

Vol 7, No 2	2023	Halaman 216 - 232
--------------------	-------------	--------------------------

Marketing model of sinarmas land through instagram platform

Nino Nopriandi Saleh¹, Lovia Evanne², Jefri Pranata³

¹*Universitas Krisnadwipayana*

²*Universitas Muhammadiyah Kotabumi*

³*Institut Komunikasi dan Bisnis LSPR*

ninosaleh@unkris.ac.id

Received: 09-01-2023, Revised: 19-02-2023, Acceptance: 18-04-2023

Abstract

Digital marketing has now become the main source of income and marketing operation between many sectors and industries. Their focus revolved around content producing, that includes the property industry. The property industry operates their digital marketing through some social media accounts using Instagram, their background is diverse including the goal and pricing. When the author analysed the Instagram posts, a bold narration about property as future investment are displayed clearly; thus, with Krippendorff's content analysis, Author could find more and illustrate it into the marketing model. The marketing model helps the reader to illustrate the business cycle with simplistic.

Keywords: *Digital Marketing; Sinarmas Land; Housing System; Property; Content Analysis; Instagram*

INTRODUCTION

In today's digital age, the world of real estate has undergone a major shift in terms of marketing strategies. The emergence of digital marketing has transformed the way properties are bought and sold. In the past, traditional marketing methods, such as print advertisements and billboards, were the norm. However, with the advent of technology and the widespread use of the internet, digital marketing has become a game-changer in the property industry. In this article, we will explore the importance of digital marketing for property sales and discuss some effective digital marketing strategies (Ernayani, Daengs GS, et al., 2021; Yunita & Amri Dunan, 2021).

Digital marketing has become a crucial tool for property professionals. With 90% of homebuyers using the internet to search for properties, it is essential to have a strong online presence. This is where digital marketing comes in. By using digital marketing techniques, property professionals can reach a

wider audience, generate more leads, and close more sales (Batara & Susilo, 2022). Furthermore, digital marketing offers an array of benefits over traditional marketing methods, such as lower costs, greater flexibility, and better targeting capabilities (Ernayani, Daengs Gs, et al., 2021; Pandiangan & Oka Martini, 2020).

One of the most effective digital marketing strategies for property professionals is search engine optimization (SEO). SEO is the process of optimizing a website so that it appears at the top of search engine results pages (SERPs). By ranking higher on Google, property professionals can increase their visibility and attract more traffic to their websites. This, in turn, can lead to more leads and ultimately more sales. Some effective SEO techniques for property websites include keyword research, on-page optimization, and link building.

Indonesia is the fourth most populous country in the world, with a population of approximately 270 million people, and its property market has been rapidly growing in recent years. However, the property market in Indonesia is complex and varies greatly depending on the region and the type of property. In general, property and housing rates in Indonesia have been increasing steadily in recent years, but affordability remains a major concern for many people (Setyawati et al., 2022).

Housing rates in Indonesia also vary greatly depending on the location. In major cities like Jakarta, the cost of housing is significantly higher than in other parts of the country. For example, a three-bedroom apartment in Jakarta's central business district can cost anywhere from IDR 10-30 million (approximately USD 700-2,100) per month, while the same apartment in a less central area may cost half that amount.

One of the biggest challenges facing the Indonesian property market is affordability. While property prices have been increasing, wages and income levels have not kept pace, making it difficult for many people to afford even basic housing. This has led to a growing demand for affordable housing, particularly among the country's low- and middle-income populations. To address this issue, the Indonesian government has launched several initiatives aimed at increasing access to affordable housing. These include programs to subsidize housing for low-income families and incentives for property developers to build more affordable housing units.

In other words, property and housing rates in Indonesia have been increasing steadily in recent years, driven primarily by the residential sector. However, affordability remains a major concern for many people, particularly in major cities like Jakarta. The government has launched several initiatives to address this issue, but more work needs to be done to ensure that all Indonesians have access to safe, affordable housing.

Another effective digital marketing strategy for property professionals is social media marketing. Social media platforms, such as Facebook, Twitter, and Instagram, offer a unique opportunity to connect with potential buyers and sellers. By creating engaging social media content and engaging with followers, property professionals can build brand awareness and increase their social

media following. Additionally, social media advertising can be a powerful tool for targeting specific audiences and generating leads.

