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Analysis of Social Media Digital Marketing Strategies for GNC Regency 2 Housing at PT Gita Nugraha Cipta Palembang

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ABSTRACT

This final research report aims to examine the digital marketing strategies implemented through Instagram by PT Gita Nugraha Cipta Palembang in promoting the GNC Regency 2 housing project. The study adopts a descriptive qualitative approach, with data collected through interviews, documentation, and a review of relevant literature. The findings indicate that the company's digital marketing strategy has not yet been fully optimized, particularly in terms of social media engagement, content utilization, and the competencies of the digital marketing team. A SWOT analysis reveals that the company's strengths lie in its strategic location and competitive pricing, while its primary weakness is the suboptimal management of social media platforms. Accordingly, the study recommends several strategic improvements, including enhancing the quality and consistency of digital content, strengthening the capabilities of the digital marketing team, and maximizing the use of social media features to foster closer relationships with potential consumers.

Keywords: *marketing strategy, social media, Instagram, digital marketing, SWOT Analysis*

INTRODUCTION

The rapid advancement of information technology has become an inevitable aspect of modern life, continuously evolving year by year. This technological progress has been widely leveraged by both small and large business actors as an opportunity to develop and sustain their operations. The property industry represents a significant sector within the economy, characterized by high transaction values and dynamic growth. Increasing demand for residential housing, office spaces, and property investment has intensified competition among developers. However, the inherently long sales cycles and complex purchasing decisions within this sector position marketing as a critical determinant of business success.

In recent years, shifts in consumer behavior alongside technological advancements have transformed property marketing practices. Prospective buyers increasingly rely on online platforms to gather information prior to making purchasing decisions, thereby elevating the importance of digital marketing strategies. Furthermore, heightened competition compels property companies to adopt innovative marketing approaches in order to effectively capture target markets and build consumer trust.

According to Hutabarat (2017), marketing strategy plays a vital role in enabling companies to achieve their organizational objectives. An effective marketing strategy not only drives sales growth but also enhances brand reputation, fosters customer loyalty, and ensures cost-efficient promotional activities. Consequently, property companies must optimize both

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conventional and digital marketing techniques to remain competitive within the industry. Fundamentally, a marketing strategy constitutes a core approach utilized by a business to achieve predetermined goals. The formulation of such strategies involves the identification of both internal and external factors influencing the company, with implementation tailored to financial capacity, market characteristics, product types, and product life cycles.

The evolution of technology and changing consumer preferences have positioned digital marketing as one of the most effective contemporary marketing strategies. With the widespread use of the internet and social media, consumers increasingly seek information and conduct transactions online. This shift necessitates that companies adapt by employing digital marketing tools such as social media platforms, online advertising, and email marketing to reach broader audiences in a more efficient manner.

Digital marketing refers to the application of digital technologies in marketing activities, including electronic and internet-based marketing (e-marketing) (Nadya, 2016). It offers several advantages, such as measurable costs, accurate data analytics, and the ability to target specific audience segments. In an increasingly competitive business environment, digital marketing serves as a key instrument for enhancing brand awareness, strengthening customer relationships, and supporting sustainable business growth.

Social media, in particular, has emerged as a highly effective platform in digital marketing strategies. Beyond its role as a promotional tool, social media facilitates direct interaction between companies and consumers. Chaffey and Ellis-Chadwick (2019) emphasize that such interactions contribute to stronger relationships, which in turn enhance customer loyalty and retention while enabling companies to reach wider target markets more effectively. Among various social media platforms, Instagram has gained prominence due to its strong emphasis on visual and audiovisual content (Nasution et al., 2021). Over time, Instagram has evolved from a platform primarily used for entertainment into a powerful business tool with substantial marketing potential.

The positive impact of digital media on business growth underscores the necessity for business actors to understand and adopt digital strategies in order to remain competitive in the digital era. One such company is PT Gita Nugraha Cipta, established in 2014, which has implemented digital marketing strategies since March 2019 by utilizing social media platforms, particularly Instagram, to promote its products. The company has developed several subsidized housing projects, one of which is GNC Regency 2 Talang Kepuh, which currently holds a favorable rating of 4.6 on Google Maps.

