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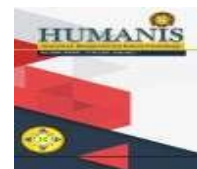
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## Marketing Strategies to Increase Housing Sales at PT. Donelley Indonesia

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### Abstract.

This research aims to: (1) identify the marketing strategies implemented by Griya Wisata Residence, developed by PT. Donelley Indonesia, and (2) determine the appropriate marketing strategies to increase sales for Griya Wisata Residence, developed by PT. Donelley Indonesia. The research design is descriptive qualitative, with data collected through interviews with the Director of PT. Donelley Indonesia, observations, and literature studies. The collected data were analyzed using SWOT analysis. The results of the research indicate that: (1) The marketing strategies implemented by PT. Donelley Indonesia include promoting its products through brochures distributed to the public, banners placed along roads, and using Instagram as a social media platform for product promotion. (2) Based on the SWOT analysis, the marketing strategies that should be implemented to increase sales at PT. Donelley Indonesia include: SO (Strengths-Opportunities): Strengthening market share, collaborating with low-interest mortgage banks, enhancing promotions, and improving facilities and services. WO (Weaknesses-Opportunities): Maximizing the role of strategic management, increasing the number of marketing personnel, conducting periodic promotional activities, and participating in property exhibitions. ST (Strengths-Threats): Implementing targeted marketing strategies, improving service quality, and building trust among potential customers. WT (Weaknesses-Threats): Developing marketing strategies that are both effective and efficient.

### INTRODUCTION

Marketing is an essential element in a company's operations as it aims to generate maximum profit. However, marketing also requires strategic thinking to align with the company's objectives, which is referred to as a marketing strategy.

Housing is a basic need, alongside clothing and food, providing a place for shelter. It is also a primary element for public welfare. It is time for people to have access to decent housing. In the current era, the domestic housing market is growing rapidly, driven by increasing demand from the public for housing that meets their needs. The growing population in Serang Regency, Banten,

continues to rise annually, driven by high birth rates and a significant number of migrants attracted by the city's numerous industrial and manufacturing centers.

The increasing population in Serang Regency has led to a rise in housing demand. The need for housing encourages property developers to construct comfortable and affordable residential units. PT. Donelley Indonesia is one such developer, building the Griya Wisata Residence housing complex located at Jl. Sentul Nyapa, Desa Silebu, Kec. Keragilan, Kab. Serang, Banten. Griya Wisata Residence consists of 326 subsidized housing units divided into two blocks, Block B and Block C, spanning an area of 19,560 m<sup>2</sup>. In addition, PT. Donelley Indonesia has developed various supporting facilities, including a mosque, a swimming pool, a large park, and a strategic location near the Silebu village residential area. This location is close to industrial areas, schools, traditional markets, hospitals, and toll roads.

The market segmentation for Griya Wisata Residence primarily consists of residents of Serang Regency, even though many new housing developments are being marketed in the area. Consumers generally prefer housing with various conveniences, such as strategic accessibility, residential roads suitable for two- and four-wheeled vehicles, a comfortable environment, and good building quality. These requirements are met by Griya Wisata Residence, which offers relatively affordable prices. The subsidized homes are Type 36/60, priced at IDR 166,000,000, with payment options through bank credit or installments. Griya Wisata Residence is ideal for lower-middle-income families seeking a comfortable living environment with convenient access to the city.

PT. Donelley Indonesia employs various marketing strategies for its Griya Wisata Residence housing project. These include internet-based marketing, distributing brochures on streets and in markets, engaging with the local community near the housing area, placing banners on major roads, and having marketers stationed at the marketing office or gallery of the Griya Wisata Residence housing project.

Currently, many entrepreneurs are expanding into new housing projects. This trend has led to intense competition among housing projects, despite the continuous rise in building and material costs. This increase in costs has not diminished the interest of property developers in advancing their housing projects. For example, many new housing developments are emerging in the Serang Regency area.

Griya Wisata Residence, developed by PT. Donelley Indonesia, is one such project still in development. The company strives to attract consumers by directly promoting the housing project to the community, emphasizing that the location is highly strategic, being close to markets and offering easy access to the city.

