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Integrated Marketing Communication Activities of PT. Prima Inti Nusa in Building a Positive Corporate Image

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ABSTRACT

This study aims to analyze and evaluate the integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive corporate image, as well as to analyze and evaluate the supporting and inhibiting factors in building its positive image. The theory used in this research is Marketing Communication Theory. The research method used is qualitative research with constructivism as its core paradigm. The number of informants in this study, reaching data saturation, is nine people divided into two categories: four key informants and five triangulation informants. Data collection in this study is conducted through interviews and nonparticipant observations. The results show that to build a positive image manifested through word of mouth, PT. Prima Inti Nusa uses a mix of sales promotion and personal selling. Supporting factors include the positive attitude of the marketing team and a mindset of not being easily satisfied, while inhibiting factors include the negative attitude of the marketing team, a mindset of being easily satisfied, and negative issues spread by competitors

INTRODUCTION

PT Prima Inti Nusa is a company engaged in housing or commonly referred to as a land-developing company. This company has been established since 2011 and has an excellent track record in the field of subsidized housing. The company has built and sold 1,200 housing units spread across six points in North Sumatra Province from the year of its establishment until December 2023. If taken on average, the company is able to sell 100 units of houses every year.

Based on information researchers obtained from PT Prima Inti Nusa, the number of houses that can be built by FLPP housing developers this year is strongly influenced by the value given by housing assessors in the previous year. One of the variables that is very decisive in giving value by this housing assessor is the number of houses that can be sold by this company. If the developer received a good score in the previous year, then the developer is allowed to build more houses when compared to a score that is below good. Based on the average number of houses built by PT Prima Inti Nusa, then according to information obtained from this company, PT Prima Inti Nusa always gets a good assessment from the assessor.

Unlike commercial houses, FLPP houses are in a red ocean market. According to Kim and Mouborgne in Narullia et al. (2021), red ocean is a bloody market condition. In this type of market, competitors compete for the target market and it can be said that if a product owner manages to survive in this market condition, then they deserve to be appreciated.

One of the variables that is a determining factor in the success of a product in a market is the positive image of the product owner, according to Harefa et al in Selia et al (2023). Through the two statements above, a successful product in the market and a positive image, the researcher sees that PT Prima Inti Nusa has a strategy that is implemented in integrated marketing communication activities, in which case these activities are able to form a positive image of the company so that the value obtained by this company remains good and is

allowed to build a good number of houses every year.

Integrated marketing communication activities are an application of a communication strategy that has been designed by policy makers for a product and has gone through a process of integrating various promotional activities, according to Levitt in Prasetyo (2016). Marketing communication strategy is the formulation of a plan carried out by a company using the company's resources in placing the company's products or services in the market and directing these products or services to certain consumer groups so as to obtain profit or profit, according to Hermawan (2012). Based on what Hermawan said, communication strategies are really needed by companies in marketing their products, so that these companies can make a profit. In other words, without a marketing communication strategy, the company's chances of making a profit can be said to be smaller than if the company uses a marketing communication strategy.

Housing is a word that is usually defined as a place that contains a group of houses that can be occupied through buying or renting. The purchase process itself can also be divided according to the payment method. The first is through a cash purchase. In this case, the buyer buys the house by paying for the house in full. The second way is through credit to the bank. The bank will pay for the house to the housing developer and the buyer will pay in installments to the bank the amount agreed upon by the buyer and the bank.

Housing itself is generally divided into two groups, namely subsidized housing and commercial housing. Subsidized housing is a policy product carried out by the government in helping low-income people to own a house. The government through cooperation between the PUPR (Public Works and Housing) ministry and a number of banks helps developers to establish affordable housing for low-income people. Commercial housing itself is a product of developers who develop land using capital that is cultivated by the developer himself and usually housing products

have a selling value that tends to be greater when compared to the selling value of houses in subsidized housing.

In the process of determining which house in which location to buy, of course, you have to go through a series of processes. Understanding the location or position of a house in an area is the first step in determining whether the house is suitable for purchase or not. The location or position of the house is very essential in a series of determination processes. Access from major roads, access to hospitals, schools, markets, and other crucial places are among the variables that must be considered.