Email marketing is another effective digital marketing strategy for property professionals. By building an email list of interested buyers and sellers, property professionals can send targeted email campaigns that promote their listings and services. Email marketing is a cost-effective way to reach a large audience and generate leads. Some effective email marketing techniques for property professionals include segmenting email lists, personalizing emails, and using eye-catching graphics. Video marketing has also become an essential digital marketing tool for property professionals. With video marketing, property professionals can create engaging property tours, showcase their services, and build trust with potential clients. Video marketing can be used on social media platforms, property websites, and email campaigns. Additionally, live video streaming can be a powerful tool for showcasing open houses and connecting with potential buyers in real-time. Finally, mobile optimization is a crucial aspect of digital marketing for property professionals. With more than half of internet traffic coming from mobile devices, it is essential to have a mobile-friendly website. A mobile-friendly website is easy to navigate on a small screen, loads quickly, and has clear calls-to-action. By optimizing their websites for mobile devices, property professionals can ensure that they reach a wider audience and generate more leads.

That means, digital marketing has become a crucial tool for property professionals. With the majority of homebuyers using the internet to search for properties, it is essential to have a strong online presence. By using digital marketing techniques, property professionals can reach a wider audience, generate more leads, and close more sales. Some effective digital marketing strategies for property professionals include search engine optimization (SEO), social media marketing, email marketing, video marketing, and mobile optimization. By implementing these strategies, property professionals can stay ahead of the competition and succeed in the digital age.

The digital marketing for property in this topic refers to Sinarmas corporation, which they have their own digital marketing operation and since they have their own digital marketing operation in Instagram, it counts as Mobile Marketing operation. Mobile marketing is a type of digital marketing that involves reaching out to potential customers through their mobile devices, such as smartphones and tablets. With the increasing popularity of mobile devices and the growing number of mobile users, mobile marketing has become an essential component of any successful marketing strategy. There are several different types of mobile marketing techniques that businesses can use to reach their target audience. Some of the most common include SMS marketing, mobile applications, mobile websites, and mobile advertising.

SMS marketing, also known as text message marketing, involves sending promotional messages directly to customers' mobile phones via SMS (short message service). This type of marketing can be highly effective, as it allows businesses to reach customers in real-time and engage with them in a more personal way. Mobile applications, or "apps," are another popular mobile

marketing technique. These are software programs that customers can download and install on their mobile devices to interact with a business or its products and services. Apps can be used for a variety of purposes, such as providing information, facilitating transactions, or delivering personalized offers and promotions. Mobile websites are optimized versions of traditional websites that are designed specifically for mobile devices. They typically have simpler layouts, faster load times, and streamlined navigation to make it easier for mobile users to find the information they need. Businesses can use mobile websites to provide customers with a seamless browsing experience and to drive conversions.

Mobile advertising is another effective mobile marketing technique. This involves displaying ads on mobile devices in various formats, such as banners, videos, and interstitials. Mobile advertising can be targeted to specific audiences based on factors such as location, demographics, and behaviour, making it a highly effective way to reach potential customers. One of the biggest advantages of mobile marketing is its ability to reach customers wherever they are, at any time. Unlike traditional marketing channels such as television or print media, mobile marketing can reach customers on the go, whether they're commuting, shopping, or relaxing at home. This makes it an ideal way to connect with customers and build brand awareness. Another advantage of mobile marketing is its ability to provide highly personalized experiences for customers. With mobile devices, businesses can gather valuable data about customers' preferences, behaviours, and locations, allowing them to deliver tailored offers and promotions that are more likely to resonate with customers. This can lead to higher engagement rates, increased conversions, and improved customer loyalty.

However, mobile marketing also presents some challenges that businesses must overcome to succeed. One of the biggest challenges is the need to create mobile-friendly content that is optimized for smaller screens and slower internet connections (Susilo et al., 2020). This can require significant investment in design, development, and testing, and may require businesses to rethink their existing marketing strategies. This makes Sinarmas needs to be counted in more study about their own digital marketing because digital marketing has dynamic flow for their mobile marketing operation (Azemi et al., 2022; Tong et al., 2020).

