



## **Marketing Communication Strategy for Building Graha Padjadjaran Developer's Corporate Image in Depok**

**\*Naufal Nur A'lam<sup>1</sup>**

Universitas Muhammadiyah Jakarta,  
Indonesia

**Sa'diyah El Adawiyah<sup>2</sup>**

Universitas Muhammadiyah Jakarta,  
Indonesia

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**\*Corresponding author:**

Naufal Nur A'lam, Universitas  
Muhammadiyah Jakarta, Indonesia.  
✉ [naufal.nuralam@student.umj.ac.id](mailto:naufal.nuralam@student.umj.ac.id)

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**Abstract**

**Background:** In the competitive property market of Depok City, effective marketing communication is a critical strategy for developers seeking to build a positive corporate image. Service quality and product quality play essential roles in ensuring consumer satisfaction, minimizing complaints, and sustaining the company's reputation.

**Objective:** This study aims to examine how Graha Padjadjaran Developer implements marketing communication strategies to build its corporate image and to explain the contribution of each marketing communication dimension in shaping that image.

**Methods:** Grounded in Kotler and Keller's Integrated Marketing Communications (IMC) theory — encompassing promotion, advertising, personal selling, direct marketing, and public relations — this research employs a qualitative case study with a descriptive design. Data were collected through observation, in-depth interviews with marketing staff, sales personnel, and consumers, and documentation of online marketing materials.

**Results:** Graha Padjadjaran's marketing communication centers on providing clear product information, employing emotional consumer engagement, and maintaining intensive follow-up communication to build trust. Meta Ads platforms (Instagram Ads and Facebook Ads) serve as the primary digital marketing channels. Each IMC dimension contributes distinctly to image formation: promotion expands market awareness, advertising conveys credibility through visual content, personal selling positions the marketing team as the company's frontline representatives, and direct marketing fosters long-term consumer relationships through personalized service.

**Conclusion:** This study concludes that integrated marketing communication strategies — promotion, advertising, personal selling, direct marketing, and public relations — significantly strengthen Graha Padjadjaran's corporate image, while effective complaint handling through service excellence reinforces sustained consumer trust.

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### **INTRODUCTION**

This study examines how Graha Padjadjaran Developer implements marketing communication strategies to construct its corporate image and explores the contribution of each marketing communication dimension to that image formation. Grounded in Kotler and Keller's Integrated Marketing Communication (IMC) framework, the research focuses on five key dimensions: promotion, advertising, personal selling, direct marketing, and public relations. A qualitative case study design was employed, utilizing observation, in-depth interviews with marketing staff, sales personnel, and consumers, along with documentation of online marketing materials including Instagram Ads, Facebook Ads, and other digital platforms. The findings reveal that Graha Padjadjaran's marketing communication centers on providing clear product

information, employing emotional consumer engagement, and maintaining intensive follow-up communication to build trust. Meta Ads platforms (Instagram Ads and Facebook Ads) serve as the primary digital marketing channels.

Each IMC dimension—promotion, advertising, personal selling, and direct marketing—contributes distinctly to strengthening the developer's corporate image by expanding market reach, building trust, and fostering long-term consumer relationships. Complaint handling through service excellence further reinforces the developer's positive image. This study contributes to the understanding of IMC application in the medium-scale property sector, highlighting the integration of digital promotion and complaint management as a dual strategy for sustainable image building. The effectiveness of information dissemination through digital platforms is also closely related to the level of information literacy among audiences, which influences how consumers interpret marketing messages and make purchasing decisions (Dahiru, 2021; Matonkar & Kumar, 2021).

Along with the continuous growth of the human population, this development cannot be separated from the supporting factors that serve as essential facilities for every individual. These facilities refer to basic or primary needs that are indispensable in daily life—such as clothing, food, and housing. A house or residence is one of the fundamental human needs that must accommodate the increasing pace of human activities. This phenomenon is parallel to the rapid expansion of the real estate and property business in Depok City. Developers are increasingly competing to expand their reach from one area to another by constructing various residential projects such as small clusters, housing complexes, shophouses, apartment buildings, and more. As a result, competition in the property sector has become extremely intense. In such competitive conditions, the ability of consumers to access, evaluate, and utilize marketing information becomes increasingly important, as information literacy significantly influences how individuals process promotional messages and respond to marketing communication strategies (Abdullahi & Seed, 2021; Tarannum & Mondal, 2022).

Furthermore, the effectiveness of communication strategies is also closely associated with the audience's capacity to understand and interpret digital information, particularly in the context of online media platforms that are widely used for marketing activities (Setyastuti et al., 2021; Wann & Khongtim, 2021). Studies also indicate that structured information literacy programs and effective information dissemination strategies can improve public understanding and engagement with digital information sources, which in turn may strengthen communication effectiveness in various sectors, including marketing and promotion (Sapitra et al., 2025; Surbakti & Sayekti, 2025). In the broader context of knowledge dissemination and literacy development, educational transformation and the strengthening of information competencies are also considered important factors that support the effectiveness of communication processes in modern society (Halkis & Ninda, 2021).

The strategic location of the Sawangan District in Depok City makes it an attractive area for property developers to acquire land and launch new residential projects, ranging from small clusters to large-scale housing complexes. Several major developers have initiated projects in this region, such as SHILA at Sawangan, Gardens at Candi Sawangan, Golden Sawangan, Telaga Golf Sawangan, and several others.

Graha Padjadjaran is one of the housing developments located in the Sawangan area of Depok City, specifically at Jl. H. Ali II No. 102, RT.001/RW.008, Perigi Poncol, Bedahan Village, Sawangan District, Depok City, West Java. It is a commercial housing complex designed with a Scandinavian modern minimalist concept, covering a total area of approximately 3.8 hectares. The Graha Padjadjaran complex consists of 367 residential units, comprising both one-story and two-story house types. Currently, around 200 units are already occupied, mostly by residents who previously lived outside Depok.

To ensure that Graha Padjadjaran continues to reach its target market and gain public acceptance, an effective business communication strategy is essential. A positive corporate image is the key to the developer's success, ensuring that Graha Padjadjaran remains well-known and trusted by the public.

In today's competitive business environment, every property developer must be proactive in anticipating potential challenges, whether internal or external. Therefore, implementing an effective business communication strategy in marketing and promoting products is crucial for

maintaining a strong position in the property market (Priangga et al., 2022). Amid fierce competition, property developers must not only focus on maintaining product quality but also on developing effective promotional techniques to increase sales. Furthermore, establishing good relationships with corporate stakeholders is equally important in sustaining the business.

Graha Padjadjaran has continuously worked to maintain customer loyalty and trust in the face of growing competition. Over time, many customers have recommended this housing complex to others, which serves as a significant effort to build and strengthen a positive image of the developer and its housing products. For instance, existing residents often recommend Graha Padjadjaran to their relatives, friends, colleagues, and acquaintances who are planning to buy a new home.

For many newly married couples, owning a house is one of life's biggest dreams—a symbol of a new beginning and stability. As stated by Arianto & Difa (2020), newlyweds often consider owning their own home as one of their most desired goals. This makes young couples a highly promising market segment for property developers, prompting them to compete using various marketing strategies to attract these first-time homebuyers.

