DIGITAL MARKETING STRATEGY FOR INTERIOR DESIGN SERVICE AT ASATERRA STUDIO

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Abstract - Interior design and construction industry has been growing rapidly from the increase of globalization and economic growth especially in growing countries. Unfortunately common design industry have not aware with the presence of digital era. In terms of a sustainable Interior Design Service company, Asaterra Studio has to catch up with the trends, including digital marketing strategy. Meanwhile as a new comer business, Asaterra Studio have a problem in low brand awareness. The purpose of this research is to find the most suitable digital marketing strategy for Asaterra Studio. This research used internal and external analysis to implement digital marketing strategy for Asaterra Studio. Internal analysis focuses on Marketing Mix (7Ps), STP Analysis (Segmenting,Targeting, and Positioning), and SWOT (SW) Analysis. External analysis focuses by using Porter Five Forces, competitor analysis, SWOT (OT) Analysis, and Customer's data. In this research, data collection divided in two ways, the primary data was collected from questionnaire to the respondents which are Asaterra Studio's previous customer and targeted customer. The other way to collect the data is interview to previous customer of Asaterra Studio. The roots of the problems of Asaterra Studio are product attributes, place and promotions that have not boost the awareness of the brand of Asaterra Studio. Based on the existing problems there are six alternative solutions are given to solve the problem of the company. Those are social media advertisement strategy, search engine marketing, differentiation of product, innovation, utilizing the influencer marketing in interior design industry, and social network presence for interior designer. The result of this research is a proposed digital marketing strategy by using TOWS Matrix and digital marketing Analysis. Considering the lack of awareness and customer engagement, there are four digital marketing strategy which are the most suitable for Asaterra Studio. Those are social media advertisement, search engine marketing, influencer marketing in interior design industry, and social network presence for interior designer. Using these alternative solutions are expected to solve the problems of the company.

Keyword - Asaterra Studio, Interior Design, Digital Marketing, Furniture maker, Brand Awareness

I. INTRODUCTION

For years, interior design's successful business story came from repeat business. Have lots of right connections, impressive portfolio, and word of marketing were the most important strategy. Nowadays, those mindset are slowly changing. With only using those old technique interior design business could not sustain. Digital era has come since people aware that technology and internet could help their activities.

Online access is one of the most important things to survive. Rosecrans Baldwin, director of Hermes Fabric and Wallpapers said "One of the things i find fascinating is the rise and then fall and then rise of retail. The other big change, of course is the rise of internet, which has changed everything." (Kuhteubl, 2016, p.15). It clearly said that internet also have big impact in interior design industry. Also internet open up people's mind, knowledge and bigger market to explore what they need and want. Millennials, a group of ages which are currently in the the most productive ages, known as a generation of connected. Technology is their future, smart phone and internet is two things that could not be separated from them.These issues are very close to digital marketing. Digital marketing terms itself has grown in popularity over the time. Marketing and sales is one of strongest connection that really important for a business. According to Aberdeen Group, company who has great sales and marketing strategy achieve almost 20% growth rate per year, compared to a 4% decline in revenue for company without good marketing strategy. The easiness and effectiveness for access is what digital marketing also offer, which people now more likely to get faster response and personal service. Asaterra Studio is a company who offer comprehensive interior design consultant and furniture making services.

Asaterra Studio also provide service of design consulting including furniture, set design, and decoration. Especially customizable. Asaterra Studio offers the personalized service to the target market and can afford in a way that is special from concepting to implementation.

II. BUSINESS ISSUE EXPLORATION

The purpose of this research is to find the digital marketing strategy and to develop the customer with conceptual framework in the figure below:

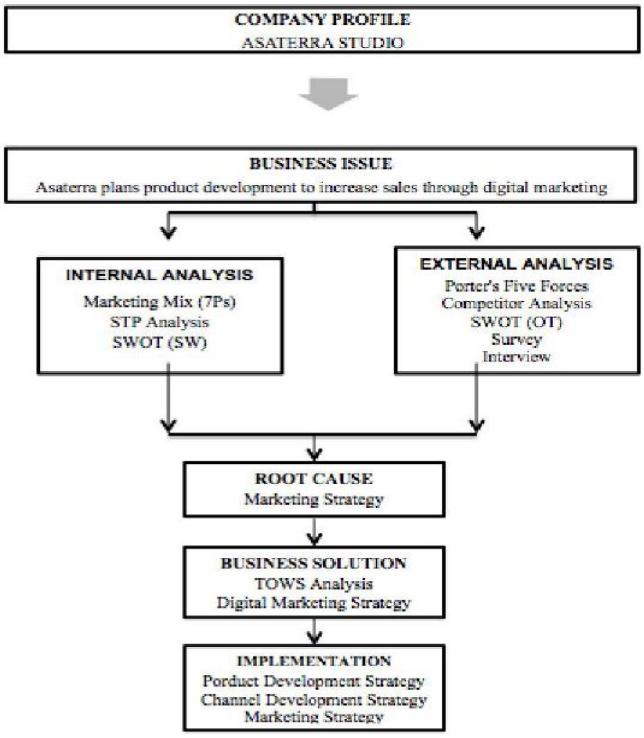


Figure 2.1 Conceptual Framework

Internal Analysis

- **Segmenting, Targeting, and Positioning Analysis**

Segmenting

Table 0.1Segmenting of Asaterra Studio

Factors	Segmenting
Geographic	• All over indonesia. Especially Jabodetabek
Demographic	• Age: 18-55 • Gender: Male, Female • Occupation: College student, worker, housewife • Status: Single, Married (Newly couple)
Psychographic	• Lifestyle: Modern life • Social Class: Middle class
Behavorial	• Benefits: Quality, economy, service, simplicity, modetn

Targeting

Armstrong and Kotler (2016) defined targeting is the tool to evaluate each market segment's potential and selecting one of more segments to enter. Asaterra Studio is targeting middle class customer who like to explore and need to design or decorate their space. Since the style of Asaterra Studio is quite likely up to date and modern, the target market is dominated with young adult people which still in their productive age.

Positioning

Positioning is arrangment for a market offering to occupy a distinctive, and desirable place relative to competing for products of target markets (Armstrong & Kotler, 2009). Asaterra Studio wants to show that the brand is simple, but still classy and give a harmonious feels. Also the look want to bring warm and nature vibe, and modern look instead. Asaterra Studio even has a tagline that represent our position to customer, "Your personal space designer".

- **Marketing Mix**

- **Product**

Product means the goods-and-services combination the company offers to the target market based on Kotler and Armstrong (2010). Asaterra Studio delivers interior design consultant, interior construction, and furniture making. It offers one stop service or even consulting, constructing, or furniture making only. Asaterra Studio provide various kind of interior services based on customer's request.

- **Price**

Price is one of the biggest factor that customer want to consider about. In Armstrong and Kotler book (2010), price is the sum of all the values that customers give up to gain the benefits of having or

using a product or service. The price will depends based on scope of project, scale, location, difficulties and materials. For Interior design consultant, company will give the price based on the work area. For interior constructing, company will give the price based on total construction work plus percentage of contractor fee. While furniture making based on the design, material, and size of the products.

- **Place**

Place includes company activities that make the product available to target consumers (Kotler and Armstrong, 2010). It means place also affect where, which, and who is the target customer. Asaterra Studio headquarter based in Jakarta, but also take project outside Jakarta. Asaterra Studio also deliver consulting and constructing in Java, Bali, and Sumatera, Borneo island. Asaterra Studio will expand our service also to all over Indonesia and even in few years Asaterra Studio will try to get global market.

- **Promotion**

Currently one of the easiest and fastest promotion is from mouth-to-mouth, but it will limit the scope of the customer. Asaterra Studio will try to give the best service, so the review and satisfaction of a client is number one for company. For a company, repeat order could be our loyal customer, because company already have a good standardization and good negotiation with company. Besides, Asaterra Studio has instagram and facebook page to boost awareness wider.

- **People**

Asaterra Studio formed by a team that led by a project coordinator, most of them will be discussed with a team and get a lot of creative ideas. Asaterra Studio's team member are qualified with a designer, and construction background. For the carpenter and furniture maker is already qualified with their own special skill. Company also gives a guarantee for our product in between our retention time..

- **Physical Evidence**

Asaterra Studio has finished various kind of projects from furniture making, interior designing and constructing. Asaterra Studio also finished project such as residential to public space like theater, cafe, store, and many more. Company always give simple touch yet classy in their works. Project that has been finished collected in website, booklet and instagram for showing new clients about company's portfolio.





