

## **The Role of Marketing Communication in Increasing Sales of Housing PT. Karya Tunas Tomangolo in Central Mamuju District**

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### **Abstrak**

Studi tentang strategi pemasaran di PT. Karya Tunas Tomangolo di Kabupaten Mamuju Tengah mengungkapkan beberapa wawasan penting. Perusahaan mendapatkan keuntungan dari lokasi yang strategis, produk yang ramah lingkungan, staf penjualan yang terampil, dan promosi yang efektif. Budaya lokal mendukung tema lingkungan. Namun, tantangan yang dihadapi termasuk masalah keamanan dan peraturan yang tidak fleksibel. Berkolaborasi dengan pemerintah dan masyarakat setempat sangatlah penting. Mengatasi desain rumah dan kondisi jalan dapat meningkatkan daya saing. Dengan memanfaatkan kekuatan, memanfaatkan peluang, mengurangi ancaman, dan memperbaiki kelemahan, PT. Karya Tunas Tomangolo dapat membangun pendekatan pemasaran yang kuat untuk kesuksesan yang berkelanjutan di pasar properti.

**Kata Kunci:** *Komunikasi Pemasaran, Penjualan, PT. Karya Tunas Tomangolo*

### **Abstract**

The study of marketing strategies at PT. Karya Tunas Tomangolo in Central Mamuju Regency reveals key insights. The company benefits from strategic location, eco-friendly products, skilled sales staff, and effective promotion. Local culture supports environmental themes. However, challenges include security concerns and inflexible regulations. Collaborating with local authorities and communities is vital. Addressing house design and road conditions can enhance competitiveness. By leveraging strengths, seizing opportunities, mitigating threats, and rectifying weaknesses, PT. Karya Tunas Tomangolo can establish a robust marketing approach for sustained success in the property market.

**Keywords:** *Marketing Communication, Sales, PT. Karya Tunas Tomangolo*

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## **INTRODUCTION**

Humans cannot be separated from all issues related to housing because housing is a necessity in human life. A house is a very basic human need that serves as a place to live, a shelter from rain, pollution, and sun, among others. In addition, the house serves as a pleasant family gathering place. Quality housing requires a strategic location, safe, comfortable with pollutant-free air from motor vehicles or factory waste.

In addition, the atmosphere around the house also affects the character of family members, especially children who are still looking for their identity.

Developer companies have sprung up in Mamuju Tengah. The presence is very high among the community for the upper middle class by offering attractive housing options, with access that is not far from the city but has a comfortable atmosphere and is still far from community activities. Due to its proximity to retail complexes, workplaces, colleges, hospitals and other facilities, the Mamuju Tengah area is becoming a popular location for developers to promote properties for sale. Since many housing estates are growing, development companies now have to move aggressively, so they cannot be managed only based on intuition and foresight, but must go through solid management and proper marketing strategies. The right marketing method will not work unless the organization communicates effectively with its customers.

Communication is very important in the exchange process. Basically, communication can inform and remind potential customers of the existence of the product being sold. Communication can attempt to encourage potential customers to enter into an exchange relationship (Sutisna, 2001: 271). Promotional communication (Marketing communication) is a way used by businesses to inform, persuade, and remind customers about the goods and brands they sell, either directly or indirectly. Marketing communications also serve various tasks for customers. Marketing communications can inform or show consumers how and why a product is used, by whom, and where and when. Companies can use marketing communications to connect their business with people, locations, events, brands, experiences, feelings, and more. They can help build brand equity by embedding brands in people's minds and shaping their image, as well as increase sales and even influence stock value. Promotional communication plays an important role in increasing sales. This is because without marketing communications, products will not be recognized by the wider community, let alone consumers. Customers in the target market will also determine the success of communication. The communication process will run easily and effectively with the right target, resulting in the best possible marketing communication results. A communication strategy is an effective plan for delivering messages in such a way that communicants can easily capture and accept what has been received to change one's attitude or behavior. Advertising, which in this case is usually done by wa, fb in the form of pamphlets, posters, or the like, face-to-face sales, sales promotion, public relations and publicity, and direct marketing to the public, are all part of a communication plan.