The purpose of this research is to dig more about digital marketing specialized in property selling. Property selling is part of Old Money politics and also stored riches in today's digital age. Due to some ministers like Erick Tohir and Sri Mulyani believes that youngsters are in crisis for purchasing a house with minimum wage, the research analysis on property specified like Sinarmas is important in order to revise the law both its fundamental and practices. The benefit of this research is to open a path to the future to solve about youngster's land and housing crisis. By presenting more research about property's digital marketing analysis, the data can be a comparison to make a weight for certain decision in society.

LITERATURE REVIEW

➤ **Sinarmas Historical Profile**

Sinarmas Land is a leading property developer in Indonesia. Founded in 1988, it is part of the Sinarmas Group, a large conglomerate with interests in several sectors including banking, agriculture, and telecommunications. Sinarmas Land's portfolio includes residential, commercial, and industrial properties, as well as hotels and resorts. The company has a strong reputation for delivering high-quality developments that are sustainable and environmentally friendly.

Residential Properties:

Sinarmas Land's residential properties are designed to cater to a range of needs, from high-end luxury homes to more affordable apartments. The company's flagship residential development is BSD City, a 6,000-hectare township in Tangerang, just outside Jakarta. BSD City offers a range of properties including landed houses, apartments, and townhouses. Other notable residential developments by Sinarmas Land include the Nava Park in BSD City, which offers premium apartments with resort-style amenities, and Sky House BSD+ in Serpong, which offers affordable apartments with modern design and facilities.

Commercial Properties:

Sinarmas Land's commercial properties include office buildings, shopping malls, and retail spaces. The company has a strong track record of developing mixed-use properties that combine residential and commercial elements. For example, the Alam Sutera Town Center in Tangerang is a 300-hectare development that includes a shopping mall, office buildings, and residential properties. Other notable commercial developments by Sinarmas Land include the Bumi Serpong Damai (BSD) Commercial Park, which offers modern office spaces, and the Serpong Midtown, a mixed-use development with retail spaces and apartments.

Industrial Properties:

Sinarmas Land's industrial properties cater to businesses looking for industrial or warehousing space. The company's flagship industrial development is the Bintaro Jaya Industrial Estate (BJIE) in Tangerang, which offers ready-built factories and warehouses. BJIE is strategically located near Jakarta and the Soekarno-Hatta International Airport, making it an ideal location for businesses that need easy access to transportation and logistics infrastructure. Other notable industrial developments by Sinarmas Land include the Karawang International Industrial City (KIIC) in Karawang, West Java, and the Tanjung Uncang Industrial Park in Batam, a free trade zone in the Riau Islands province.

Hotels and Resorts:

Sinarmas Land's hotels and resorts are located in some of Indonesia's most beautiful locations, including Bali, Lombok, and Bintan. The company's flagship hotel is the Ayana Resort and Spa Bali, a luxury resort that has won numerous awards for its design and amenities. Other notable hotels and resorts by Sinarmas Land include the Rimba Jimbaran Bali, a five-star resort located in Bali's Jimbaran Bay, and the Novotel Lombok Resort and Villas, a beachfront resort on the island of Lombok.

Sustainability and Environmental Responsibility:

Sinarmas Land is committed to sustainability and environmental responsibility, and the company has implemented several initiatives to reduce its environmental impact. For example, the company has developed a green building certification system called the SinarMas Land Green Design and Construction (SDC) Standard, which aims to promote sustainable building practices. The company has also implemented a waste management system that includes recycling and composting, and it has developed a water management system that reduces water consumption and minimizes wastewater.

Conclusion:

Sinarmas Land is a leading property developer in Indonesia with a strong portfolio of residential, commercial, industrial, and hospitality properties. The company is committed to sustainability and environmental responsibility, and it has implemented several initiatives to reduce its environmental impact. With a strong track record of delivering high-quality developments, Sinarmas Land is well-positioned to continue its growth and success in the Indonesian property market.

➤ **Property as Investment**

Housing property is a popular investment instrument that offers a range of benefits to investors. It is an asset that can provide steady income and potential capital appreciation over time. In this article, we will explore the advantages and disadvantages of investing in housing property, the different types of properties available for investment, and some important considerations when investing in this asset class (Yusoff & Tan, 2020).

Advantages of investing in housing property

One of the primary advantages of investing in housing property is the potential for long-term capital appreciation. Over time, housing property values tend to increase, especially in high-demand areas. This means that investors can benefit from capital gains when they sell the property, potentially earning a significant return on their investment (Bolomope et al., 2021; Wu & Ma, 2022).