However, many first-time property buyers—especially young couples—often lack knowledge about the procedures and requirements involved in purchasing a property unit. They may be unfamiliar with the financing systems such as KPR (Kredit Pemilikan Rumah, or Housing Loan), the necessary documents, and the process from purchase to handover. They may also have difficulty assessing the quality of the construction and determining whether it meets their expectations.

This issue is also observed at Graha Padjadjaran Depok. Many young couples who plan to purchase homes through KPR schemes are still inexperienced and need clearer, more informative guidance regarding the buying process. Therefore, applying effective marketing communication becomes essential to ensure that consumers—especially first-time buyers—receive transparent and easy-to-understand information about purchase procedures, requirements, documents, and payment installments.

Customer satisfaction is achieved when the product offered meets or exceeds the customer's expectations. The product's specifications and features must reflect the promised quality. In addition to product quality, customer service quality must also be prioritized, even though it presents its own challenges. Cahyono (2016) explain that high customer satisfaction fosters long-term loyalty, reduces price sensitivity, and encourages customers to leave positive feedback for the product or company. On the other hand, dissatisfied customers are more likely to switch to competitors' products.

Unfortunately, dissatisfaction among property buyers remains common, often due to poor product quality or inadequate customer service, which negatively affects the developer's image. at Graha Padjadjaran, although many units are already occupied after KPR agreements, some consumers still report complaints after moving in. These include delays in construction progress, key handover issues, building quality problems, and inadequate post-purchase service.

In handling customer complaints, the developer and marketing team of Graha Padjadjaran hold significant responsibility. The housing complex's public image is shaped by how the developer and marketing division respond to consumer issues. Complaints often arise from unmet expectations or discrepancies between what was promised by marketing representatives and the reality experienced by customers. According to Hermawati (2023), as cited from Etta and Sopiah, consumer complaints are emotional expressions of dissatisfaction toward a product or service that fails to meet expectations. Similarly, defines customer satisfaction as the level of contentment arising when a consumer's expectations align with the actual performance of the product or service (Maesaroh & Rudianti, 2022).

Fandy also emphasizes that complaints emerge as a reaction to customer dissatisfaction with purchased goods or services. Therefore, complaint mitigation must follow systematic operational standards to prevent recurring issues and ensure effective resolution (Hermawati, 2023). Handling complaints effectively is a crucial part of marketing communication and public relations efforts aimed at maintaining and improving a company's image.

Marketing communication refers to communication activities designed to deliver messages to customers through media, with the goal of creating three levels of change—knowledge, attitude, and behavior. Thus, marketing communication plays a vital role in

addressing customer complaints through timely responses, satisfactory problem resolution, and simple complaint procedures—all of which are essential indicators of effective consumer relations (Kusniadji, 2016).

Ultimately, customer satisfaction will naturally arise when consumers receive excellent service quality. Moreover, customer satisfaction contributes to building a positive corporate image (Maulyan et al., 2022). As stated by Rahmadani and Andrini (2021), corporate image reflects reality; if a company's messages and promises do not align with actual experiences, the truth will eventually become evident (Filayly & Ruliana, 2022).

To prevent a negative image from forming, especially in the context of property development, it is imperative that companies apply comprehensive and effective marketing communication strategies. Providing excellent service (service excellence) is one of the best approaches to strengthen the positive image of a property developer. Once a company's image becomes negative in the eyes of consumers or the public, it is extremely difficult to restore, as image is something that takes time to build but can easily be damaged.

Therefore, based on the background and issues discussed above, the purpose of this study is to identify, analyze, and understand the implementation of marketing communication strategies used by the Graha Padjadjaran developer in Depok to build and strengthen its corporate image. This study also aims to explain how various marketing communication activities such as promotion, advertising, personal selling, direct marketing, and customer service contribute to shaping a positive image of the company in the minds of consumers and the wider public.

Building on the background presented above, this study is guided by the following research questions: (1) How does Graha Padjadjaran Developer implement marketing communication strategies to build its corporate image in the competitive Depok property market? (2) What is the contribution of each marketing communication dimension—promotion, advertising, personal selling, and direct marketing—to the formation and strengthening of the developer's corporate image? (3) How does complaint handling, as part of service excellence, reinforce the company's positive image in the eyes of consumers?

This study is anchored in Kotler and Keller's (2022) Integrated Marketing Communication (IMC) framework, which conceptualizes marketing communication as a coordinated set of activities including advertising, promotion, personal selling, direct marketing, and public relations, designed to deliver consistent messages to target markets. IMC recognizes that in a competitive environment, coherent and synergistic communication across all channels is more effective than isolated campaigns.

State of the art: prior research in the property sector has largely focused on large-scale developers or national brands, leaving medium-scale local developers such as Graha Padjadjaran understudied (Cahyono et al., 2016; Derivanti & Ramadhani, 2023). Furthermore, while the literature acknowledges the growing role of digital platforms (Meta Ads) in property marketing, the integration of digital promotion strategies with complaint management as a unified image-building mechanism has not been explicitly examined. This study addresses these gaps and contributes novelty through its focus on a medium-scale Depok-based property developer, the integration of IMC dimensions with complaint management, and the analysis of Meta Ads as the primary digital strategy of a local developer operating in a highly competitive regional market.

To address the identified challenges, this study proposes three strategic directions as the analytical focus: (1) Digital promotion optimization through effective use of Meta Ads (Instagram Ads and Facebook Ads) for targeted audience reach and engagement; (2) Strengthening personal selling capabilities by equipping the marketing team with comprehensive product knowledge and emotional engagement skills; and (3) Implementing a service excellence-based complaint handling system that responds promptly, resolves issues systematically, and transforms dissatisfied consumers into advocates who reinforce the developer's positive image.

## METHOD

This research adopts a qualitative approach, which is considered the most appropriate for understanding and explaining social phenomena that occur naturally within their real context. Through this approach, the researcher seeks to obtain an in-depth understanding of marketing communication strategies as practiced by the Graha Padjadjaran developer in building its corporate image, as perceived directly by key informants involved in the process. The qualitative approach allows the researcher to interpret the meanings, behaviors, and experiences of the participants through flexible and interactive research strategies.

The research applies a case study method, focusing specifically on the marketing communication practices of the Graha Padjadjaran Depok housing developer. The case study method enables a detailed and contextual analysis of the marketing communication strategies, including the promotion, advertising, personal selling, and direct marketing dimensions, as described in the theoretical framework. The research site is Graha Padjadjaran Housing, Sawangan District, Depok City, which serves as the main location for data collection.

The data sources in this study consist of primary and secondary data. Primary data were obtained through in-depth interviews with several informants, including marketing staff, sales representatives, and consumers who have purchased or occupied houses at Graha Padjadjaran. The interviews were conducted directly and face-to-face to explore their experiences, perceptions, and communication interactions. In addition, the researcher also conducted direct observation of marketing activities, such as customer surveys, follow-up interactions, and customer gathering events organized by the developer.

Secondary data were collected through documentation and analysis of online marketing materials, including advertising content on Instagram Ads, Facebook Ads, TikTok Ads, and the official Graha Padjadjaran media platforms. These data were used to strengthen the findings from interviews and observations.

The nature of this research is descriptive, meaning that the researcher presents a thorough and detailed description of the observed phenomena in the form of narrative explanations, supported by visual documentation such as photographs, charts, and figures derived from field data.

