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## **Strategic Implementation of Effective Marketing Plan for Semi-Permanent Building Provider Company I-Cont**

*Alfianida Wulandari<sup>1</sup>, Tantri Yanuar Rahmat Syah<sup>2</sup>, Semerdanta Pusaka<sup>3</sup>, Rhian Indradewa<sup>4</sup>*

<sup>1,2,3,4</sup> Faculty of Economic and Business, Esa Unggul University, Jl. Harapan Indah Boulevard No.2, West Java 17214, Indonesia

<sup>1</sup> Corresponding author. Alfianida Wulandari Tel.: +62 899-6629-695; [alfianida.wulandari12@gmail.com](mailto:alfianida.wulandari12@gmail.com)

<sup>2</sup> [tantri.yanuar@esaunggul.ac.id](mailto:tantri.yanuar@esaunggul.ac.id)

<sup>3</sup> [semerdanta.pusaka@esaunggul.ac.id](mailto:semerdanta.pusaka@esaunggul.ac.id)

<sup>4</sup> [Rhian.indradewa@esaunggul.ac.id](mailto:Rhian.indradewa@esaunggul.ac.id)

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### **ABSTRACT**

PT. Karya Inti Abadi Kontainer is a company engaged in container modification services for business owners. The company uses abandoned containers in container depo for building purposes. The company spreads awareness through websites and advertisements for every MSME business owner throughout Java and Bali. Our services are a 'one-stop solution,' including pre-sales consulting, modified container sales, delivery, repair and maintenance services until container resale. To spread awareness for every business owner, we need a reliable online and offline marketing plan.

**Keywords:** *Marketing Mix, Marketing Plan, Business Plan, NICE Strategy, STP Strategy*

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### **1. INTRODUCTION**

A Survey of the Directorate General of Sea Transportation from the Ministry of Transportation from 2014 to 2015 found that around 80% of containers used for export and import shipping activities to and from Indonesia, as well as used for inter-island and domestic activities, were not in good condition. That was why the International Convention for Safe Container declared that the requirement for the container should be permanent and sturdy, with above 80%. The convention resulted in containers piling up in depo, where containers above 80% quality were abandoned. In this case, there must be a solution, so the container is not wasted.

On the other hand, permanent building price is getting higher every year. Meanwhile, the population keeps growing. It's not only the place for living that is getting higher, but also the place for stalls is getting higher. It creates the opportunity for semi-permanent structures to rise recently. Containers can replace permanent buildings for multiple needs. Containers are cheaper than permanent buildings. Containers as semi-permanent buildings for business stalls could be a great solution because many business owners went bankrupt because of the imbalance between income and the outcome they had to pay for renting shops.

Ubai Dillah, Michelle Eulalia Jones, and Alfianida Wulandari established PT Karya Inti Abadi Kontainer, which became the solution as the company that provides a semi-permanent building from the containers. The company would take a trademark logo of 'I-Cont' as the channel for customer perception and integrated experience to make a difference between the competitor and us (Syah, 2013). PT. Karya Inti Abadi Kontainer will focus on using this semi-permanent building as a business space for MSME (micro, small and medium) entrepreneurs.

The company targets one of the Indonesian MSMEs' most prominent industries, the food, and beverage industry. It will focus on that for the first year before expanding the targeted industries further. Food and beverages are an attractive and promising industry in Indonesia, which has grown by an average of 8.16%. The role of this industry has penetrated the contribution of exports in Indonesia with a total value of USD 31.17 billion or, in percentage, contributed to 23.78% of exports for non-oil processing industries. It will become a promising aspect with many merits and common interests for both parties. Moreover, the Indonesian government has cut the income tax final tariff (PPh) for every businessperson who runs the Small and Medium Enterprise (MSME). The tax was reduced from 1% to 0.5%, based on the Government Regulation (PP) No. 23 in 2018 about Income Tax of the Earned Income Made by the Taxpayer that Contains Received Gross Income as the replacement of the prior Government Rule No. 46 in 2013 (Arifin et al., 2019).