In addition, housing property can also provide a steady income stream in the form of rental income. Rental income can be used to cover expenses such as mortgage payments, property taxes, and maintenance costs, while also providing a profit for the investor. This can make housing property an attractive option for investors who are looking for a stable, long-term investment that can generate passive income. Another advantage of investing in housing property is that it is

a tangible asset that can be easily understood and valued. Unlike stocks or bonds, which can be difficult to understand and value, housing property is a physical asset that can be easily inspected and assessed for its value (Li et al., 2021; Taufik & Febrianto, 2022).

Disadvantages of investing in housing property

While there are many advantages to investing in housing property, there are also some potential drawbacks that investors should be aware of. One of the main disadvantages of housing property as an investment is that it requires a significant upfront investment. Purchasing a property can be expensive, and investors may need to take out a mortgage or other form of financing in order to make the purchase.

In addition, housing property can be a relatively illiquid investment, meaning that it may be difficult to sell the property quickly if needed. This can be especially problematic in a downturn or recession, when property values may decline, and it may be difficult to find a buyer. Another potential disadvantage of investing in housing property is that it requires ongoing maintenance and management. Investors will need to ensure that the property is well-maintained and up to code and will need to deal with any issues that arise, such as repairs or tenant complaints. This can be time-consuming and costly and may require hiring a property management company to handle these tasks.

Types of properties available for investment

There are many different types of housing properties that are available for investment, each with their own advantages and disadvantages. Some common types of properties include:

Single-family homes: These are standalone homes that are typically owned and occupied by a single family. Single-family homes can be a good option for investors who are looking for a property that is easy to manage and can generate stable rental income.

Multi-family homes: Multi-family homes are properties that contain multiple units, such as duplexes, triplexes, and apartment buildings. These properties can provide a higher potential for rental income but may require more maintenance and management than single-family homes.

Vacation homes: Vacation homes are properties that are typically used as a second home or rental property for vacationers. While these properties can provide a steady income stream, they may be more difficult to manage and maintain than other types of properties.

Important considerations when investing in housing property.

When investing in housing property, there are several important considerations that investors should keep in mind. These include:

Location: The location of the property can have a significant impact on its value and rental income potential. Investors should look for properties in areas with high demand and good potential for appreciation.

Financing: Investors should carefully consider their financing options when purchasing a property, including the down payment, interest rates, and loan terms (Jakti & Pracoyo, 2020; Rahmawani & Syahrial, 2021).

Management: Investors will need to decide whether to manage the property themselves or hire a property management company.

Investing in housing property can be a popular way to build wealth and secure financial stability (Ghorbani et al., 2022; Wong et al., 2022). However, like any investment, it comes with both potential benefits and drawbacks. Here are some of the cons of using housing property as an investment:

1. **Market volatility:** The housing market can be volatile and unpredictable. Factors such as economic conditions, interest rates, and government policies can affect the value of your property, potentially resulting in a loss on your investment.
2. **High costs:** Investing in housing property requires a significant amount of capital upfront, including down payments, closing costs, and ongoing maintenance and repair expenses. These costs can quickly add up and reduce your overall return on investment.
3. **Illiquidity:** Real estate is generally considered an illiquid asset, meaning that it can be difficult to sell quickly if you need to access your funds. This can be especially problematic if you need to liquidate your assets during a down market.
4. **Rental property risks:** If you plan to invest in rental properties, there are additional risks to consider, such as tenants who don't pay rent on time, damage to the property, and legal issues with eviction proceedings.
5. **Time and effort:** Owning and managing a rental property can be a time-consuming and labour-intensive endeavour, requiring significant effort to find and manage tenants, handle maintenance and repairs, and deal with legal and financial issues.
6. **Limited diversification:** Investing heavily in housing property can limit your overall portfolio diversification, potentially leaving you vulnerable to market fluctuations and other risks.

In summary, investing in housing property can offer significant potential benefits, but it's important to carefully consider the potential drawbacks before making a large investment (Febriaty, 2017; Tani et al., 2022). Understanding the risks involved can help you make a more informed decision and minimize your overall investment risk.

