

Making An Online Catalog for the New Target Market of Kuala Batakan Cottage III Balikpapan

Stephany Mauren Tesalonika

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, INDONESIA
Email: a11180064@john.petra.ac.id

ABSTRACT

Kuala Batakan Cottage III Balikpapan is a company that sells services such as houses and furnished apartments. The problem is that sales keep decreasing during the pandemic because the main target market is gone. However, the company plans to refocus the target market, especially during the pandemic. The solution is to refocus the target market to the local people of Balikpapan. The approach of the solution is by making an online catalog which later will be shared in the Facebook Community in Balikpapan city. The online catalog which includes eye-catching photos and the description will be shared in the form of a link. The catalog was created according to the survey from the current potential customers. Therefore, by having an online catalog shared on Facebook, Kuala Batakan Cottage III Balikpapan will be able to refocus its new target market.

Keywords: Online catalog; Refocusing; Target market.

INTRODUCTION

For the internship activities, I was a marketing communication intern for two months in Golden Tulip Galaxy Hotel Banjarmasin and was placed in the Sales and Marketing department. My main job as a marketing communication intern was to make content and make captions for social media like Instagram and Facebook, answering Google Business Reviews, and following up the current customers on social media. However, I decided not to do the project in Golden Tulip Galaxy Banjarmasin because I could not find any problem that needed to be solved at the Sales and Marketing department as their marketing tools such as promotional videos, promotional events, and others are already excellent.

The company that I have chosen for the Creative Thesis is Kuala Batakan Cottage III Balikpapan, which is shortened to KBC III Balikpapan. Kuala Batakan Cottage III Balikpapan provides hospitality services in accommodations such as apartments and houses. Kuala Batakan Cottage III Balikpapan was established in 1985 and renovated in 2008. It is located in Jl. Mulawarman no. 8, Balikpapan, East Kalimantan. KBC III Balikpapan is located on 6.8 hectares of land on the coast of Balikpapan city. It has 19 houses, one apartment building which consists of 14 rooms, one swimming pool, one basketball and tennis court, one gymnasium, one squash building, and one generator house. Their service is mainly targeted at business people who stay in Balikpapan for a while. Since a lot of international oil and gas companies are located in Balikpapan, a lot of foreigners used to have long stay in KBC III Balikpapan before the pandemic. The customers of KBC III Balikpapan are based on data. According to age, the customers' age is around 22 to 60 years old, in which 75% of them are male, and the rest are female who are the wives or children of the foreign workers. For the income, it is middle to high income as the customers are workers from stable companies and their positions are high enough in the company. KBC III Balikpapan also provides non-stay service for events such as weddings, outdoor meetings, and others. Near KBC III Balikpapan, there are two competitors. The first one is in KBC I which is located on the same road. The name is Kuala Batakan I, although it has the same name as KBC III Balikpapan, KBC I and KBC III Balikpapan are not related to one another. KBC, I provide the same service as KBC III Balikpapan such as serviced apartments, furnished and unfurnished houses with more or less the same price. And from the

data I got, KBC I also has one company that already signed a contract with. The second one is Pantai Mentari Compound which is also located on the same road and provides the same service. For the marketing, KBC I and Pantai Mentari Compound are better because they have their own website while KBC III Balikpapan does not have one. The Instagram account of the competitors, only KBC I is active, meanwhile, the Pantai Mentari Compound is not active anymore as the last post is from 2018. From the two competitors, the main competitor of KBC III Balikpapan is KBC I. Because KBC I is the nearest, has a similar price, and has a similar target market.

The reason why I chose KBC III as my project is because the company faced a big loss because of the pandemic and the company does not know how to solve the problem. During the observation on KBC III Balikpapan, the main problem is that the company's sales keep decreasing. This is because of the pandemic, the company struggles to get new customers and the number of customers keeps decreasing. The main target market of this company before the pandemic was the foreign workers who stay for a long term. But since the pandemic, a lot of foreign workers have gone back to their own country. To survive their business in the pandemic, KBC III Balikpapan wants to refocus its marketing communication on the supposedly new target market. In this case, the company wants to refocus the target from the company to local people in Balikpapan. However, this company does not have a suitable promotional tool intended to attract the new target market, i.e., the local prospective customer in Balikpapan.