PT Gita Nugraha Cipta (GNC) is a property development and contracting company based in Palembang, focusing on providing quality housing at affordable prices. In response to increasing competition within the property sector, the company continues to innovate by offering modern housing designs, comfortable environments, and strategic access to urban facilities. These advantages are supported by various marketing strategies, including the utilization of digital marketing to enhance competitiveness.

One of GNC's flagship projects is GNC Regency 2 Talang Kepuh Palembang, designed with a modern concept and facilities that meet residents' needs. To attract a broader consumer base, PT Gita Nugraha Cipta implements both conventional and digital marketing strategies. Through the use of social media and digital advertising, the company has been able to expand its market reach and effectively introduce its housing projects to a wider audience.

Based on the aforementioned background, this study focuses on analyzing the social media-based digital marketing strategy implemented for the GNC Regency 2 housing project by PT Gita Nugraha Cipta Palembang.

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LITERATURE REVIEW

Marketing and Its Functions

Marketing is conceptualized as a set of organizational activities and processes aimed at creating, communicating, delivering, and exchanging value to customers, partners, and society (Tjiptono, 2016). It is also viewed as a managerial process through which individuals or groups obtain desired outcomes by creating and exchanging valuable offerings (Sudarsono, 2020). Marketing performs three primary functions: (1) exchange, enabling transactions between buyers and sellers; (2) physical distribution, including storage and transportation to maintain product availability and quality; and (3) intermediation, which facilitates connections between producers and consumers while reducing risk, financing activities, and standardizing products (Sudaryono, 2020).

Marketing Strategy and Its Functions

A marketing strategy refers to an integrated set of objectives, policies, and actions designed to guide marketing activities in response to dynamic market conditions and competitive environments (Mubarok, 2017). Marketing strategy serves to: (1) encourage forward-looking managerial thinking; (2) enhance coordination and direction of marketing efforts; (3) define short- and long-term organizational goals; and (4) provide performance benchmarks for monitoring and control (Fawzi, 2022).

Marketing Mix

The marketing mix represents a controllable set of variables used to influence target market responses, commonly conceptualized as the 4Ps: product, price, place, and promotion (Kotler & Armstrong).

1. Product: offerings that satisfy customer needs, including attributes such as quality, design, and branding.
2. Price: the value exchanged by customers to obtain a product or service.
3. Place: distribution channels and location strategies to reach target markets effectively.
4. Promotion: communication activities aimed at informing, persuading, and influencing consumers.

Digital Marketing

Digital marketing refers to the strategic use of digital technologies, including internet-based platforms, to develop, promote, and deliver products to target markets (Tjiptono, 2016). It enables precise targeting, measurable performance, and data-driven decision-making, making it a critical tool in modern marketing (Febriyanto & Arisandi, 2018). Social media marketing, as a key component, facilitates brand awareness and customer engagement through interactive platforms (Gunelius, 2018).

Social Media

Social media are digital platforms that enable users to create, share, and exchange content while facilitating interaction and communication. Their widespread adoption has made them essential tools for both personal communication and business activities (Widada, 2018; Sudarman, 2024).

Instagram is a visually oriented social media platform initially developed for sharing photos and videos. It has evolved into a powerful marketing channel, widely utilized by businesses to

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reach broader audiences through interactive and visually engaging content (Zahra & Rina, 2018; Ismail & Yuliana, 2023).

SWOT Analysis

SWOT analysis is a strategic tool used to evaluate internal strengths and weaknesses alongside external opportunities and threats to formulate effective organizational strategies (Rangkuti, 2018). SWOT consists of components:

- Strengths: internal advantages that support organizational growth.
- Weaknesses: internal limitations that hinder performance.
- Opportunities: external conditions that can be leveraged for growth.
- Threats: external challenges that may negatively impact the organization.

SWOT Matrix

The SWOT matrix aligns internal and external factors to generate four strategic alternatives:

- SO (Strength–Opportunity) : leveraging strengths to exploit opportunities.
- ST (Strength–Threat) : using strengths to mitigate threats.
- WO (Weakness–Opportunity) : overcoming weaknesses by utilizing opportunities.
- WT (Weakness–Threat) : defensive strategies to minimize risks.

IFAS and EFAS

The Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS) are analytical tools used to evaluate strategic factors. IFAS focuses on strengths and weaknesses, while EFAS assesses opportunities and threats. Each factor is assigned a weight and rating, and the weighted scores are aggregated to determine the organization's strategic position.