PT Karya Tunas Tomangolo in Central Mamuju Regency is a company engaged in the property sector that sells commercial houses and subsidized houses in collaboration with the local government through banks to make it easier for people in Central Mamuju Regency to get subsidized housing, especially in Central Mamuju Regency, precisely in Topoyo. In 2015 the number of housing that has been built by PT Karya Tunas Tomangolo is 39 units. This housing offers type 36 with a price of IDR 156,000,000 for subsidized and type 70 with a price of IDR 280,000,000 for commercial. This housing is located near the new topoyo market. the advantages of PT Karya Tunas Tomangolo housing The houses offered have a contemporary design and are equipped with full ceramics, gypsum ceilings, drilled well water, lightweight steel roof trusses, 1300 watts of electricity, and include two bedrooms. PT Karya Tunas Tomangolo in Central Mamuju Regency in marketing in collaboration with banks began to create housing services in the form of Home Ownership Loans (KPR). Home Ownership

Credit (KPR) is one of the company's strategic businesses. PT Karya Tunas Tomangolo in Central Mamuju Regency Because this concerns the human need for a place to live. Houses have developed into basic human needs. and make it easier for people to get a comfortable place to live.

The weakness of PT Karya Tunas Tomangolo's housing is that the access road is gravel, and the location of the house is on the outskirts of Topoyo. This weakness is of course a threat to Karya Tunas Tomangolo. There are already many competitors who build livable apartments in Central Mamuju. With competitors increasingly aggressively marketing their products, PT Tunas Tomangolo Works Company must be active in finding ways to make its marketing run smoothly. One way is to choose the right marketing strategy so that the marketing implemented can run effectively and efficiently. PT. Karya Tunas Tomangolo's marketing strategy in BTN Ngapaboa housing includes several strategies such as promoting in online media, offering quality products, implementing an open house strategy (direct promotion to residents' homes), and flexible service hours. While the communication strategies carried out by PT Karya Tunas Tomangolo in BTN Ngapaboa Housing are distributing brochures-face-to-face sales, sales promotion, public relations and publicity, and mass marketing. BTN Ngapaboa housing only started to be marketed in 2015. In 2015 the units sold were 0, 2016 sold 2 units, 2017 sold 2 units, 2018 sold 3 units, 2019 sold 3 units, 2020 sold 4 units, 2021 sold 4 units, 2022 sold 4, 2023 sold 2 units. The names who took the house in 2023 are M.junaidi who works at PT Amalia, the second is wiwi who works as a civil servant.

Based on initial observations made by researchers at PT Karya Tunas Tomangolo in Central Mamuju Regency regarding the sale of commercial BTN houses and subsidized BTN houses from 2021 to 2023, the sales of commercial BTN houses amounted to 16 housing units while the sales of subsidized BTN houses amounted to 8 housing units. Meanwhile, to develop the company in 2023 PT Karya Tunas Tomangolo is building 36 housing units and the total number of BTN housing units in BTN ngapaboa is 60 units. The location provided for subsidized BTN is 35 units and has sold 8 units while BTN ready for occupancy is 10 units and 17 units under construction. The location provided for commercial BTN is 25 units and has been sold as many as 16 units while BTN is ready to occupy ready as many as 3 units and 6 units are still vacant land (can choose a model).The competitors are BTN Green City, BTN Bayor Resident 45 and BTN Topoyo Indah.

PT Karya Tunas Tomangolo in Central Mamuju Regency has planned to build more subsidized housing due to the large number of requests from the Topoyo community who want to own a house on the grounds that the place and location of housing is very strategic so that many people are interested in owning a house and there are many newcomers who work in Central Mamuju Regency. As for the marketing communication carried out, namely distributing brochures, promotion via mobile phones through wa media, fb, Instagram either in the form of pamphlets, posters or the like, face-to-face sales, sales promotion, public relations and publicity, and public-facing direct marketing are examples of direct marketing.

