

Strategi komunikasi pemasaran perusahaan pengembang dalam masa krisis ekonomi 1997: Suatu studi kasus pada PT Bumi Serpong Damai

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Abstrak

Marketing Communication Strategy at Property Company During Crisis In 1997 a Case Study in PT Bumi Serpong Damai A case study toward Property Company during Economic Crisis in Indonesia, which starting in 1997, in the field of Communication Science, specifically in Communication Management is very rare. More to writer's knowledge, there is no such study ever written in Communication Science Graduate Program -- University of Indonesia, in which becomes writer's interest.

The 1997 crisis gave negative impact to Indonesian economic, including in Property area. Crisis began from the economic un-stabilize marked by Government regulation to close down 16 Banks. When the 16 Bank's being liquidated, most of Property Company in Indonesia went into bankruptcy because of their foreign currency (US\$) debt. It is also a fact that most Banks in Indonesia invested in Property business or even own it as its subsidiary company.

PT Bumi Serpong Damai (BSD) is one of those who does not really hit by the crisis. That because of; (1st), there is only a small portion of it's debt in foreign currency and (2nd), BSD still have spare land to build, which in the crisis time the management used a new approach in its marketing communication by invented some innovation as to keep BSD in its production and still promote through a limited mass media. Some innovation being invented by BSD later on become a role model for other Property Company as lesson learned.

Writer used a qualitative study with descriptive analysis method of this case study, by having some informant as its primary data sources and also other written sources or relevant research study which already being published. Unit Analysis is the Organization itself with `life story' as its style to write.

By taking the best advantage in communication strategy and using strategy management approach, BSD has proven to be survived in the crisis time. This success supported by having a good media strategy and also a very good coordination between marketing/promotion division and its public relation activity, on which both division are in the same department. With having some innovation, BSD, in the restructuring period, do not restructure its employee nor having a company reposition during crisis, but more to do efficiency in all department. The founder (Ciputra) is the person behind all the success that influent the management with his team leader style.