Figure 2.2 Asaterra Studio's previous project

- **Process**

In every process Asaterra Studio always try to satisfy client. As a consultant, company will try to solve their problems.. Asaterra Studio also offer the client for personal standardization, usually for company. For example, as company's branding, they sometimes want a design standard, only for them. For furniture making, company do not only making mass product. Company try to fill customers special needs.

- **SWOT (SW) Analysis**

Strengths

• Creative

Asaterra Studio always try develop fresh, unique, and creative ideas from qualified team. The team is always keep up with the latest trends and the team is always try to make unique and authentic products, not only common mass product.

• Well experienced.

Asaterra Studio have a team of creative and highly proficient interior designers, a team with excellent qualifications and experience in various niche areas in the interior design industry. Aside from the synergy that exists in our carefully selected interior designers.

• Good Price.

Asaterra Studio will give the best price to client. Rate that given to client is not a fixed price, depends on the scale of the project. Client could negotiate their budget with the team and the price will be fair.

• Lots of connection.

Asaterra Studio has a lot of connection and partner from the supplier, contractor, worker, even the other interior designer to help company complete the project.

Weaknesses

• Lack of team member

Asaterra Studio team member is not that much, which sometimes could take a little bit longer time to finish a project. Even company do not have special marketing team which currently need to improve the sales.

• Less Awareness of the Company

Asaterra Studio been in the industry less than two years, which there are a lot more popular and been in

this industry for years. Asaterra Studio also has not easily found everywhere.

External Analysis

- **Porter Five Forces Analysis**

Introduced by Michael Porter in 1979, the Porter Five Forces Analysis of Competition framework known as one of the tool to evaluate potential and risks of a company. This tool identified how to be competitive and optimize the profitability of an industry.

a. Competitive Rivalry

Understanding competitor's activity is one of the key to be success in industry. This factor look into competitors' strength, how they do their business and compare it. This also help a company know their position in the market. Competitive rivalry for interior design industry is high. Interior design industry has a lot of design studio, contractor or even a one man show designer.

b. Threat of New Entrants

As already stated above, that interior design industry competitive is high. That reason attract presence of new competitors. It could be exactly the same like the previous company or even new entrants which handle previous company's absence. The possibility to enter business in interior design sector is high, but what makes one to another different is how they scale up their business. As the need of constructing is raising, interior design industry is growing as well.

c. Bargaining Power of Supplier

Supplier of materials affect the price of furniture and construction. Nevertheless, Asaterra Studio have lots of partner material supplier. Company has wide option for alternatives and the price will not be aggressively fluctuating. Also for every single project, company always discuss about pricing and budgeting with customer.

d. Bargaining Power of Buyer

The scale of the project determine the power of the buyer. The power of buyer also depends. If the customer based on business corporate (B2B), company is not that flexible to negotiate, also customer could do tender, so they could choose one of the best out of the selection, but B2B usually do repeat order if they satisfy with company's work. Meanwhile if customer is personal (B2C), it is much flexible because they usually select one and go with company's direction, but they usually not do repeat order or at least after long time.

e. Threat of Substitutes

Asaterra Studio provide service that is not exactly the same like common interior designer. Asaterra Studio provide one stop service to customizable furniture. While common competitor only do one of Asaterra Studio's services. If there are more interior designer that could be a substitute, it must be a new one. Which most of customer would likely choose the previous one because they already know the review rather the new one.

- **Benchmark Analysis**

Table 0.2 Benchmark analysis with competitor

Brand	Product	Price	Place	Promotion	People	Process	Reason
Asaterra Studio	Consultant Contractor Furniture	Middle Class	Offline and Online: Jakarta	Instagram Facebook Page	Management Staff	Booking by phone, social media, and message Offline Store	Personal Service Price
IKEA	Furniture Homeware	Middle Class	Offline and Online: Worldwide Tangerang	Instagram Website Billboard	Management Staff	Mobile Apps Website Offline Store	Price Large scale variety
Fabelio	Consultant Contractor Furniture	Middle Class	Offline: Jakarta	Instagram Website GoogleAds Instagram Ads	Management Staff	Mobile Apps Website	
Dekoruma	Furniture Homeware Consultant - marketplace	Middle Class	Offline: Jakarta	Instagram Website GoogleAds Instagram Ads	Management Staff	Mobile Apps Website	Simple

Benchmark analysis could be useful to see company's position in the market and between other potential competitor. Asaterra Studio has former competitor which are in worldwide scale and nationwide scale.