As a housing project still under development, it requires special efforts and management to achieve the desired sales targets. To reach these targets, the company faces various challenges, including competition among other developers who are also in the development phase. To ensure the company continues to grow in the current conditions, alternative strategies for marketing its products are needed. To achieve the company's objectives, research is conducted to analyze and evaluate the strategies already implemented and to formulate the most appropriate strategies for the company in this competitive environment.

## LITERATURE REVIEW

### 1. Marketing Strategy

Marketing strategy is a series of actions designed to achieve the marketing goals set by a company, including identifying target markets, creating products that meet consumer needs, and selecting appropriate distribution and communication channels. In property marketing, an effective approach extends beyond traditional advertising and must also leverage digital channels to expand market reach. According to (Kotler, Kartajaya, and Setiawan 2021), in the digital era, companies need to focus on experiential marketing and data-driven marketing to make smarter decisions and enhance customer engagement.

Companies must create consumer satisfaction developers need to have a marketing strategy that is precise in marketing their products, because marketing strategy is also a fundamental tool planned to achieve company goals by developing competitive advantages that are used to serve

target markets (Tull & Kahle in Tjiptono: 1997) in the book *Manajemen Pemasaran* (Nurmin Arianto, SE. 2022).

Property developers need to adapt their strategies to advancements in digital technology, including the use of social media, mobile applications, and online platforms to reach potential customers. Instagram, Facebook, and interactive websites are essential tools for building brand awareness and fostering relationships with customers (Chaffey & Ellis-Chadwick, 2020). Furthermore, marketing through property exhibitions and promoting mortgages with banks remains a relevant strategy to strengthen market penetration.

## 2. SWOT Analysis in Marketing Strategy

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a tool used to evaluate a company's position in the market, identify potential internal strengths and weaknesses, and external opportunities and threats. According to Rangkuti (2015) SWOT analysis is an attempt to systematically identify several factors in order to formulate a company strategy. SWOT analysis in order to determine strengths, weaknesses, opportunities and threats.

- a. Strengths: Internal factors that provide a competitive advantage, such as the strategic location of a housing project, superior building quality, or strong relationships with customers and business partners.
- b. Weaknesses: Internal constraints that can hinder success, such as a limited marketing workforce or a lack of innovation in promotional methods.
- c. Opportunities: External factors that can be utilized for the company's benefit, such as advancements in financial technology facilitating easier access to financing or regulatory changes favorable to the property sector.
- d. Threats: External challenges that can endanger business continuity, such as increasing competition in the housing market or economic fluctuations that reduce consumer purchasing power.

By conducting a systematic SWOT analysis, property developers can formulate more focused and effective strategies to enhance sales and competitiveness in the market.

## 3. Property Marketing in the Digital Era

The digital era has transformed how companies conduct marketing, including in the property industry. Digitalization enables companies to reach a wider audience at a more efficient cost. According to Chaffey and Ellis-Chadwick (2020), digital marketing offers a competitive advantage by utilizing big data, search-based advertising, and social media campaigns to enhance interactions with potential customers.

Digital property marketing also includes leveraging technologies such as virtual tours and virtual reality (VR) to provide clearer insights into properties for prospective buyers without requiring them to visit the location physically. This technology offers a more immersive experience, which is crucial in the decision-making process for property purchases (Jefkins & Yeshin, 2021).

Additionally, tools like email marketing, Search Engine Optimization (SEO), and pay-per-click (PPC) advertising are essential for attracting consumers searching for properties online. In this context, companies need to invest in content marketing to provide valuable information and build trust with potential property buyers (Ryan, 2022).

## 4. Human Resource (HR) Management Strategies in Marketing

In today's competitive era, the role of HR in marketing is becoming increasingly significant. According to Ulrich (2020), companies need to develop the competencies of marketing HR by ensuring they possess relevant skills, both in utilizing technology and in managing customer relationships. Continuous training and skills development in digital marketing and data analysis will ensure that marketing teams can adapt to rapid market changes and contribute to achieving the company's marketing objectives.

