started marketing activities as an initial business idea in getting opportunities and markets in similar sectors. This is a general form of a linkage of the governance process with the aim of developing a business strategy in obtaining maximum achievement. Determination of goals and objectives, is the initial operational step in determining market segmentation, target consumers, and business positioning to be carried out. Taking all of that into consideration, revenue stream is the final picture that will be obtained from the running of the Company's cycle. The results of marketing analysis and planning of PT Simpel OM Unggul (Simpel OM) include segmentation, targets, positions, and marketing mix, and projected profits that will be obtained from running this business.

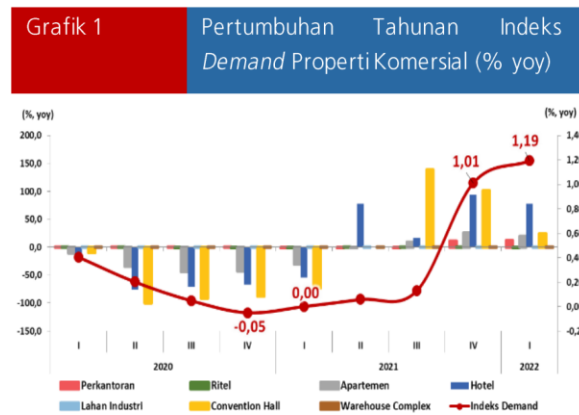
**Keywords:** Marketing Plan, Simple OM, Free shipping, construction materials sector platform.

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**INTRODUCTION**

The growth of the property sector in Indonesia has begun to show a positive graph since the onset of the COVID-19 pandemic. This happened in line with the recovery of the economic sector and community activities that gradually normalized. The development of Indonesian commercial property (PPKom) released by the Department of Statistics of Bank Indonesia (BI) in the first quarter of 2022 and Knight Frank Indonesia as a property research and consulting company in Indonesia welcomed 2022 as the year of the revival of the Indonesian property sector. The annual performance (year on year) of the property industry sector (real estate) grew by 1.19%.

In addition to property growth, technological developments are increasingly facilitating and accelerating the transaction process, especially electronic shopping transactions (eCommerce). The presence of eCommerce has a major impact on people's lives and lifestyles, including creating new economic opportunities for people to start businesses individually.



**Figure 1** Commercial Property Demand Index Growth Graph (y o y)  
**Source:** (Bank Indonesia 2022)

In addition to property growth, technological developments are increasingly facilitating and accelerating processes and transactions or so-called eCommerce. The presence of eCommerce has a major impact on people's lives and lifestyles, including creating new economic opportunities for people to start businesses individually. In terms of data, eCommerce growth in Indonesia from 2021 to 2022 experienced a growth of 1.87%.

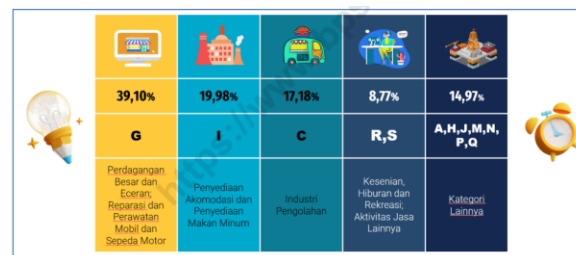
Business Marketing Planning At Simpel Om Platform Company (Construction Materials Sector  
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**Figure 2** Percentage of eCommerce Business, 2021 and 2022  
**Sumber:** (Statistics 2022)

The transition of the Analog to Digital era encourages all business sectors to be more creative in mastering market competition. In the era of globalization and the digital era like today, especially since the COVID-19 pandemic, all users and buyers are looking for efficiency and ease in obtaining and completing their needs.

There are still many restrictions on mobilization that are not comparable to the increasing rhythm of community demand for needs, especially in the fulfillment of materials in the Construction sector (Property Sector), many business actors and buyers want a forum that can facilitate their needs. eCommerce is one of the most popular alternatives today. The report released "Navigating Indonesia's eCommerce: Omnichannel as the Future of Retail". Based on this report, 74.5% of consumers shop online more than they shop offline. This happened because the pandemic made almost all fulfillment of basic needs and various other activities diverted through digital and sustainable services.