## METHODOLOGY

This research adopts a qualitative approach with a case study method to analyze the marketing communication strategy implemented by PT Karya Tunas

Tomangolo in Central Mamuju Regency. The research will last for two months, starting from January to February 2023. The initial step involves direct observation of the environment and practice of marketing communication strategies in the company. Next, interviews will be conducted with managers, employees, and people who have purchased houses from PT Karya Tunas Tomangolo. Data will also be collected from related documents, such as activity reports and marketing communication strategy documents.

Data analysis will be conducted through a data reduction process, where patterns, themes, and important information will be identified from the observation, interview, and document data. These findings will be presented in the form of narratives and matrices to generate preliminary conclusions. The decision-making stage will involve interpreting the findings and linking them to the previously constructed conceptual framework. The results of this research will conclude with detailed conclusions, based on an in-depth analysis of the existing marketing communication strategy at PT Karya Tunas Tomangolo. Recommendations will be elaborated to provide guidance on the development or improvement of the company's marketing communication strategy. This research report will be organized to contain all the methodological steps, findings, conclusions, and recommendations found. Validation of the research results will be done through comparison with the views of interviewees and relevant literature, as well as through a peer review process by peers to ensure the quality and validity of the methodology and interpretation of findings.

## RESULTS AND DISCUSSION

Surveys and counseling are conducted as part of the activities and functions related to Marketing Communication in Increasing Property Sales at the BTN Ngapaboa Housing Complex.

**Table 1.** Housing Sales 2015-2023

No	Year	Project	Type		Total
			36	70	
1	2015	PT. Karya Tunas Tomangolo	0	0	0
2	2016	PT. Karya Tunas Tomangolo	1	1	2
3	2017	PT. Karya Tunas Tomangolo	1	1	2
4	2018	PT. Karya Tunas Tomangolo	0	3	3
5	2019	PT. Karya Tunas Tomangolo	1	2	3
6	2020	PT. Karya Tunas Tomangolo	1	3	4
7	2021	PT. Karya Tunas Tomangolo	1	3	4
8	2022	PT. Karya Tunas Tomangolo	1	3	4
9	2023	PT. Karya Tunas Tomangolo	2	0	2

The table above illustrates the stability of sales from 2015 to 2023. However, to understand more about how Marketing Communication can increase property sales

in BTN Ngapaboa Housing, researchers need a deeper understanding through relevant theoretical concepts. The following is a further explanation of how the theories of Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Selling can contribute to increasing property sales:

Advertising is mass communication through newspapers, magazines, television, radio, and other media, or commonly called direct communication specifically designed for customers with business-to-business transactions. The researcher then interviewed F, the general director of BTN Ngapaboa housing, based on the explanation of the indicator above: "Here we provide direction to employees about the forms of communication carried out by marketing staff personally or in groups by being able to convey and explain sales products to potential customers clearly and also they can easily understand and understand what is explained." (Interview scheduled on Monday, April 16, 2023) Based on the interview excerpts related to advertising indicators, it appears that personal or group communication of marketing staff strives to be able to disclose and explain sales items to users in a clear and easy-to-understand manner. Furthermore, as revealed by the Head of Marketing in the MS interview: "For the system that we use here, there are two advertising systems, namely offline such as making billboards, and banners." While the second approach we use is online, specifically the creation of websites, and not forgetting we use social media to find users." (Interview scheduled on Monday, April 16, 2023). Based on the interview quotes from the interviewees above, it is clear that there are two advertising systems used in advertising, namely offline such as making billboards and banners, and online such as creating websites. While the second strategy uses an online approach, namely the creation of a website and the use of social media to attract consumers. Furthermore, the results of my interview as Marketing Staff stated: "Well, here we utilize internet media such as social media and the communication is also personal in conveying product explanations to users, it must be clear and easy to understand the explanation." (Interview scheduled on Wednesday, April 18, 2023) Based on the interview excerpts from the interviewees above, it is clear that advertising is personal, namely providing product explanations to users in a personal manner that is precise and easy to understand in explaining the product so that users are interested. Furthermore, one of the customers who participated in the RA interview stated, "Yesterday I explained the advertisement personally, explained the product in detail and was easy to understand so that there was interest in buying a house here compared to other housing, I did not explain how. Then the management team here is all good, fast response if there is a problem." (Interview scheduled on Monday, April 18, 2023). Based on the interview excerpt from the informant above, it is clear that the advertising system explains personally, explains the product in detail, and is easy to understand so that there is interest in buying a house here compared to other housing that is not clear how to do it, then the management team is friendly and fast response when there is a support problem. Furthermore, F, one of the customers stated in his interview: "Yesterday I saw a post on Facebook social media, then was directed to WhatsApp, then in WA I explained the product and payment clearly and in detail so that I was interested and did not hesitate to buy a house here, then the staff there were friendly." According to the interview excerpt from the informant above regarding the advertising indicator, customers see posts on Facebook social media, then are directed to WhatsApp, then on WhatsApp, products and payments are explained clearly and in detail so that customers are interested and have no doubts. buy a house, then the