Competitor that listed below are companies that offer almost similar service like Asaterra Studio.

- **SWOT (OT) Analysis**

Opportunities

• High on demand.

Interior design industry's demand is getting higher as construction is almost everywhere. Fast and spreading construction is currently an issue for now. From residential, landed house to vertical house, office, and many more public areas. Space constraint leading to re-modelling, re-designing and adaptive reuse of existing building.

• Economic growth.

Economic activities in the world, including Indonesia is now growing fast. People are now aware about the value of an investment of a design. Few decades back people do not want to invest on something like interior design and do not care about how an interior look. Nevertheless, people nowadays would like to pay more to consider comfort, prestige, and looks.

Threats

• Lots of competitor.

As much as the construction happens, a lot of design consultant is developing as well. People realize the opportunity of business in construction industry. Even people with unrelated background seek for a chance of being an interior designer and contractor.

- **Digital Marketing Strategy**

Since early 2000s, the terms of digital marketing has spreading years by years as the development of digital era and millenials age is on their productive time. Digital marketing also has two approaches, which are inbound marketing and outbound marketing.From the book of Emarketing Excellence: Planning and Optimizing Your Digital Marketing, Chaffey and Smith's (2008) there are six website and social presences channels model can be used. Researcher will not use all of the digital marketing, but will only use what really solve company's problem.

Outbound Marketing

Outbound marketing is one of the approach of digital marketing, but categorized as offline. Outbound marketing reach their customer directly in front of the people, whether is relevant or not. Examples of outbond marketing are ad banners, email promotion, and television ads. People who do not need the Which interior design service is not something that people would hire it when they see it. It is about they can find it when they need it since it is not a fast-selling business.

Inbound Marketing

Inbound marketing also called as online marketing. Inbound marketing deliver online content to attract their target customer which really helpful when they need it. As the figure below, Inbound marketing is an asset to attract stranger, to be a visitor. Then convert it to leads which they could engage deeper. After they getting close, they would like to be the customer. Lastly, when they feel satisfy, they will also be the promoters for the company, even for free.

There are many kinds of digital marketing, but most common strategies for digital marketing are:

1. Search engine optimization (SEO)
2. Search engine marketing (SEM)
3. Content marketing
4. Social Media Marketing (SMM)
5. Pay-per-click advertising (PPC)
6. Paid Inclusion in Search EnginesTechnique
7. Email marketing

- Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the process of increasing the traffic and awareness of the website from search engine in terms of targeted keyword. SEO could make the website as the top position in search result, which makes the website more likely to be opened by the customers.

- Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a technique to promote a website to increase awareness in search engine in both the advertising and optimization. For short, SEM could refer as purchasing ads using search engine such as Google, Yahoo, and Bing.

- Content Marketing

Content marketing is a tool used by a company to inform and educate customers in terms of attract customers in giving content to get more awareness and even engagement.Most popular content marketing for now is blog or video blog on company's youtube channel or other social media.

- Social Media Marketing (SMM)

In digital era, social media is one of the biggest platform to connect people and spreading information.Company could use social media as their advertising and information channel and get closer with customer. Also customer can give reviews and spreading information about the company by digital word of mouth. Even now social media like instagram and facebook already provide business tools for business related social media account.

- Pay Per Click Advertising (PPC)

Pay Per Click Advertising Technique technique is one of the popular method to increase the website level. This tools used for promoting their website to optimize the relevant keyword to customer's search.

- Paid Inclusion in Search Engines Technique

Marketers could pay to search engine provider to put a company website in the list of search results to define the keywords. Then subscription fee will be charged for annually for the website. Those fee will be charged on per click with each baseline fees, depends on the needs of each website.

- Email Marketing

Most of people nowadays have email and email marketing is now much easier and simpler than phone marketing. Email marketing has three key components, which areRetention Email, Direct Email,

and Email Placed Ads based on each company's engagement needs.