The second problem is that many people do not know KBC III Balikpapan's strength or uniqueness. From the survey done randomly by the people near Kuala Batakan Cottage III Balikpapan, they do not know the strength or uniqueness of KBC III Balikpapan. The possible cause of this problem is because Kuala Batakan Cottage III Balikpapan is still lacking in branding its brand to the public. From my observations, Kuala Batakan Cottage III Balikpapan rarely does branding or an attempt to introduce or instill a Kuala Batakan Cottage III Balikpapan brand or product image (posting content related to, Kuala Batakan Cottage III Balikpapan brands or products) online or offline media to its target market. Not only that, but Kuala Batakan Cottage III Balikpapan also does not seem to show its strength or uniqueness to its target market. The other possible reason this problem occurs is that the manager does not understand a good strategy in doing business, so the manager does not know the importance of informing or showing the strength or uniqueness of Kuala Batakan Cottage III Balikpapan.

According to the observation on Kuala Batakan Cottage III Balikpapan, the main problem that I found is that the company's sales keep decreasing since the pandemic happened. The sales after the pandemic decreased up to 70% for almost a year (in communication with the KBC III Balikpapan manager on September 4 2022). The company still struggles to adjust to refocus and get hold of its new potential target markets. For those reasons the company did not have a proper promotional tool in order to refocus its target markets. The problems could only be solved by making an online catalog introducing Kuala Batakan Cottage III and promotional feature feed on Facebook for the new target market. Therefore, the best way to refocus on the new target market of Kuala Batakan Cottage III Balikpapan will be to make an online catalog introducing Kuala Batakan Cottage III and promotional feature feed.

The purpose of this project is to help increase the brand awareness of Kuala Batakan Cottage III Balikpapan to its refocused target market by informing the USP of Kuala Batakan Cottage III Balikpapan through an online catalog and Facebook. In the project result, because the online catalog will be linked in the Facebook page and the Facebook page will be shared to the communities on Facebook, it can be a way to inform and spread Kuala Batakan Cottage III Balikpapan's strength and USP. And it can also increase the knowledge of Kuala Batakan Cottage III Balikpapan to its target market through social media.

**Tesalonika: Making an Online Catalog for the New Target Market
of Kuala Batakan Cottage III Balikpapan**

In my opinion, the best solution for Kuala Batakan Cottage III Balikpapan is to have a digital catalog that will be linked to the Facebook page. First of all, the benefit of using Facebook media is that the company will be able to promote its business to the new target market. That could happen because its product and services are exposed in the Facebook marketplace pages. Sooner or later the new potential customers will get to know more about them. The reason I suggest the company reactivate its almost-long-forgotten-existing Facebook page. For that purpose, there is a community feature in the Facebook that could connect Kuala Batakan Cottage III Balikpapan with the prospective customers in Balikpapan and its surroundings. The communities such as Info Balikpapan Update, Balikpapan Penginapan Murah, Travel Kalimantan, etc. As such would help to solve the company's problem because it would be easier to expose the business to the people in Balikpapan. Secondly, by the survey that Pew Research Center conducted in 2021, Facebook was the most used social media in the age range of 18 until 65 (based on Social Media Fact Sheet by Pew Research Center 2021). Later, the proposed online catalog will be linked to the Facebook post. The benefit of using an online catalog is that Kuala Batakan Cottage III Balikpapan will have more capacity to attract potential customers through its posted photos and information. Such a catalog will be attractive to prospective customers through high quality pictures along with detailed information.

The catalog was made to fulfill the requirement of my creative thesis. But from the proposal that I sent in 2021, the company agreed that the catalog (was a printed catalog) is a paid catalog and agreed to remunerate me as the writer. As the catalog was changed from printed to the online one, the agreement about the price list is also not applicable. But the company said they still would like to reward me. And the price list for this catalog is decided Rp.22.000.000 in the form of a phone.