METHODS

Since it is about Sinarmas and their digital marketing in social media, analysis method suited for this topic is content analysis by Krippendorff. Krippendorff content analysis is a research methodology used to analyse text and other forms of communication in order to identify patterns and themes. It was developed by Professor Klaus Krippendorff in the 1980s as a way to improve the reliability and validity of content analysis, which had previously been criticized for its subjective and arbitrary nature (Susilo et al., 2019).

At its core, Krippendorff content analysis involves systematically coding the content of communication in order to identify specific themes or patterns. The methodology emphasizes the importance of inter-coder reliability, meaning that multiple researchers must independently code the same content and achieve consistent results. This helps to reduce the potential for bias and increase the validity of the analysis. One key aspect of Krippendorff content analysis is its focus on the context and meaning of communication. Rather than simply counting the frequency of certain words or phrases, Krippendorff content analysis seeks to understand the underlying messages and themes being conveyed. This requires a deep understanding of the content being analysed and the cultural, social, and historical context in which it was produced.

Krippendorff content analysis has been used in a wide range of fields, including media studies, psychology, sociology, and political science. It has been used to analyse a variety of communication forms, including written texts, audio recordings, and visual media. Despite its strengths, Krippendorff content analysis has been criticized for being time-consuming and requiring a high level of expertise. Additionally, the methodology can be difficult to apply consistently across different types of communication and contexts (Susilo & Putranto, 2021).

Overall, Krippendorff content analysis is a valuable tool for researchers seeking to understand the content and meaning of communication. Its emphasis on inter-coder reliability and contextual understanding helps to increase the validity and reliability of research findings.


➤ Analysis Sample and Technique

The Author will take sample from @Sinarmas_Land Instagram account. That account is company's main account operated by official social media staff. The sampling will be a post that relates to property as investment. The sample will be listed in simple table with content, caption, and description, then analysing the data with proper fundamental of Krippendorff's content analysis.

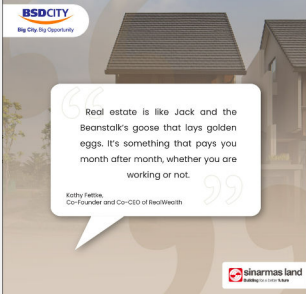
RESULT AND DISCUSSION

Content	Caption	Description

	<p>Mau invest buat si kecil, tapi bingung investasi apa yang cocok untuk masa depan Anak? Yukkk simak penjelasan berikut ini supaya kamu gak salah pilih!</p> <p>Kalau kamu lebih pilih mana untuk investasi si kecil di masa depan?</p> <p>#SinarMasLand #BuildingForABetterFuture #Investasi</p>	<p>The post talks about housing system as investment.</p>
	<p>Cozmohouse at Myza is a modern residence located in the BSD City area suitable for millennials! By carrying the concept of new normal and family focus living. This residence has optional Attic Room that can be used as a room or other room.</p> <p>Let's get the unit now, start from 1,6M!</p> <p>#SinarMasLand #BuildingForABetterFuture #Cozmohouse</p>	<p>The post is about designing house and price for Millenial with suggesting that it's modern residence.</p>
	<p>Verified 3 Keuntungan Investasi Kavling ala Tung Desem Waringin @tungdesemwaringin.tdw yaitu untuk mendapatkan Active Income, Passive Income, dan Capital Gain. Atau anda juga dapat membeli Kavling di daerah</p>	

	<p>residential untuk membangun hunian impian anda di BSD City!</p> <p>Jangan lewatkan promo menarik dari program *SMART MOVE* :</p> <ul style="list-style-type: none"> ✓ Hard Cash DP 20% (Discount 22.5%) ✓ KPT Express DP 15% (Subsidi DP12.5%, Subsidi Bunga 7.5%) ✓ Installment 12x (Discount 15%) ✓ DP DIBAYARIN & save up to 253 Juta! ✓ Cicilan KPR tetap mulai dari 9,2 Juta! <p>*Syarat dan ketentuan berlaku</p> <p>#BSDCity #BigCityBigOpportunity #BuildingForABetterFuture</p>	
	<p>Verified</p> <p>Sekarang sudah tahu kan, kunci dari suksesnya Tung Desem Waringin @tungdesemwaringin.tdw Yap benar sekali, Investasi Properti kuncinya!</p> <p>Exclusive di BSD City, Latinos Business District ! SoHo sekaligus Hunian nyaman dengan tema Co-Living, yang dapat digunakan sebagai rumah, tempat bekerja, hingga berbisnis.</p>	<p>Another post containing campaign that property is investment.</p>