**Figure 3** Percentage of eCommerce Business by Business Category/Field, Year 2021  
**Sumber:** (Statistics 2022)

The growth of property in Indonesia, especially in JABODEBEK is directly proportional to the selling value that is increasing every year. The property sector that is in great demand by investors is housing, offices (both for renting and selling), warehouses, and others.

KETERANGAN	2019				2020				2021				2022
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I
<b>Indeks Harga Properti Komerseal</b>	101,77	101,81	101,90	101,86	102,09	102,01	102,16	102,10	102,06	102,54	102,52	102,71	102,81
Sewa	97,50	95,89	97,41	98,37	94,58	91,67	91,45	91,73	92,16	91,62	91,16	92,64	93,54
Jual	101,80	101,85	101,53	102,00	102,14	102,28	102,24	102,17	102,62	102,62	102,69	102,78	102,88
Perkantoran	101,41	101,41	101,43	101,43	101,47	101,43	101,41	101,16	100,88	100,83	100,74	101,01	101,18
Perkantoran Sewa	86,29	84,28	83,97	84,13	84,17	83,81	83,16	83,24	83,67	82,60	81,89	82,37	82,88
Perkantoran Jual	101,61	101,61	101,64	101,68	101,68	101,65	101,65	101,38	101,09	101,07	101,00	101,23	101,39
Lahan Industri	103,27	103,60	103,55	103,72	104,03	104,38	104,26	104,12	105,18	105,17	105,10	105,31	105,26
Warehouse Complex	101,99	101,99	101,99	101,99	102,91	102,91	102,91	102,91	102,91	102,92	102,94	102,71	102,88
<b>1 JAKARTA</b>	101,17	101,15	101,17	101,18	101,15	101,15	101,15	101,15	101,16	101,16	101,18	101,24	102,42
Lahan Industri	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00
Convention Hall	122,74	117,66	121,21	128,14	128,12	128,12	128,12	128,12	127,54	141,16	136,96	141,47	132,22
Warehouse Complex	105,10	106,10	106,10	106,10	106,10	106,10	106,10	106,10	106,10	106,10	106,20	106,25	108,17
<b>2 BODEBEK</b>	100,60	100,76	100,72	100,70	100,76	101,03	100,53	100,81	100,72	100,13	100,02	100,34	100,03
Ritel	100,02	100,06	100,06	100,06	100,06	100,06	100,06	100,06	100,06	100,05	100,02	100,01	100,03
Ritel Sewa	100,99	102,11	102,14	102,14	102,14	102,10	102,11	102,08	101,84	101,91	100,81	100,84	100,96
Ritel Jual	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91	100,91
Warehouse Complex	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00

Figure 4 Development of Commercial Property Price Index in Jakarta, Bodebek

Sumber: (WHO 2022)

Simpel OM comes as a new breakthrough to meet one of the needs of a wide variety of construction materials in Indonesia efficiently and On-time. A breakthrough that utilizes the digital era to facilitate the fulfillment of needs in the online-based Construction Material sector. In obtaining and maximizing profits, the marketing process is a management process that seeks to maximize returns for shareholders in establishing relationships with valued customers and creating competitive advantages (Sudaryono, 2022).

In addition, marketing is a process of compiling integrated communication that aims to provide information on goods or services in satisfying human needs and desires (Kotler and Keller, 2022). In running a Simple OM business, Revenue is the expected final target. The amount of revenue is the result of the efforts made including the promotion system that is run. The process of Segmenting, Targeting, and Positioning, including marketing strategies is the basis for this business to run. Some sources of income from this business are from purchase transaction fees, service fees from the seller sector, and income fees from advertising. Researchers took data, that the largest income was from buyer transaction fees or around 55%. All transaction processes researchers take within 5 years in the JABODEBEK area.

Marketing planning needs to be designed in accordance with a business plan that explains the steps and objectives of the business activity process (Ismail et al., 2022). This article discusses the marketing planning of PT Simpel OM Unggulan. To gain market share, researchers develop a framework for marketing activity plans to be carried out as follows:



Figure 5 OM Simple Marketing Plan Framework

Source: Author (2022)

RESEARCH METHODS

This research was conducted using a qualitative approach method that aims to determine the feasibility of a business marketing plan, the interest in transitioning from file to online, and how much influence the accuracy of delivery becomes a priority for customers. Investment

feasibility is also analyzed through marketing plans including in terms of market and demand aspects, as well as by considering aspects of revenue and other marketing costs through financing in the form of marketing financing analysis within five years, as well as revenue within the same period.