Building size, land area, building design and strategic location that tends to be closer to the city center are the main variables of the selling value of commercial houses. The size that tends to be larger plus the building design that tends to be more luxurious makes commercial houses have a special charm that can attract people with middle to upper economic capabilities. The city center can be identified with the center of civilization, where people pass through in carrying out their daily activities. A house that is spacious and has a luxurious design coupled with a fairly short travel time from the city center is the dream of someone who has excess funds.

Both subsidized houses and commercial houses have their own charms. As discussed above, in addition to attractiveness, of course, they also have their own market segments. Although the segments are already divided, it still takes various ways to attract potential buyers to prefer certain developer products.

North Sumatra Province is a province in Indonesia that has Medan as its capital city. Medan itself is the third largest city in Indonesia after Jakarta and Surabaya. The large capital city and with the third largest area on the island of Sumatra, makes North Sumatra province the right place for land developers to develop their land. There are 445 developers spread across two developer associations namely REI (Real Estate Indonesia) and Aspersi (Association of Housing and Settlement Developers throughout Indonesia), of which ninety percent are

subsidized housing developers, according to data obtained from REI and Aspersi.

Based on data from the Central Bureau of Statistics, the population of Medan city aged 18-24 years is around 230 thousand people. When viewed from 2020 to 2023, the number is relatively stable each year. The age group is divided into two, 18 to 19 years old for those who have just completed their secondary education and 22 to 24 years old for those who have completed their higher education. People in their respective age groups will usually look for work and start living as adults. As they begin to live as adults, they will begin to look for their own place to live and subsidized housing is the answer to their needs, and when viewed from another perspective, the subsidized housing market is clearly up for grabs.

According to the website indonesia.go.id, President Joko Widodo has a vision of one million houses for Indonesia. It is also noted that in 2021, the realization of this program has reached eleven million units throughout Indonesia. The ratio between subsidized houses intended for MBR (Low Income Communities) and non-subsidized houses is 3: 1, quoted from the indonesia.go.id website. One of the developers involved in becoming an extension of the government to realize this one million house program is PT Prima Inti Nusa. The success that has been widely discussed above is the background of this research which aims to analyze and evaluate the integrated marketing communication activities carried out by this company.

METHODS

The research paradigm is a framework used by a person or researcher to see and understand a reality or fact about problems related to certain sciences. It can also be defined as a set of concepts that are logically interconnected and materialized in a framework of thought that is used to understand, interpret and explain the reality and problems at hand.

The Constructivist Paradigm

views social science as a systematic analysis through direct and detailed observation of social subjects as they behave, act and manage their social world, according to Hidayat (2003). According to Littlejohn (2016), subjectivity in interpreting something based on one's ability to think and understand a phenomenon is the definition of the constructivist paradigm. Drawing conclusions from a phenomenon that is highly dependent on experience followed by meaning by the community is the definition of the constructivist paradigm, according to Denzin & Lincoln (2018).

In this study, researchers will use qualitative research methods elaborated through a descriptive approach. The qualitative method itself is a method that tends to be new when compared to quantitative methods that have previously been widely used. This method itself according to Sugiyono (2022) is more artistic because of the lack of patterns and the emphasis on the subjectivity of researchers in interpreting the results of their research. Furthermore, Sugiyono also describes qualitative research methods as naturalistic research methods because this research occurs in a natural condition.

The aspects of study in this research consist of two aspects, namely:

1. Integrated marketing communication activities of PT Prima Inti Nusa in building a positive image of the company.
2. Factors that become obstacles and supporters in building a positive image of the company.

These two aspects will be the focus of researchers in the process of fact construction in this study.

The location of this research entitled Integrated Marketing Communication Activities of PT Prima Inti Nusa in Building a Positive Image will be carried out at the PT Prima Inti Nusa Office in Medan City. The company was established in 2011 and has successfully built and sold 1200 housing units spread across six points in North Sumatra Province until December 2023. GMS or General Meeting of Shareholders is the highest power holder, which means that every decision that comes from this meeting is absolute for this company. The Board of Chairman is a collection of people who run the company and its position is above the board of directors. The Board of Director

is the board of directors whose job is to translate the instructions of the chairman and provide direction to the people under him to be further translated to the lower units. The manager position is a position that is under the board of directors and is tasked with managing the units under each, so that the instructions that have been given can be carried out properly and the objectives of this company can be achieved.