HR development in property marketing also involves strengthening teamwork and leadership to create synergy in designing and implementing more effective marketing strategies. One strategy

that can be implemented is increasing the number of skilled and knowledgeable marketing personnel in property and digital marketing (Baker, 2021).

## 5. Consumer Trust in Property Marketing

Consumer trust is an important element in building long-term relationships with customers, especially in the property sector which requires a large financial commitment. According to Kotler and Armstrong in (Arianto 2016), product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, ease, operation and repair and other attributes. If a product can carry out its functions, it can be said to be a product that meets good quality and can build trust with customers, strengthen loyalty and encourage repeat purchases.

To achieve this, property developers need to provide transparency in the sales process, offer quality guarantees, and ensure excellent after-sales service. Additionally, leveraging customer testimonials, online reviews, and quality certifications can enhance consumer trust in the products offered. This way, companies can establish mutually beneficial long-term relationships with prospective buyers and improve their brand reputation in the property market.

## RESEARCH METHODOLOGY

### 1. Type of Research

This study employs qualitative research, specifically descriptive qualitative, utilizing methods to ensure the validity and reliability of instruments and the quality of data collection, focusing on the accuracy of the techniques used for gathering data. Instruments in qualitative research can include tests, interviews, field observations, and library research. To complement data obtained through observation, the researcher supplements it by reading and studying books related to marketing management theories. This research uses SWOT analysis to enhance sales by analyzing the company's strengths, weaknesses, opportunities, and threats.

### 2. Time and Location of the Research

This research was conducted at the branch office of PT. Donelley Indonesia, located at Jl. Irigasi No.21, Kel. Gondrong, Kec. Cipondoh, Kota Tangerang 15146, Banten. It was carried out over a period of one week, including interviews and field observations at the Griya Wisata Residence housing project, located at Jl. Sentul Nyapa, Desa Silebu, Kec. Keragilan, Kab. Serang, Banten.

### 3. Data Collection Techniques

The research instruments used include:

Interviews: Data collection through systematic direct interviews with the director of PT. Donelley Indonesia, aligned with the research objectives. Observation: Data collection based on direct observation or examining the actual conditions in the field. Library Research: Conducted by studying and extracting data from other sources deemed capable of providing additional information relevant to the study.

### 4. Data Analysis Techniques

The objective of the analysis is to simplify the data into an easily interpretable form. For analyzing data directly related to the problems being addressed, this study employs descriptive analysis, using logical reasoning grounded in theories sourced from library research.

## RESULTS AND DISCUSSION

### Research Findings

Identification of internal and external strategic factors for the Griya Wisata Residence housing project by PT. Donelley Indonesia.

**Table 1** SWOT Analysis of PT. Donelley Indonesia

Internal Factors	External Factors
<b>Strength:</b> <ul style="list-style-type: none"> <li>Strategic location</li> </ul>	<b>Opportunity:</b> <ul style="list-style-type: none"> <li>Market share</li> </ul>

<ul style="list-style-type: none"> <li>• Legal certification</li> <li>• Affordable selling price</li> <li>• Free from flood risks</li> <li>• Close to public facilities</li> <li>• 24-hour security assurance</li> <li>• Easy down payment options</li> </ul>	<ul style="list-style-type: none"> <li>• Low mortgage interest rates</li> <li>• Increasing demand for homeownership</li> </ul>
<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>• Small-scale management</li> <li>• Lack of product socialization</li> <li>• Insufficient regular promotions</li> <li>• Limited human resources in the marketing department</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• The emergence of similar competitors</li> <li>• The establishment of the ASEAN Economic Community (AEC)</li> <li>• Declining consumer purchasing power</li> <li>• Rising marketing costs</li> </ul>