The results of qualitative analysis show that the marketing plan of PT. Simple OM Featured is acceptable and worth running. This business requires strategic marketing planning that in scope based on segmentation can be quickly accepted and can run including for development. For market coverage, researchers determine market coverage in the Jabodebek area.

## RESULTS AND DISCUSSION

The marketing goal of Sempel OM is to become an eCommerce company in terms of procurement of construction materials to bridge between Sellers (Building Shop Owners) and Buyers. The marketing objectives of the Simple OM Platform are based on the company's vision and Establish long-term objectives. Setting the right marketing goals and objectives will help Sempel OM in achieving the target market according to the company's vision and mission. After determining marketing goals, Sempel OM determines the target number of Sempel OM application downloaders through alternative strategies based on the Quantitative Strategic Planning Matrix (QSPM) table.

According to (David and David n.d.), QSPM is based on the weighting value of Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) in the Internal-External (IE) Matrix. (Winarto and Chandra 2002) said that the importance of business analysis both from internal and external factors with the aim of knowing the real condition of the company. Simple OM does Social Media Marketing Optimization, and based on the business level strategy, namely Cost Leadership Strategy, it can be summarized in the following marketing target table:

**Table 1 Simple OM Goals and Objectives**

Purpose	Target
	<b>Short-term (Y0 s/d &lt; Y1)</b>
1. Creating partnerships with 100 stores in JABODEBEK; a. Bekasi 60 toko b. Depok 20 toko, c. Bogor 20 toko,	1. Promote partner stores for free, & Help raise Omset by means of <i>social media promotion</i> Placing banners around the construction site. 2. Directly inform that Store partners can trade online.
2. Introducing the App as well as getting 1000 downloaders.	1. The first target is partners, by door to <i>door according to</i> point 1 goal, and offering the concept of initial cooperation. 2. TThe second target is buyers, promotions are carried out targeting each individual in

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3. Membangun Trust terhadap platform.	<p>the construction sector (under the auspices of ISSC &amp; Gapensi).</p> <p>3. Installing QR Codes both in stores and on banners.</p> <p>1. Collaborating with 3 Indonesian Construction Associations such as GAPENSI, Steel Indonesia &amp; ISSC (Indonesian Society of Steel Construction).</p>
4. Introducing Apps Indirectly	<p>2. For buyers, ensure and control the achievement of delivery 1x24 hours.</p> <p>1. Create content related to the type of updated material, specifications and material characteristics that are good for use.</p>
5. Creation of initial transactions with a delivery target of 1x24 hours	<p>1. Ensure that Mitra Toko has a vehicle unit of &gt;2 and 1 vehicle used as a priority for the Sempel OM application</p>
<b>Secondary Term (Y2 s/d Y3)</b>	
1. Branding online with a target of 1 million & a target of 5000 downloaders.	<p>1. PUPR Ministry Collaboration Promotion.</p> <p>2. Received positive reviews and <i>direct promotion</i> from the Ministry of PUPR &amp; associations involved.</p> <p>3. Menaikan level <i>search engine optimization</i> (SEO).</p> <p>4. Holding workshops and face-to-face with initial partners, associations as well as &amp; partner representatives.</p>
2. Creating partnerships with 500 building SHOP owners in JABODEBEK;	<p>1. With the support of previous Partners as well as reviews from Users.</p> <p>2. By branding partner TOKO for Free.</p>
3. Sticking Image Free delivery and <i>Image</i> delivery 1x24 hours consistently.	<p>3. Commitment to increase revenue from before with the Advertising and Review of TOKO Mitra</p> <p>1. Store Partner rebranding to increase delivery capacity. Rebranding Store Partners for</p> <p>2. adding a motorcycle unit for small goods deliveryl.</p>
<b>Long-term (&gt;Y5)</b>	
1. Branding with a target of 5	1. Collaborate with <i>influencers, Public Figure</i>

