

Marketing Strategy for Subsidized Housing: An Analysis of Mega Mutiara Tasik Regency in Tasikmalaya City

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Abstract

As a subsidized housing developer, Mega Mutiara Tasik Regency must formulate an appropriate marketing strategy to address community needs and strengthen its competitive advantage. This research aims to examine the marketing strategy of Mega Mutiara Tasik Regency by employing the 7P marketing mix framework in conjunction with SWOT analysis. The findings indicate that the strategies implemented encompass providing products with a modern minimalist design, competitive pricing supported by flexible mortgage (KPR) schemes, and promotional activities conducted through digital marketing, housing exhibitions, and property agents. The SWOT analysis further reveals that the recommended strategic orientation corresponds to a Rapid Growth strategy ($S > 0$ with a score of $1.40 > 1.35$), signifying that internal strengths outweigh external opportunities. The developer may capitalize on existing opportunities by enhancing housing material quality, ensuring product reliability, and intensifying promotional efforts through social media and other digital platforms. The formulation and implementation of such marketing strategies are expected to facilitate the achievement of sales targets in the subsidized housing sector while improving market competitiveness.

Keywords: Marketing strategy, marketing mix, SWOT analysis, housing subsidies

1. Introduction

According to data from the Central Statistics Agency (BPS), Tasikmalaya City records an annual population growth rate of approximately 1.32% (Jabar Digital Service, 2025). It is recognised as one of the developing cities in West Java with significant potential in the housing sector. Housing constitutes one of the basic human needs, as stated in Law Number 1 of 2011 concerning Housing and Residential Areas (Badan Pemeriksa Keuangan, 2025). The Government of Indonesia, through the Ministry of Public Works and Public Housing (PUPR), promotes a subsidized housing program for Low-Income Communities (MBR) to enable them to acquire affordable homes through the Subsidized Home Ownership Credit (KPR) scheme. In Tasikmalaya City, the demand for subsidized housing is relatively high, driven by population growth and increased economic activity. Nevertheless, developers face several challenges, including limited purchasing power, rising material prices, and intensifying competition among companies. Therefore, formulating appropriate marketing strategies becomes a key determinant of success. Mega Mutiara Tasik Regency is a housing developer offering commercial and subsidized units with a modern and affordable residential concept. Implementing an effective marketing strategy is essential in facing competition from other developers. Hence, this study seeks to analyze Mega Mutiara Tasik Regency's marketing strategy, particularly for subsidized housing types, by employing the 7P marketing mix framework and SWOT analysis (Jaya & Johan, 2025).

According to (Helmold, 2022) Marketing management is described as an integral part of corporate strategy. This strategy aims to achieve a competitive advantage through a market-oriented approach. Marketing strategy refers to efforts to promote a product, either goods or services, using specific plans and methods to increase sales volume. According to (Kotler & Keller, 2016). A marketing strategy constitutes a comprehensive, integrated, and unified plan in the field of marketing that provides guidelines on activities to be undertaken to achieve a company's marketing objectives (Tjiptono, 2020). A marketing strategy represents how a business unit seeks to create value and build profitable customer relationships (Johan, A, 2024). It is a long-term plan to generate added consumer value, encompassing market analysis, segmentation, targeting, and positioning processes.

The marketing mix strategy is closely related to determining how a company offers its strategy across seven dimensions: Product, Price, Place, Promotion, People, Process, and Physical Evidence to specific target market segments. (Chaffey & Ellis-Chadwick, 2012). The marketing mix combines product or service offering strategies, logistics, and communication.

