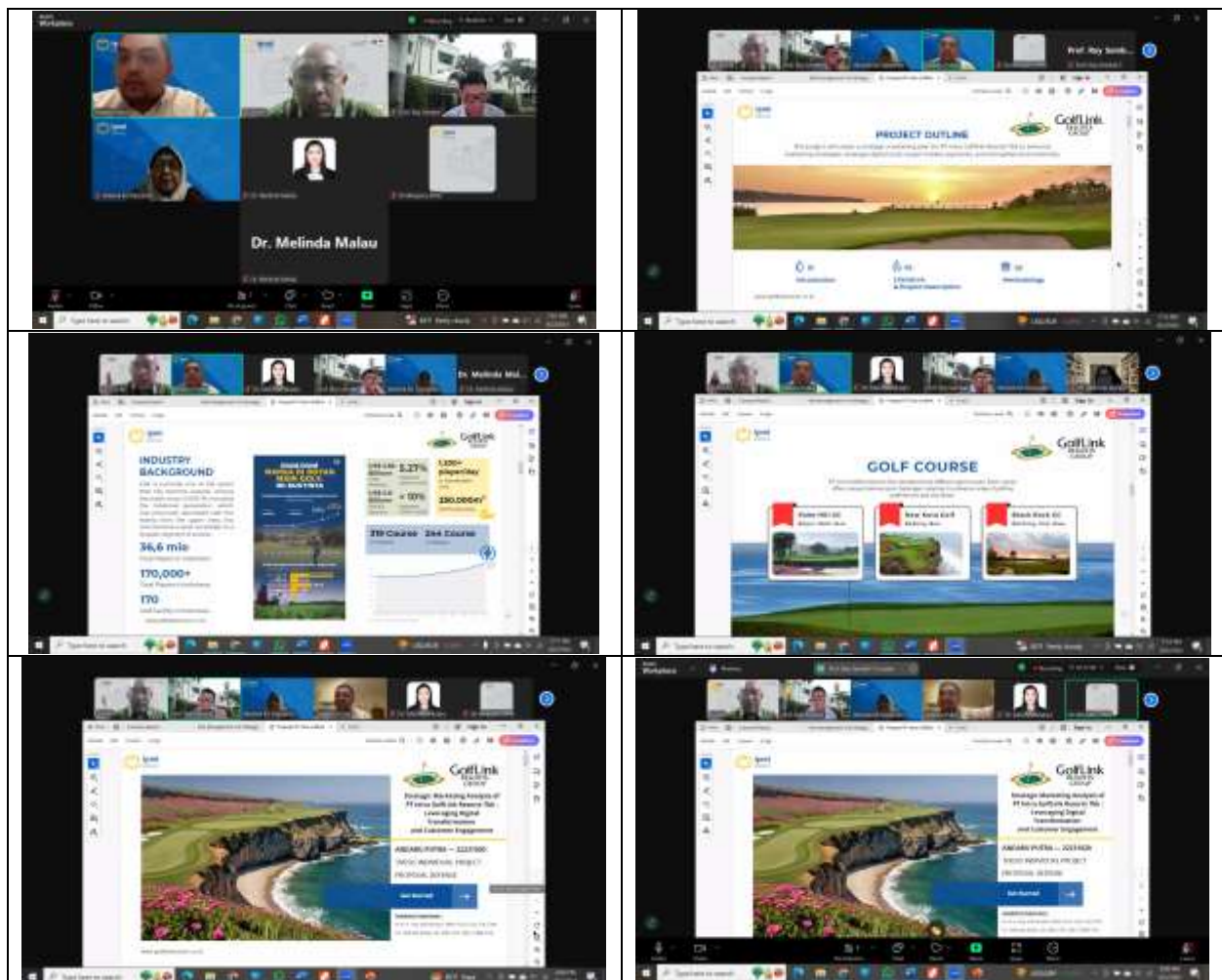




Dr. Samuel PD Anantadjaya
+62-859-21-938-800

Event	:	PROPOSAL Thesis Defense
Date	:	Monday, August 5, 2024 at 7 PM
Student	:	Andaru Putra (22231020)
Title	:	Strategic Marketing Analysis of PT. Intra GolfLink Resort Tbk: Leveraging Digital Transformation and Customer Engagement
Thesis Advisor(s)	:	Prof. Roy Sembel & Dr. Melinda Malau
Examiners	:	Prof. Wiwiek M Daryanto & Dr. Samuel PD Anantadjaya



Comments;

1. Turn It In = 3%, this is so good and not everybody has the low limit like that. It is remarkable...



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2. The abstract shows that
 - a. In what **marketing theories and model** that the PESTLE, SWOT, TOWS, and VRIO talk about?
 - b. How can you try to **innovate and differentiate its marketing strategies** to maintain a competitive edge?
 - c. How would the **company adapt to the evolving digital landscape**, those are about marketing channels and customer engagement, that the firm is currently doing?
3. Literature
 - a. Research problem # 1, for innovation, you state that PT. Intra GolfLink Resorts, Tbk includes the development of unique campaigns, that is introducing the innovativeness service offering and the use of technologies to improve customer experience. The question is **what the promotional campaigns** (innovative service offering) and **advanced technologies** to improve customer experience which the company is doing now? How did you search on those issues?