**1. Internal Factor**

**a. Strength**

- 1) Strategic Location  
The housing project is situated near industrial areas and Adiaksa Hospital, one of the largest hospitals in Serang Regency, which adds to its appeal for consumers. Additionally, it is close to various public facilities, making daily activities more convenient for residents. Griya Wisata Residence is also located on high ground, ensuring it is flood-free.
- 2) Legal Certification  
PT. Donelley Indonesia has obtained all necessary legal documentation for the company and its construction projects from the government, ensuring the company's operations are legally guaranteed.
- 3) Affordable Selling Price  
PT. Donelley Indonesia offers subsidized housing in a comfortable and secure environment at an affordable price, attracting consumers to purchase homes in the Griya Wisata Residence project developed by the company.
- 4) Free from Flood Risks  
The subsidized housing offered by PT. Donelley Indonesia is located in an area free from flood risks.
- 5) Proximity to Public Facilities  
The Griya Wisata Residence housing project, developed by PT. Donelley Indonesia, is conveniently located near public facilities such as schools, traditional markets, hospitals, and toll roads.
- 6) 24-Hour Security  
Griya Wisata Residence provides 24-hour security, ensuring residents feel safe even when leaving their homes unattended.
- 7) Ease of Down Payment  
At Griya Wisata Residence, down payment arrangements are made easier, with flexible discussions and agreements between consumers and the developer.

**b. Weakness**

- 1) Small-Scale Management  
As Griya Wisata Residence by PT. Donelley Indonesia is still in its growth cycle, it operates on a smaller scale. This is evident as employees often handle multiple roles across different divisions.
- 2) Lack of Product Socialization  
The company has limited direct marketing activities that engage with consumers. It rarely participates in events like property exhibitions to directly introduce its products to potential buyers.
- 3) Insufficient Regular Promotions

While PT. Donelley Indonesia has promoted its products through online advertisements, banners, and distributing brochures to nearby residents, these promotional activities are not conducted consistently and appear to be vigorous only at the beginning.

4) Limited Marketing Human Resources

Currently, PT. Donelley Indonesia has only four marketing personnel, which is considered insufficient to optimize promotional processes.

**Table 2. Matrix IFE (Internal Factor Evaluation)**

Internal Factor			
Strength	Poin	Rating	Score
1.Strategic Location	0.10	4	0.40
2.Legal Certification	0.05	4	0.20
3.Affordable Selling Price	0.10	4	0.40
4.Free from flood risks	0.10	5	0.50
5.Proximity to Public Facilities	0.09	4	0.36
6.24-Hour Security	0.10	4	0.40
7.Ease of Down Payment	0.10	3	0.30
<b>TOTAL</b>	<b>0.64</b>		<b>2.56</b>
Weakness	Poin	Rating	Score
1.Small-Scale Management	0.09	4	0.36
2.Lack of Product Socialization	0.08	3	0.24
3.Insufficient Regular Promotions	0.11	4	0.44
4.Limited Marketing Human Resources	0.08	4	0.32
<b>TOTAL</b>	<b>0.36</b>		<b>1.36</b>
<b>TOTAL IFE</b>	<b>1.00</b>		<b>3.92</b>

**2. External Factors**

**a. Opportunity**

1) Market Share

The increasing population in Serang Regency has resulted in a growing demand for housing. Many newcomers and local residents in the area are seeking homes, creating a significant market opportunity.

2) Low Mortgage Interest Rates

Low mortgage interest rates positively impact monthly installments, making payments more manageable for consumers. This can boost the property business as more people can afford to purchase homes.

3) Rising Demand for Homeownership

The annual population growth leads to a consistent increase in the need for housing. This presents an opportunity for PT. Donelley Indonesia to meet the growing demand for homes each year.

**b. Threats**

1) Emergence of Similar Competitors

An increasing number of competitors are entering the market, offering attractive concepts and competitive pricing. The area surrounding the Griya Wisata Residence, developed by PT. Donelley Indonesia, has seen a surge in such competitors.

2) The Establishment of the ASEAN Economic Community (AEC)

The ASEAN Economic Community (AEC) facilitates the easy entry of foreign products and labor into Indonesia. This could intensify competition in the property business due to the potential influx of foreign investments and products.

