

ABSTRAK

Pembangunan apartemen di Yogyakarta akhir-akhir ini berkembang pesat. Dengan banyaknya unit apartemen yang ditawarkan di pasar saat ini, calon pembeli justru dihadapkan pada banyak pilihan yang, pada dasarnya, sama dan sejenis, yaitu properti untuk memenuhi kebutuhan tempat tinggal dan investasi. Maka kemudian muncul persaingan di antara pihak pengelola apartemen dalam menjadikan *brand* apartemen yang dikelola dapat mengungguli persaingan pasar. Dengan adanya kompetisi ini, strategi komunikasi menjadi hal krusial yang perlu menjadi perhatian pihak pengelola agar dapat melakukan *brand positioning* dan memperoleh kedudukan yang menguntungkan.

Tujuan dari penelitian ini adalah untuk memahami strategi komunikasi yang diterapkan apartemen Student Castle dalam melakukan *brand positioning*, serta bentuk-bentuk kegiatan komunikasi yang diaplikasikan pada strategi komunikasi tersebut. Karenanya fokus penelitian ini terletak pada aplikasi strategi komunikasi dari sudut pandang pihak pengelola apartemen.

Metode yang digunakan dalam penelitian ini adalah studi kasus, di mana data diperoleh melalui studi pustaka dan wawancara dengan narasumber yang menduduki bidang yang relevan dengan topik penelitian.

Analisis dilakukan dengan menggunakan definisi strategi menurut David Arnold, serta konsep mengenai 14 bentuk komunikasi yang dapat diaplikasikan pada strategi komunikasi dalam melakukan *brand positioning* dari Paul Temporal (2000).

Hasil penelitian menunjukkan bahwa strategi komunikasi yang diterapkan Student Castle dalam melakukan *brand positioning* memberi keuntungan kompetitif yang bertahansebagai ‘Apartemen Pelajar dan Mahasiswa’, dengan menggunakan beragam aspek komunikasi perusahaan. Beragam bentuk komunikasi yang digunakan untuk mengkomunikasikan *brand* pada strategi komunikasi apartemen Student Castle dalam melakukan *brand positioning* dapat berpengaruh secara dominan atau tidak dominan terhadap *brand positioning* apartemen Studet Castle. Terdapat 7 bentuk komunikasi yang secara dominan mempengaruhi *brand positioning* apartemen Student Castle sebagai ‘Apartemen Pelajar dan Mahasiswa,’ yaitu *Word of mouth*, *Employee morale*, *Corporate events*, *Product performance and development*, *Permanent exhibits*, *Direct marketing*, dan *Service standards and behavior*.

Kata kunci: Strategi komunikasi, *brand*, *brand positioning*, apartemen.

ABSTRACT

The construction of apartments in Yogyakarta is growing rapidly. With the large number of apartments being offered in today's market, prospective purchasers are confronted with many choices that are, in essence, actually the same or similar: Property to meet their housing needs or investment. Such situation creates rivalry between the managers of many apartments in Yogyakarta, which then requires managers to compete in a way that allow their brand to outperform the market competition. In this condition, communication strategy becomes crucial to obtain apartment's advantageous brand position.

The purpose of this research was to understand the communication strategy implemented by Student Castle apartment in doing brand positioning, as well to understand the forms of communication activities that apply to the communication strategy. Hence the focus of this study lied in the application of communication strategies from the company's perspective.

This research used a case study method, in which all data were obtained through a study of literatures and interviews with sources from the company who occupied areas that are relevant to the research topic.

Analyses were performed using the definition of strategy according to David Arnold, and the concept of 14 forms of communication activities that can be used to communicate a brand by Paul Temporal (2000) and can apply to a communication strategy of doing brand positioning.

The research results showed that – using the various communication activities which also synchronize with many other aspects of the corporate – the communication strategy applied by Student Castle apartment in doing brand positioning gives the brand a competitive advantage to survive at a position as 'Apartment for Students.' The various forms of communication activities on Student Castle apartment's communication strategy that are used by the company to communicate the brand in doing brand positioning can give either a dominant or non-dominant influence on Student Castle apartment's brand positioning. There are seven forms of communication that has a dominant influence to its brand positioning as 'Apartment for Students,' which are Word of mouth, Employee morale, Corporate events, product performance and development, Permanent exhibits, Direct Marketing, and Service standards and behavior.

Keywords: communications strategy, brand, brand positioning, apartment.