The descriptive qualitative method is particularly suitable for this study because it allows a comprehensive portrayal of how marketing communication strategies are implemented to build and maintain the developer's corporate image, including how each communication dimension contributes to enhancing consumer trust and satisfaction toward Graha Padjadjaran.

The research process was conducted in the following systematic stages: Stage 1 – Problem Identification and Literature Review: identifying the research phenomenon (marketing communication challenges at Graha Padjadjaran) and reviewing existing literature on IMC theory Kotler & Keller (2022) and corporate image. Stage 2 – Research Design: formulating research questions, determining the qualitative case study design, and selecting informants through purposive sampling. Stage 3 – Data Collection: conducting in-depth interviews (May 2025), direct observation of marketing activities and customer gathering events, and documentation of online advertising content. Stage 4 – Data Analysis: applying Miles and Huberman's interactive model of data reduction, data display, and conclusion drawing. Stage 5 – Validity Check: ensuring credibility through member checking and triangulation of data sources. Stage 6 – Report Writing and Dissemination: compiling findings into a final research report for journal publication.

The primary expected output of this research is a peer-reviewed academic article documenting the IMC strategies of Graha Padjadjaran and their contribution to corporate image building. Secondary outputs include: (1) a descriptive model of IMC application in the medium-scale property sector of Depok City; (2) practical recommendations for local property developers on optimizing digital marketing (Meta Ads) and complaint handling; and (3) a replicable qualitative research framework applicable to similar property development contexts. Achievement indicators include the successful completion of all data collection and analysis stages, validation of findings through triangulation, and submission of the manuscript to the Journal of Business, Social and Technology.

## RESULTS AND DISCUSSION

### Results

#### Promotion

Based on the results of field research, the promotional strategy implemented to convey information about Graha Padjadjaran indicates that promotion is carried out by communicating the advantages and value offered by the housing development. These include its strategic location, which is close to a railway station and toll road access, as well as various bonuses provided to prospective buyers. This statement is further supported by other informants, who explained that promotional activities are conducted by emphasizing the strengths of Graha Padjadjaran. These strengths include the design and housing model concepts, the available residential facilities, and the strategic location of the housing area.

Such statements were elaborated by several informants during interviews conducted regarding the promotional strategies applied in the Graha Padjadjaran housing project, as reflected in the explanations provided by the informants.

During the interview conducted on May 2, 2025, Nijma Syaniyah explained: *"The first thing we communicate to consumers regarding promotion is definitely about the value of the housing—its strategic location near the train station and tollgate. In addition, consumers are also attracted by the bonuses, which encourage them to quickly reserve a unit."*

As stated by Amir Fathan during an interview on May 15, 2025: *"Of course, we provide information regarding the advantages of our housing project, whether in terms of design, location, concept, facilities, and other features."*

The promotional strategy communicated to consumers is explained clearly, covering the housing design or model, the residential drainage system, and housing security—particularly the area's safety from flooding. This was also expressed by one of the consumers at Graha Padjadjaran.

Similarly, Nina Martiana, interviewed on May 28, 2025, shared her perspective: *"I really liked the model. I also asked about things like whether the area floods or not. They explained everything clearly—the drainage system, where the river flows—so it felt safe. As long as the drainage is good and everything flows properly, it should be fine and not prone to flooding."*

Based on the results of field research regarding the role of promotion in building the image of the housing developer Graha Padjadjaran, the findings reveal that the role of promotion is considered very significant in building the developer's image according to most informants. The function of promotion in the product sales process is as a form of product introduction, which enables people to become aware of the product and ultimately leads them to purchase or use the product.

During the interview on May 19, 2025, Wahyu Tri Handoko emphasized this role, stating: *"Its role is quite significant. Because whatever we sell must begin with an introduction to the product. Once people are introduced to it, they start to know and understand it. After they are familiar, then they are more likely to try or purchase the product."*

This finding is also reinforced by other informants, who stated that the role of promotion is very important because promotion can build trust in the developer. The more consumers trust the developer, the more confident and comfortable they feel in purchasing a house from the developer, as they no longer feel concerned about housing legality, unit development, and the quality of services provided.

During the interview on May 2, 2025, Nijma Syaniyah explained: *"It's really important. The more they trust the developer, the more comfortable they feel about buying the house—whether it's regarding legality, construction progress, or service quality."*

#### Advertising

Based on the results of field research regarding the effects of advertising media in building the image of housing products and the developer Graha Padjadjaran, the findings indicate that advertising media have a significant effect on building the product image. This can be seen from the advertising content created, which attracts consumers, and is further supported by good housing design, thereby highlighting the advantages of the housing development. This finding is also reinforced by statements from other informants, who stated that advertising media can build the image of both the product and the Graha Padjadjaran company, as advertising media are part of a more modern and up-to-date promotional approach, such as sharing banners or flyers

through online media that have a wider reach to the target market.

These reasons were also explained by several informants during interviews conducted in this study. The explanations provided reflect the advertising dimension as described by the informants.

During the interview on May 7, 2025, Riska Meinina noted: *"Yes, the effect is quite significant. Especially when the content looks more attractive, the promotion becomes more appealing. The house design also matters—the key is showing the main selling points."*

Likewise, Wahyu Tri Handoko stated in his interview on May 19, 2025: *"Of course, advertising is part of our promotional approach. In the past, we used conventional flyers, but now we use banners—only they're online, which gives us a much wider reach."*

Based on the findings of the field research, considerations in determining the types of advertising media used to market Graha Padjadjaran indicate that platforms such as Instagram Ads and Facebook Ads are selected to achieve optimal results and reach the appropriate target market. These platforms are chosen because they are among the most widely used social media applications by the public today. Instagram is predominantly used by teenagers and young adults, while Facebook is more commonly used by adults, including parents. Meanwhile, TikTok is utilized primarily as a product branding medium.

During the interview on May 2, 2025, Nijma Syaniyah stated: *"The choice of platforms is based on their effectiveness. These are the social media platforms most widely used by people of all ages today. Instagram mainly targets younger audiences, Facebook reaches parents, while TikTok is more for product branding."*

This was also stated by another informant, who explained that the selection of advertising media platforms is considered based on the large number of users and the high level of traffic generated by user access and activities on these applications. This condition significantly facilitates the sale of housing products priced below IDR 1 billion, which is in line with the target market of Graha Padjadjaran. This statement was conveyed by the informant during a field interview.

Similarly, Wahyu Tri Handoko explained during the interview on May 19, 2025: *"The main consideration is user traffic. Since our housing prices are still below one billion rupiahs, Meta Ads are very helpful for both advertising and sales. The larger the audience, the higher the visibility and potential conversion."*

### **Personal Selling**

Based on the findings of the field research regarding the role of personal marketing capabilities in building consumer understanding of Graha Padjadjaran housing products, the data reveal that most informants stated that current personal marketing practices have effectively assisted consumers in gaining a direct understanding of the housing products. Direct approaches also help establish emotional closeness with consumers, which, from an emotional perspective, can influence the decisions they make. In addition, personal branding can be developed through direct engagement with consumers to foster trust in the marketing personnel.