3) Declining Consumer Purchasing Power

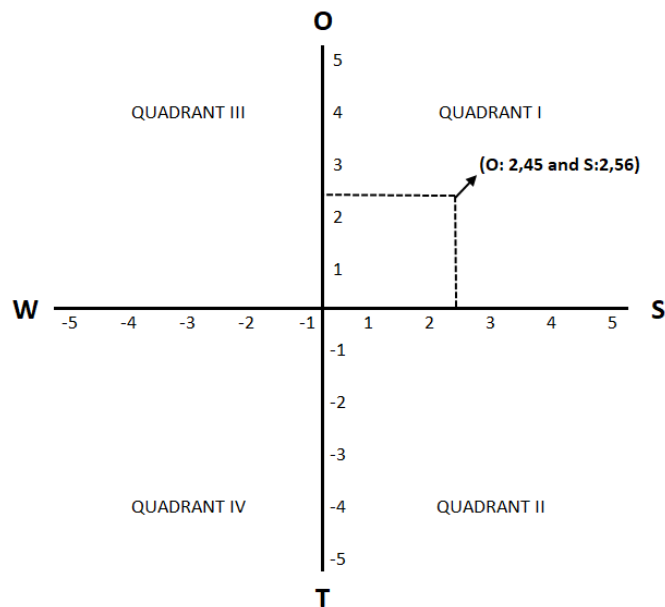
Stagnant income levels, combined with rising daily necessities, have reduced consumer purchasing power. Prospective buyers are prioritizing basic needs over purchasing homes, with many opting to rent instead.

4) Rising Material Costs

The increasing prices of construction materials significantly impact property businesses, posing a challenge for developers like PT. Donelley Indonesia.

**Table 3. Matrix EFE (External Factor Evaluation)**

External Factor			
Opportunity	Poin	Rating	Score
1. Market Share	0.20	4	0.80
2. Low Mortgage Interest Rates	0.10	4	0.40
3. Rising Demand for Homeownership	0.25	5	1.25
<b>TOTAL</b>	<b>0.55</b>		<b>2.45</b>
Threats	Poin	Rating	Score
1. Emergence of Similar Competitors	0.2	5	1.00
2. The Establishment of the ASEAN Economic Community (AEC)	0.05	2	0.10
3. Declining Consumer Purchasing Power	0.10	3	0.30
4. Rising Material Costs	0.10	4	0.40
<b>TOTAL</b>	<b>0.45</b>		<b>1.80</b>
<b>TOTAL EFE</b>	<b>1.00</b>		<b>4.25</b>



**Figure 1 SWOT Analysis Diagram**

PT Donelley Indonesia in its marketing occupies a position in quadrant I. This shows that the company is in an aggressive strategic position. It is a favorable situation for the company, because it has internal opportunities and strengths, so that with these internal strengths it can take advantage of existing opportunities to benefit the company. Strategies that can be carried out based on the company's internal and external environment include market penetration and product development strategies. Market penetration strategy is to seek a larger market share for existing products and services through more vigorous marketing efforts. Market penetration includes increasing product capacity, the number of salespeople (distribution channels), increasing spending on advertising, offering products and intensive sales promotions. In other words, this strategy can be done by doing more vigorous promotion.

## Analysis and Discussion

**Table 4** Matrix SWOT PT. Donelley Indonesia

<b>IFE (Internal)</b>          <b>EFE (External)</b>	<b>Strength (S)</b> <ul style="list-style-type: none"> <li>• Strategic location</li> <li>• Legal Certification</li> <li>• Affordable Selling Price</li> <li>• Free from Flood Risks</li> <li>• Proximity to Public Facilities</li> <li>• 24-Hour Security</li> <li>• Ease of Down Payment</li> </ul>	<b>Weakness (W)</b> <ul style="list-style-type: none"> <li>• Small-Scale Management</li> <li>• Lack of Product Socialization</li> <li>• Insufficient Regular Promotions</li> <li>• Limited Marketing Human Resources</li> </ul>
<b>Opportunity (O)</b> <ul style="list-style-type: none"> <li>• Market Share</li> <li>• Low Mortgage Interest Rates</li> <li>• Rising Demand for Homeownership</li> </ul>	<b>Strategy SO</b> <ul style="list-style-type: none"> <li>✓ Strengthen market share</li> <li>✓ Collaborate with banks for low mortgage rates</li> <li>✓ Enhance promotion by highlighting the strategic location and easy down payment options</li> <li>✓ Improve facilities and services at Griya Wisata Residence</li> </ul>	<b>Strategy WO</b> <ul style="list-style-type: none"> <li>✓ Maximize the role of strategic management for marketing</li> <li>✓ Increase the number of human resources in the marketing department</li> <li>✓ Maximize promotional activities on a regular basis</li> <li>✓ Participate in property exhibitions</li> </ul>
<b>Threats (T)</b> <ul style="list-style-type: none"> <li>• Emergence of Similar Competitors</li> <li>• The Establishment of the ASEAN Economic Community (AEC)</li> <li>• Declining Consumer Purchasing Power</li> <li>• Rising Material Costs</li> </ul>	<b>Strategy ST</b> <ul style="list-style-type: none"> <li>✓ Set marketing strategies</li> <li>✓ Showcase product advantages</li> <li>✓ Increase potential buyers' trust</li> <li>✓ Adjust pricing</li> </ul>	<b>Strategy WT</b> <ul style="list-style-type: none"> <li>✓ Improve effective and efficient marketing strategies</li> </ul>

