



## Digital Marketing Strategy of Property Agents in Civil Departement

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### ABSTRACT

This study aims to determine how the digital marketing strategy of property agent in the civil department at SMKN 1 Sumatera Barat. This study uses a descriptive approach. The research instrument in the form of a questionnaire filled out by students was then analyzed to see the proportion of student interest and the form of entrepreneurship they have on social media platforms. Digital marketing strategy for real estate agents in civil department i.e. Social media, Email Marketing, Digital Pay per Click Advertising, Search Engine Optimization.

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## 1. Introduction

In practice, real estate agents fall into two categories. First, property agents who are individuals or known as independent property agents. Second, there are also certified agents or brokers, namely those who work on behalf of property companies, such as Ray White, Brighton, Winston, Era Galaxy, LJ Hooker (Fitria & Farida, 2018).

A real estate agent is a business entity who are legal entities, have a place of residence who are permanent, have a property brokerage business license and generally registered as members of AREBI (Mulya et al., 2014). There are several things that need to be considered by marketers who want to promote their products on market place sites. Advertisements on websites or market place sites that also pay ttention to several things. Such as the use of quality images or photos, writing clear and complete property descriptions, and using titles with certain keywords and so on. All of this is done so that the posted ads get a lot of visitor traffic. Logically, the more people who see the post, the greater the possibility for transactions to occur. The purpose of this research is to find out a description of the promotional strategies used by independent property agents in online media.

The development of Information and Communication Technology has created a new, all-digital culture. The growing process of digitization has shifted most of human activity to the virtual world. Some activities that are usually carried out in the real world face to face are now starting to be shifted to online. Some of them include buying and selling transactions, finance, education (e-learning), conversations and online surveys as well as property agent marketing strategies.

The digital era is a period of time in which people's activities that were previously carried out directly turn to be carried out through technology and digital media. Some important activities such as shopping, meetings, and entertainment began to shift to digital media. Digital media itself is media that uses the Internet to connect one device to another.

Digital marketing is a medium that is used as a platform for building the brand image of a company or product and also supports the sales function of target consumers(Pandiangan & Martini, 2021). Information technology-based marketing can be said to be marketing that take advantage of

technology such as the internet. (Riyoko & Lofian, 2020). Marketing Strategy is basically a comprehensive and unified and unified plan in the marketing of goods and services. With The other words of that marketing strategy are policy goals and objectives, and the rule that gives direction for business-effort marketing of goods and services. Marketing strategy is a form of plan that is directed in the field of marketing, to obtain a desired result optimal (Untari & Fajariana, 2018).

Social media is a medium that connects fellow users. Some of the biggest social media platforms are Facebook, Instagram, TikTok, Twitter, and so on. Currently, social media users in Indonesia reach 160 million people or equivalent to 59% of the total population of Indonesia. Therefore, marketing through social media has the potential to generate sales. Using social media as a marketing medium is one of the most appropriate strategies to do. Social media marketing can be easily defined as use of social media channels to promote the company and its products. This type of marketing can be considered as part of online marketing activities that complement traditional Web-based promotional strategies, such as email newsletters and online advertising campaign (Fitriani, 2021).

Email is still a favorite means of communication for people, especially those who work in formal fields. Email users in Indonesia reach 125.4 million people. This large amount has the potential to become a property marketing place. Moreover, most email users are professionals who already have income. This makes email marketing one of the most powerful digital marketing strategies in generating sales. By utilizing e-mail marketing users can string words and design specifically well the content and appearance of the incoming email to the user (Djamaludin et al., 2016).

Digital advertising is one of the most effective advertisements to attract potential consumers. A study shows that digital advertising is in second place after word of mouth as the most influential marketing medium. Digital advertising has even surpassed the effectiveness of advertising in electronic media such as television in generating immediate sales. Therefore, digital advertising can be one of the best strategies that can be run for property marketing. One of the most popular types of digital advertising is Pay per Click advertising, which is click-through rates provided by various digital platforms, from search engines like Google to social media like Facebook.

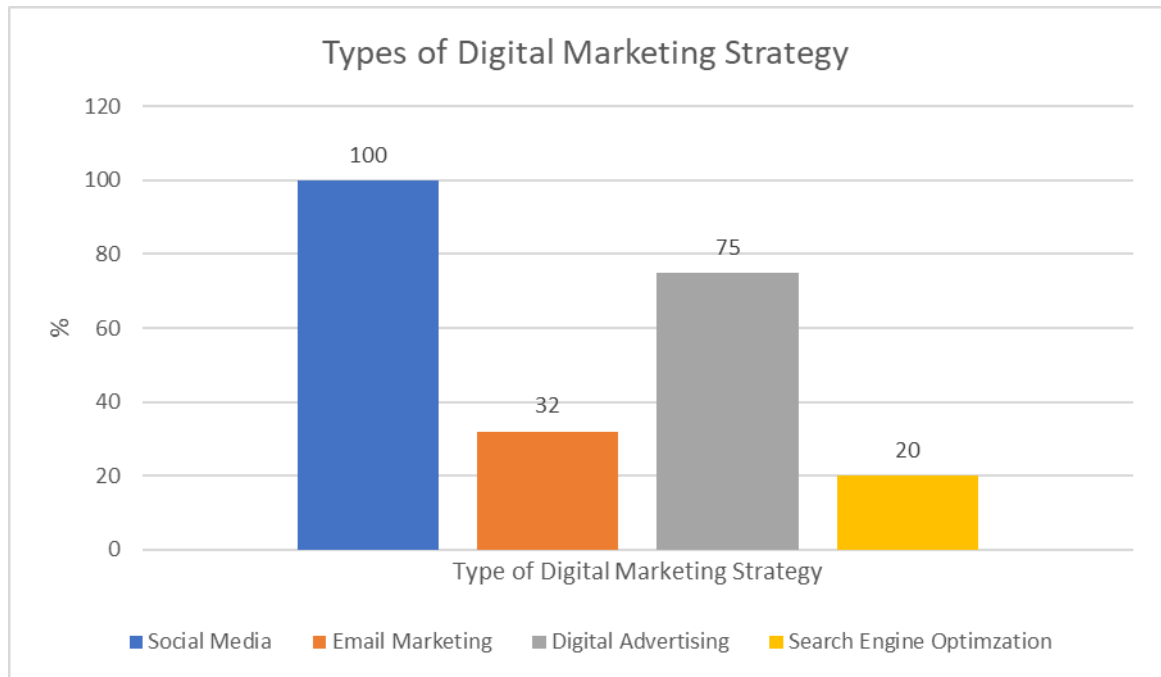
Websites and blogs are one of the most effective marketing and branding media. One of the channels that generate the greatest traffic to Websites and Blogs is search engines. 95% of Traffic can be generated through search engines like Google. Therefore, Search Engine Optimization (SEO) is an important factor in the success of promotion and marketing, including digital property marketing. Search Engine Optimization (SEO) will determine the visibility of a Website or Blog on Google search results pages. By optimizing Websites and Blogs, Websites and Blogs will be easily accessible to users thereby increasing the exposure of your brand property. SEO (Search Engine Optimization) is one of the promotional techniques with how to take advantage of engine optimization search so that the website we have created be ranked top or page first (Mittal et al., 2018)