1. **Product** refers to everything that can be offered to the market to attract attention, be purchased, used, or otherwise satisfy a need or want (Kotler et al., 2019) A property product must possess advantages over competing products regarding construction quality, design and layout, and facilities to attract consumer interest.
2. **Price**, as stated by (Kotler et al., 2019), is the amount of money charged or the value exchanged by consumers to obtain the benefits of owning or using a good or service. Prices offered must be competitive compared to competitors of similar quality. Price plays a critical role in influencing consumer purchasing decisions.
3. **Promotion** is one of the most important elements of the marketing mix that determines the success of any product or business. It encompasses advertising, sales promotions, personal selling, and public relations, all of which play a crucial role in increasing consumer engagement and driving sales (Hamdan et al., 2019).
4. **Place** refers to the various activities undertaken by a company to make products accessible and available to the target market (Kotler et al., 2019). A strategic property location—accessible and close to public facilities—significantly influences buyers' decisions.
5. **People** are directly involved in all company activities and play an essential role in every organization. This element is important not only in operations but also in direct interactions with consumers. The behavior of individuals directly involved significantly influences the quality of goods or services and the company's overall image.
6. **Process**, according to (Devi et al., 2025) It includes all the activities to deliver a product or service to customers. Processes typically consist of standard operating procedures (SOPs), work schedules, mechanisms, and other routine tasks that produce and deliver services. A simple and efficient transaction process can significantly influence consumer interest in purchasing.

7. **Physical Evidence**, as stated by (Lupiyoadi, 2018), refers to the tangible evidence of a company's services, where the service is created and where providers and consumers interact, along with any physical elements used to communicate or support the role of the goods or services.

A subsidy is a form of financial assistance provided by the government to a business or economic program to facilitate the community's access to desired outcomes. In simple terms, a subsidy refers to government support covering part of a commodity's selling price. Subsidized housing is a government program that provides affordable home prices and easier financing schemes for Low-Income Communities (MBR). The government regulates the criteria and price of subsidized housing through the Ministry of Public Works and Housing (PUPR) Regulation Number 242/KPTS/M/2020. (Sekretariat Jenderal Kementerian Pekerjaan Umum, 2025). Medium-scale housing developers in emerging regions must optimise pricing strategies and digital promotions to reach consumers. (Sinurat, 2025). This is highly relevant to the housing market conditions in Tasikmalaya.



Figure 1. Mega Mutiara Tasik Regency housing complex

2. Research Methods

This study employs a descriptive qualitative approach (Abdussamad, 2022). Data were collected through literature review, field observations at the Mega Mutiara Tasik Regency housing project in Tasikmalaya City, and semi-structured interviews with company management and consumers. Data analysis was conducted using the 7P marketing mix framework and SWOT analysis. SWOT analysis is a strategic tool used to develop business strategies. It is a technique applied to identify and define strengths, weaknesses, opportunities, and threats. SWOT analysis is a model for analysing both profit- and nonprofit-oriented organisations to understand their current condition (Fahmi, 2015) comprehensively. SWOT analysis, which incorporates internal and external assessments of an organisation, is generally used as a basis for strategy evaluation. It facilitates the determination and formulation of appropriate and effective strategies by minimizing weaknesses and threats, thereby enabling companies to respond proactively to potential risks that could cause harm or negative impacts (Sarsby, 2016).

Through this analysis, it becomes possible to clearly illustrate how a company's external opportunities and threats can be aligned with its internal strengths and weaknesses.

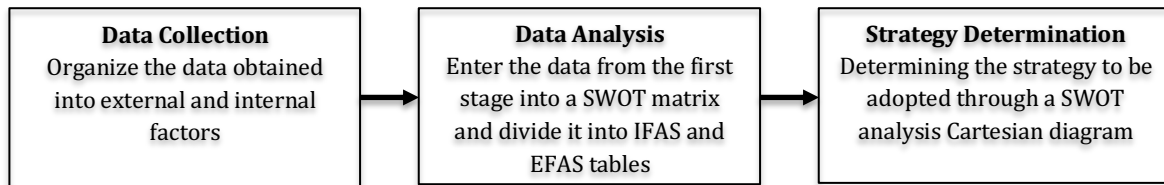


Figure 2. Three Stages of SWOT Analysis

This study employs SWOT analysis and a descriptive qualitative method.