From the SWOT matrix above, it can be seen that the strengths and opportunities outweigh the weaknesses and threats. Therefore, PT. Donelley Indonesia is already capable of competing with other competitors. Below is the development of the marketing strategy based on the interpretation of the SWOT analysis for Griya Wisata Residence, developed by PT. Donelley Indonesia.

### 1. Strategy SO (Strength Opportunity)

Strategy based on the strengths and opportunities of the Griya Wisata Residence housing, developed by PT. Donelley Indonesia, is as follows:

- a. Strengthening Market Share  
PT. Donelley Indonesia can expand the existing market share. Of course, this step should go through a well-planned process to ensure that the targeted market is accurately reached. Additionally, the market expansion should consider the capabilities of PT. Donelley Indonesia..
- b. Collaborating with Banks Offering Low Mortgage Rates  
Collaborating with banks that offer low mortgage rates will make it easier for consumers to pay for their homes, thus attracting more consumers.
- c. Strengthening Promotion



Promoting the advantages of the strategic location, comfortable road access, proximity to other public facilities, and easy down payment options can strengthen promotions.

d. Highlighting the Advantage of Location

A strategic location is a key requirement for housing, and Griya Wisata Residence has this advantage. Therefore, the focus should be on emphasizing the location's benefits, the facilities provided, and the ease of down payment in promotions to attract consumers.

e. Improving Facilities and Services at PT. Donelley Indonesia

Griya Wisata Residence needs promotions supported by services that make consumers feel comfortable. In other words, improving service will create new customers, which will generate profits for PT. Donelley Indonesia.

## 2. Strategy WO (Weakness Opportunity)

The strategy based on the weaknesses and opportunities of Griya Wisata Residence housing is as follows:

a. Maximizing the Role of Strategic Management for Marketing

The need for management in marketing Griya Wisata Residence aims to clarify the marketing targets and the methods to achieve them.

b. Adding Human Resources for Marketing

PT. Donelley Indonesia needs to add more human resources for the marketing department to ensure that marketing activities run optimally.

c. Maximizing Periodic Promotional Activities

PT. Donelley Indonesia must maximize periodic promotional/marketing activities to attract more consumers. This can be done through the following methods:

- Creating a Website: Having a company website makes the promotion more legitimate and professional.
- Social Media Marketing: Active daily social media posts with promotional content can attract consumers using modern platforms like Instagram, Facebook, Twitter, and TikTok, along with hashtags to reach new customers.
- Marketing Using Memes: Memes are a contemporary promotional strategy that is memorable and easily shared, especially with unique and funny image designs.
- Sales Through Marketplaces: Using marketplaces for promotion is an effective strategy since the product can be found in specific categories, such as Facebook Marketplace, OLX, etc.
- Creating Promotional Videos on YouTube: YouTube is an excellent platform for promotional strategies. This is because videos are more effective in capturing people's attention compared to text. Promotional videos can employ various methods, from long-duration videos to animated promotional videos, and more. The key to marketing through promotional videos is ensuring the content is engaging and attracts the attention of viewers.
- Designing Attractive Brochures and Banners: Creating brochures and banners that highlight product advantages and are designed as attractively as possible can help capture consumer interest.

d. Participating in Property Exhibitions

It is essential to engage directly with consumers, one way being through participation in property exhibitions. This allows consumers to gain a better understanding of the Griya Wisata Residence housing and stay informed about developments in the property business.