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million people and 20 thousand downloaders.	as well as define <i>Brand Ambassador</i> .
2. Creating partnerships with 1500 TOKO owners in Java Island and outside the Island;	2. Rebranding by conducting Open Workshop events for all partners in 0-4, as well as introducing brand ambassadors, cooperation benefit and others. As well as giving rewards to the most sales stores and the most buyers. 3. Carry out cooperation with various manufacturers of building materials. Such as ceramic building materials, light steel roofs, concrete iron, and others.
3. Evenly distributed free delivery coverage with a delivery target of <1x24 hours, and with a delivery distance of >10KM	1. In accordance with the target in goal no.1 of the panja termng. 2. Increase SEO levels and <i>social media ads</i> target >50000 traffic organic per month. 3. Doing a <i>#Fast and Sure Material Delivery campaign? Simple OM The solution</i> , both on <i>social media</i> and offline events. 1. Cooperate with third parties with a share fee system as a provider of internal transportation equipment 2. Simpel OM develops Features and Subsidiaries in the field of expedition.

**Source: Author (2022)**

### Segmenting, Targeting, dan Positioning

Simpel OM segmentation focuses on Business to consumer (B2C), where segmentation begins by identifying potential buyers (Simpel OM) based on customer segment according to the Simple OM Lean Canvas Model.

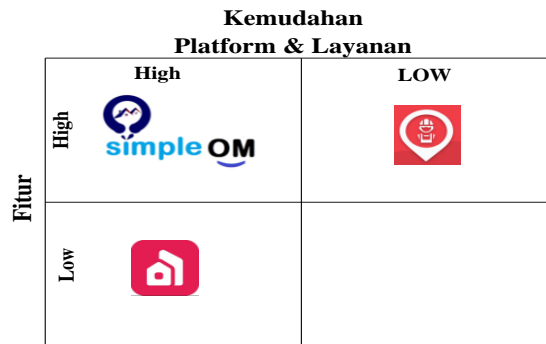
Segmentation begins with identifying potential buyers of Simpel OM products. After identifying by group, the segmentation process can help us to determine the target market. Segmentation for providers is building shop owners, while segmentation for users is individual End Users, organizations. In terms of Target, simply OM divides 2 target markets, namely Goods Providers (Building Stores) and Buyers of Goods (Users).

To ensure that the products offered by Simpel OM have something unique and different in the eyes of consumers in accordance with the Differentiation strategy, the products offered must have a Point of Difference (POD) which is the company's competitive advantage. Based on the Lean Canvas Model, briefly the Positioning statement can be seen as follows:

**Table 2 Positioning Simple OM**

Positioning	Explanation
<i>Tagline</i>	Fast and Sure Material Delivery ? Simple OM The Solution !
<i>Positioning</i>	Application to meet the needs of construction materials, without additional delivery service ( <i>free delivery within 10KM</i> ) and can be checked with the TRACKER feature.
<i>Target Segment</i>	Home owner & construction business
<i>Brand Name</i>	Simple OM
<i>Frame of Reference</i>	Application to meet the needs of construction materials by providing a guarantee of Safe, Fast and Reliable transactions.
<i>Point of Differentiation</i>	Ensure Fast transaction and delivery (1x24 hours) and Free Delivery (within 10KM)
<i>Reason to believe</i>	<ul style="list-style-type: none"> <li>a. Material quality is maintained, all store PICs are briefed on order SOPs.</li> <li>b. Payment goes to the App, not to the STORE. If there is a discrepancy, the customer can complain with alternative solutions.</li> <li>c. Partnering with associations under the direct auspices of the Ministry of PUPR.</li> <li>d. All transactions are transparent and available Tracker board, as a guide to the position of material presence</li> </ul>

Source: Author (2022)



Gambar 6 Positioning Simple OM

Source: Author (2022)

### Network Effects

Network effects are the concept when a product or service becomes more valuable when more people use it. Because it is more valuable, it causes the number of users to continue to grow. So, in this case, the value of the product or service depends on how many people use it. Simple OM's business model is to unite building shop owners (Mitra Simple OM) with users / End Users as quickly as possible and as efficiently as possible.

To achieve this, Simple OM must have a wide area coverage with a large number of building stores and demand. This attracts End Users to use Simple OM, and also attracts building shop owners to become Simple OM's partners. So that the supply demand service for building



materials can be faster and more efficient, consumers get competitive prices and building stores have many consumers to buy a variety of material needs.

