

p-ISSN: 2962-4738 e-ISSN: 2962-4584

Vol. 2 No. 8 Agustus 2023

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**IMPLEMENTATION OF DIGITAL MARKETING IN CONSTRUCTION COMPANY  
IN RENTING HEAVY VEHICLES****Muhammad Febrian Dayandri**

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**Abstract**

*This study focuses on how to implement digital marketing in heavy vehicle rental of a construction company, PT. Tussens Krida Utama (private company). this study uses qualitative methods with secondary data that are collected personally from PT. Tussens Krida Utama. The respondents of this study are managers and two employees. The methods used to collect data are direct observation and research on relevant documents. This study reveals that there are marketing ways that can be applied in a construction company that can contribute to significant income for the company, this is digital marketing. This study shows that the PT. Tussens Krida Utama has a high desire for digital marketing in order to develop the company.*

**Keywords:** *marketing, renting, heavy vehicle.*

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**INTRODUCTION**

The economic growth of Indonesia triggers the increase in domestic development, which has caused the emergence of construction companies, PT. Tussens Krida Utama is one of the companies that carry out domestic construction development and has already participated in domestic construction development for over seven years, by combining human resources and knowledge, this company has successfully finished any project in constructions.

Digital marketing communication and customer relationship management bring us to fundamental ways to cooperate and interact with the traders and the corporation, which shows the significant benefits and valuable terms of efficiency, convenience, and cost reduction in purchasing decisions.

A company's performance can be said quite good for a construction company, if all employees follow the rule and somehow mistakes happen along the working progress, because they obviously come from different backgrounds, that will lead to a different result in executing working progress.

Along with the increasing domestic economy in Indonesia, many companies are competing to get projects from the government. The competitor does not always come from state-owned enterprises (BUMN), but also comes from private companies. Obviously, the commitment between the company and the government must be a good way for both parties. The development of the construction business also enables the companies to expand their business to heavy vehicle rental. This is also tough work at first but it has many opportunities especially since it only focuses on mining companies in Papua Island.

The expansion of the business into heavy equipment rental makes the company to have made a new team to support this new business segment.

**RESEARCH METHODS**

This research uses qualitative methodology. Qualitative method is used to understand people beliefs, experiences, attitudes, behaviors and interaction. Braking down phenomena into quantifiable elements is an effective approach to organize and analyze complex concepts. However, quantifications also has its limitations, as it may not always fully supports the comprehension of intricate, dynamic, and

multi-dimensional aspects of the entire context, unlike qualitative methods (Patton, 1975). Patton (1990) it has been suggested that qualitative methods play significant role in formulating and evolving theories or conceptual frameworks. In essence, they are valuable for generating hypotheses and can aid in refining and hypotheses through initial testing.

Furthermore, this research employs descriptive analysis and content analysis to effectively elucidate and maintain focus on the topic of study. Descriptive analysis is the method to describe employee status, subject, condition, and phenomena. The primary focus lies in providing a comprehensive description of the image and exploring the interconnections between the phenomena under investigation (Nazir, 2011). Content analysis serves as a research technique that allows for the creation of replicable inferences by considering the contextual aspects of the data (Krippendorff, 2004).

## RESULTS AND DISCUSSION

### A. Interview result

The finding from interviews in this research study will be written in this explanation. The result of three parts includes developing digital marketing, implanting digital marketing, and the way client engagement increased the intention to rent heavy vehicles.

#### 1. Developing Digital Marketing

All of the respondents mentioned that good preparation for the company services gives way to potential customers.

The respondent's description is in Table 1.

No	Respondent	Answer
1	Okky	Our process in developing digital marketing is our priority even if there are some disruptions. Thus, developing digital marketing is the rightest way to the company in order to adapt to the system and we still work on it
2	Agung	In my opinion, developing digital marketing is worth progress to increase the services
3	Riza	Our priority is to adapt to the system with the most integration between others
4	Hotdi	Yes, we have already had an agreement about this, so we are still in progress

Source: primary data, 2022

Table 1. Preparation in developing digital marketing.

As an extra, the quality of content is also another way to attract potential clients. The more interesting the content, the more potential clients will contact us regarding renting the heavy vehicle.

The respondent's feedback is mentioned in Table 2.

No	Respondent	Answer
1	Riza	The more prepared, the more attention will come
2	Samsul	There is a thing that needs to be considered, in developing digital marketing, we have to give the information regarding the solution for the clients, and we delivered the best services that can make the client satisfied

Source: primary data, 2022

Table 2. The quality of Content and Engaging in developing digital marketing.

Developing digital marketing such as deciding the target market, can be used as the tools to approach the specific target market. So, the responds mentioned in Table 3. below:

No	Name	Answer
1	Okky	Developing digital marketing give significant effect, one of those are the market in Papua Island, and we make our content specifically for Papua area and this makes us easily to find the specific target market
2	Hotdi	We develop digital marketing in renting heavy vehicle because we already have agreement that we decided Papua Island is our target market

Source: primary data, 2022

Table 3. Specific target market in developing digital marketing.

## 2. Implementation of Digital Marketing

Most respondents stated that the more updated system , the easier the progress equal the more potential customer. The respondent's feedback is stated in 4.

No	Name	Answer
1	Agung	From my experience, the more updated system, will make fewer steps to approach the client
2	Hotdi	The more updated the technology, the easier to reach the target

Source: primary source, 2022

Table 4. The more effective updated system

Most respondents mentioned that the digital marketing obstacle in the field is the challenge in approaching clients in implementing digital marketing. The respondent's responses can be seen in Table 4.