Research Subjects

According to Suharsimi Arikunto (2019), research subjects are sources of information that are limited by research variables and problems in research. This study uses purposive techniques in determining research subjects, where according to Sugiyono (2022) purposive techniques are used when the researcher already has confidence that the selected subject will be able to provide the information needed.

The research subjects in this study are:

1. Mr. Join Mars Ginting as Marketing Director
2. Mr. Vijai Eryandi Ginting as Marketing Section Manager. The manager is at the middle level between the director and the marketing unit.
3. Ms. Merry Lestari Zai and Ms. Ilda Syaputri as Marketing of PT Prima Inti Nusa.

Marketing is the implementing unit in this company.

In this study, researchers will use the following techniques in an effort to obtain accurate data

1. Structured Method

In this study, researchers will use structured interview techniques as the main tool for obtaining data.

2. Non-Participant Observation

The use of observation techniques is a complement to the information received through the interview process. Spradley in Murdiyanto (2020) says non-participant observation is an observation technique that does not require researchers to be directly involved with what they are researching.

Data Validity Techniques

Triangulation is a method that researchers use in testing the validity of data. The technique that researchers use is source triangulation. Researchers triangulate sources by further exploring data such as archives, books, documents, observation results and interview results with triangulation informants.

In this study there are three groups of triangulation informants, the following explanation:

1. Home buyers of PT Prima Inti Nusa products
2. Enthusiasts of the products of PT Prima Inti Nusa
3. Experts in the field of marketing

RESULTS AND DISCUSSION

Implementation of Integrated Marketing Communication Activities by PT. Prima Inti Nusa in Building a Positive Company Image

According to Panuju (2019), marketing focus consists of the 4Ps, namely product, place or distribution, price, and promotion. Integrated marketing communication activities are activities that focus on the last aspect of the marketing focus, which is promotion. According to Kotler in Soemanagara (2016), there are eight marketing communication models commonly referred to as the promotional mix. These include Advertising, which involves promoting products through various media channels; Sales Promotion, which involves tactics aimed at attracting consumer attention; Public Relations, which involves creating a connection between the product and the consumer; Personal Selling, which involves direct selling by the product owner to increase the likelihood of purchase; Direct Selling, which involves selling directly through media while allowing potential consumers to immediately respond or ask questions about the product; Events, which are organized to raise awareness among potential consumers about a product; Exhibitions, which involve showcasing a product at events attended by many people; and Word of Mouth, which involves generating buzz about a product.

PT. Prima Inti Nusa has been operating for approximately thirteen years and has successfully competed and remained existent in what is considered a red ocean market. Interviews conducted by the author with the marketing department of PT. Prima Inti Nusa and triangulation informants revealed several key points. First, how PT. Prima Inti Nusa markets its products with the aim of ensuring that the products are purchased by individuals who are the direct targets of its

marketing activities. Second, how PT. Prima Inti Nusa has indirectly succeeded in creating a positive image, thereby triggering marketing activities that lead people to purchase the company's products without being directly targeted by its marketing efforts. Third, how the awareness of the company's marketing or sales team in their marketing activities leads the company's target market to view the company positively and not hesitate to recommend its products to others.

Broadly speaking, PT. Prima Inti Nusa utilizes all types of promotional mixes available to market its products. However, in line with the objectives of this study, the author highlights several aspects used in enhancing the company's positive image. Based on the author's findings, personal selling and sales promotion are the most dominant factors in shaping the company's positive image. This conclusion is drawn from the triangulation informants who stated that they were interested in PT. Prima Inti Nusa's products through recommendations from their relatives. Recommendations or feedback from others can be categorized as word of mouth. Therefore, it can be concluded that personal selling and sales promotion significantly contribute to word-of-mouth activities. Without the positive image of this company, which is partly a result of public assessment of the quality of its products, the likelihood of word-of-mouth activities occurring would decrease.