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### **2. METHODOLOGY**

The pace of the business is going fast, that is why in starting a business to formulate a strategy, some business analysis, both internal and external, is needed to find out the actual conditions for the position of the company (Prabangkara, 2021). In this case, the marketing plan will strengthen the

external relationships of PT. Karya Inti Abadi Kontainer. After all, customers learn about brands through past experiences with their products and marketing programs (Waluya et al., 2019) PT. Karya Inti Abadi Kontainer will use 'I-Cont,' as our brand, which will create a brand trusted by the customer. Trusting a brand is essential in encouraging customers' loyalty to a specific brand. Customers' trust in a brand can be obtained when a marketer creates and maintains a positive emotional relationship with the customers (Afriani, 2019).

PT. Karya Inti Abadi Kontainer's primary purpose is to achieve the main strategy: expanding the market. I-Cont starts from market coverage around Jabodetabek, then grows more extensive in the third year towards West and Central Java. In the fifth year and above, PT. Karya Inti Abadi Kontainer will expand to East Java and Bali. As I-Cont expands coverage areas, the company will reach more prominent industries. In addition, the strategy to improve customer relationships is to practice digital marketing by increasing the frequency of customer advertisements to create brand awareness. Meanwhile, we will also participate in and hold events to get closer to the business community and MSME entrepreneurs.

This can be explained in the following table:

**Table 1: Goals and Targets of PT. Karya Inti Abadi Kontainer**

Category	Goals	Targets
<b>Short-Term Goals (Y.1 – Y.2)</b>	<ul style="list-style-type: none"> <li>Market from customers around Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek)</li> <li>Reaching customers from the food and beverage industry</li> <li>Creating corporate relationships with members of the significant Food and Beverage MSME community such as Kopi Kenangan, Hisana Fried Chicken, etc.</li> <li>Practising digital marketing on social media (Google, Instagram, Facebook)</li> </ul>	<ul style="list-style-type: none"> <li>Make online sales through the company's portal site with the help of advertisements on the internet</li> <li>Has sales growth of 20%</li> <li>Using promotional items via advertising machines: Google, Instagram and Facebook</li> <li>Provide vouchers to target consumers of 500,000 (five hundred thousand rupiahs)</li> <li>Conducting events related to members of the Food and Beverage seller in the community individually or in business to get closer to the leading players there</li> </ul>
<b>Middle-Term Goals (Y.3 – Y.4)</b>	<ul style="list-style-type: none"> <li>The business market reached West Java and Central Java</li> <li>Reaching customers from the automotive industry</li> <li>Increase the frequency of advertising on social media</li> <li>Strengthening after-sales service to maintain relationships with consumers (membership system)</li> </ul>	<ul style="list-style-type: none"> <li>Adding B2B sales activities (B2C focus)</li> <li>25% sales growth</li> <li>Doing advertisements on Youtube and using SEO services</li> <li>Increase the frequency of giving vouchers to potential customers</li> <li>Make discounts for consumers who have already purchased with a membership system (Teman Konta, Sahabat Konta and Keluarga Konta)</li> </ul>
<b>Long-Term Goals (&gt; - Y.5)</b>	<ul style="list-style-type: none"> <li>The business market expands to East Java and Bali</li> <li>Reaching customers from the property sector</li> </ul>	<ul style="list-style-type: none"> <li>The target of sales growth is 35%</li> <li>Cooperating with the government in the MSME care program, as well as having good relations with the MSME community and prominent MSME businesses in every targeted industry, as well as Indonesian influencers for promotions</li> <li>Organizing direct promotions by joining MSME booth exhibition events</li> <li>Organizing seminars and online &amp; offline workshops with MSME business partners</li> </ul>

## 2.1 Segmenting

In this criteria, I-Cont is going to segment the customers from their market range, which will grow from Jabodetabek (Y.1 – Y.2), then to West Java and Central Java (Y.3 – Y.4) and then East Java and Bali (> Y.5). The targeted location is driven by the large number of MSME industries that have a large percentage of the number of MSMEs throughout Indonesia, especially for the three targets of the MSME of the said industries in Java and Bali.

