

Marketing Communications Strategy At PT XYZ Jakarta

Abdurrahman Naufal^{1*}, Mochamad Febrianto Putra², Marthaleina³,

Rudy Max Damara Gugat⁴, Sita Anisah Solihah⁵

^{1,2,3,4,5}Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding Author: abdurrahman_naufal@yahoo.co.id

Abstract

The purpose of this Scientific study is to know the strategies of marketing communication PT Railink Jakarta in an attempt to reach Soekarno-Hatta Airport Train Consumer. Marketing communication strategy, marketing mix and promotional Mix is used Theory in this research. The focus of the discussion is the selection of the marketing communications strategy. Soekarno-Hatta Airport Train have advantages in terms of services and technology. Key informants in this study there are two people from the Marketing and Public Relations divisions. The methodology used in this research is descriptive qualitative research aims to make the descriptions, and explain it in detail. The results of this study indicate that PT Railink Jakarta do strategies marketing communications through print and electronic media, such as advertising at on-board TV Intercity and Airport Train, and Travelink Magazine available on the Airport Train seat , also available at the website of PT Railink, social media such as (Facebook, Instagram, and Twitter), ticket prices promo cooperation with several banks, hotels and Telkomsel Cash Products (T-Cash). The marketing strategy efforts demonstrate a significant impact towards the passenger growth 47% with the number of passengers 3.022/day since the operation on 2 January until this September 26, 2018. However, the difficulty of access to the station of BNI City, Batu Ceper and Soekarno-Hatta Station itself, still a challenge for PT Railink.

Keywords: Marketing Strategy, Passengers, Marketing, PT Railink Jakarta, Promotion, Soekarno-Hatta Airport Train

Introduction

The train is an environmentally friendly transport which have excellence can transport passengers or goods in large capacity. In addition, this mode of transportation is becoming the first choice of the community because of its reliability in service in terms of timeliness, safety, comfort, and affordability of access. According to pemerintah, the Railway is a single system, consisting of infrastructure, facilities and human resources, as well as norms, criteria, requirements and procedures for the implementation of railroad (Ministry Of Transportation Indonesia, 2007). PT XYZ is a rail-based transport services that

serve the passengers from the Central Business District and sub-urban areas around Jakarta, Tangerang and Bekasi to the Soekarno-Hatta International Airport. Founded in 2006 and operated in Jakarta officially on 2 January 2018 with routes in the Soekarno-Hatta Airport – Batu Ceper – Sudirman Baru/BNI City – Jakarta Kota, there are 3 new station at Development phase i.e. Manggarai station, Duri and Jakarta Kota Station. This company is a joint venture which is subsidiary between PT Kereta Api Indonesia (Persero) with the composition of ownership 60% and PT Angkasa Pura II (Persero) 40% (PT Kereta Api Indonesia (Persero), 2017). Train tickets Purchasement are using the Airport via Vending Machine, Online reservations via website and XYZ Mobile Apps. Method of payment of the ticket on the Airport Railway is ARTS (Airport Railway Ticketing System) without cash Transfer via ATM, credit/Debit cards and also Prepaid Card / E-Money.

Soekarno-Hatta Airport Train facility has advantages such as :

1. Toilet, urinal and places change diapers for babies
2. Priority Seat
3. CCTV in Ever passengers cat
4. USB Slot for charging in seat
5. Luggage suitcases storage near the door of the train and a shelf above the seat
6. LED information display that inform The passenger Temperature Information, Train Speed and Station stop.

During the trip to the airport or to the center of the city, passengers will be guided by Customer Service On-Train (CSOT).

In addition to the excellence of facilities Airport Train, Marketing have a significant role in the activities of the set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Gundlach, 2007). Consumers are loyal when they get satisfaction from the services provided by Corporation (Saribanon, Sitanggang, & Amrizal, 2016). E. Jerome McCarthy, a Marketing Expert created this Marketing 4Ps (Product, Prices, targeted demographic Promotions and Place) classification concept in 1960s and has been used by all

Marketeers in the World, in order to make the Plan for Marketing Strategy more effective & efficient.



Figure 1.

Source : <http://marketingmix.co.uk/>

This concept are also developing for the service industry, following the concept of 4p transform into 7p (Product, Place, Price, Promotion, People, Process, Physical Environment/Evidence).