Firstly, the company operates in an increasingly competitive environment. The influx of new entrants in the golf and property sectors, both local and international, has intensified competition. To maintain its market share and attract new customers, PT Intra GolfLink Resorts Tbk needs to innovate and differentiate its marketing strategies. The challenge lies in creating unique value propositions that resonate with the target audience amidst a sea of competitors offering similar services.
 - b. Research problem # 2, digital marketing is about the integration on strategies digitally. It said that it will focus on **implementation of robust digital marketing strategy**? How would search for robust digital marketing strategy in just a few weeks among other agenda on-hand?



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Secondly, the changing consumer behavior and preferences pose a significant challenge. The evolving digital landscape has transformed how consumers interact with brands and make purchasing decisions. PT Intra Golfink Resorts Tbk must adapt to these changes by leveraging digital marketing channels, such as social media, search engine optimization, and content marketing, to engage with potential customers and enhance brand visibility. Understanding and meeting the expectations of a tech-savvy and information-driven consumer base is crucial for the company's marketing success.

- c. Research problem # 3, how would you develop the ingredients towards **demographic, geographic** and **behavioral** criterion to implement Segmentation, Targeting and Positioning in just a few weeks among other agenda on-hand?

Thirdly, the company faces the challenge of effectively segmenting and targeting its diverse customer base. PT Intra Golfink Resorts Tbk caters to a wide range of customers, from avid golfers and sports enthusiasts to property investors and leisure seekers. Developing tailored marketing campaigns that address the specific needs and preferences of each segment requires a deep understanding of customer demographics, psychographics, and behavioral patterns. The ability to deliver personalized and relevant marketing messages is key to driving customer engagement and loyalty.

- d. Research problem # 4, the brand identity is not strengthened for the company. How did you come to see that it is **not strong enough brand equity** and establishing a strong market presence.

Additionally, the company must navigate the complexities of brand positioning and communication. Establishing a strong and consistent brand identity that differentiates PT Intra Golfink Resorts Tbk from its competitors is essential. This involves clear and effective communication of the brand's unique attributes, such as its premium golf facilities, strategic locations, and exceptional service quality. Ensuring that all marketing efforts align with the brand's vision and mission is vital for building brand equity and trust.

4. Who are **your intended respondents and FGD sessions**?
- How many **stakeholders** are you trying to discuss with these issues & how many do you think from the government, employees, customers, board members, creditors, labor unions, or community groups?
 - Do you think all the stakeholders be **balanced** in your criteria?
 - About the marketing strategies, it is not all the stakeholders are in to the pictures. What are the **“dangerous” impacts if you are leaning toward marketing strategies**?
5. You said that on the PESTLE indicate the external environment that is always changing. **How are those political, economic, social, technology, legal and environmental analysis be directed to address the marketing strategies**?



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3.1.1 PESTLE Analysis

Companies work in a dynamic external environment that is always changing due to a variety of causes. PESTLE analysis is a strategic management methodology that evaluates and comprehends macro-environmental effects to assist firms in navigating this complexity. The acronym PESTLE encompasses Political, Economic, Social, Technological, Legal, and Environmental elements, all of which are crucial facets of the business environment. (Çitilci & Akbalik, 2019)

6. In your analysis on SWOT, they are showing the externalities (opportunities and threats) and internalities (strength and weaknesses). **How do you come to draw those conclusions which are its strength, weaknesses, opportunities and threats over the marketing strategies?**
7. In your TOWS analysis, **how would you do it?** By comparing the elements of S-W-O-T and take them unto criteria in marketing strategies?
8. In your VRIO analysis, it is now you mentioned about internal resources; value, rarity, imitability, and organization. **What are the strategies for the company to maintain the marketing programs, digital marketing, STP, brand equity?**

3.1.4 VRIO Analysis

Organizations utilize the VRIO analysis as a strategic tool to assess their internal resources and skills in an effort to obtain a competitive edge in the marketplace. Value, Rarity, Imitability, and Organization, or VRIO for short, are the four main components that determine how long a firm's competitive advantage will last. (Akhtar and Sultan, 2023; Barney, 1991).