### Marketing Mix

Simpel OM is an online application. Simpel OM is a digital product innovation in the form of an application that provides services related to material supply demand and that brings together material providers (building shop owners) with users. Simple OM can be installed through the Play Store. To determine the product strategy, in the OM Simple Application there are various choices of building stores scattered at various points that are integrated with google maps. Some of the features available include: 1) Home, 2) Chatbot-Artificial Intelligence smart technology, 3) Store search, 4) List of material variants, 5) Transaction History, 6) Notifications, 7) Tracker,

### As well as the user's profile

End Users can ask questions and will be answered by the operator in the form of chat. The Simple OM application is equipped with interesting and useful features for its users, both End Users and store owners. In determining the pricing strategy, it is known as the introduction phase and growth phase. One of the pricing strategies set by the company is to use competitor price data or average prices in the industry as a benchmark. Simpel OM sets cheaper prices of up to 3-5% compared to offline building stores and free delivery within a range of 10Km. In addition, promotion strategy is one of the important factors in gaining market share. Simpel OM conducts offline & Online promotions, including several events and holds seminars.

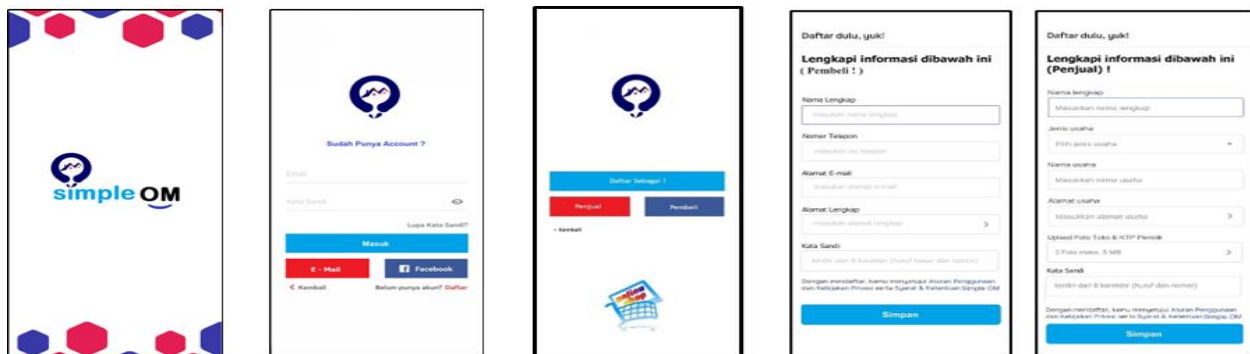


Figure 7 Simple Application Display OM (Welcome Screen & Register Screen)

Source: Author (2022)

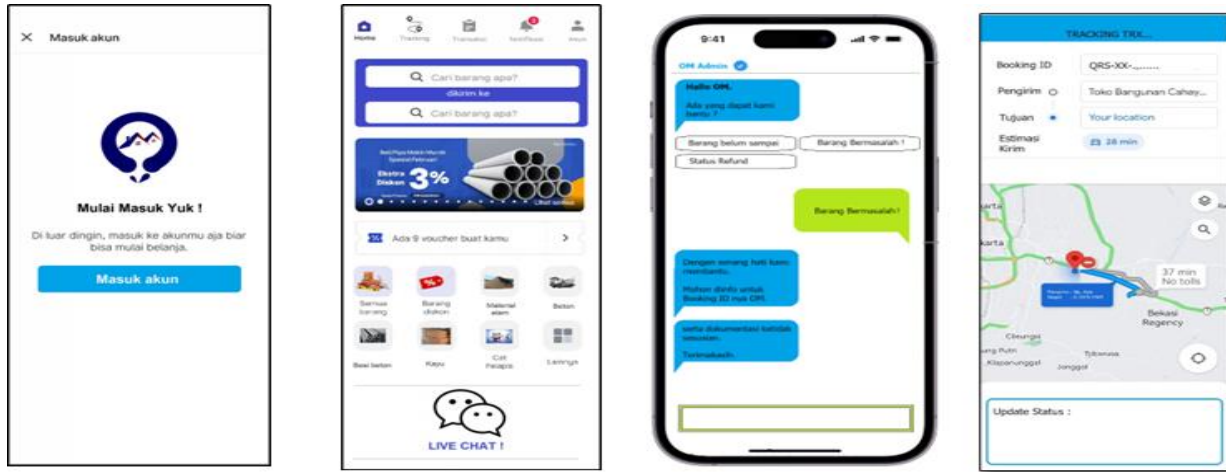


Figure 8 UI Display, Chatbot and Tracking Screen of Simple Application OM

Source: Author (2022)