Figure 2.

Source : <http://marketingmix.co.uk/>

Besides the Soekarno-Hatta Airport Train service excellence, the access to BNI City, Batu Ceper and Soekarno-Hatta Airport Train Station itself for some consumers considered somewhat hard to reach because of the distance factor or accessibility issues. The availability of some alternative transportation modes such as bus, Online Taxi or conventional and also private cars, have indirect impact That potentially can decrease Soekarno-Hatta Airport train Consumers (Wulansari, 2016).

Method

This research was aimed to find out how far the Marketing Communication Strategies on the Marketing Division of PT XYZ Jakarta in an effort to reach customers. The method used is descriptive qualitative research (Sugiyono, 2013) as well as in-depth interviews and observations within. The data used in this research is Secondary data about the Marketing Program at PT XYZ Jakarta from a brochure, a social media research and interviews with informants.

Discussion and Result

The company that became the object of the research is PT XYZ Jakarta, as the Soekarno-Hatta Airport Train operator company which is a subsidiary of PT Kereta Api Indonesia (Persero) and PT Angkasa Pura II (Persero).

The Strategy of Marketing Communication PT XYZ Jakarta

PT XYZ uses several strategies to reach consumers based on the concept of 7p (Products, Place, Price, Promotion, People, Process, and Physical Evidence).

1. Products

Product service provided by PT XYZ Jakarta is:

Regular Service: a regular rail transport services from the city centre to the airport. The following aspects of the operations of the Airport Railway from data obtained from the informant Public Relation.

- Total train set : 10 train sets @ 6 unit cars
- Average travel duration : 46 minutes

- Max. speed : 80 km/hour
- Headway Frequency : 30 minutes
- Trip amount/day : 70 trip/day.

Eduwisata IE, is an On-board Education and learning Program about PT XYZ Jakarta especially Soekarno-Hatta Airport Train for Organization/institution participants or a group of people who travel together using Soekarno-Hatta Airport Train on the same departure time and already scheduled that the education process/learning about with a minimum of participants is 25 (twenty-five) persons.

Corporate Member The program is aimed at companies that want to facilitate employees in travelling from the city centre towards the Soekarno-Hatta International Airport or instead .

2. Promotions

Advertising

Is a form of non personal presentation and promotion of ideas, goods, or services by a particular sponsor that require payment (Kotler & Armstrong, 2010).

According to Jefkins (2002:39-55) generally classified ad in category-the category of subject matter that is:

- Consumer Advertising.
- Business to business Advertising.
- Trade Advertising.
- Retail Advertising.
- Financial Advertising.
- Recruitment Advertising.

The category of PT XYZ Jakarta, applying the 4 forms of advertising such as:

- a. **Consumer Advertising** in the form of product type and airport train promo on Instagram social media, Facebook and Twitter, the website of PT XYZ and by posting the Story Insta @keretaapikita
- b. **Business to Business Ads** Product Group Booking, Provides

- Commercial Advertising Space on the interior and exterior of the EMU Train, also Soekarno-Hatta Station and BNI City Station. Marketing Partnership via the website <https://www.XYZ.co.id/marketing-partnership>
- c. **Retail Ads** PT XYZ Jakarta website opens the opportunity of cooperation with the tenant for the provision of space for commercial activities on the station's .The offers are also available in website <https://www.XYZ.co.id/retail>. But in Jakarta, rental space for tenants directly go to the headquarters Station at XYZ Jakarta, PT BNI City 2nd floor to meet the staff of the Division of the Lifestyle Business.
- d. **Recruitment Ads** are available on the website <https://www.XYZ.co.id/recruitment>.

Media Marketing Communications

From the results of interviews with Marketing Division, this company marketing Strategy are executed via:

- a. Social Media (Facebook, Twitter, dan Instagram).
- b. Printed Media (Travelink Magz., Kompas newspaper also, brochure and flyer that spread in 4 Soekarno-Hatta Airport Train Station).
- c. Electronic Media (On-Board TV intercity trains, Metro TV, Radio broadcast via Elshinta and Trijaya FM).

Discount Ticket Prices

This strategy is used by PT XYZ to attract consumer interest. This discount tickets program implemented by some of the banks, hotels and one of the Products of the transaction i.e. Telkomsel Cash/T-Cash in for of cooperation with PT XYZ Jakarta.