staff is supportive and kind, friendly to create comfort in their services. The general conclusion based on the interviews with the interviewees about advertising mentioned above is that the form of personal or group communication of marketing personnel strives to be able to convey and explain sales items to users in a clear and easy-to-understand manner. Advertising uses two advertising systems, specifically

There are many sales promotions that include various marketing actions designed to encourage the purchase of a product or the occurrence of transactions in a short time. The researcher further interviewed F, Director of BTN Ngapaboa Housing, based on the explanation of the above indication: "Sales Promotion is done directly to be more precise, so that our staff there explain in detail about our products then follow up again by telephone or Whatsapp social media so that it is hoped that the customer is interested and the staff can attract the customer to buy our products without any doubts." (Interview scheduled on Monday, April 16, 2023) Based on the interview excerpt above related to the sales promotion indicator, it can be concluded that Sales Promotion is carried out in a face-to-face manner, so that staff can easily explain in detail about the product, then follow up again via telephone or Whatsapp social media, assuming the customer is interested and the staff can easily persuade the customer to buy BTN Ngapaboa Housing goods. Furthermore, according to the findings of my interview as Head of Marketing, "we do marketing at this time because of the internet era now to attract clients, after that we lead them by phone or Whatsapp to explain the goods of the house so that it is expected". Based on the interview excerpts from the interviewees above related to sales promotion, it is clear that the marketing department uses internet social media to attract customers, after which the staff leads by telephone or Whatsapp to explain housing products in the hope that staff can meet customers directly to provide prospects by trained staff so that customers can understand and be interested in the product. Furthermore, the IR interview findings, as revealed by the Marketing Staff: "We have trained potential customers to be interested in buying our products; we market through social media and other media that customers can identify with; and when they contact us, we directly conduct face-to-face meetings and provide product explanations." Based on the interview excerpts from the interviewees above regarding the sales promotion indicator, it is clear that marketing staff who have received training in finding customers to be interested in buying products, marketing through social media and other media known to customers, then immediately conduct meetings by providing product explanations to attract these customers to buy products and join the house. Furthermore, customer interviewee F stated: "Well, as I said, I was on social media yesterday. The communication was then approached directly and prospected, and the marketing department explained everything well, so I bought a house here without hesitation." (Interview scheduled for Monday, April 23, 2023) Based on the interview quotes from the interviewees above, it can be concluded that marketing is carried out by marketing staff to customers, then the staff conducts direct meetings to explain the product in detail so that customers are interested in buying housing products. In addition, a customer said in an interview: "Through WhatsApp, I conveyed that the number was attached to the billboard, so they asked to meet in person to explain the product in detail, the way the explanation was very interesting and made us understand the product without hesitation to buy a house here." (Monday, April 23, 2023) According to the informant interview excerpt above regarding the sales promotion indicator, sales promotion via WhatsApp is a communication attached to the contact number