Weighting and Scoring

Weights reflect the relative importance of each factor, while ratings indicate its impact. The weighted score is calculated as:

Score = Weight × Rating

These matrices provide a structured basis for identifying strategic priorities and formulating appropriate business strategies.

METHODS

This study employs a qualitative research approach to address the formulated research problem. A qualitative design is considered appropriate as it facilitates an in-depth understanding of phenomena by exploring behaviors, perceptions, attitudes, and experiences of individuals or groups through descriptive, text-based data (Nana Syaodih, 2024). This approach generates rich, contextual insights derived from observed actions and verbal or written expressions.

Data Types and Sources

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The study utilizes both primary and secondary data. Primary data were collected directly from original sources through semi-structured interviews with the owner and employees of PT Gita Nugraha Cipta Palembang, ensuring relevance to the research objectives (Sugiyono, 2016). Secondary data were obtained from existing sources, including company records, published reports, books, and academic journals, to support and contextualize the analysis (Yusi & Idris, 2020).

Data Collection Techniques

Data collection was conducted using three main techniques:

1. Interviews : Direct, face-to-face interactions with key informants to obtain in-depth information (Trivaika & Sanubekti, 2022).
2. Literature Review : Collection of theoretical and empirical references from books, journals, and prior studies to establish a conceptual framework (Pramudita, 2020).
3. Documentation : Analysis of relevant documents, including written records and visual materials, to complement primary data (Sugiyono, 2017).

Data Analysis

Data analysis follows a systematic qualitative procedure involving data organization, categorization, synthesis, and interpretation to identify meaningful patterns and insights (Sugiyono, 2017). The descriptive qualitative method emphasizes explaining phenomena without manipulating variables, relying instead on empirical findings from interviews and documentation (Satori, 2022; Bahri, 2022).

The analytical process is conducted iteratively and continuously until data saturation is achieved. To support strategic evaluation, the study applies the IFAS (Internal Factors Analysis Summary), EFAS (External Factors Analysis Summary), and SWOT matrices, enabling a structured assessment of internal and external factors influencing the organization's marketing strategy.

RESULTS AND DISCUSSION

SWOT Matrix

Table 4.1. SWOT Matrix of PT Gita Nugraha Cipta

IFAS / EFAS	Strengths (S)	Weaknesses (W)
	a. Strategic location b. Standardized building quality c. Competitive pricing d. Availability of social media channels e. Strong developer reputation	a. Ineffective digital strategy b. Limited digital marketing competencies c. Low interactivity of social media d. Slow response time e. Unattractive digital content
Opportunities (O)	**SO Strategies**	**WO Strategies**
a. Increasing social media usage b. Affordable housing near urban areas c. Government policy support	a. Leverage strategic location and competitive pricing to expand market reach b. Enhance Instagram	a. Improve digital team capabilities through training b. Enhance content quality

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d. Local digital communities e. Collaboration with influencers	promotion by highlighting building quality and modern design	to be more engaging and informative
Threats (T)	**ST Strategies**	**WT Strategies**
a. Intense digital competition b. Declining purchasing power c. Negative perceptions of paid advertising d. Limited reach without ads e. Regulatory changes	a. Build trust through transparent project updates and testimonials b. Utilize strong reputation to compete with similar housing projects	a. Establish a dedicated digital marketing team b. Reduce reliance on offline promotion by optimizing digital channels

Source: Processed data (2025)

The SWOT matrix yields four strategic alternatives (SO, ST, WO, WT). Overall, the firm should adopt an aggressive approach by leveraging internal strengths and external opportunities while addressing weaknesses in digital execution.

Internal Factor Analysis Summary (IFAS)

Table 4.2. IFAS Matrix

No.	Strengths	Weight	Rating	Score
1	Strategic location	0.15	4	0.60
2	Standardized building quality	0.12	4	0.48
3	Competitive pricing	0.10	3	0.30
4	Social media availability	0.08	3	0.24
5	Strong reputation	0.10	3	0.30
Total Strengths		**0.55**		**1.92**
No.	**Weaknesses**	**Weight**	**Rating**	**Score**
1	Ineffective digital strategy	0.12	2	0.24
2	Limited team competency	0.10	2	0.20
3	Low interactivity	0.08	2	0.16
4	धी response time	0.08	1	0.08
5	Unattractive content	0.07	2	0.14
Total Weaknesses		**0.45**		**0.82**

Source: Primary data (2025)

The IFAS results indicate that strengths (1.92) outweigh weaknesses (0.82), suggesting a strong internal position. The primary strength lies in the strategic location, while the key weakness is the suboptimal digital marketing strategy.