	<p>Berlokasi di daerah yang sudah hidup, sangat dekat dengan Stasiun Rawa Buntu, Exit tol Jor, Sekolah, Aeon Mall, RS Eka Hospital, dan banyak lagi. Menjadikan hunian ini sangat cocok untuk dijadikan investasi.</p> <p>Dapatkan unit anda sekarang juga, dengan promo menarik dari *Smart Move*</p> <p> <input checked="" type="checkbox"/> Hard Cash : Discount 10%* + Cashbak 6.5%* <input checked="" type="checkbox"/> KPR Express dp 10% : Subsidi DP 10%* + Subsidi Bunga 4.5%* + Free KPR Fee 2.5%* <input checked="" type="checkbox"/> Installment 12x : Discount 5%* + Cashback 6.5%* <input checked="" type="checkbox"/> DP Dibayarin & Cashback Hingga 125 Juta <input checked="" type="checkbox"/> Cicilan KPR tetap mulai dari 9,6 Jutaan! </p> <p>Jangan sampai kehabisan, Take Actions Now !</p> <p>*Syarat dan ketentuan berlaku</p> <p> #SinarMasLand #BuildingForABetterFuture #BSDCity #BigCityBigOpportunity #LatinosBusinessDistrict </p>	
	<p>"Real estate is like Jack and the Beanstalk's goose that lays golden eggs. It's</p>	

	<p>something that pays you month after month, whether you are working or not" - Kathy Fettke</p> <p>#SinarmasLand #BuildingForABetterFuture #Quotes</p>	
---	---	--

Based on the data above, Sinarmas Land Instagram account had a bold marketing for suggesting that Property is investment. Data 1, 3, 4, 5 speaks in same narration that industry of property to them has main idea that property is investment. Despite that, they also present contradictory post that they're also building housing system for Millenials called modern residence for millennials. As we know, Sinarmas put it on their official website that they're supporting sustainability as a corporation and claim to be doing their corporate responsibilities. However, Sustainability means preserving the planet and green environment, which is part of the charitable kind of work; unfortunately, it doesn't work with supporting house for millennials.

➤ **Property as Investment in Practice**

Property as investment contradicts their sustainability goal because Property as investment is the one that brings threat to Millenials housing. Erick Tohir stated that 81 million Millennials doesn't have houses in the future, which most people are concerned about is because the boomers purchased all cheap and affordable property to be reselled at a higher price or even at an expensive price. This phenomenon in property business has been going on for years and seen as threat to millennial in the future. Thus, claiming to be part of sustainability while practicing anomaly of housing system as investment is a fraud. Corporate sustainability is having responsibility to preserve environment and causing no damage to the native land. Engraving threat to the people around the industry counts as breaking the sustainability consistency (Brodowicz, 2017; Onuoha et al., 2018).

What is the pov of property as investment to the world? Investing in property has long been a popular way for individuals to build wealth over the long term. However, the idea of property as an investment has not been without controversy. There are several arguments both for and against property as an investment, and this controversy has been ongoing for many years.

One of the main arguments in favour of property investment is that it has the potential to generate significant returns. Historically, property values have tended to increase over time, and in some cases, property investors have been able to achieve substantial capital gains. Additionally, property investment can generate rental income, which can provide investors with a steady stream of cash flow (Hsu & Wu, 2019).

However, there are also several arguments against property investment. One of the main criticisms is that it can be a highly illiquid investment. Unlike stocks or other financial assets, property can take a long time to buy or sell, and the transaction costs can be significant. This can make it difficult for investors to access their capital when they need it.

Another criticism of property investment is that it can be highly dependent on market conditions. If property values decline, investors may be unable to sell their properties for a profit, and they may also experience difficulty generating rental income. Additionally, property investments can be subject to other risks, such as tenant defaults, property damage, or changes in local laws and regulations. And most importantly, property investment becomes the main problem that Millennials with minimum living wage cannot afford the house despite Indonesia's bold working motto with *sandang, pangan, and papan*, the *papan* part is the failed part of both working system and corporate responsibility.