During the interview conducted on May 15, 2025, Amir Fathan explained: *"It helps, because when we communicate directly, we build an emotional closeness. After all, we sell to humans, not robots. The emotional aspect is the biggest factor influencing every decision. If we don't use a personal approach or have good personal branding, the consumer's trust will be limited."*

This statement was further reinforced by another informant, who emphasized that personal marketing capabilities serve as a key supporting factor in building consumer understanding. Although consumers may initially obtain information through advertising media, direct explanations provided by marketing personnel during face-to-face interactions are far more effective. Through such direct communication, consumers gain a clearer understanding of the product in terms of price, legal aspects, and the location of the housing development, which in turn makes consumers feel more secure and confident in owning a home at Graha Padjadjaran.

As Wahyu Tri Handoko mentioned during an interview on May 19, 2025: *"That's actually the most important part. Even if they get ads or information from outside sources, it's much better when they hear directly from our marketing team, face-to-face. They become convinced that what's being sold truly matches the location, price, and legality. This builds a stronger sense of security for the customer."*

Based on the findings of the field research regarding personal selling techniques in enhancing the corporate image of the developer Graha Padjadjaran, the results indicate that personal selling techniques have been effective in improving the company's image. This is reflected in the functional role and job description of marketing personnel, who serve as the company's frontline and play a highly strategic role, often regarded as the voice of the company. The corporate image is also shaped by the quality of service delivered by marketing personnel; when high-quality service is provided, the company is consequently perceived positively by consumers.

During the interview on May 6, 2025, Amrina Rosyada Melenia stated: *"Yes, it can definitely enhance the company's image because marketing is the mouth of the company."*

Similarly, Wahyu Tri Handoko, interviewed on May 19, 2025, explained: *"Of course, because marketing is the company's frontline. If the marketing team performs poorly, it automatically reflects badly on the company. The company's image depends on its marketing—if the marketing is good, the company is good."*

Consumers residing at Graha Padjadjaran, who also served as triangulation informants, were interviewed during field research and expressed the same view. They affirmed that personal selling as practiced by Graha Padjadjaran's marketing team helps build the company's image, as marketing personnel represent the company at the initial point of contact with consumers and serve as the primary means of capturing consumer attention.

As Rian Apriandi stated during the interview on May 31, 2025: *"It definitely helps build a positive image because marketing is usually the first point of contact with consumers. Marketing plays the pioneering role in capturing consumer interest at the start."*

### **Direct Marketing**

Based on the pie chart presented in Figure 2, field findings regarding the role of intensive communication through follow-up activities in enhancing consumer trust were identified. The results show that most research informants, accounting for 62%, stated that intensive communication has been effective in increasing consumer trust. Furthermore, the more intensively marketing personnel communicate with consumers, the more consumers perceive them not as strangers but as friends. This condition enables deeper, more personal communication, allowing consumers to consult more comfortably regarding housing matters.

During the interview on May 15, 2025, Amir Fathan explained: *"It really helps to build trust. The more frequently we communicate with consumers, the closer we become to them—they start seeing us not as strangers but as friends. Once that friendship bond is established, communication becomes more effective, and everything we say resonates better."*

Intensive communication carried out by marketing personnel should be designed in a more engaging manner so that consumers can stay informed about the latest updates and feel better assisted when asking about aspects they do not yet understand. When marketing personnel can clearly and thoroughly explain issues faced by consumers—particularly those related to the home purchase application process at Graha Padjadjaran—consumers tend to feel more supported, which fosters trust in the marketing personnel. In addition, regular communication serves to remind consumers about Graha Padjadjaran products and the continuity of the home purchasing process. This view was also expressed by one of the triangulation informants who is a consumer of Graha Padjadjaran housing.

As Rian Apriandi shared during the interview on May 31, 2025: *"Yes, communication should definitely help attract and build consumer trust—that's the key. Through WhatsApp, for instance, consistent communication is crucial to keep reminding and reassuring customers. Regular updates really help to maintain their interest."*

Based on the findings of the field research on service quality and personal approaches in contributing to corporate image building, the data indicate that the service quality and personal approaches implemented by Graha Padjadjaran have contributed positively to establishing a favorable corporate image. When consumers receive high-quality service, they are more likely to recommend their relatives or friends to purchase housing products from the Graha Padjadjaran developer.

As Nijma Syaniyah mentioned during the interview on May 2, 2025: *"Of course, by providing excellent service and personal attention to consumers, we can build the company's image"*

*effectively."*

Similarly, Amrina Rosyada Melenia, interviewed on May 6, 2025, added: *"Yes, definitely. When we do that, consumers start trusting us. Later, when their friends want to buy a house, they'll recommend us, saying, 'Buy from this developer—it's trustworthy.' That eliminates trust issues."*

### **Public Relations**

Based on the findings of field observation research regarding how the implementation of marketing communication from a public relations perspective contributes to building the corporate image of the developer Graha Padjadjaran, the results indicate that it has not yet been implemented optimally compared to the other four dimensions. Structurally, Graha Padjadjaran does not yet have a dedicated public relations division; however, throughout its development, there have been efforts that reflect public relations activities, such as organizing customer gathering events, participating in property expo events, and conducting social activities, including Corporate Social Responsibility (CSR) programs.

The Customer Gathering organized by Graha Padjadjaran, held on December 15, 2024, and attended by approximately 130 consumers, facilitated open communication between consumers and the developer. This activity supported discussions on housing facilities and marketing collaboration, thereby strengthening consumer trust and contributing to a positive corporate image.

Property Expo Event Participation in the Property Expo held from November 14 to 20, 2023, at Margo City Mall, Depok, enabled the Graha Padjadjaran developer to enhance brand visibility and engage directly with the public, supporting communication, consultation, and a positive corporate image.

Environmental CSR Environmental Corporate Social Responsibility (CSR) activities undertaken by the Graha Padjadjaran developer, including community support and infrastructure improvements, contributed to strengthening a positive corporate image within the surrounding community.

### **Service Quality**

Based on the results of field research, it was found that the complaint-handling service procedures at the Graha Padjadjaran housing complex have not yet met consumers' expectations. This condition is still far from what consumers anticipate. Several contributing factors were identified, including slow complaint handling, frequent miscommunication between the marketing team and the developer, numerous consumer demands that have not yet been accommodated by the developer, and the absence of follow-up communication after the mortgage agreement (KPR contract).

During the interview on May 4, 2025, Ridho Lukman Maulana explained: *"In that case, not yet—perhaps consumers tend to have many demands or expectations."*

Similarly, Riska Meinina, interviewed on May 7, 2025, emphasized: *"Not yet. Because sometimes there is miscommunication from marketing to the developer."*

Although the complaint service procedures at Graha Padjadjaran have not fully met consumer expectations, there have been other efforts undertaken to provide post-sales services. These include reminding consumers about installment payments, and in some cases, the developer has assisted consumers who encountered difficulties related to housing installment payments. This information was conveyed directly by a triangulation informant encountered during an on-site interview.

During the interview on May 29, 2025, Yuli Haryanto explained: *"As for after-sales service, in my opinion, it is still not optimal. Because after the contract signing, that's it. However, there is one matter related to installment payments—we are often reminded. And, thank God, at that time I was assisted. From that perspective, I think the service is quite good."*

### **Corporate Policy**

Based on the findings of the field research regarding after-sales service policies in building a positive corporate image of the developer Graha Padjadjaran, the data indicate that effective service handling and well-maintained communication with consumers lead to positive consumer responses, which in turn enhance the developer's image. The contribution of after-sales service is

considered highly significant in strengthening a positive corporate image and can even encourage repeat purchases. When high-quality after-sales service is provided, consumers are more likely to recommend the housing products to relatives and acquaintances. Consumers also tend to share their residential experiences, which can attract new buyers to the Graha Padjadjaran housing development. These findings were directly conveyed by the research informants during field interviews.