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External Factor Analysis Summary (EFAS)

Table 4.3. EFAS Matrix

No.	Opportunities	Weight	Rating	Score
1	Increasing social media usage	0.15	4	0.60
2	Demand for housing near urban areas	0.12	3	0.36
3	Government policy support	0.10	4	0.40
4	Local digital communities	0.10	3	0.30
5	Influencer collaboration	0.13	4	0.52
Total Opportunities		**0.60**		**2.18**
No.	Threats	**Weight**	Rating	**Score**
1	Digital competition	**0.15**	2	**0.30**
2	Declining purchasing power	**0.10**	2	**0.20**
3	Negative perceptions	**0.05**	2	**0.10**
4	Limited reach without ads	**0.07**	2	**0.14**
5	Regulatory changes	**0.03**	2	**0.06**
Total Threats		**0.40**		**0.80**

Source: Primary data (2025)

The EFAS results show that opportunities (2.18) significantly exceed threats (0.80), indicating a favorable external environment. The most prominent opportunity is the increasing use of social media, while the main threat is rising digital competition.

Cartesian Diagram of SWOT Analysis

Table 4.5. SWOT Cartesian Values

No.	Description	Value
Internal Factors		
a	Strengths	1.92
b	Weaknesses	0.82
Total (S–W)		**1.10**
External Factors		
a	Opportunities	2.18
b	Threats	0.80
Total (O–T)		**1.38**

Source: Processed data (2025)

The Cartesian coordinates (1.10; 1.38) position the company in Quadrant I (aggressive strategy), indicating strong internal capabilities and favorable external opportunities. This suggests that the firm should pursue growth-oriented strategies by maximizing strengths and leveraging market opportunities.

Discussion

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The findings demonstrate that PT Gita Nugraha Cipta possesses a strong strategic position, as reflected by higher scores in strengths (1.92) and opportunities (2.18) compared to weaknesses (0.82) and threats (0.80). Key competitive advantages include strategic location, competitive pricing, and a positive corporate reputation. Additionally, increasing social media usage and supportive government housing policies provide significant growth opportunities.

However, despite these advantages, the company faces notable challenges in digital marketing execution. Empirical findings reveal that current promotional practices remain relatively conventional, with limited content variation and low engagement on social media platforms. This condition reduces the effectiveness of digital outreach and weakens competitiveness against more digitally adept competitors.

Although the firm has demonstrated sustainability over more than a decade, evolving market dynamics—particularly the shift toward digital-first consumer behavior—require strategic adaptation. The reliance on static and less engaging content highlights the need for innovation in digital communication. Consequently, strengthening digital marketing capabilities, enhancing content creativity, and adopting interactive strategies are essential to maintain competitiveness and align with current market trends. Overall, the study underscores that while the company is well-positioned internally and externally, optimizing digital marketing practices remains critical for sustaining long-term growth in an increasingly competitive property market.

CONCLUSION

The findings indicate that PT Gita Nugraha Cipta Palembang's social media–based digital marketing strategy for GNC Regency 2 remains suboptimal. Although Instagram has been utilized since 2019, its effectiveness is limited by weak content quality, low engagement, and underutilization of platform features, largely due to insufficient team competencies and the absence of a dedicated digital marketing structure. SWOT analysis reveals strong internal advantages—strategic location, competitive pricing, and a solid reputation—alongside significant external opportunities driven by increasing digital adoption and government housing incentives. Positioned in Quadrant I (aggressive), the company has strong potential to leverage these advantages for market expansion.

To improve performance, the company should establish a specialized digital marketing team, enhance content quality and interactivity (e.g., testimonials, live sessions, visual campaigns), collaborate with local influencers, and invest in continuous skill development. Emphasizing government programs in promotional content will further strengthen outreach and competitiveness.

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