## 2.2 Targeting

In this stage, a company must consider choosing a mass, several, minor, or tiny segments. After choosing its market segment, the company will decide how many elements to target (Kurniawan, 2020). The company's goal is to expand the market, which will make the targeted costumers became

larger and will divide into three different periods. For the first and second years, PT. Karya Inti Abadi Kontainer focuses on the food and beverage industries and their big players inside. In the third and fourth years, the company will expand their industry range and decide to enter the automotive industry. Then, for the long-term, which will start from the company's fifth year, I-Cont will expand the scope of the customer into business owners from the property industry. The three sectors have enormous potential to keep growing, and the company foresees that.

### 2.3 Positioning

PT. Karya Inti Abadi Kontainer identified information about which customers are and how big our market size is after seeing precise details on the targeted market. The detailed research results show that MSME businesses are strong with big potential to grow even further. Thus, I-Cont considers containers semi-permanent buildings that will be in great demand by business owners. Indeed, to enter this industry, the required capital is not negligible. However, the market of this semi-permanent building industry still has many opportunities for new companies to develop their wings in this industry.

Apart from the fact that there are still many opportunities, our company also sees a growing trend of prospects and enthusiasts for semi-permanent buildings in Indonesia. In this context, several companies providing container modification services have been successful before we entered this industry and were used as comparison by diagram techniques.



Figure 1: PT. Karya Inti Abadi Kontainer's Perceptual Mapping

## 3. RESULT AND DISCUSSIONS

PT. Karya Inti Abadi Kontainer uses the B2C (Business to Customers) strategy to implement and use every information from STP strategies to pursue profit. After formulating all the ideas, the company used the Networking, Interaction, Common Interest, and Experience strategy (NICE).

### 3.1 Networking

The business network is a weapon for a company's business development. The broader network company makes easier sales, one of which is to get new customers and the most economical deals for the business. Promotion is one of the channels that PT. Karya Inti Abadi Kontainer uses to attain new customers and generate profits by selling our services. I-Cont will spread its brand awareness through digital marketing on social media advertisements. In addition to getting into a good relationship with prominent business owners from specific industries, PT. Karya Inti Abadi will join the MSME community by participating in seminars, events, and exhibitions held by the community. In addition, PT Karya Inti Abadi will cooperate by buying raw containers from shipping for fixed and cheaper prices.

### 3.2 Interaction

The interactions carried out by I-Cont are promotions through social media and websites to get closer to our customers, not forgetting vouchers and discounts to create interest for new customers. Our service coddles the convenience for business owners with a one-stop business solution by providing consulting services, manufacture modification services, and delivery services until the container reaches the location desired by customers with a membership system that binds customers into the company community.

### 3.3 Common Interest

PT Karya Inti Abadi Kontainer provides economical prices compared to competitors. In addition, we also offer both cash and instalments to provide payment relief for customers. I-Cont offers a full one-year warranty, while the other researched competitors only offered a maximum of eight months of coverage. Especially for members, we provide specific discounts depending on the membership group (the higher the membership, the bigger the deal we provide). With a membership system, both parties, both us and customers, will benefit. Customers get lower prices, while we get consumer contact so they won't switch to our competitors. It is also easier for customers to service and maintain their containers, and it is even easier to exchange or resell their containers later when they no longer want their containers. With membership, we can bind customers to stay within our reach and be loyal to our company.

### 3.4 Experience

Customers satisfied with the company's product and service will keep using services and recommend I-Cont to others. PT. Karya Inti Abadi Kontainer offers a one-stop solution service, from consulting and making containers to shipping, maintenance, and repair. It will be an advantage for the company if customers are loyal. To achieve this, the company will have to create economical prices and easy payment innovations, improving after-sales service competence to make it work perfectly.

## 4. CONCLUSIONS

PT. Karya Inti Abadi Kontainer is a company engaged in container fabrication services. Promotion is one of the channels that we will use to generate profits and sell our services. The interaction that the company will do is promotion through social media and websites to get closer to our consumers. Marketing is the head of the spear for every company. That was why every strategy marketing team needed to be adequate to maximize the profit. By formulating strategy using STP strategy, PT. Karya Inti Abadi Kontainer got the precise details about their targeted customers in closer fact to ensure their plans would not miss. Then, with the NICE strategy, the company could formulate an effective strategy suited for the targeted customers earlier.

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