During the interview on May 13, 2025, Suwaji explained: *"If we handle their issues properly and maintain good communication, consumers will respond positively to us. But if they reach out for help and we ignore them, even if we treat other customers well, our image will deteriorate."*

Similarly, Wahyu Tri Handoko, interviewed on May 19, 2025, emphasized: *"The contribution is very significant—it can even lead to repeat orders. When after-sales service is excellent, consumers will recommend us and share their experiences of living in our housing, which attracts new buyers."*

### **Cooperative Attitude**

Based on the results of field research concerning the approach adopted by the developer Graha Padjadjaran in demonstrating openness and collaboration with consumers, the findings indicate that the developer has implemented several cooperative strategies. These include organizing open house events to introduce the product and establishing Memorandums of Understanding (MoU) for sales cooperation. Through these initiatives, the developer offers consumers the opportunity to participate as freelance marketing agents for Graha Padjadjaran, with the benefit of receiving commissions in accordance with previously agreed regulations.

During the interview on May 7, 2025, Riska Meinina explained: *"One of our approaches is by offering opportunities for collaboration as freelance marketers. We provide appropriate commissions for them. We also hold open house events to introduce product knowledge and sometimes establish MoU for further cooperation."*

The developer Graha Padjadjaran had previously organized a Family Gathering involving all Graha Padjadjaran consumers. During this event, communication was established between the developer's management and consumer representatives. The gathering also included further discussions regarding plans for the development of public facilities and the implementation of maintenance for facilities requiring repair, such as street lighting along the exit access and the improvement of damaged roads. These issues were subsequently addressed promptly by the developer.

The Family Gathering was intended to strengthen relationships between the company, as the developer, and its consumers. Consumers perceived the developer's efforts positively, viewing them as a form of openness regarding the company. Moreover, collaborative initiatives were also implemented by inviting consumers to become partners of the developer, whereby consumers were encouraged to assist in marketing housing products at Graha Padjadjaran, with the benefit of receiving commissions as previously agreed.

During the interview on May 28, 2025, Nina Martiana shared her experience: *"There was a homeowners' association meeting where the developer and consumer representatives communicated directly. They discussed public facilities—like streetlights near the main access and damaged roads. I noticed later that the company had already repaired the road with new paving blocks."*

Similarly, Rian Apriandi, interviewed on May 31, 2025, added: *"Yes, we once attended a family gathering organized by the owner to strengthen the relationship between the company and consumers. It was a really good event. It helped us understand the company's goals better. During the gathering, they introduced the company and its products, and the response from participants was positive. They even offered us the chance to become partners by helping sell housing units, which benefits both sides—we could earn income while also supporting the company."*

## Discussions

### Implementation of Marketing Communication in Building Corporate Image

To understand how marketing communication is implemented in building the corporate image of Graha Padjadjaran Developer in Depok, it is necessary to begin by examining the marketing communication strategies applied by the company in its business communication activities. Using the promotion dimension within the framework of marketing communication, the study identifies how Graha Padjadjaran employs promotional strategies to convey information about its housing products. The findings indicate that Graha Padjadjaran's communication process focuses on highlighting the advantages and values offered by its housing products. These advantages include the strategic location of the residential area, various purchase bonuses, modern and contemporary house designs, residential security, and the availability of public facilities within the housing complex.

During the interview conducted on May 2, 2025, Nijma Syaniyah explained that: *"The first thing we communicate to consumers regarding promotion is definitely about the value of the housing—its strategic location near the train station and tollgate. In addition, consumers are also attracted by the bonuses, which encourage them to quickly reserve a unit."*

This communication strategy aligns with the marketing communication concept described by Kotler and Keller, which defines marketing communication as a medium used by business organizations or companies to inform, persuade, and remind consumers—either directly or indirectly—about the products and brands they offer. Communication represents the company and its products, serving as a channel for dialogue and relationship-building with consumers (Kotler & Keller, 2022).

An effective marketing communication strategy plays a crucial role in attracting potential buyers, building trust, and communicating the advantages of the property being offered. As point out Derivanti (2023), marketing communication serves as a vital mechanism for establishing mutually beneficial relationships between companies and prospective customers.

At Graha Padjadjaran, this strategy is applied to attract customers' interest in purchasing homes by emphasizing several appealing aspects—its strategic location near the train station, tollgate, and bus terminal, as well as the additional bonuses and promotional offers provided. The company also educates consumers about safety features and public facilities available within the Graha Padjadjaran housing complex. As a result, consumers gain a better understanding, confidence, and interest in the products being offered. As stated by Amir Fathan during an interview on May 15, 2025: *"Of course, we provide information regarding the advantages of our housing project, whether in terms of design, location, concept, facilities, and other features."*

Similarly, Nina Martiana, interviewed on May 28, 2025, shared her perspective: *"I really liked the model. I also asked about things like whether the area floods or not. They explained everything clearly—the drainage system, where the river flows—so it felt safe. As long as the drainage is good and everything flows properly, it should be fine and not prone to flooding."* Marketing communication can also be understood as a marketing activity aimed at creating awareness and understanding of a product through its various attributes, fostering positive perceptions and preferences, and stimulating the desire to purchase the product (Humaidi, 2021).

The ability and communication style used to build consumer understanding also form an essential part of the marketing communication practices at Graha Padjadjaran. To understand how marketing communication is implemented beyond the delivery of housing product advantages, this section refers to the personal selling dimension of the marketing communication concept. The findings indicate that Graha Padjadjaran's marketing team strengthens consumer understanding primarily through emotional approaches during direct interactions. By engaging consumers on an emotional level, marketers can influence their decision-making process more effectively.

During the interview conducted on May 15, 2025, Amir Fathan explained: *"It helps, because when we communicate directly, we build an emotional closeness. After all, we sell to humans, not robots. The emotional aspect is the biggest factor influencing every decision. If we don't use a personal approach or have good personal branding, the consumer's trust will be limited."*

This finding aligns with the definition of personal selling as presented by Kotler and Keller (2022), which involves direct, verbal interaction between the seller and one or more prospective buyers, aiming to present, discuss, and directly offer a product or service. Personal selling

emphasizes face-to-face interaction to present marketing information, answer questions, and secure purchase decisions.

The emotional approach applied by Graha Padjadjaran's marketing team also corresponds with the objectives of marketing communication described by Kennedy and Soemanagara, as cited in Kornelia Johana. This stage seeks to encourage consumers to develop an interest in trying a product through three key effects: the cognitive effect, which builds awareness through knowledge and belief; the affective effect, which provides emotional motivation to take action such as purchasing; and the conative effect, which establishes behavioral patterns leading to actual buying decisions (Johana et al., 2020).

Although consumers may have initially learned about Graha Padjadjaran through advertisements on social media platforms, they tend to gain stronger trust and clearer understanding when visiting the housing site in person. This allows for direct meetings with marketing representatives, enabling detailed explanations and consultations about the purchasing process.