CONCEPT OF CREATIVE WORK

Through this project, I will produce an attractive and useful online catalog and re-active the Facebook page of Kuala Batakan Cottage III Balikpapan. With the project I am working on, Kuala Batakan Cottage III Balikpapan will get benefits. First of all, Kuala Batakan Cottage III Balikpapan can refocus on their target market as the products are being exposed to Facebook communities. The attracted potential customers can find the information about the product through the online catalog. Secondly, people can be more aware of the USP of Kuala Batakan Cottage III Balikpapan since the USP will be shared in the online catalog. In addition, the target market can also differentiate Kuala Batakan Cottage III Balikpapan from its other competitors. Thirdly, the project can also benefit Kuala Batakan Cottage III Balikpapan in order to increase its target market's buying interest and decision. Showing the strength or uniqueness (USP) and information related to Kuala Batakan Cottage III Balikpapan can influence buying interest from Kuala Batakan Cottage III Balikpapan's target market. As shown by one of the studies conducted by Putra et al. (2016), customers' buying interest can affect customers' buying decisions. With the emergence of this sense of interest, it is expected that there will be a desire to stay at KBC III Balikpapan. In the end, this project can help KBC III Balikpapan to increase its target market's buying interest and decision.

Digitized catalog is one that offers readers a unique experience, replaces paper reading patterns, integrates images, into nonlinear reading designs, and empowers readers' interface through creative and delightful introductions. Modern catalogs are more practical because they don't have stock problems and can always be updated or checked online. (Lin et al., 2015)

Market is the group of clients that a business has chosen to focus its marketing efforts on. A target market, in other words, is the audience on whom a business has chosen to concentrate its marketing efforts (Hunt and Mello, 2015)

There are various styles of buying choice behavior. Complex buying behavior is characterized by significant perceived differences between brands and high consumer engagement. The customer will decide to buy after going through a learning process and forming beliefs and attitudes. Dissonance-reducing buying behavior refers to consumer purchasing patterns when there is substantial involvement but no discernible difference between brands.

In this project, I will create an online catalog that will help KBC III Balikpapan's marketing. Based on the buyer's decision-making process, the online catalog will help the customers in the second stage which is information search. Because in the marketing booklet that I will create later, the information and important points of KBC III will be stated there, and it can help customers to find the information they need.

Description of the Company and its Problem

KBC III Balikpapan is a company that runs on hospitality service that offers houses and apartments for long term as well as short term. It has 19 houses, one apartment building which consists of 14 rooms, one swimming pool, one basketball and tennis court, one gymnasium, one squash building, and one generator house. KBC III Balikpapan is located in Jl. Mulawarman no. 8, Balikpapan, East Kalimantan, and it is located on 6.8 hectares of land on the coast of Balikpapan city. The opening hours are from 08.00 am – 05.00 pm. This company was established in 1985 and renovated in 2008 and it has been 37 years now. KBC III Balikpapan has one main competitor which is Kuala Batakan I, even though it has the same name as KBC III Balikpapan, KBC I and KBC III Balikpapan are not related to one another. KBC, I provide the same service as KBC III Balikpapan such as serviced apartments, furnished and unfurnished houses with more or less the same price.

The problem that this company encountered is about the sales. Sales have extremely decreased ever since the pandemic started in 2020. That happens because foreign workers should leave the country due to the pandemic. To overcome the problem, KBC III Balikpapan wants to prioritize new focus on the new target market. However, this company still struggles on how to get the new target markets. During the pandemic, the company needed a marketing tool to get to their new potential target market. As the problem encountered because of the pandemic, I think it is also the right time to expand their target market as they have been running for almost 37 years. The solution of this problem is to prioritize new focus on the new target market using Facebook with an online catalog. To make the online catalog, I need to know the USP of this company. From the interview I did with the manager of the cottage, she said that the USP of KBC III Balikpapan is cheap and clean. But to know the correct information from the customer's perspective, I ran a survey to twenty-five people in Balikpapan.

Description of the Context of the solution

As mentioned in the previous context, the catalog is needed to answer the existence problem in the company which later the online catalog will be shared in the social media especially Facebook. Based on the findings of the survey, later on the catalog will be useful for the potential new customers. As the twenty-five correspondences agree that an online catalog eases their research about the needed information, I think the online catalog will be very useful in the future. Also, because the link of the online catalog later will be shared in the social media, the new potential customers can find it easier. Hossain Shammi and Fajana Rahman said, marketers nowadays believe that online marketing is much more efficient than offline marketing. The online catalog is not only useful for the new potential customers, but also the management of KBC III Balikpapan. Because as a marketer, the online method Will make it