board so that customers and marketing staff meet directly to explain the product in detail, the way the explanation is very interesting and makes customers understand the product without hesitation to buy housing. The overall conclusion based on interviews with the sources above regarding sales promotion is to meet face to face, so that staff can easily explain in detail about the product then follow up again via telephone or Whatsapp social media, so that customers can be accepted. expected to be interested and employees can attract these customers to buy BTN Ngapaboa Housing products without any doubts. Sales promotion Through WhatsApp conversations connected to the billboard contact number, customers and salespeople meet directly to discuss the product in depth, the way the explanation is very interesting and makes buyers understand the product without any questions about buying a house.

Public relations is a term that encompasses all planned communications, both internal and external, between an organization and some of its target audiences to achieve specific goals based on mutual understanding. The researcher then interviewed F, Director of BTN Ngapaboa Housing, based on the explanation of the indicator above: "In the past we consistently did marketing in newspaper print media and also put up billboards, but now through social media we are consistent in making contact information then we follow up with orders here or we come to explain our products in detail." (Interview scheduled on Monday, April 16, 2023)

Based on the interview excerpt above, which discusses PR indicators, it is consistent in promoting products based on technological advances. Previously, marketing was done through print media such as newspapers and billboards. In today's technological era, various social media platforms are used to attract customers. Furthermore, as Head of Marketing, my interview findings state: "Now we post a lot on facebook marketplace then given a contact to follow up by explaining our products so that customers are definitely more interested in speeding up the purchase process." (Interview scheduled on Monday, August 16, 2021) Based on the interview excerpts from the informants above, it is clear that in the current era utilizing social media in finding customers and following up on product explanations to certain consumers so that these consumers are more interested and speed up in making house purchase arrangements. Furthermore, according to the Marketing Staff, "consistent in social media marketing on Facebook and also continue to market information on roadside billboards to get potential buyers, then if contacted, we are told to follow up so that buyers are convinced and speed up the process of buying a house, explaining in detail the product and purchase system" (Interview Wednesday, April 18, 2023). Based on the interview quotes from the informants above, it is clear that they are consistent in marketing social media on Facebook and continue to market information on roadside billboards to attract potential buyers. When the buyer calls, the officer immediately provides follow-up so that the buyer is convinced and speeds up the process of buying a house, explaining in detail the product and the purchase system. Furthermore, as a customer of the RA interview results stated: "It is easy here in my opinion, it is also good to be given information for the management of buying a house, so there are many residents here, because the marketing method and explanation are easy to understand and detailed, so that we as customers can buy a house." Based on the interview excerpt with the informant above regarding the Public Relations indicator, the marketing team of the Nusa Harapan Permai Housing Complex is very good at explaining product marketing so that prospective buyers can quickly take care of the purchase. In

addition, MP's interview findings as a consumer stated: "I see there is a billboard, but yesterday it was always on Facebook social media introducing and marketing this housing so that people are curious and can compare houses that are practical to buy and don't take much time, and it is also taken care of if you want to buy a house here easily and safely." (Interview scheduled on Monday, April 23, 2023) According to the interview excerpt from the informant above regarding the PR indicator, marketing with billboards and posts on social media is always active in marketing housing products in order to compete with other housing, so how to arrange purchases is very easy. The overall conclusion from the interview with the informant regarding Public Relations mentioned above is that it is consistent in marketing products in accordance with technological advances, which were previously marketed through print media such as newspapers and display billboards, but now the technological era utilizes several social media. media applications to attract consumers. Utilizing social media to find customers and follow up on product explanations to consumers is a given in today's era, so it is important to use social media to attract customers.