3. Results And Discussion

The application of the 7P marketing mix concept to the sales of subsidized housing at Mega Mutiara Tasik Regency is presented as follows:

Table 1. Marketing Mix (7P) of Mega Mutiara Tasik Regency

7P Elements	Strategy
Product	Housing types 31/72 and 36/72, minimalist design, supporting facilities
Price	Prices in accordance with subsidy regulations, affordable mortgage (KPR) installments
Place	Location close to the city centre and economic hubs
Promotion	Social media, advertisements, exhibitions, and property agents
People	Trained marketing staff, mortgage (KPR) consultation services
Process	Simple purchase process through partner banks
Physical Evidence	Show units, marketing office, brochures

The first marketing strategy focuses on the product, consisting of housing units 31/72 and 36/72, designed with a modern minimalist concept and supported by facilities such as a mosque, green open spaces, playgrounds, and jogging tracks. The second strategy concerns price, in which the selling price complies with government subsidy regulations and offers affordable mortgage (KPR) installments. The third strategy relates to place, where the housing location is not far from the city centre and economic hubs, such as the market and the city square. The fourth strategy involves promotion, which is carried out through social media platforms such as Instagram and Facebook, digital advertisements in the form of flyers or banners distributed both offline and online, collaboration with property agents, and participation in exhibitions organised by Bank BTN and the Ministry of Housing and Settlements. The fifth strategy emphasises people, ensuring that marketing personnel are well-trained, competent in various aspects of marketing, and capable of providing mortgage (KPR) consultation services.

The sixth strategy focuses on the process, highlighting a straightforward and efficient purchasing procedure with relatively short processing times. Finally, the seventh strategy pertains to physical evidence, where the company provides adequate marketing offices, show units, and brochures of the property products offered. In addition, SWOT analysis is applied to identify and structure the company's

strategic factors. In this context, SWOT is a framework for formulating appropriate strategies for Mega Mutiara Tasik Regency's subsidized housing project.

Table 2. SWOT Analysis of Mega Mutiara Tasik Regency

Internal (Strengths & Weaknesses)	External (Opportunities & Threats)
Strengths (S) <ul style="list-style-type: none"> - Affordable pricing - Strategic location - Availability of subsidized mortgage (KPR) schemes 	Opportunities (O) <ul style="list-style-type: none"> - High demand for housing among Low-Income Communities (MBR) - Strong government program support - Economic growth
Weaknesses (W) <ul style="list-style-type: none"> - Limited variety of housing types - Limited facilities - Land constraints 	Threats (T) <ul style="list-style-type: none"> - Intense competition among developers - Rising material costs - Regulatory uncertainty

SWOT analysis compares external factors—opportunities and threats—with internal factors—strengths and weaknesses. Internal factors are incorporated into a matrix known as the Internal Strategic Factor Analysis Summary (IFAS). In contrast, external factors are incorporated into the External Strategic Factor Analysis Summary (EFAS) matrix.

Table 3. SWOT Analysis – IFAS (Internal Strategic Factor Analysis Summary)

Strategic Factors	Weight	Rating	Score
Strengths (S)			
Affordable pricing	0.20	4	0.80
Strategic location	0.15	4	0.60
Availability of subsidized mortgage (KPR) schemes	0.20	4	0.80
	0.55		2.20
Weaknesses (W)			
Limited variety of housing types	0.15	2	0.30
Limited facilities	0.20	2	0.40
Land constraints	0.10	1	0.10
	0.60		0.80
TOTAL	1.00		2.85

Table 3 shows that the strength factors with the highest weights are affordable pricing, strategic location, and subsidized mortgage (KPR) support, each with a weight of 0.20 and a score of 0.80. The strategic location factor has the lowest weight, with a weight of 0.15 and a score of 0.60. Therefore, the total score for the strength factors is 2.20. For the weakness factors, the highest weight is associated with limited facilities, with a value of 0.20 and a score of 0.40, whereas the lowest weight is related to land constraints, with a value of 0.10 and a score of 0.10. Thus, the total score for the weakness factors is 0.95. From the overall EFAS factors, the opportunity and threat components produce a total score of 2.85.