3. Place

The service area reach of Soekarno-Hatta Airport Train covers starts from Bekasi, Jakarta (Sudirman areas), Tangerang area precisely in the area of Batu Ceper and Cengkareng/Soekarno-Hatta Airport. The total Length of track in Soekarno-Hatta International Airport is about 36.3 kmZ

4. Price

Prices for Soekarno-Hatta Airport train service products.

a) Regular Ticket

BNI City – Batu Ceper or Batu Ceper – Bandara Soekarno-Hatta and Bekasi – BNI City are Rp35.000. While BNI City – Soekarno-Hatta and Batu Ceper – Bekasi rate is Rp70.000.

b) Group Booking

Airport train tickets with a minimum number of 3 tickets at one time booking with same departure schedule, maximum over 11 tickets will get a discounted price depending on the route. Here's the list price:

- i. Rute BNI City – Bandara Soekarno-Hatta:
 - 3-7 Person (@Rp60.000,-)
 - 8-11 Person (@Rp55.000,-)
 - >11 Person (@Rp50.000,-).
- ii. Batu Ceper – Bandara Soekarno-Hatta / BNI City – Batu Ceper:
 - 3-7 Person (@Rp30.000,-)
 - 8-11 Person (@Rp25.000,-)
 - >11 Person (@Rp20.000,-).
- iii. Bekasi – Soekarno-Hatta Airport Railway Station:
 - 3-7 Person (@Rp80.000,-)
 - 8-11 Person (@Rp70.000,-)
 - >11 Person (@Rp60.000,-).

c) Eduwisata

On-board Educational/Learning program about the Airport Train for organizations or Institutions on the same departure time and scheduled with a minimum of participants is 25 (twenty five) persons with regular rates:

- Bekasi – Bandara Soekarno-Hatta (Round Trip) @ Rp 105.000
- BNI CTY – Bandara Soekarno-Hatta (Round Trip) @ Rp 85.000

- Batu Ceper – Bandara Soekarno-Hatta (Round Trip) @ Rp 55.000.
- As for Sponsorship rates range between @Rp150.000-@Rp100.000 that will get more benefits.

d) Corporate Member

The program is aimed at companies that want to facilitate employees in travelling from the city centre towards the international airport Soekarno-Hatta or otherwise using the airport train services. The price are negotiation between the company party and PT XYZ Jakarta.

5. People (Human Resources)

Human resources from :

- PT Kereta Api Indonesia (Persero)
- PT Angkasa Pura II (Persero)
- PT XYZ's own Recruitment Honorary Officer
- College Student Professional Placements
- Outsourcing staff

All Human Resources has been implementing a special education and training by PT XYZ Jakarta itself, PT Kereta Api Indonesia (Persero) and PT Angkasa Pura II (Persero).

6. Process (Activity)

Operational business SOP activities refers to the rules of the service PT Kereta Api Indonesia (Persero), government regulation of the Minister of transport and the Directorate General of Railways of the Republic of Indonesia.

7. Physical Evidence (Airport Train Station)

PT XYZ's flagship station to serve passengers i.e.:

- BNI City Airport Train Station.
- Soekarno-Hatta Airport Train Station.

The station has a commercial area, Nursing Room, Health Clinic, the Waiting Lounge, Foodcourt, Minimarket, Prayer Room, toilets for disability Person, and Money Changer at the Soekarno-Hatta Airport Station.

Conclusion

Marketing communication strategy is an important element of business activity in transport services sector. The results of this study indicate that PT XYZ Jakarta has successfully implemented the 7p concept (Product, Place, Price, Promotion, People, Process, Physical Evidence). Communication strategy of marketing through print and electronic media, such as advertising on the on-board TV Train between the city, the magazine available on seat Travelink airport rail and intercity Rail, advertising promo discount tickets on the website of PT XYZ, social media (Facebook, Instagram, and Twitter), ticket prices promo cooperation with several banks, hotels and Telkomsel Products Cash (T-Cash). The marketing strategy efforts demonstrate a significant impact towards the passenger growth of 47% with the number of passengers 3.022/day since the operation on 2 January to September 26, 2018. However, the accessibility issues to the station of BNI City, Batu Ceper and Soekarno-Hatta Station it is still a challenge for PT XYZ Jakarta.

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