Another issue that can arise with property investment is the potential for overleveraging. Many property investors use debt to finance their purchases, and while this can increase potential returns, it can also increase risk. If property values decline, investors may find themselves unable to meet their debt obligations, which can lead to foreclosure or other financial difficulties.

In addition to these risks, there is also concern that property investment can exacerbate wealth inequality. Property values tend to be higher in wealthier areas, which means that individuals who already have significant financial resources may be able to generate higher returns from property investment than those who do not. This can lead to a concentration of wealth in the hands of a small number of investors.

Despite these concerns, property investment remains a popular way for individuals to build wealth. Many investors are attracted to the potential for long-term capital gains and rental income, and property investment can provide diversification benefits for investors with portfolios that are heavily weighted toward financial assets. However, it is important for investors to be aware of the risks associated with property investment and to carefully consider their investment goals and risk tolerance before making any investment decisions.

➤ **The Marketing Model**



The marketing model of Sinarmas Land is having a bold marketing of housing system as investment. They build an image in their content as if their connection is big in the business circle in order to make the audience trust them as proper agent to practice housing system as investment. The big suggestion revolved around investment is none other than profit centered goal While profit is every company's right to achieve it, gaining profit while contradicting their corporate responsibility is just artificial profit not according to real economic trade and value.

CONCLUSION

The conclusion from this research is that even big accounts from big corporations are still practicing old money tricks which aren't relevant to today's needs and what youngsters need. The old money concept is monopolizing property and land and making it unaffordable for ordinary people. The ironic part is that Sinarmas put themselves in sustainability part but the way they practice digital marketing in their social media account is different from the goal of sustainability. One needs to be able to make the land and the natives prosper as an effort to preserve the earth or planet, not by exploiting property purchase.

The author suggests for this research to find more similar analysis with different accounts or different corporations. It is good to keep observing the company in an academic manner and write down the solution based on their research. The data is needed to fix the unbalance system between people's paycheck, purchasing house, and the market value.

REFERENCES

- Azemi, Y., Ozuem, W., Wiid, R., & Hobson, A. (2022). Luxury fashion brand customers' perceptions of mobile marketing: Evidence of multiple communications and marketing channels. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2022.102944>
- Batara, H., & Susilo, D. (2022). The Effect of Rebranding Lays to Customer Loyalty with Brand Image as A Mediation Variable. *LONTAR: Jurnal Ilmu Komunikasi*, 10(2), 113–125.
- Bolomope, M., Amidu, A. R., Filippova, O., & Levy, D. (2021). Property investment decision-making behaviour amidst market disruptions: an institutional perspective. In *Property Management* (Vol. 39, Issue 1). <https://doi.org/10.1108/PM-06-2020-0042>
- Brodowicz, D. P. (2017). Socially Responsible Property Investment in Cities-Between Economic Reasoning and Social Obligations. *Real Estate Management and Valuation*, 25(2). <https://doi.org/10.1515/remav-2017-0011>
- Ernayani, R., Daengs GS, A., Tarigan, N. P., Lestari, W., & Timotius, E. (2021). Kajian fenomenologi pemasaran digital agen properti melalui medium instagram. *Jurnal Komunikasi Profesional*, 5(3). <https://doi.org/10.25139/jkp.v5i3.3804>
- Ernayani, R., Daengs Gs, A., Tarigan, N. P., Lestari, W., & Timotius, E. (2021). Kajian fenomenologi pemasaran digital agen properti melalui medium instagram English Title: Digital Marketing Phenomenology Studies of Property Agents via Instagram. *Jurnal Komunikasi Profesional*, 5(3).
- Febriaty, H. (2017). Pengaruh Suku Bunga Kredit Properti dan Inflasi terhadap NPL Sektor Properti di Indonesia.pdf. *Kajian Ekonomi Dan Kebijakan Publik*, 2(2).
- Ghorbani, Z., Kargaran, S., Saberi, A., Haghighinasab, M., Jamali, S. M., & Ale Ebrahim, N. (2022). Trends and patterns in digital marketing research: bibliometric analysis. *Journal of Marketing Analytics*, 10(2). <https://doi.org/10.1057/s41270-021-00116-9>
- Hsu, A. W. hsin, & Wu, G. S. H. (2019). The fair value of investment property and stock price crash risk. *Asia-Pacific Journal of Accounting and Economics*, 26(1–2). <https://doi.org/10.1080/16081625.2019.1545895>
- Jakti, E. P., & Pracoyo, A. (2020). Analisis Kinerja Keuangan Pada PT Ciputra Development Tbk dan Sinarmas Land Tbk Pada Periode 2012 – 2017. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 5(1). <https://doi.org/10.35384/jemp.v5i1.169>
- Li, N., Haviv, A., & Lovett, M. (2021). Digital Marketing and Intellectual Property Rights: Leveraging Events and Influencers. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3884038>
- Onuoha, I. J., Aliagha, G. U., & Rahman, M. S. A. (2018). Modelling the effects of green building incentives and green building skills on supply factors affecting green commercial property investment. In *Renewable and Sustainable Energy Reviews* (Vol. 90). <https://doi.org/10.1016/j.rser.2018.04.012>
- Pandiangan, P., & Oka Martini, I. A. (2020). Strategy, Digital Marketing, Property Agent, New Normal. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi (JMBI UNSRAT)*, 7(3).
- Rahmawani, R., & Syahrial, H. (2021). Pengaruh Motivasi Kerja dan Kepuasan Kerja terhadap Kinerja Karyawan Perusahaan Terbatas Sinarmas Medan Sumatera Utara. *Jurnal Ilmiah Manajemen Dan Bisnis (JMBI)*, 2(1). <https://doi.org/10.31289/jimbi.v2i1.462>
- Setyawati, R., Suhartono, S., & Asmoro, P. N. (2022). ANALISIS PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DALAM MEMILIH REAL PROPERTY MELALUI DIGITAL MARKETING SEBAGAI VARIABEL INTERVENING DI YOGYAKARTA. *Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen*, 9(1). <https://doi.org/10.32477/jrm.v9i1.402>
- Susilo, D., Christantyawati, N., Joko Prasetyo, I., & Rodrick Juraman, S. (2019). Content analysis of LINE application user: intersecting technology and social needed. *Journal of Physics: Conference Series*, 1175, 012224. <https://doi.org/10.1088/1742-6596/1175/1/012224>