## 3. Strategy ST (Strength Threats)

The strategy based on the strengths and threats faced by Griya Wisata Residence is as follows:

a. Establishing a Marketing Strategy

PT. Donelley Indonesia faces numerous competitors due to the increasing demand for housing. Therefore, the company must determine target market positioning and marketing objectives through strategic planning that considers existing opportunities.

b. Improving Service Quality

Service quality plays a crucial role in consumer decision-making. Enhancing service quality is essential to attract potential consumers. By providing excellent service, customer loyalty will increase, and PT. Donelley Indonesia can attract new customers within its target market.

c. Building Consumer Trust

Consumer loyalty is based on trust, especially since housing is a critical need for consumers. Detailed information is essential to reassure consumers about the homes being offered. PT. Donelley Indonesia must maintain transparency and be open to addressing all consumer inquiries professionally.

d. Price Adjustment

Price adjustments are divided into two aspects:

- External Aspects (Related to Supply)

Seek alternative sources for purchasing raw materials through other, more affordable channels, especially for commonly available materials. This will help reduce production costs.

Replace raw materials to match the appropriate selling price. If the selling price cannot be increased, efficiency in raw material usage becomes essential. For this aspect, it is crucial to ensure that quality and quantity are not compromised.

Shift from a cash-to-carry scheme to raw material payments on a credit basis, which requires negotiations with suppliers. Negotiations are typically adjusted based on purchase volume and payment duration, allowing time to manage cash flow effectively.

- Internal Aspects (Related to Consumers)

Resize the product scale, which involves adjusting dimensions if the selling price cannot be increased. For example, offering houses without bathrooms and toilets as a more affordable option.

If previously marketed houses included bathrooms and toilets, alternatively, introduce a lower-priced variant that excludes these features without increasing the selling price.

Innovate by introducing a package sales scheme, where not only houses are sold but also bundled with household furnishings. This approach enables cross-subsidization and simplifies the purchasing process for buyers.

#### 4. Strategy WT (Weakness Threats)

The strategy based on the weaknesses and threats faced by PT. Donelley Indonesia is as follows: Developing an Effective and Efficient Marketing Strategy, PT. Donelley Indonesia implements an effective and efficient marketing strategy to mitigate threats and minimize weaknesses. This strategy aligns with the company's strengths and opportunities.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

Based on the research conducted, several conclusions can be drawn:

1. The marketing strategies implemented by PT. Donelley Indonesia include promoting its products through brochures distributed to the community, banners displayed along roads, and using Instagram as a marketing platform.
2. The SWOT analysis results indicate that PT. Donelley Indonesia has opportunities and is competitive. This makes it feasible to continue expanding, increasing growth, and maximizing sales.

### Recommendations

The next step in decision-making for marketing strategies to increase sales of Griya Wisata Residence housing should utilize SO strategies that capitalize on existing strengths and opportunities. The new strategies developed through SWOT analysis for PT. Donelley Indonesia are as follows:

- a. Strategy SO (Strength Opportunity) Strengthening market share, Collaborating with banks offering low-interest mortgage loans (KPR), Enhancing promotions by highlighting strategic locations and easy down payment options, And Improving facilities and services provided by PT. Donelley Indonesia.
- b. Strategy WO (Weakness Opportunity) Maximizing the role of strategic management in marketing, Adding more personnel in the marketing department, Optimizing promotional activities regularly through:
  - Creating a website.
  - Utilizing social media for consistent daily promotions.
  - Using memes as unique marketing tools.
  - Marketing products on online marketplaces.
  - Creating promotional videos on YouTube.
  - Designing brochures and banners with appealing concepts.Additionally, PT. Donelley Indonesia should engage directly with potential customers by participating in property exhibitions.
- c. Strategy ST (Strength Threats) Implementing a well-planned marketing strategy, Improving service quality and Building trust with potential customers.
- d. Strategy WT (Weakness Threats) Enhancing effective and efficient marketing strategies.

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