Research Methodology

This research used a qualitative research to uncover the problems from researcher and customer about Asaterra Studio. This research also use literature and journal study to get the theory to solve the problems. Besides, survey to potential customers could validate the theory and analysis results for which strategy fit to Asaterra Studio. Tools that used in this research mostly about marketing, specifically digital marketing. Those tools are STP Analysis, Marketing Mix (7Ps), SWOT Analysis, Porter's Five Forces, Competitor Analysis, and Digital Marketing concept.

This research used Marketing Mix as a current key marketing activities of Asaterra Studio. Also Marketing Mix (7Ps) for service business is an adaption of the simple marketing mix (4Ps). For STP Analysis, this tools used for aiming the right target and understand their issues.

SWOT analysis used for improve Asaterra Studio's strength, minimizing the weakness, take advantage of the opportunity and resolve the threat. Meanwhile, Porter's Five Forces used for determining condition outside company, where actually a company's position in the market. It related to Competitor Analysis to evaluate and compare the current condition in the industry. Other customer's data collected from survey through questionnaire. Survey will be collected from January 2018 to March 2018.

Sample Size

For Questionnaire method, sample size used for determining how many customers will be surveyed. Since the company is service based company, researcher should determine the sample of potential customer which at least know and interested in interior design field. In this term, Quota Sampling will be used to determine the sample from the targeted population/ group that has few criteria that researcher need (Sugiyono, 2011). Quota sampling used based on the customer that actually interested or understand about the field. Questionnaire will be collected from 120 people who have used Asaterra's Studio service, partners, and potential customers.

Researcher also take interview to company's previous customer. The sample that researcher use Purposive Sampling which came from specific criteria. In this case, people which already experienced in using interior design service and involved in the process. This data collection use interview method to more understanding the needs of the customer and the question is more detailed rather than the questionnaire.The customer will be divided in two groups. The first one is business to business segment which are the owner or the designer of a company and the second one is business to customer segment which used Asaterra Studio's service for personal needs. In this research, there are 5 samples of each groups and the total is 10 customers.

Root Cause

This research is using fishbone to determine the root cause analysis.

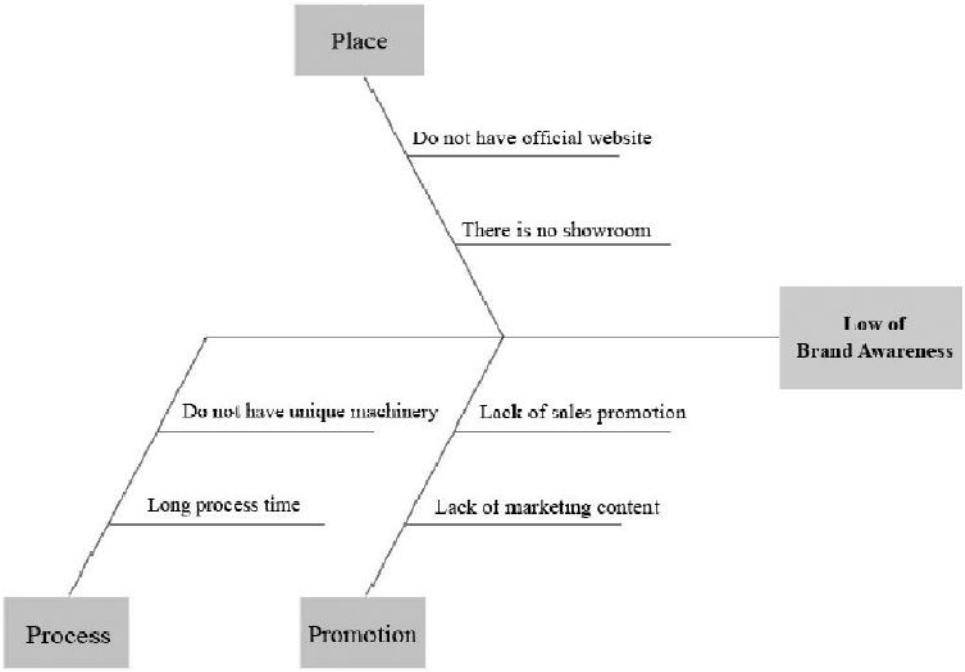


Figure 2.3Root Cause Analysis

From the diagram above, there are three major problems in Asaterra Studio that make Asaterra Studio has low brand awareness issue. Currently Asaterra Studio have not provide attractive and informative content in website, also the website still use free web hosting, which usually indicates unofficial website.If the company make a good marketing, company could increase the awareness and also the sales. The conclusions of the diagram is to solve the low brand awareness is:

1. The researcher will propose a marketing strategy that fits Asaterra Studio to improve brand awareness.
2. The researcher will solve the promotion and place problems through marketing strategy

III. BUSINESS SOLUTION

internal factor / Extrernal Factor	Strength 1. Creative 2. Well experienced 3. Good Price 4. Lots of connection	Weakness 1. Lack of team member 2. Less Awareness of the Company
Opportunity 1. High on demand **2.** Economic growth	- Social Media Advertisements	- Search Engine Marketing
Threat 1. Lots of competitor	- Differentiation Product - Innovation	- Utilize the influence for Increasing the Trust - Marketing Team

Figure 0.1 TOWS analysis for alternative solution

Proposed Solution

Asaterra Studio should use inbound marketing as people who will use interior design service is who really need it. For digital marketing there are few types of digital marketing trifecta those are conducts by Earned, Owned and Paid Media.Paid media can be refer to the more conventional tools of brand messages marketing. Some example of paid media are ads on the TV or on the radio, billboards, Google Adwords, Instagram Ads, Facebook Ads, paid PPC, and banners. Meanwhile, owned media is platform that owned by the company such as website, and social media. When the brand has more platform, the more chances that an existence in digital media is expanding.

Last one is Earned Media which is a tool to bring people to company's paid media and owned media. Also when people beside the team, paid promotion or partner who promotes by themselves. It could indicate the success of the marketing strategy. People would like to promote the brand when they satisfy with the service or they would like to engage more with the company. Mostly for now, people would like to write review and recommendations on blogs or their social media.

Based on six strategies that explained in the table 3.1 in TOWS Matrix. The strategies chosen by author for Paid Media are search engine marketing, and social media advertising. For Owned Media, the strategy used for Asaterra Studio is Influencer Marketing in Interior Design industry and interior designer social networking. Meanwhile Earned Media will approached by search engine optimization. The last step is product differentiation.

- Search Engine Marketing

From the survey result, respondents mostly search information for interior design service from search engine. From 120 respondents, which those are Asaterra Studio's previous customer and targeted customer. Besides, 25.4% of respondents people answer that they mostly know about other interior design service or similar company's information based on search engine. The next step to do is company has to find the most popular keywords that related to interior design service which people are looking for to maximize the promotion through search engine.

After listing some of the most popular and suitable keywords, table 3.1 shown keywords that are the most related to Asaterra Studio and to set the Google Adwords to aim the right target table 3.2 will be used for settings.

Table 0.1Popular Keywords based on Google Keyword Planner

No.	Keyword	Average monthly	Competition
1.	Interior Design Jakarta	1000-10000	Medium
2.	Jasa Desain Interior	1000-10000	Medium
3.	Konsultan desain interior	100-1000	Medium
4.	Jasa Interior	100-1000	High
5.	Kontraktor Interior Jakarta	100-1000	Medium

Table 0.2 Setting for Google Adwords

No.	Attribute	Setting
1.	Age	18 – 55 Years Old
2.	Gender	Men and Women
3.	Interest	Interior

4.	Location	Indonesia
5.	Daily Budget	Rp. 50.000
6.	Networks	Search Network and Display Network
7.	Bid per Clik	Rp. 5.000
8.	Keywords	Interior desain, interior desainer, interior desain jakarta, interior design jakarta, jasa interior design, jasa desain interior jakarta, Jasa kontraktor interior
9.	Landing page	www.asaterrastudio.com
10.	Headline 1	Asaterra Studio
11.	Headline 2	Interior Design and Build Indonesia
12.	Description	Your personal space designer

From search engine optimization, company could make the brand more visible. Those popular keywords above could make the landing page is more likely to be found easily. For social media, company also has to do research what are the most popular and suitable hashtag that related to interior design. Below shown some popular hashtag that can be used by Asaterra Studio.