- Susilo, D., Indrasari, M., Harliantara, Iristian, J., & Yunus, E. (2020). Managing uncertainty during disaster: Case on typhoon hagibis japan. *IOP Conference Series: Earth and Environmental Science*. <https://doi.org/10.1088/1755-1315/519/1/012015>
- Susilo, D., & Putranto, T. D. (2021). Content analysis of instagram posts related to the performance of the national search and rescue agency in early 2021. *Jurnal Komunikasi Profesional*, 5(1). <https://doi.org/10.25139/jkp.v5i1.3463>
- Tani, J. P. S., Soewignyo, F., & Ambalao, S. S. (2022). Pengaruh Struktur Kepemilikan terhadap Nilai Perusahaan pada Perusahaan Property dan Real Estate. *LITERATUS*, 4(3). <https://doi.org/10.37010/lit.v4i3.1046>
- Taufik, R. F. A. N., & Febrianto, H. G. (2022). PROPERTY PRODUCT PURCHASE DECISION ANALYSIS WITH DIGITAL MARKETING AND BRAND TRUST APPROACH. *Digital Business Journal*, 1(1). <https://doi.org/10.31000/digibis.v1i1.6600>
- Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1). <https://doi.org/10.1007/s11747-019-00693-3>
- Wong, L. W., Tan, G. W. H., Hew, J. J., Ooi, K. B., & Leong, L. Y. (2022). Mobile social media marketing: a new marketing channel among digital natives in higher education? *Journal of Marketing for Higher Education*, 32(1). <https://doi.org/10.1080/08841241.2020.1834486>
- Wu, C. L., & Ma, N. K. (2022). The impact of customised mobile marketing on passenger shopping behaviour in the airport terminal. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2022.102941>
- Yunita, & Amri Dunan. (2021). Property Business Digital Marketing Communication Strategy during the Covid-19 Pandemic at Kartika Residence. *International Journal of Science, Technology & Management*, 2(5). <https://doi.org/10.46729/ijstm.v2i5.324>
- Yusoff, wan zahari wan, & Tan, jia ying. (2020). A Review On Digital Marketing Adopted In Real Estate Industry. *Journal of Critical Reviews*, 7(14).