As an evaluation, the author concludes that marketing awareness towards oneself, which includes how one behaves when promoting their product and continues to assist customers even after agreeing to a written agreement to purchase the offered product, significantly contributes to creating a positive image of this company. As discussed in the previous paragraph, the impact of personal selling and sales promotion on the occurrence of word of mouth is seemingly affirmed through the argument of marketing awareness towards oneself.

Sernovitz in Firmansyah (2020) states that one of the three things that trigger word of mouth is gaining trust and respect from consumers. In other words, when consumers have trust and respect for a

product, they will not hesitate to recommend or provide testimonials about the product to others. Sernovitz's statement reinforces the evaluation results the author has stated.

Segmentation, targeting, and positioning conducted by PT. Prima Inti Nusa also play a significant role in the integrated marketing communication activities undertaken by this company. Through segmentation, this company divides the market into two categories: upper-middle and lower-middle. Through the targeting stage, this company chooses to direct its product marketing to the lower-middle market segment. Through positioning, PT. Prima Inti Nusa provides added value to the products it offers in its company policies. Wider roads compared to other subsidized housing products, parks and places of worship as public facilities, and a relatively short distance to the city center compared to competitor's subsidized housing products.

According to Silalahi (2022), positioning is a stage to create a strong impression in the minds of potential consumers. As mentioned in the previous paragraph, PT. Prima Inti Nusa conducts positioning by presenting tangible evidence that can be witnessed by its potential consumers and not just a series of messages aimed at persuading those potential consumers. With this tangible evidence, after potential consumers decide to become actual consumers and experience the various positive aspects of PT. Prima Inti Nusa's products, these consumers will happily and unprompted recommend PT. Prima Inti Nusa's products to others, in other words, triggering word of mouth.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared with the study titled "The Role of Public Relations in Enhancing the Positive Image of Hotel Santika Premiere Dyandra Medan" by Maria Ulfa Batubara and Domitila Zebua in 2021, certainly have differences and similarities. The immediate similarity is the emphasis on a positive image in both studies. The difference the author found is in

the objects and promotional mixes used in building a positive image.

The object in this study is housing, while in the first comparative study, it is a hotel. In the first comparative study, public relations, which is one of the promotional mixes, was directly used to enhance the company's positive image. Functionally, public relations is a marketing communication activity that is most widely used and becomes the main choice in enhancing a company's positive image. In contrast, in this study, the use of sales promotion and personal selling is the spearhead of PT. Prima Inti Nusa in building a positive company image.

The use of public relations in enhancing the positive image of the company, as carried out by the object of study in the first comparative study, is divided into two parts: internal and external activities. Internal activities include good coordination between various divisions within the object of the first comparative study. External activities include maintaining good relationships with hotel customers, building relationships with government parties by sending birthday greetings to these institutions, celebrating certain holidays, organizing sports events with these institutions, and building relationships with the press so that when a press release is needed, the hotel gets priority.

When compared to the study titled "Integrated Marketing Communication Strategy for Water Tourism Objects in Ponggok Village as an Independent Tourism Village in Klaten" conducted by Muhammad Khoirul Ariza in 2017, the integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image will not reveal significant differences and similarities if viewed superficially. The similarity that can be found after delving into both studies is the use of sales promotion and personal selling, although in the second comparative study, direct selling, advertising, and public relations were also used. The clear difference here is that in the second comparative study, there is no occurrence of word of mouth. The use of the sales promotion mix in the second comparative study was limited to interactions between the sales

of Desa Ponggok and travel agents. This is certainly different from the sales promotion carried out by PT. Prima Inti Nusa, which directly sends marketing teams to the community so that personal selling can occur if possible.

