

RINGKASAN EKSEKUTIF

PT Astra Property berdiri pada tahun 2016 dan berfokus pada pengembangan dan pengelolaan properti komersial, residensial, dan industri. PT Menara Astra, salah satu proyek terbesarnya, adalah gedung perkantoran premium di Jl. Jenderal Sudirman, Jakarta Pusat. Kami mengidentifikasi empat masalah utama PT Menara Astra: *engagement rate* konten Instagram yang rendah, potensi masalah *brand image*, komunikasi yang belum menyeluruh, dan kurangnya upaya *service recovery*. Fokus utama perbaikan adalah meningkatkan *engagement rate* konten Instagram. Landasan konseptual yang digunakan dalam laporan ini mencakup *Online Relationship Marketing*, *Uses and Gratification Theory*, *AIDA*, *Service Blueprint*, *PESO Model*, *Social Media Marketing*, *Content Marketing*, *Promotional Mix*, *Brand Knowledge*, *Brand Awareness*, *Brand Image*, *Viral Marketing*, dan *Customer Engagement*. *Root cause* yang kami temukan melalui analisis *Fishbone* dan *Inter-relationship Diagram* adalah *content planning* yang hanya mengikuti bulan sebelumnya. Sebagai alternatif solusi, kami mengusulkan tiga strategi utama: *corporate values content*, *giveaway content*, dan *entertainment content*. Solusi yang dipilih adalah *giveaway content*, yaitu peningkatan interaksi dengan konten *giveaway* edukatif. Dengan implementasi solusi ini, kami berharap dapat meningkatkan *engagement rate* konten Instagram PT Menara Astra sebesar 300% (dari 0,28% menjadi 0,84%) dalam 2 bulan, dan sebesar 1,06% (dari 0,28% menjadi 1,34%) dalam satu tahun. Setelah implementasi solusi dilakukan selama periode *project improvement* berlangsung, penulis berhasil mencapai target yang diharapkan, yaitu dengan peningkatan *engagement rate* konten Instagram sebesar 2.92 % menjadi 3.2%, berada di atas kompetitor dan industri sejenis. Kesimpulan dan bahan pembelajaran yang didapatkan dari implementasi ini adalah melakukan *monitoring* serta menganalisis kekurangan dan kelebihan setiap *giveaway* yang ada, sehingga dapat dijadikan bahan *improvement* di *giveaway* selanjutnya. Ke depannya, perusahaan dapat lebih fokus dalam meng-*handle* Instagram PT Menara Astra, menambah personil *Tim Marketing*, memperbanyak konten *two way communications* dan mengoptimalkan *call to actions*, serta melakukan evaluasi bulanan terhadap sosial media perusahaan, khususnya Instagram.



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EXECUTIVE SUMMARY

PT Astra Property was established in 2016 and focuses on the development and management of commercial, residential, and industrial properties. PT Menara Astra, one of its major projects, is a premium office building located on Jl. Jenderal Sudirman, Central Jakarta. We identified four main issues with PT Menara Astra: low Instagram content engagement rate, potential brand image issues, incomplete communication, and lack of service recovery efforts. The primary focus of improvement is to enhance the engagement rate of Instagram content. The conceptual foundation used in this report includes Online Relationship Marketing, Uses and Gratification Theory, AIDA, Service Blueprint, PESO Model, Social Media Marketing, Content Marketing, Promotional Mix, Brand Knowledge, Brand Awareness, Brand Image, Viral Marketing, and Customer Engagement. The root cause identified through Fishbone analysis and Inter-relationship Diagram is content planning that merely follows the previous month. As alternative solutions, we propose three main strategies: corporate values content, giveaway content, and entertainment content. The chosen solution is giveaway content, specifically enhancing interaction with educational giveaway content. By implementing this solution, we aim to increase the Instagram content engagement rate of PT Menara Astra by 300% (from 0.28% to 0.84%) within 2 months, and by 1.06% (from 0.28% to 1.34%) within one year. After implementing the solution during the project improvement period, we successfully achieved the expected target, with an engagement rate increase of 2.92% to 3.2%, surpassing both competitors and the industry average. The conclusions and learnings from this implementation highlight the importance of monitoring and analyzing the strengths and weaknesses of each giveaway, which can serve as valuable insights for improving future giveaways. Moving forward, the company should focus on more effective management of PT Menara Astra's Instagram account, increase the Marketing Team's personnel, expand two-way communication content, and optimize calls to action. Additionally, the company should conduct monthly evaluations of its social media performance, particularly Instagram.