As Wahyu Tri Handoko mentioned during an interview on May 19, 2025: *"That's actually the most important part. Even if they get ads or information from outside sources, it's much better when they hear directly from our marketing team, face-to-face. They become convinced that what's being sold truly matches the location, price, and legality. This builds a stronger sense of security for the customer."*

Marketing communication helps convey and demonstrate to consumers how and why a product should be used, who uses it, and where or when it is applied. It enables consumers to understand who produces the product and the company's purpose behind it, which in turn increases consumer interest and desire to try or purchase the product (Kotler & Keller, 2022).

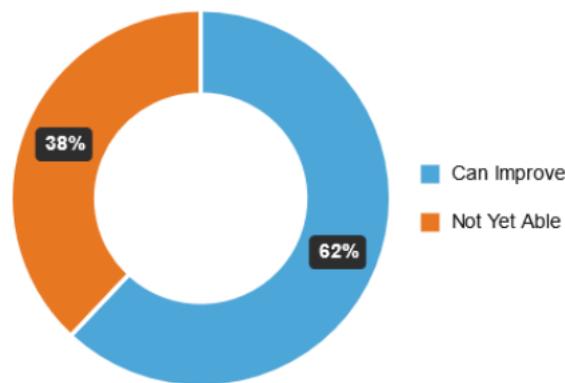


**Figure 1.** Customer Survey with Graha Padjadjaran Marketing Team

The marketing communication practices implemented by Graha Padjadjaran align well with the business communication concept, particularly in guiding potential consumers to visit the location directly, engage in two-way communication with the marketing team, and establish emotional connections to better understand their needs and challenges before making purchasing decisions. This aligns with the theory proposed by Kornelia Johana, which describes this two-way exchange as marketing dialogue — a communicative interaction between buyers and sellers that facilitates decision-making and mutual satisfaction by fostering awareness and understanding among all parties (Johana et al., 2020).

The marketing communication activities conducted by Graha Padjadjaran have successfully influenced consumer attitudes, especially from an emotional perspective. This outcome corresponds with the primary goal of marketing communication: to create attitude change. The communication process at Graha Padjadjaran has reached the affective level, where emotional stimulation encourages consumers to take a purchasing action.

To further explore how marketing communication is applied to enhance consumer trust, this study also examines the direct marketing dimension of the marketing communication concept. The findings show that maintaining intensive communication through follow-up interactions significantly increases consumer trust, with an observed effectiveness rate of 62%.



**Figure 2.** Follow-Up in Strengthening Consumer Trust

Intensive communication through follow-up has become one of the main methods used by Graha Padjadjaran to apply the concept of marketing communication in its business operations. By maintaining consistent and continuous communication, consumers begin to view the marketing team not merely as sales representatives but as consultative partners or friends who can be openly approached to discuss their needs and challenges throughout the home-purchasing process.

During the interview on May 15, 2025, Amir Fathan explained: *"It really helps to build trust. The more frequently we communicate with consumers, the closer we become to them—they start seeing us not as strangers but as friends. Once that friendship bond is established, communication becomes more effective, and everything we say resonates better."*

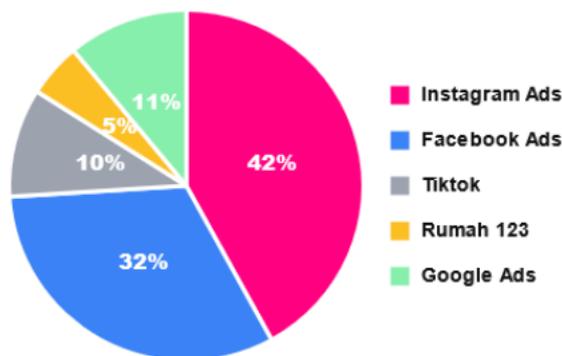
According to Kotler and Keller (2022), direct marketing and database systems—including the use of big data—enable more personalized and relevant marketing communication. The key characteristic of this approach lies in the ability to tailor messages specifically to recipients, attract their attention, provide information accompanied by a call to action, and support ongoing communication through consistent follow-ups.

As stated by Hermawati (2023), effectively implemented marketing communication ensures that messages and product information reach consumers clearly, guiding them towards purchase decisions and even fostering repeat transactions as a sign of consumer loyalty.

In the case of Graha Padjadjaran, follow-up communication assists consumers by providing additional information that they may not have fully understood initially. This continuous engagement helps consumers feel supported and valued, gradually increasing their trust in the company. Frequent communication also serves to remind consumers about the product, reinforcing their interest and purchase intention. By maintaining consistent contact, the company can both strengthen consumer trust and sustain product awareness over time.

As Rian Apriandi shared during the interview on May 31, 2025: *"Yes, communication should definitely help attract and build consumer trust—that's the key. Through WhatsApp, for instance, consistent communication is crucial to keep reminding and reassuring customers. Regular updates really help to maintain their interest."*

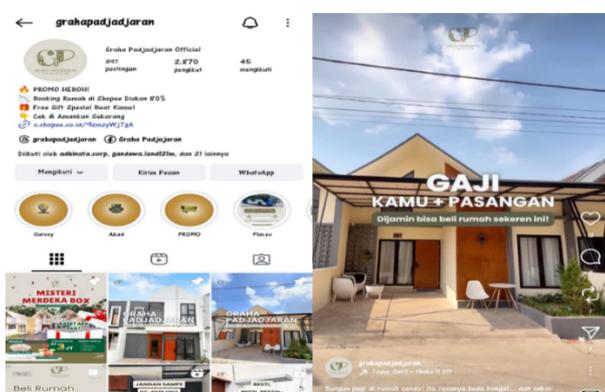
To further understand the marketing communication practices implemented by Graha Padjadjaran from the advertising perspective, this study refers to the advertising dimension of marketing communication. The analysis reveals that Meta Ads platforms, which include Instagram Ads and Facebook Ads, are the most frequently used online advertising tools for promoting Graha Padjadjaran housing products.



**Figure 3.** Advertising Platforms Frequently Used for Graha Padjadjaran Marketing

Based on field data, Instagram Ads account for 42% of the company's advertising usage, while Facebook Ads represent 32%. Other platforms such as Google Ads, TikTok, and Rumah123.com are also used, albeit at lower percentages. This reflects the company's adoption of modern online marketing methods designed to generate wider reach and more interactive consumer responses, consistent with contemporary marketing communication theories.

During the interview on May 2, 2025, Nijma Syaniyah stated: *"The choice of platforms is based on their effectiveness. These are the social media platforms most widely used by people of all ages today. Instagram mainly targets younger audiences, Facebook reaches parents, while TikTok is more for product branding."* Similarly, Wahyu Tri Handoko explained during the interview on May 19, 2025: *"The main consideration is user traffic. Since our housing prices are still below one billion rupiah, Meta Ads are very helpful for both advertising and sales. The larger the audience, the higher the visibility and potential conversion."*



**Figure 4.** Official Instagram Advertising Platform of Graha Padjadjaran

Marketing communication can be understood as a communicative activity aimed at delivering messages to consumers through various media channels, with the goal of producing three stages of change: knowledge change, attitude change, and behavioural change (Kusniadji, 2016), who explains that marketing communication is a targeted interaction with consumers and potential buyers using one or more sales media, including newspapers, magazines, television, radio, banners, telemarketing, and the internet (Maesaroh & Rudianti, 2022).

**The Contribution and Importance of Marketing Communication in Developing the Developer's Corporate Image**

The second part of this study aims to explain the contribution and importance of marketing communication in building the corporate image of the Graha Padjadjaran Developer in Depok. Based on the research objectives, this section presents and discusses the empirical data obtained to answer the second research question.