In the second previous similar study, there were no indicators stating whether the integrated marketing communication activities carried out by the research object in the second similar study had a real impact or not. The use of the five promotional mixes embodied through the marketing communication activities of the research object in the second similar study seemed to have no real impact. This is very different from the use of integrated marketing communication activities by PT. Prima Inti Nusa, which only uses two promotional mixes, namely sales promotion and personal selling. The integrated marketing communication activities of PT. Prima Inti Nusa, as discussed in the previous paragraphs, have a real impact.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Integrated Marketing Communication of Make Over through Beauty Vloggers in Building Brand Image" conducted by Farras Arafiah Zahra and Salman in 2017, will show a striking similarity, namely the brand image. In the third similar study, the use of the direct selling promotional mix, realized through endorsements by a beauty vlogger, became the core of the brand's marketing communication activities. Sarah Ayu, who is a beauty vlogger, has a certain impact on society due to her popularity. The impact possessed by this beauty vlogger was utilized by the research object in the third similar study, allowing this brand to ride on the popularity of the beauty vlogger.

The image obtained by the research object in the third similar study heavily depends on the image of the beauty vlogger. This presents a risk of riding on someone else's popularity. A positive aspect that can be gained by the research object in the third similar study is the instant popularity they can

obtain from leveraging the beauty vlogger's popularity. By deeply comparing this study and the third similar previous study, several points can be observed. First, using a public figure to promote a brand can achieve instant success; in other words, the brand rides on the popularity of the promoting public figure. Second, using a public figure to promote the brand can negatively impact the brand if the public figure gains a negative image in society. When the public figure receives a negative image in society, the brand associated with that public figure also acquires a negative image. Third, the use of sales promotion and personal selling by PT. Prima Inti Nusa does not carry the risk of obtaining a negative image due to association with a particular figure.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Integrated Marketing Communication Strategy of Bandung Makuta Cake Using IMC Model Dwi Sapta" by Clarista Anjelin and Itca Istia Wahyuni in 2018, will not show striking differences and similarities. In the fourth similar study, the research object emphasized the communication strategy they conducted rather than the use of integrated promotional mixes that culminated in integrated marketing communication activities. This is evidenced by the in-depth segmentation process they carried out to determine who their actual target market was. The research object in the fourth similar study also used the positioning stage, starting from knowing who their competitors were and how their competitors' products were, so the research object in the fourth similar study could accurately position their products.

The use of promotional mixes culminating in integrated marketing communication activities by the research object in the fourth similar study includes advertising, sales promotion, events, direct selling, and word of mouth based on segmenting, targeting, and positioning. The previous paragraph discussed how the research object in the fourth similar study focused more on the marketing

communication strategy formulation stage than on the use of integrated marketing communication activities. The precise formulation of marketing communication strategies is expected to increase the efficiency of using promotional mixes in marketing the products of the research object in the fourth similar study.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Analysis of Integrated Marketing Communication Strategies in Increasing Sales and Brand Awareness" by Hazel Alberta and Lina Sinatra Wijaya in 2021, will show a significant difference, where in this study, a positive image is highlighted, while in the fifth similar study, sales and brand awareness are highlighted. PT. X Indonesia, the object of the fifth similar study, emphasizes how they can compete with food and beverage products from competitors and continue to exist in the Indonesian food and beverage market.

In the fifth previous similar study, PT. X Indonesia used all available promotional mixes, including advertising, direct marketing, sales promotion, public relations, personal selling, events combined with the use of the internet. The results of PT. X Indonesia's marketing communication strategy applied through integrated marketing communication activities have successfully increased brand awareness and product sales for PT. X Indonesia.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Orchestration Logic in the Integrated Marketing Communication Series through Lifebuoy Shared Health" by Mulyadi Catherine, Destyana Wahyu, and Nyken Ayu Phinesa in 2020, will not show striking differences and similarities. Lifebuoy Shared Health is a tagline by Unilever, the owner of the Lifebuoy brand, which campaigns the message of sharing health through their product, Lifebuoy soap. The use of public relations as a promotional mix is very evident in this sixth similar study.

Public relations, as the spearhead of the marketing communication strategy carried out by Unilever, the owner of the research object in the sixth similar study, raised the theme "5 Years for NTT" in their campaign. This theme was raised to inform the public about the need for sanitation in NTT, starting with hand washing. The importance of hand washing is based on the high mortality rate of toddlers due to diarrhea and acute respiratory infections, where germs left behind due to not washing hands properly cause these two diseases.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Analysis of Integrated Marketing Communication by PT. Laxo Global Akses in Building Brand Association" by R. Satria Setyanugraha in 2021, will find a quite interesting difference, namely that this study specifically discusses the positive image, while the seventh similar study discusses brand association. Brand association itself is the public's knowledge about a brand and what products the brand offers.