Financing and Revenue Planning

No.	Biaya - Biaya	Tahun Ke-1	Tahun Ke-2	Tahun Ke-3	Tahun Ke-4	Tahun Ke-5
<b>I</b>	<b>Biaya Iklan</b>					
	- Website	12.500.000	17.500.000	20.000.000	20.000.000	20.000.000
	- Video Branding	20.000.000	25.000.000	30.000.000	30.000.000	30.000.000
	- YouTube Ads.	27.000.000	92.400.000	92.400.000	92.400.000	92.400.000
	- Google Ads.	16.000.000	24.000.000	36.000.000	36.000.000	36.000.000
	- Instagram Ads.	6.300.000	10.800.000	14.400.000	18.000.000	18.000.000
	- Email marketing	2.000.000	2.000.000	2.000.000	2.000.000	2.000.000
	<b>Total Biaya Iklan</b>	<b>83.800.000</b>	<b>171.700.000</b>	<b>194.800.000</b>	<b>198.400.000</b>	<b>198.400.000</b>
<b>II</b>	<b>Biaya Influencer &amp; Endorsment</b>					
	- Influencer	-	-	300.000.000	400.000.000	450.000.000
	- Endorsment (Toutube, IG, Tiktok)	12.000.000	18.000.000	48.000.000	78.000.000	105.000.000
	<b>Total Biaya Influencer &amp; Endorsment</b>	<b>12.000.000</b>	<b>18.000.000</b>	<b>348.000.000</b>	<b>478.000.000</b>	<b>555.000.000</b>
<b>III</b>	<b>Biaya Event</b>					
	- Workshop	35.000.000	50.000.000	150.000.000	250.000.000	300.000.000
	- Pameran	-	50.000.000	175.000.000	250.000.000	200.000.000
	<b>Total Biaya Event</b>	<b>35.000.000</b>	<b>100.000.000</b>	<b>325.000.000</b>	<b>500.000.000</b>	<b>500.000.000</b>
<b>IV</b>	<b>Biaya Promosi</b>					
	- Voucher pengguna Baru	10.000.000	40.000.000	80.000.000	-	-
	- Referral	10.000.000	40.000.000	260.000.000	240.000.000	120.000.000
	- Campaign	8.000.000	18.000.000	24.000.000	36.000.000	42.000.000
	<b>Total Promosi</b>	<b>28.000.000</b>	<b>98.000.000</b>	<b>364.000.000</b>	<b>276.000.000</b>	<b>162.000.000</b>
<b>V</b>	<b>Biaya Adm. Marketing</b>					
	- Biaya Operasional	180.000.000	230.000.000	270.000.000	270.000.000	275.000.000
	<b>Total Biaya Adm. Marketing</b>	<b>180.000.000</b>	<b>230.000.000</b>	<b>270.000.000</b>	<b>270.000.000</b>	<b>275.000.000</b>
	<b>TOTAL BIAYA MARKETING</b>	<b>338.800.000</b>	<b>617.700.000</b>	<b>1.501.800.000</b>	<b>1.722.400.000</b>	<b>1.690.400.000</b>

Figure 9 OM Simple Marketing Financing Planning (Year 1 to 5)

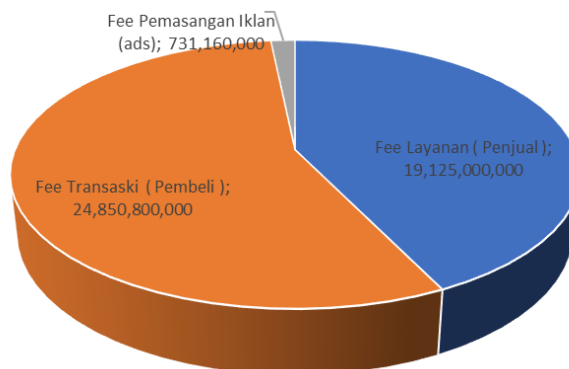
Source: Author (2022)