To understand how marketing communication contributes to and plays an essential role in shaping the developer's image, this analysis begins with the promotion dimension of the marketing communication concept. The findings reveal that promotion plays a significant role in contributing to the establishment of Graha Padjadjaran's positive image. Promotion serves a

crucial function in the product sales process, starting from introducing product knowledge—which raises public awareness and builds brand recognition—and ultimately leading consumers to purchase decisions.

During the interview on May 19, 2025, Wahyu Tri Handoko emphasized this role, stating: *"Its role is quite significant. Because whatever we sell must begin with an introduction to the product. Once people are introduced to it, they start to know and understand it. After they are familiar, then they are more likely to try or purchase the product."*

This aligns with Kotler and Keller's theory on the function of promotion, which suggests that attractive promotional activities help convey product information and education to stimulate consumer interest. Consistent and engaging promotion drives potential customers to try and eventually buy the product. Promotion serves as a tool to attract attention, educate, and persuade potential consumers to take an interest in the offered product. It acts as a short-term incentive designed to encourage product trials or purchases, encompassing consumer promotions, trade promotions, and business promotions (Kotler & Keller, 2022).

Graha Padjadjaran's promotional strategies also help establish consumer trust, which in turn contributes to a stronger corporate image. As consumers' trust in the developer increases, they feel more confident and secure in purchasing a home, free from concerns about housing legality, construction quality, or after-sales service. Promotion, therefore, becomes an effective tool to introduce products to the broader public and enhance visibility within the target market.

During the interview on May 2, 2025, Nijma Syaniyah explained: *"It's really important. The more they trust the developer, the more comfortable they feel about buying the house—whether it's regarding legality, construction progress, or service quality."*

For any company, corporate image plays a vital role. One of the key approaches used by Graha Padjadjaran to build a positive image is through consistent and well-designed promotional activities that strengthen consumer trust and create peace of mind when purchasing products. A positive image should be perceived as credible, stable, and of superior quality. This finding is consistent with the theory of corporate image, which states that a strong image is a distinctive feature of modern business strategy. To be sustainable, an image must be positive, stable, credible, and contribute to continuous improvement (Rahmadani & Andrini, 2021).

To further explore the contribution of advertising media in building the image of Graha Padjadjaran's housing products, this study refers to the advertising dimension of marketing communication. The data indicate that advertising has a considerable impact on shaping the company's product image. This begins with creating visually appealing advertising content that showcases the modern housing design, provides complete explanations of housing specifications, and highlights the unique advantages of Graha Padjadjaran's housing projects. During the interview on May 7, 2025, Riska Meinina noted: *"Yes, the effect is quite significant. Especially when the content looks more attractive, the promotion becomes more appealing. The house design also matters—the key is showing the main selling points."*

Likewise, Wahyu Tri Handoko stated in his interview on May 19, 2025: "Of course, advertising is part of our promotional approach. In the past, we used conventional flyers, but now we use banners—only they're online, which gives us a much wider reach." A company's image is shaped by both verbal and visual elements, which influence public perception of product and service quality (Syahwi & Pantawis, 2021). These elements contribute directly to consumer satisfaction and help form the company's overall reputation.

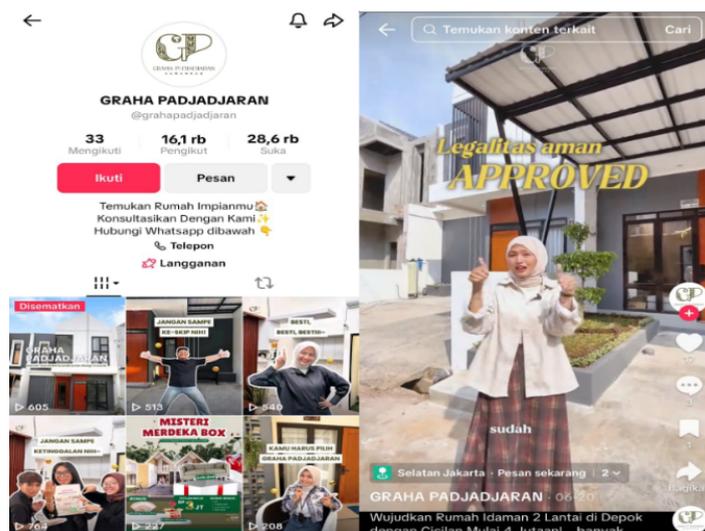


Figure 5. TikTok Account Content of Graha Padjadjaran

Graha Padjadjaran has adopted modern and up-to-date social media platforms for advertising, leveraging their widespread use across diverse demographic groups. This allows promotional content to reach a broader audience aligned with the company's target market. The advertising content is produced in various formats—videos, digital flyers, and banners—distributed across social media channels according to a structured content calendar strategy.

Through this method, advertising media have a strong effect on shaping the image of Graha Padjadjaran's housing products by making them more attractive and engaging to potential buyers. This is consistent with advertising theory, which asserts that advertisements can build brand image through persuasive communication that effectively reaches geographically dispersed audiences.

The theory proposed by Kotler and Keller (2022) explains that advertising can reach geographically dispersed buyers and serves to build a long-term product image or stimulate immediate sales. Advertising can be persuasive, providing opportunities to dramatize the brand and its products, allowing advertisers to focus attention on specific aspects of the brand or product (Kotler & Keller, 2022).

To understand the contribution and importance of personal selling in enhancing the image of Graha Padjadjaran Developer, this study employs the personal selling dimension within the marketing communication framework. The research findings reveal that personal selling techniques significantly contribute to shaping the company's image, as marketing personnel are often viewed as the "frontline representatives" of the company. Functionally, marketing serves as the "mouthpiece" of the organization—reflecting the company's overall quality and credibility. When the services provided by the marketing team are excellent, the company's image is perceived positively; conversely, inadequate or poor service delivery leads to a negative image.

During the interview on May 6, 2025, Amrina Rosyada Melenia stated: "Yes, it can definitely enhance the company's image because marketing is the mouth of the company." Similarly, Wahyu Tri Handoko, interviewed on May 19, 2025, explained: "Of course, because marketing is the company's frontline. If the marketing team performs poorly, it automatically reflects badly on the company. The company's image depends on its marketing—if the marketing is good, the company is good."

This aligns with Sitepu, who explains that corporate image manifests through public responses that can be positive—such as support, active participation, and favorable actions—or negative—such as rejection, hostility, or disapproval. Image becomes inherently attached to both individuals and institutions, including corporations, depending on how the target of perception is formed and interpreted by the public (Sitepu, 2021).

In building a positive image through personal selling, marketing personnel act as direct company representatives who communicate with consumers. The first contact between the consumer and the company typically occurs through the marketing team, making them the initial bridge that influences the consumer's perception and trust. As Rian Apriandi stated during the

interview on May 31, 2025: *"It definitely helps build a positive image because marketing is usually the first point of contact with consumers. Marketing plays the pioneering role in capturing consumer interest at the start."*

Image can thus be understood as the perception formed by consumers based on their experiences. When consumers receive excellent service, a positive image naturally develops. A positive corporate image can serve as an effective strategy for achieving competitive advantage in a highly competitive business environment (Maulyan et al., 2022).