Advertising, direct marketing, personal selling, sales promotion, and word of mouth are types of promotional mixes integrated into the integrated marketing communication activities carried out by the research object in the seventh similar study. Various promotional mixes are indeed included in the integrated marketing communication activities carried out by the research object in the seventh similar study, but specifically for brand association, sales promotion is the spearhead of their communication strategy. In the seventh similar study, it is explained that the target market of the research object in the seventh similar study is not individual or household internet users. The main target of the research object in the seventh similar study is companies that need high-quality internet.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Analysis of Integrated Marketing Communication Activities of Fave Hotel Olo Padang by Novia Antika and Rah Utami Nugrahani

in 2021 during the Covid-19 Pandemic," will not find significant differences if only seen from the title. However, when the content of the eighth similar study is viewed as a whole, striking differences will be found. The Covid-19 pandemic period, characterized by reduced outdoor activities and the almost non-existence of crowds, presents its own challenges to certain business owners, especially those in the hospitality sector. Thus, the research object in the eighth similar study felt the need to formulate a marketing communication strategy to keep their business alive.

The marketing communication strategy carried out by the research object in the eighth similar study includes the use of promotional mixes such as sales promotion, public relations, direct selling, word of mouth, and personal selling. They used the sales promotion mix through a combination with the positioning stage. The research object in the eighth similar study first conducted research on competitors and then provided something beyond what their competitors offered, such as free iced tea for swimming pool users, food promotions, promotions for meeting room users, and promotions for hotel room users. They used the public relations mix through establishing relationships with the neighborhood association (RT) leaders where the hotel is located, donations of air conditioning units for those worshipping at the hotel, providing iftar packages for those in need, and distributing basic food packages for those affected by the Covid-19 pandemic. They carried out direct marketing through visits to government agencies. They used the word of mouth mix by encouraging every hotel employee to spread information about the hotel to family, friends, and anyone they considered potential customers. They carried out personal selling through unique wedding package offers for customers.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Evaluation of Integrated Marketing Communication Strategy of Kahf Brand" by January Rizcky Fadjarina in 2023, will not find

significant differences. However, when viewed as a whole, both striking differences and similarities will be found. The marketing communication strategy carried out by the Kahf Brand focuses on the promotional mix of event implementation as the main weapon and the promotional mixes of word of mouth and internet promotion as auxiliary weapons in its integrated marketing communication activities.

The research object in the ninth similar study has achieved reasonably good brand awareness in the community, but it has not yet reached the target set by the company to become the top brand in the men's body and facial care market. In terms of event promotion mix, the research object in the ninth similar study sponsors various sports events and also provides education on the importance of male body and facial care, along with distributing product samples to event participants. During these events, participants are encouraged to recommend the products to others digitally through word of mouth, utilizing influencer services perceived capable of influencing others to use the research object in the ninth similar study.

The integrated marketing communication activities carried out by PT. Prima Inti Nusa in building a positive company image, when compared to the study titled "Integrated Marketing Communication Activities of Kopi Nyai as a Cultural Coffee Shop" by Afni Nursyafitrie and Indria Angga Dianita in 2021, will not find striking similarities or differences. However, upon deeper examination, similarities and notable differences will be found. The research object in the tenth similar study is a coffee shop that integrates coffee and cultural themes as the core of its brand. Messages to preserve local culture continue to be echoed through this coffee shop. The use of these messages constitutes the positioning stage conducted by this coffee shop.