Table 0.3 Popular Hashtag for Social Media

No.	Hashtag	User
1.	#interiordesignjakarta	39 M
2.	#interiordesign	40 M
3	#interiordesain	65 K
4.	#interiordesainjakarta	14 K
5.	#interiordesignjakarta	38 K

- Social Media Advertisement Strategy

Based on the survey result, 15.8% respondents get their information about interior design service is from social media advertisement, which is the second option after search engine. The most user of social media from targeted customer are instagram and facebook, which 75% respondents use instagram and 9.3% respondents use facebook. That is why researcher proposed social media advertisement to increase the awareness of the brand. For implementing advertisement on Instagram Ads and Facebook Ads, below on table 3.6 shows the criteria for Facebook Ads and Instagram Ads:

Table 0.4 Facebook Ads and Instagram Ads Criteria

No.	Criteria	Description
1.	Age	18 – 55 Years Old
2.	Gender	Men and Women
3.	Interest	Interior, Design, Art, Architecture, Furniture, Craft, Set Design
1.	Location	Indonesia
2.	Include	Jakarta
3.	Language	Indonesian
4.	Education	Field of Study, Schools
5.	Generation	Millenials
6.	Behaviors	Design
7.	Connections	Friends of people who like your Page
8.	Duration	30 days
9.	Potential Reach	140.000 – 650.000 people
10	Daily Budget	Rp. 50.000
11	Text	Ingin dekorasi ruangmu tapi bingung? Ingin beli furniture tapi budget
12	Headline	Get your Personal Designer (Free pre consultation)
13	Link Description	www.asaterra.com
14	Call to Action	Learn More

- Social Network for Interior Design Industry

Nowadays there are a lot of platform to connect between people who search for designer and the designers, for example arsitag. This platform allows designer to put their profile, finished projects, and reviews. Then people who seek for a designers could put a project, and search for the most suitable designer.

Table 0.5 Social network setting

No.	Question	Description
1.	What kind of service do you need?	• Design • Design and build
2.	Project Location	• Indonesia • Jabodetabek
3.	Your needs	• Build • Renovation
4.	Location	• House • Apartment
5.	Budget	None

- Influencer Marketing in Interior Design Industry

From the survey, researcher also found that people like to get recommendation from the relatives and influencer for deciding an interior design service. To use influencer marketing, researcher decide to choose Youtube and Instagram as their social media influencing platform. For now Asaterra do not have youtube channel. First of all, youtube channel for interior design in Indonesia is not common. That indicates that this promotion could be an innovation in indonesian interior design industry.

Table 0.6 Setting for influencer marketing in interior design industry

Content	Description	Requirements
Video Blog	• Asaterra Studio's team will record on going projects or finished project. • Asaterra Studio's client will give feedback or review of company's services.	• For the Asaterra Studio's team video, will include 101 design tips. • For the client's video will include the finished project highlight and the client will give the feedback of our services.

Evaluate Effectiveness

Every marketing tools should be checked whether the goals have been reached. An important part of digital marketing successful rate is to know the value of your business on the market. Key Performance Indicators can be the tools of checking different metrics to measure an objective. Metrics usually revolve around the following factors:

• Audience as the community volume.

The most basic data that we can get from followers, or checked from instagram business analytics or google analytics.

• Scope.

To see the size of the community. It can be measured from membership, or relationship in social media.

• Engagement.

This measured from the people who actually use the service or even a stakeholders that interest to join partnership with the company.

• Influence.

This measurement counts when a company start reviewed by professional or media. One of the most widely used KPIs to measure influence is the Klout Index.

• Interaction

This counts from how people talking about the brand or being a part of the community like blogs, product review or any kind of publishing.The evaluation also come from the interview of previous customer's. The result show how does the customer feels after using the service. The state that customer feels before and after using the service should be understood, which called as a statement of value. The effectiveness could be seen from those answers.

IV. IMPLEMENTATION PLAN

Conclusion

Since 2015, Asaterra Studio has finished lots of interior design projects. As a new comer business in interior design industry, Asaterra Studio started face some issues. Based on the previous chapter, the main problem of Asaterra Studio is low brand awareness. The conclusion from this research is solution to solve the problem that occured to Asaterra Studio which came from the research questions that have been written in the Chapter 1. The conclusions of this research are:

1. What are the internal and external conditions of Asaterra related to business issue?
   Asaterra Studio currently face low brand awareness because the company is still lack of suitable marketing strategy.

2. Based on internal and external conditions analysis, what is the best marketing strategy to answer business issue of Asaterra Studio?

To increase the brand awareness, company will use strategies based on analysis with TOWS matrix and implement digital marketing strategy. The TOWS Matrix is the tool to identify the alternative strategy that came with Asaterra Studio's current condition. While digital marketing strategy is the ideas to integrate the promotion strategy, which will help the company aim the right target.