To assess the contribution of service quality and personalized approaches from the perspective of direct marketing, this study examines how these elements shape Graha Padjadjaran's positive image. The findings reveal that high-quality service and personal engagement significantly contribute to strengthening the developer's reputation. Consumers who receive attentive and professional service are more likely to trust the company and even recommend Graha Padjadjaran's products to their peers. Direct and personalized communication fosters long-term relationships, as the developer assists consumers throughout the entire process—from initial inquiries to the final KPR (Home Ownership Credit) stage.

As Nijma Syaniyah mentioned during the interview on May 2, 2025: *"Of course, by providing excellent service and personal attention to consumers, we can build the company's image effectively."*

Similarly, Amrina Rosyada Melenia, interviewed on May 6, 2025, added: *"Yes, definitely. When we do that, consumers start trusting us. Later, when their friends want to buy a house, they'll recommend us, saying, 'Buy from this developer—it's trustworthy.' That eliminates trust issues."*

Service quality is therefore a fundamental factor influencing corporate image. The public's perception of a company is shaped by its service quality, product quality, organizational culture, corporate behavior, and the professionalism of its employees (Nurjanah & Mulazid, 2018).

From a broader perspective, corporate image represents the public's mental picture of an organization—it reflects the company's identity, values, and character as perceived by others. It does not necessarily represent factual reality but rather how people perceive and evaluate the organization (Rahmadani & Andrini, 2021).

To further understand how problem-solving and maintaining strong communication with consumers contribute to building a positive image, this study uses the corporate policy dimension within the concept of corporate image. The findings show that effectively addressing customer complaints and maintaining good communication strengthens the company's positive perception. When consumers feel their issues are handled with care, they develop trust and satisfaction, leading to a naturally positive impression of the company. Satisfied customers are more likely to make repeat purchases and share positive experiences with others, thereby enhancing their word-of-mouth referrals.

During the interview on May 13, 2025, Suwaji explained: *"If we handle their issues properly and maintain good communication, consumers will respond positively to us. But if they reach out for help and we ignore them, even if we treat other customers well, our image will deteriorate."* Similarly, Wahyu Tri Handoko, interviewed on May 19, 2025, emphasized: *"The contribution is very significant—it can even lead to repeat orders. When after-sales service is excellent, consumers will recommend us and share their experiences of living in our housing, which attracts new buyers."*



**Figure 6.** Graha Padjadjaran Complaint Handling (Maintenance)

Corporate image can be defined as the public's perception or impression of a company, shaped by its competence, credibility, and behavior. Every organization inevitably possesses an image—either consciously constructed or naturally formed over time. A positive image is essential for maintaining alignment with corporate programs and for ensuring that the brand remains memorable to consumers (Manunggal, 2023).

A strong and positive corporate image influences consumer satisfaction, as it is reflected in the company's service quality and facility provision. The better the services and facilities provided, the higher the consumer's evaluation and overall perception of the company (Syahwi & Pantawis, 2021).

To understand the contribution and importance of the developer's approach in demonstrating openness and collaboration with consumers in building the corporate image of Graha Padjadjaran Developer, this analysis employs the cooperative attitude dimension within the concept of corporate image. Based on the research findings corresponding to this dimension and its explored aspects, the data show that Graha Padjadjaran has implemented several initiatives aimed at fostering open communication and collaborative relationships with consumers.

One of the key initiatives is the Customer Gathering event organized by the developer, which serves as an opportunity for open dialogue between both parties. The event was attended by all Graha Padjadjaran consumers and residents, facilitating direct communication between the company's management and consumer representatives. The discussions during the gathering focused on several important topics, including the continuity of public facility development, as well as the management and maintenance of existing infrastructure within the housing area.

During the interview on May 7, 2025, Riska Meinina explained: *"One of our approaches is by offering opportunities for collaboration as freelance marketers. We provide appropriate commissions for them. We also hold open house events to introduce product knowledge and sometimes establish MOUs for further cooperation."*



**Figure 7.** Customer Gathering Event for Graha Padjadjaran Consumers

As noted by Nurjanah and Mulazid (2018), a company's image should be intentionally cultivated to ensure it reflects positively through the success of corporate initiatives. A positive image serves as a representation of an organization that enhances its reputation and drives it toward a more favorable public perception.



**Figure 8.** Door Prize Winners of the Customer Gathering Event

The primary purpose of the Customer Gathering activity is to strengthen relationships and promote transparent communication between the company and its consumers. This initiative also represents a strategic effort by the developer to foster a more positive image in the eyes of consumers. Participants expressed favorable impressions of the event, noting that they clearly understood the purpose and objectives behind it.

In addition to fostering goodwill, the developer also uses the event to encourage collaboration with consumers. A cooperation agreement (Memorandum of Understanding or MOU) was established, allowing consumers to become partners of the developer. Through this partnership, consumers were invited to become freelance marketers who help promote and sell Graha Padjadjaran housing units, receiving predetermined commissions as an incentive.

During the interview on May 28, 2025, Nina Martiana shared her experience: *"There was a homeowners' association meeting where the developer and consumer representatives communicated directly. They discussed public facilities—like streetlights near the main access and damaged roads. I noticed later that the company had already repaired the road with new pavers."*

Similarly, Rian Apriandi, interviewed on May 31, 2025, added: *"Yes, we once attended a family gathering organized by the owner to strengthen the relationship between the company and consumers. It was a really good event—it helped us understand the company's goals better. During the gathering, they introduced the company and its products, and the response from participants was positive. They even offered us the chance to become partners by helping sell housing units, which benefits both sides—we could earn income while also supporting the company."*

## CONCLUSION

This study concludes that the implementation of integrated marketing communication by Graha Padjadjaran Developer plays a significant role in building its corporate image. The company emphasizes delivering clear information about the advantages and value of its housing products while applying an emotional approach to strengthen relationships with consumers and influence purchasing decisions. Continuous follow-up communication further enhances consumer trust and allows customers to consult openly about their needs during the purchasing process. In promotional activities, Graha Padjadjaran primarily utilizes digital advertising through the Meta Ads platform, particularly Instagram Ads and Facebook Ads, supported by other channels such as Google Ads, TikTok, and Rumah123 to reach a wider audience. Overall, the dimensions of marketing communication—promotion, advertising, personal selling, and direct marketing—collectively contribute to strengthening the company's image, where promotional activities increase product awareness, advertising expands market reach, personal selling positions marketing staff as key communicators with consumers, and direct marketing supported by quality service fosters trust and encourages consumers to recommend Graha Padjadjaran's housing products to others.

Subsequent studies should expand the analytical scope by incorporating quantitative measurements of consumer satisfaction and corporate image perception to validate the qualitative findings with statistical evidence. Comparative studies across multiple medium-scale property developers in Depok and similar secondary cities would further strengthen the generalizability of the IMC–corporate image relationship identified in this study. Additionally, the long-term effect of Meta Ads campaigns on brand equity and corporate image formation warrants dedicated investigation through longitudinal research designs.

## ACKNOWLEDGEMENT

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### AUTHOR CONTRIBUTION STATEMENT

Naufal Nur A'lam was responsible for the conceptualization of the study, data collection, analysis, and writing the original draft. Sa'diyah El Adawiyah contributed to the literature review, data analysis, and writing the manuscript – review and editing. Both authors collaborated on interpreting the data, developing the methodology, and reviewing the final manuscript for publication.

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