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No.	Jenis Penghasilan	Tahun Ke-1	Tahun Ke-2	Tahun Ke-3	Tahun Ke-4	Tahun Ke-5
<b>I Fee layanan Untuk Penjual</b>						
1	Tahun Ke-1 = Free Layanan (Total Rp. 0 Transaksi)	Free pada tahun ke-1				
2	Tahun Ke-2 = 0,5% ( Total Transaksi Rp. 36 Milyar )		180.000.000			
3	Tahun Ke-3 = 1% ( Total Transaksi Rp. 234Milyar )			2.340.000.000		
4	Tahun Ke-4 = 1,5% ( Total Transaksi Rp. 351 Milyar )				5.265.000.000	
5	Tahun Ke-5 = 1,5% ( Total Transaksi Rp. 756 Milyar )					11.340.000.000
<b>II Fee Transaksi - Untuk Pembeli</b>						
1	Fee transaksi (Rata-rata Rp. 1500,- per kelipatan Rp. 500.000,-) a. Tahun 1 & 2 = Rata-rata 2 kali transaksi dengan nilai Rp. 500.000/ user / bulan / transaksi. b. Tahun 3 & 4 = Rata-Rata 2 kali transaksi dengan nilai 1.500.000/ user / bulan / transaksi. c. Tahun 5 = 3 kali transaksi dengan nilai Rp. 1.500.000/ user / bulan / transaksi.					
	- Tahun Ke-1 = 2 x 3600 transaksi x @500.000,-	10.800.000				
	- Tahun Ke-2 = 2 x 36000 transaksi x @500.000,-		108.000.000			
	- Tahun Ke-3 = 2 x 234000 transaksi x @1.500.000,-			702.000.000		
	- Tahun Ke-4 = 2 x 351000 transaksi x @1.500.000,-				1.053.000.000	
	- Tahun Ke-5 = 3 x 504000 transaksi x @1.500.000,-					2.268.000.000
2	Fee layanan (delivery, dinaikan 3% : 2 = 1,5%) per transaksi					
	- Tahun Ke-1 = (Total Rp. 3,6 Milyar Transaksi)	54.000.000				
	- Tahun Ke-2 = (Total Rp. 36 Milyar Transaksi)		540.000.000			
	- Tahun Ke-3 = (Total Rp. 234 Milyar Transaksi)			3.510.000.000		
	- Tahun Ke-4 = (Total Rp. 351 Milyar Transaksi)				5.265.000.000	
	- Tahun Ke-5 = (Total Rp. 756 Milyar Transaksi)					11.340.000.000
<b>III Fee Pemasangan Iklan (ads)</b>						
	- Fee Iklan (0,12 usd / tampilan; minimum 1000 tampilan)	12.960.000	64.800.000	140.400.000	210.600.000	302.400.000
	<b>TOTAL PENGHASILAN</b>	<b>77.760.000</b>	<b>892.800.000</b>	<b>6.692.400.000</b>	<b>11.793.600.000</b>	<b>25.250.400.000</b>

**Figure 10 OM Simple Income Planning (Years 1 to 5)**

Source: Author (2022)



**Figure 11 Simple Revenue Diagram OM Per Income Type**

Source: Author (2022)

### CONCLUSION

With good marketing planning, companies can conduct in-depth analysis and evaluation of new business opportunities or investment projects. This is certainly very helpful in assessing investment feasibility, market growth potential, income potential, and associated risks. Income from Investment in the Simpel OM business began to be obtained in the third year, where the first year was the introduction and the second year was the initial result of the Simpel OM

platform business activities, The difference from the Sempel OM platform is the contingency of 1x24 hour delivery and free shipping with coverage in the range of 10KM according to VRIO (Valuable, Rare, Inimitable, Organized to Captured Value) from Sempel OM.

The ease of use and the festivity of features, become additional values in the Sempel OM application itself. With a structured marketing strategy, marketing financing planning, and revenue plan assumptions, it will add value and a better understanding of investment feasibility in particular. So that companies can make smarter decisions and reduce the risk of investment failure.

Good marketing planning can help companies achieve better results, in terms of high revenue, Careful marketing planning will produce efficiency against costs, gain competitive advantage, provide more value in marketing effectiveness, and feasibility in investing. This enables the company to achieve sustainable growth and long-term success.

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