Individual selling is a type of direct communication (Person to person communication) between sellers and prospective buyers. In this situation, the vendor tries to help or encourage potential buyers to buy the product. Based on the explanation above, the researcher interviewed F, Director of BTN Ngapaboa Housing: "The offers we make with buyers are appropriate and clear, our marketing methods use language that is easy for customers to understand, showing testimonials from our consumers who have bought our houses." (Interview scheduled on Monday, April 16, 2023) Based on the interview excerpt above related to the Personal Selling indicator, it can be seen that the offers made to buyers are precise and clear, the marketing method uses language that customers can understand, and shows testimonials from customers who have bought houses at Nusa Harapan Permai. Furthermore, as Head of Marketing, my interview findings state: "We do marketing with clear promotions to customers then provide good promotions with language that is quick and easy for customers to understand so as to invite customer interest in buying our housing products." (Interview scheduled on Monday, April 16, 2023) Selling is a form of direct relationship between seller and buyer. Based on the interview excerpts from the interviewees above, it can be understood that in marketing, they conduct promotions to certain customers and then provide good promotions with language that is fast and easy for customers to understand in order to arouse customer interest in buying housing products. Furthermore, according to Marketing Staff, the results of the IR interview: "We are led to do promotions with the right customers then provide our product promotions clearly and precisely so that these customers are interested in our explanations and then buy our products, we also follow social media for continuity." (Interview scheduled on Wednesday, April 18, 2023) Based on the interview excerpts from the interviewees above, it is clear that marketing staff are directed to conduct promotions with the right customers then provide clear and precise product promotions so that customers are interested in the staff's explanations so that customers buy the product, then follow up on social media for continuity. Furthermore, as a customer, the interview result of RA stated: "Yes, it all depends on the buyer, let me say a good way if the buyer doesn't really want it, he won't be interested, but yesterday I really wanted to find housing in a systematic place, so I also wanted it, besides that the marketing method is also good." 23 Based on the interview excerpt from the interviewee above, it is clear that it all depends on the potential buyer;



although the seller's or marketing staff's methods are good, if the buyer is not willing, he will not be interested; however, as a consumer who is definitely looking for housing in a systematic location, he will definitely be interested. Furthermore, as a customer, MP's interview results are as follows: "Yesterday I was visited immediately after communication, explained this and that that I wanted to buy, so I was immediately interested, but that's a good way of marketing, so that we buyers are easy and understand the flow of buying a house, and the management here is not too fussy or demanding." According to the informant's interview excerpt above regarding the Personal Selling indicator, marketing personnel go directly to consumers in explaining the product, accompanied by consumers who have the intention to buy so that consumers are immediately convinced, and marketing personnel also explain in detail what makes consumers understand and easily arrange home purchases. The overall conclusion based on interviews with sources regarding Personal Selling mentioned above is that the offer is made to the right and clear buyer, the marketing method is carried out in a language that is easily understood by customers, and testimonials are displayed from customers who have made purchases at Nusa Harapan Permai housing. In marketing, make clear promos to customers then provide effective promotions with language that is quick and easy for customers to understand, so that customer interest in buying home equipment continues to increase. Marketing personnel go directly to consumers to explain the product, accompanied by consumers who really intend to buy, so that consumers are immediately convinced; In addition, the way marketing staff explain in great detail makes consumers understand and easily organize home purchases.

Direct selling is a company or organization's attempt to communicate face-to-face with potential customers to generate a reaction or sales transaction. Consequently, the theoretical framework used as a reference for this research also serves as a tool to achieve systematic knowledge that guides the researcher. The researcher further interviewed F, Director of BTN Ngapaboa Housing, based on the explanation of the above indication: "Our direct marketing here is to increase Brand Awareness, improve the company's image in the eyes of customers, and fulfill customer expectations and problems through continuous and intense communication on social media." (Interview scheduled on Monday, April 16, 2023) Based on the interview excerpt above related to the Direct Selling indicator, it can be seen that the direct marketing strategy of BTN Ngapaboa Housing is to increase Brand Awareness, improve the company's image in the eyes of customers, and fulfill customer expectations and problems through continuous and intense communication on social media. . Furthermore, as the Head of Marketing, my interview stated: "Here we always use direct marketing using social media, Promotions also provide free products when there is a promo, determine strategic locations for customers, and we also offer intensive recommendations to customers so that the goal can increase our sales here." (Interview scheduled on Monday, April 16, 2023) Based on the interview excerpts from the interviewees above, it is clear that direct marketing always uses social media, conducts promotions by giving free products when there are promotions, determines strategic locations for customers, and provides extensive recommendations to customers. Consequently, sales will increase. Furthermore, according to the Marketing Staff, "Our direct selling here is to provide a good company image to create customer interest, fulfill customer expectations through intensive social media communication, and provide free product promos that can increase the marketing of our products and increase customers."