Respondent	Answer
Agung	Based on my experience, actual implementation always has any trouble when trying to implement the system, which is the advertising that does not reach the customers, inappropriate way to promotion, the data is not up to date
Riza	In solving those problems, the company needs to hire the professional

Source: primary data, 2022

Table 4. The need of professionalism in digital marketing

## 3. Evaluating Digital Marketing

Most respondents stated that evaluating digital marketing strategy upon all of the activities in the field of work aims at achieving the company's goals. This can be seen in Table 5.

No	Name	Answer
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1	Hotdi	Of course, it is very crucial. Therefore, evaluating is a good decision, after all of the processes we need to evaluate, whether the target market is on the target or missing the target.
2	Riza	In my perspective, evaluating help us to straighten the main goal, evaluate the working performance, reviewing the strategic plan and precision

Source: primary data, 2022

Table 5. Straighten the main goals using evaluation

Most respondents stated that keeping relationships with the client is a comfortable approach. This can be seen in Table 6.

Table 6.

Comfortable relationships with clients?		
No	name	answer
1	Agung	Of course, it's obvious. Treat them comfortably and supported with polite and speak with them professionally
2	Hotdi	Yes, we have to build a comfortable relationship with the client, whenever we have a good deal, we can easily contact them.

Table 6.

Comfortable relationships with clients

## B. Discussions

In the discussion, the data collected in findings and interview results will be described and elaborated on previous research studies. The source of data finding is collected from observations and interviews. Interview sessions were conducted with five respondents from the company who are responsible for developing digital marketing, implementing digital marketing and evaluating digital marketing. The table of content analysis was developed in order to analyze the interview result in these research studies. The data will be classified into three categories: developing digital marketing, implementing digital marketing and evaluating digital marketing. The explanation will be described as the following.

### 1. Challenges in Developing Digital Marketing.

The challenges in developing digital marketing are preparing for good services because this is the first time a company tries to digitalize, so it is necessary to keep the quality of content to attract clients, and to decide the market. First, most respondents mentioned that preparation for good services, this statement supports the previous research. It is explained that some things are necessary for further attention. The focus should be on developing application features that are currently in the development stage and require immediate attention for fixing. Regarding knowledge articles, updated them one a day or once a week would be sufficient to ensure that the information displayed remains manageable. Additional, limiting the frequency of advertising to a minimum is recommended. Prasetyo and Sulistiadi (2019) emphasized the necessity for innovation in designing a digital marketing plan tailored to specific business, based on a marketing plan framework. The update model incorporates situation analysis, encompassing mission definition, SWOT analysis, marketing budget, media definition, message

category, and assessment of the company's online reputation and target market. Furthermore, the analysis of objectives includes aspects like relationship management, space allocation, options assessment, scientific knowledge, technical skills, service efficiency, and security considerations. Strategic planning includes media selection, main sector business, strategy, and tactics. Operational and control includes time, resource, monitoring, and evaluation. Innovation emphasizes technology components, including hardware, software, information, human software, and organization. To start a digital marketing, it can be done by changing the organization structure, which specifically facilitates the digital marketing unit by providing human resources of structure and reliability, integration of data and applications between websites, social media, and digital marketing.

## 2. Challenges in the Implementation of Digital Marketing

The challenges in implementing digital marketing keep the system always up to date, The obstacle in the field can be the advertising that does not reach the customer, inappropriate ways of promotion, and the data that is not up to date. Implementing digital marketing is one of the important processes. If the system data is not up to date, risk will be taken, and the activities of the business marketing will not be distributed optimally because the data will be valid and benchmarked to make a decision regarding the business. There are some obstacles in the field of business, such as advertising does not reach the customer will be worthless for the progress in developing digital marketing, and inappropriate advertising will be affecting the progress of digital marketing to attract the client. Keeping up-to-date data is also important because the updated data make it easier to make a decision regarding the trend happening in the market As an extra to the company, it needs to consider the situation analysis, the E-marketing strategy, objective, budget, and evaluating plan in, implementing digital marketing to complete the process to apply digital marketing.

## 3. Challenges in Evaluating Digital Marketing.

To evaluate digital marketing in PT.Tussens Krida Utama is very crucial, because from the evaluation, all activities in the company can determine which performance that is in line or off the line. Most respondents agree that evaluating the target market is necessary, to keep the consistency of the evaluation that will affect the performance of the company. From the target market point of view, working performance, reviewing the strategic, and precision regarding the straightening of the planning which has been set by the company, supports the previous research by Keegan and Rowley (2017). It was mentioned that the model expands the evaluation of social media marketing performance into six stages, that consist of setting evaluation goals, identifying digital market, identifying generic matric, data collection analysis, report preparation, and decision management.

## **KESIMPULAN**

This research study describes several findings from the three categories such as the development of digital marketing, implementing digital marketing, and evaluating digital marketing.

First, the challenges in developing digital marketing are:

1. Preparing good services.
2. Providing good quality of contents
3. Deciding the target market

Second, the challenges in implementing digital marketing are:

1. keeping the system always up to date.
2. Advertising that does not reach the customer.
3. Having inappropriate ways to promote.
4. The data is not up to date.

Third, evaluating digital marketing includes

1. Evaluating the target market
2. evaluating consistency
3. evaluating performance
4. evaluating strategy

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