The communication strategy employed by this coffee shop includes advertising, sales promotion, events, public relations, and word of mouth, combined with internet usage. In advertising, the coffee shop uses their social media to disseminate

information about their products and the ambiance of their coffee shop. During the Covid-19 pandemic, they also launched one-liter packaged coffee products advertised through their social media. In sales promotion, the research object in the tenth similar study offers discounts through online food orders. For events, they organize events themed around batik and gardening. In the batik theme, followers of their social media account are given the opportunity to submit their batik designs and tag several friends to increase event participation. This indirect tagging requirement provides additional exposure for the research object in the tenth similar study. In the gardening theme, customers are given the opportunity to paint pots planted with flowers, which will later be displayed in the coffee shop. In public relations, the research object in the tenth similar study participates in workshops such as the Jakarta Culinary Festival themed around the journey of coffee over the years, conducted jointly with various other coffee shops. For word of mouth promotion, the coffee shop requests reviews or feedback from customers about their experience, which serves as a channel for word-of-mouth recommendations to attract others to visit the coffee shop.

Based on all the comparisons outlined above, a conclusion can be drawn categorized as innovation. In this study, the innovation found is how sales promotion conducted by PT. Prima Inti Nusa can attract the attention of potential customers, who then engage with PT. Prima Inti Nusa's sales or marketing personnel for personal selling activities. Those who agree to purchase PT. Prima Inti Nusa's products will form a positive image in their minds and happily recommend the products they purchased to people they know, effectively engaging in word-of-mouth activities. From this discussion, the author formulates (sales promotion + personal selling = word of mouth).

Supporting Factors and Barriers in Building a Positive Image

Based on what the writer obtained through the interview and observation process on PT. Prima Inti Nusa's integrated marketing communication

activities, the writer found that the supporting factors include the positive attitude of the marketing team when promoting products and their mindset of not being easily satisfied during product promotions. On the other hand, the barriers include negative attitudes displayed by marketing personnel during product promotions, their tendency to quickly feel satisfied with their efforts, and negative issues about the company's products originating from competitors.

According to Alfaruqy (2020), attitude in the communication process is a crucial component, as communication effectiveness is significantly influenced by the communicator's attitude. Good vocabulary and appropriate body language are core elements in how communicators behave during message exchange. Noam Chomsky, as cited by Alfaruqy (2020), posits that humans have an inherent system to learn language, which they use to express ideas, emotions, and various aspects of themselves. This perspective underscores the vital role of language in communication processes. Effective language use combined with proper communication skills can enhance the effectiveness of messages conveyed by communicators, such as the marketing or sales team at PT. Prima Inti Nusa.

Marketing or sales at PT. Prima Inti Nusa is the spearhead of the company's marketing division. Every attitude, behavior, and action they undertake reflects the company. Marketing professionals who exhibit positive behavior will positively impact the company's image, ultimately leading to increased profits through higher sales of products. Conversely, poor behavior from the company's marketing team can tarnish its image, prompting potential customers to seek alternatives when purchasing similar products.

According to Alfaruqy (2020), humans tend to be capable of complex thinking when specific situations demand it. Alfaruqy also states that self-reflection manifested through mindset significantly influences decision-making. King (2020) argues that thinking is a process preceded by reasoning and precedes decision-making. King also emphasizes that reasoning is a crucial stage involving an

individual's awareness, which concludes briefly all inputs or inputs into that person's mind, this awareness is commonly referred to as mindset.

CONCLUSION

Based on what has been discovered and discussed in the previous chapters, the author draws conclusions in line with the research focus. Here are the conclusions drawn:

1. Integrated marketing communication activities at PT. Prima Inti Nusa consist of eight methods within the promotion mix, but those that truly influence the development of a positive image are through sales promotion and personal selling, which have proven to generate word of mouth among the company's consumers. The word of mouth generated in PT. Prima Inti Nusa's marketing process takes the form of testimonials given by its consumers to potential customers of the company. When consumers are willing to provide their testimonials, it can be said that they no longer doubt the credibility, which can be interpreted as a positive image of the company.
2. Supporting and hindering factors in building the company's positive image can be summarized into several technical aspects related to the marketing personnel. As discussed in previous chapters, the attitudes, behaviors, and mindset of the marketing team are crucial in PT. Prima Inti Nusa's product marketing process. When linked to the first research focus, the attitudes, behaviors, and mindset of the marketing team significantly influence the formation of the company's positive image.

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