(Interview scheduled on Wednesday, April 18, 2023) According to the interview quotes from the interviewees above regarding the Direct Selling indicator, direct selling carried out by the Nusa Harapan Permai Housing Complex is to provide a good company image in order to generate customer interest, meet customer expectations through intensive social media communication, and provide free product promotions that can increase product marketing in increasing customers. Furthermore, the results of the RA interview as a customer stated: "I was offered in 2019 by the marketing staff, the unique way of marketing the product convinced me to buy a house here, the service there as well as at the housing office is very professional, so I am happy." According to the interview quotes from the informants above, advertising is carried out through Facebook social media with direct communication by the marketing staff of BTN Ngapaboa Housing, a unique way of marketing in explaining the product so that customers are interested and buy houses in the complex, and supported by satisfying and professional office staff services. In addition, MP's interview findings as a consumer stated: "I'm new here, I saw the billboard on the side of the road, I saved the contact number, so I called on WhatsApp, and then was offered a prospect, a very satisfactory explanation was given by the marketing team, so it was We are interested in what the employees are doing because the way of distribution is quite appropriate." (Interview scheduled on Monday, April 23, 2023). Based on the interview excerpt from the informant above regarding the Direct Selling indicator, it is clear that marketing staff get customers through billboards, then communicate prospects for product explanations on Whatsapp in detail so that customers are interested in the product. The overall conclusion based on the interviews with the informants above regarding Direct Selling is that Direct Selling of BTN Ngapaboa Housing by increasing Brand Awareness, improving the company's good image to customers, meeting customer expectations and problems by conducting intense and active communication on social media is the best way to improve Direct Selling. Direct marketing also always uses social media, conducts promotions by giving free products during promotions, determines strategic locations for customers, and offers rewards for customer recommendations to increase sales. Advertising is done through Facebook social media with direct communication from BTN Ngapaboa Housing marketing personnel, a unique form of marketing by presenting its products so that clients are interested and buy the house, and supported by good and professional office staff.

Marketing Communication in Increasing BTN Ngapaboa Housing Property Sales by incorporating theories such as Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Selling, showing components that are supporting factors and inhibiting factors in sales. The strategy that needs to be maintained is advertising, seen from today's many people or almost all people now use cellphones or other communication tools, this makes it easier for BTN, especially Marketing to offer or promote BTN that is being sold / promoted. Strategies that need to be developed are Individual Sales (Personal Selling) can we see above from the results of interviews from various parties individual sales strategies also have good potential among the public or consumers so it's even better if this strategy continues to be developed. Underutilized strategies, namely events and experiences are activities and initiatives sponsored by companies that are intended to build unique or everyday brands. This strategy is rarely used but that doesn't mean it's never used, it's just less used than other strategies. PT Karya Tunas Tomangolo in Central Mamuju Regency in attracting consumer interest in purchasing commercial and subsidized BTN houses or increasing