3. How will the marketing strategy be implemented to Asaterra Studio?
   After choosing the best marketing strategies, from the TOWS Matrix it can determine few strategy that will fit the company to:
   a. Social Media Advertisements
   b. Search Engine Marketing
   c. Differentiation Product
   d. Innovation
   e. Marketing Team
   f. Social Network for Interior Design Industry
   g. Influencer Marketing in Interior Design Industry

While the main marketing strategy mostly use digital media, which leads to digital marketing. Digital marketing of the company will refer to social media optimization and website presence to top of people's mind. Those digital marketing strategy hopefully can increase Asaterra Studio's brand awareness as people would know and interest to the company.

Action Plan

The table 4.1 describes about action plan for each alternative strategy that proposed by author.

Table 4. 1 Action Plan

Proposed Strategy	**Action Plan**
Social Media Advertisement Strategy	
Facebook Ads	Prepare the Content of Advertisement
	Launch Advertisement
	Monitoring Advertisement
	Evaluate Advertisement
	Re-launch Advertisement
Instagram Ads	Prepare the Content of Advertisement
	Launch Advertisement
	Monitoring Advertisement
	Evaluate Advertisement
	Re-launch Advertisement
Social Network	Prepare the Content of Advertisement
	Launch Advertisement
	Monitoring Advertisement
	Evaluate Advertisement
	Re-launch Advertisement
Google Adwords	Setting the Content of Google Adwords
	Launch Advertisement
	Monitoring Advertisement
	Evaluate Advertisement
	Re-launch Advertisement
Influencer Marketing in Interior Industry	
Video Blog	Setting the Content of Video Blog
	Launch the Video Blog
	Monitoring the Respond of Video Blog
	Re-launch the Video Blog
Differentiation Product Strategy	
Differentation Product	Finding the Partnership
	Makes a Partnership
	Implement the Feature
	Evaluate the Feature
Innovation	Finding the partnership
	Makes a Partnership
	Implement the Feature
	Evaluate the Feature

Time Schedule

PROPOSED STRATEGY													
Social Media Advertisement Strategy		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook Ads	Prepare the content of advertisement												
	Launch Advertisement												
	Monitoring Advertisement												
	Evaluate Advertisement												
	Relaunch Advertisement												
Instagram Ads	Prepare the content of advertisement												
	Launch Advertisement												
	Monitoring Advertisement												
	Evaluate Advertisement												
	Relaunch Advertisement												
Search Engine Marketing Strategy													
Google Adwords	Setting the content of Google Adwords												
	Launch Advertisement												
	Monitoring Advertisement												
	Evaluate Advertisement												
	Relaunch Advertisement												
Social Network for Interior Design Industry													
Arsitag Page	Setting the content												
	Launch the page												
	Monitoring												
	Evaluate												
	Relaunch												
Influencer Marketing in Interior Design Industry													
Youtube	Setting the content												
	Launch the page												
	Monitoring												
	Relaunch												
Differentation Product Strategy													
One Stop Design Service	Find the branding consultant												
	Make partnership												
	Implement												
	Evaluate the service package												
Website Development	Find the web deigner												
	Make the product												
	Launch the product												
	Evaluate the feature												

Figure 4. 1 Time schedule

Time schedule for implementing digital marketing strategy for Asaterra Studio arranged for a year ahead, starting from January. Timeline arranged based on the difficulty and urgency of the strategy to implement.

Estimated Budget

Budget estimation arranged based on Asaterra Studio's income and percentage of marketing budget of the company.

Table 4. 2 Estimated Budget

Program	Quantity/Month	Duration	Budget
Facebook Ads	30	3 Month	Rp. 3.600.000
Instagram Ads	30	3 Month	Rp. 3.600.000
Google Ads	30	3 Month	Rp. 9.000.000
Total Budget in six months plan			**Rp. 16.200.000**

FUTURE RESEARCH

After finishing this research, Asaterra Studio should keep updated with the latest information to keep close with the customer. The future research will keep increasing the brand awareness and also service development. The result of the future research will evaluate the effectiveness of this marketing strategy that has been explained in this research. Later, future research will use quantitative research which will be helpful to get the exact number and result of the survey.

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