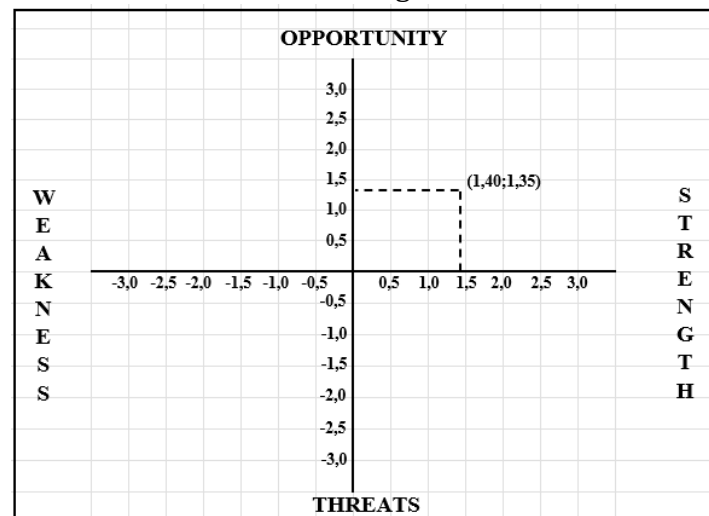
Table 4. SWOT Analysis – EFAS (External Strategic Factor Analysis Summary)

Strategic Factors	Weight	Rating	Score
Opportunities (O)			
High demand for housing among Low-Income Communities (MBR)	0.25	4	1.00
Strong government program support	0.20	3	0.60
Economic growth	0.15	3	0.45
	0.60		2.05
Threats (T)			
Intense competition among developers	0.15	2	0.30
Rising material costs	0.15	2	0.30
Regulatory uncertainty	0.10	1	0.10
	0.40		0.70
TOTAL	1.00		2.75

Table 4 shows that the opportunity factor with the highest weight is the high demand for housing among Low-Income Communities (MBR), with a weight of 0.25 and a score of 1.00. The lowest weight is found in the economic growth factor, with a weight of 0.15 and a score of 0.45. Thus, the total score for the opportunity factors is 2.05. For the threat factors, the highest weight is associated with competition among developers and rising material costs, each with a value of 0.15 and a score of 0.30. In contrast, the lowest weight is linked to regulatory uncertainty, with a value of 0.10 and a score of 0.10. Consequently, the total score for the threat factors is 0.70. From the EFAS results, the combined score for opportunities and threats is 2.75.

- IFAS (Strength – Weakness) = 1.40
- EFAS (Opportunities – Threats) = 1.35

Based on the IFAS and EFAS scores, a reference point is plotted on the SWOT quadrant matrix to determine the company's strategic position. This positioning enables the researcher to formulate strategic recommendations for the company. The SWOT quadrant matrix is illustrated in the figure below.

**Figure 3.** SWOT Quadrant Matrix

Based on the stages of analysis conducted through IFAS and EFAS, the company has internal weaknesses that must be addressed by leveraging significant external opportunities. The company should take advantage of these significant opportunities—such as the demand for housing, government support, and economic growth—to overcome internal weaknesses, including limited housing variations, minimal facilities, and land constraints.

4. Conclusion

Mega Mutiara Tasik Regency subsidized housing employs the marketing strategy of the 7P marketing mix concept: product, price, place, promotion, people, process, and physical evidence. These seven elements are interrelated and mutually supportive in the marketing and sales of property.

Based on the SWOT matrix analysis results, *Mega Mutiara Tasik Regency* is positioned in Quadrant IA, which can be interpreted as being in the growth phase. The strategy to be implemented is one of Rapid Growth, aiming to achieve a significant competitive advantage. This conclusion is drawn from the assumption that the company's strengths outweigh opportunities ($S = 1.40 > O = 1.35$). This indicates that leveraging internal strengths is more dominant than relying solely on external opportunities.

Accordingly, the company should maximize available opportunities by enhancing the quality of housing materials, ensuring product quality assurance, and conducting intensive promotion through social media and other digital platforms. Implementing such marketing strategies facilitates the achievement of sales targets for subsidized housing.

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