## **2. Methods**

This study uses a qualitative descriptive research approach. Obtaining data in this study by distributing questionnaires, interviews, and observations to students in the civil department of SMKN 1 Sumatera Barat. The sampling technique in this study is non-probability sampling with the type of probability sampling using a random sampling technique model. The samples collected in this study were 45 people. After the data is obtained in the field, then it is processed into percentage form.

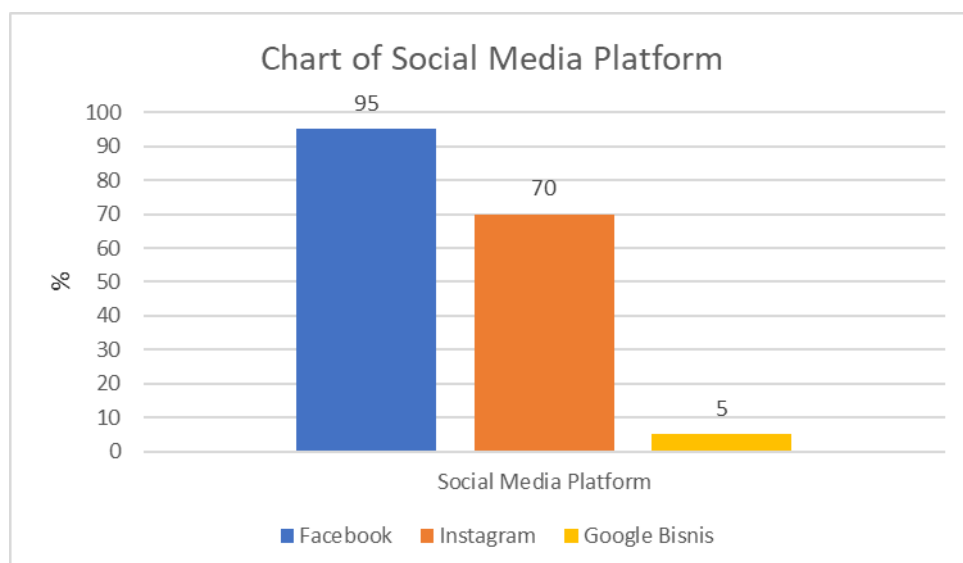
## **3. Results and Discussion**

The results of the questionnaire digital marketing strategy in civil departement can be displayed in the figure follow:

**Figure 1.** Types of Digital Marketing Strategy

Based on the type of digital marketing strategy in civil department there were as many as 100% of students represent that they choose to use social media. There are as many as 32% students) represent that they choose to use Email Marketing. A total of 75% students represent that they choose to use Digital Advertising and 20% students choose to use Search Engine Optimization.

Based on research (Shiratina et al., 2020) that the application of online advertising has a positive influence on buying interest. In the sense that the higher the application of online advertising carried out by Lazada, the higher the buying interest of its customers .

**Figure 2.** Types of social media platform

Based on student reports regarding the use of social media platforms filled in by students, there were 95% of the total students who stated that they used Facebook social media as marketing of their work, while Instagram was 75% of the total students, Google business has not had many students enroll as much as 5% of the total students.

Research from (Prasetyo, D.S., Fahimatul, U., & Mustaqim., 2020) explains that Google My Business is for the use of digital marketing in the era of e-commerce and social media. Therefore, the teacher provides a tutorial for the use of Google My Business as a platform for digital marketing strategies.

Based on research, the existence of social media only helps in marketing communication through communication technology that is widely used by the community. Instagram, Facebook, and WhatsApp are widely used as media because of their usefulness. However, its impact on prospective housing buyers is face-to-face meetings that are still the best activity to attract people to buy housing (Fitriani, 2021).

#### 4. Conclusion

Digital marketing strategies for real estate agents in the civil department, namely social media, Email Marketing, Digital Pay per Click Advertising, Search Engine Optimization. Based on the results of the questionnaire of students who applied the digital marketing strategy of property agents, 100% of students used social media and 95% of students chose Facebook as a media platform.

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