the number of sales of PT Karya Tunas Tomangolo in Central Mamuju Regency, to take advantage of existing opportunities as effectively as possible, an appropriate marketing plan is needed. PT Karya Tunas Tomangolo in Central Mamuju Regency uses a marketing mix consisting of four aspects namely product, price, promotion, and place to attract consumers. Additional services are expected to use this marketing technique in purchasing BTN housing at PT Karya Tunas Tomangolo in Central Mamuju Regency. By looking at the people of Central Mamuju Regency and even outside of Central Mamuju Regency who want to own a BTN house at PT. Karya Tunas Tomangolo in Central Mamuju Regency continue to ask for the requirements that consumers must provide in getting a BTN house at PT. Karya Tunas Tomangolo. The products offered by PT Karya Tunas Tomangolo are commercial and subsidized BTN houses with housing type 70 and type 36. PT Karya Tunas Tomangolo provides a very competitive price for competitors in the Central Mamuju Regency area. The price offered to consumers regarding the price of BTN housing is commercial housing with a price range of IDR 280,000,000. While the price of subsidized BTN housing is priced in the range of IDR 156,000,000 in collaboration with the Central Mamuju Regency government. The land area in BTN subsidized housing is 6 x 12 meters while for BTN commercial it is 7 x 13.5 meters. PT Karya Tunas Tomangolo Central Mamuju Regency in marketing its products, namely online promotion. PT Karya Tunas Tomangolo has set sales products on social media using the Facebook application which is very well known among the public and there are already many people who sell their products through the Facebook application, of course in their own way. PT Karya Tunas Tomangolo uses the Facebook application as a promotional agent, namely utilizing the personal account of each employee of PT Karya Tunas Tomangolo, so one of the employees uploads (uploads) a photo of the product that he wants to promote or that will be sold, then provides an interesting caption (caption to describe the image displayed), for example, if what is offered is a BTN house design model and the type of house being promoted, then the caption is given so as to attract consumers to come see the place and location of housing at PT Karya Tunas Tomangolo in Central Mamuju Regency. PT Karya Tunas Tomangolo in Central Mamuju Regency, namely the selection of locations for housing is correct because it is close to residential areas, close to the highway so that it is easily seen by consumers, plus there are banners that say very large so that consumers or the public are easy to see the location of housing and office premises in doing their marketing. PT Karya Tunas Tomangolo in Central Mamuju Regency to consumers such as: providing good service. PT. Karya Tunas Tomangolo in Central Mamuju Regency has several employees to be able to create family relationships by treating consumers in a friendly manner and responding quickly to every consumer who comes, this service system has been set before starting work and obeying existing rules. In the future PT Karya Tunas Tomangolo in Mamuju Tengah Regency will face a large amount of competition, especially from new industry entrants. The year-on-year increase in the property business is beginning to reflect this. PT Karya Tunas Toma

## CONCLUSION

Based on the study and description of the marketing strategy debate at PT Karya Tunas Tomangolo in Central Mamuju Regency, several important conclusions can be drawn. First, PT Karya Tunas Tomangolo has a number of strengths that can support their success. The strategic location close to the center of government and easy access,

environmentally friendly and thematic product concepts, and excellent service from skilled and friendly marketing personnel provide significant added value. Ease of purchase through sales agents who are well known by consumers, convenient public facilities, and the right promotional approach also increase the company's appeal. Second, there are opportunities that can be utilized by PT Karya Tunas Tomangolo. The culture of the community around housing that encourages comfort and protection of natural resources around housing creates compatibility with the concept of environmentally friendly products. Indications of technological and information developments also provide opportunities to integrate technological solutions in their property development. However, keep in mind that there are some threats that PT Karya Tunas Tomangolo needs to address. Security in residential neighborhoods and less flexible government regulations can be obstacles. To overcome this, close cooperation with the police and active involvement in the local community is essential to maintain stability and safety. Finally, there are some weaknesses that need to be improved by PT Karya Tunas Tomangolo. Unattractive house designs and unoptimized road conditions can affect the attractiveness of their properties. In order to increase sales and reputation, improvement efforts in design and infrastructure facilities should be taken seriously. Overall, PT Karya Tunas Tomangolo has strong potential for success in the property market of Central Mamuju Regency. By capitalizing on their strengths, optimizing existing opportunities, addressing possible threats, and improving identified weaknesses, this company can develop a more robust and sustainable marketing strategy.

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