**Tesalonika: Making an Online Catalog for the New Target Market
of Kuala Batakan Cottage III Balikpapan**

easier for them to gain new customers. They do not have to interact directly with the potential customers which save energy, time, and money. The other reason why the online catalog is also useful for the KBC III Balikpapan's management is that the online catalog eases them in answering the customers who asked about the cottage. So many questions came from potential customers on WhatsApp, direct messages on Instagram, Facebook messages, and google business about the type of the house. By using the online catalog, the management does not need to explain the type of the house one by one, and only needs to send them the link of the online catalog. The online catalog will be uploaded in the Facebook post in the form of a link. And then the posting page later will be shared to the Community page features in Facebook. The list of the community page is Info Balikpapan Update, Balikpapan Penginapan Murah, and Travel Kalimantan. These three community pages are the biggest ones which are shown from the number of the following members.

Description of the Solution

The solution for the company's problem is an online catalog. And here are the steps that I have done. First of all, I ran the survey to twenty-five correspondences. After waiting for a week, I finally got all the answers to the survey. After reading all the answers, I got the USP from the customers' point of view and also what they want in the catalog. Based on the answers, most of them want the catalog to have clear images, the prices, and detailed information about KBC III Balikpapan. But after discussion with the management, the prices of houses and apartments cannot be shared in the online catalog. The reason is because they want to use the online catalog for a long term and they are afraid that the prices will change in the future, so we decided not to share the price there but instead the potential customer who are curious about the price could call the KBC III Balikpapan management in the number stated. Second, I went to the location to take pictures of the houses, apartments and all facilities in the KBC III Balikpapan. I spent two days taking all the pictures to ease me when making the online catalog. After that, the next step that I did was to make an online catalog. The next thing was about limiting photos. In my online catalog I gave some spaces to make it more balanced so it is easier to see. The last thing I did was to give the description in the catalog as the twenty-five correspondences said the nice online catalog should have information.

The purpose of this online catalog is to make the local people of Balikpapan aware of KBC III Balikpapan. By putting the Facebook posting page in the community page, the KBC III Balikpapan will get exposure because the local people who join the Community page will know about them. Also, by linking the online catalog, people who do not have any idea about KBC III Balikpapan will gain knowledge by reading the online catalog.

The online catalog that I have consists of nine pages starting from cover page until the last page. Before I made the online catalog, I edited the photos and put some filters to make it as attractive as possible. It is because ninety six percent of the survey's answers said that picture is the important key in the online catalog. The next thing I considered while making the catalog is the layout, because if the layout is messy, it will be hard to read. Regarding the layout of the online catalog, it should be neat. It is related to the placement of photos and descriptions on the online catalog. Last, after the online catalog was finished, it was then published on Facebook in the form of a link.

CONCLUSION

In conclusion, this company's sales have decreased ever since the pandemic happened which have still become a problem for the company up to now. In other words, Kuala Batakan Cottage III Balikpapan should find a new way to increase their sales and one of the ways is by

refocusing the target market. The target market before, which is foreign workers, are changed into the new potential target market, which is the local people of Balikpapan. The online catalog is a tool to reach the potential new target market. By sharing the link of the online catalog in the Facebook Community features, new customers are expected to come to Kuala Batakan Cottage III Balikpapan. Regarding the online catalog, the goal is to promote the services of the company. Because it is an online catalog, the eye-catching pictures of the houses, apartment, and its facilities are there with the hope people will get attracted when seeing them. Next, an online catalog will be published in the Facebook Community features in the form of link. The reason why I chose Facebook instead of other social media, is because the new target market aged from 24-56 are still actively using Facebook. The other reason I chose Facebook is because the online catalog can be shared freely within the local people of Balikpapan without any cost.

REFERENCES

- Hossain, Md Shamim & Rahman, Mst. (2017). Tools of online marketing. 1
- Putra, E.W., Kumadji, S., Yulianto, E. (2016). Pengaruh diskon terhadap minat beli serta dampaknya pada keputusan pembeli (Study pada konsumen yang membeli produk diskon di Matahari Department Store Pasar Besar Malang). *Jurnal Administrasi Bisnis (JAB)*,38(2), 184-193.
<https://media.neliti.com/media/publications/87381-ID-pengaruh-diskon-terhadap-minat-beli-sert.pdf>
- Social Media Fact Sheet*. (April 07, 2021). Fact Sheet. Retrieved March, 29 2022 from <https://www.pewresearch.org/internet/fact-sheet/social-media/>