



Implementation of Marketing Communication Strategies in Supporting Business Performance

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Abstract

Corporate communication management requires communication strategies that can consistently represent the company's image through the structured processing and delivery of messages to stakeholders. This study aims to analyze the implementation of marketing communication strategies in supporting business performance at PT Midtown Hotels Indonesia. A descriptive qualitative approach was employed, with a focus on field-based practices. Data were collected through participatory observation during the internship program, enabling the researcher to gain direct insights into the marketing communication processes applied by the company. The findings indicate that PT Midtown Hotels Indonesia implements an integrated marketing communication strategy through cross-functional coordination within the marketing division and the utilization of various communication channels, both digital and conventional. This strategy plays a significant role in strengthening the company's image, enhancing promotional effectiveness, and building and maintaining long-term relationships with customers and business partners. Marketing communication thus functions as a strategic element that contributes substantially to supporting business performance in the hospitality industry. Keywords: marketing communication strategy, business performance, hospitality industry. If you want, I can also: Adjust the tone to match international journal standards, or Shorten it to meet word limits commonly required by journals.

Keywords: Financial Knowledge, Pocket Money, Promotion, Service Quality.

INTRODUCTION

The function of marketing communication extends beyond serving merely as a promotional tool; when implemented through well-designed strategies, it contributes to building guest experiences and creating positive perceptions that can enhance customer loyalty. The role of marketing communication includes informing, persuading, and reminding consumers about the products or services offered, thereby influencing consumer attitudes and decision-making processes (Kotler & Keller, 2007). Through well-planned marketing communication, companies are able to build a positive corporate image, increase trust, and strengthen the quality of relationships with customers and business partners.

Along with the rapid development of digital technology, the ways in which consumers become aware of and interact with brands have undergone

significant changes. The Digital 2026: Indonesia report published by We Are Social and Marketing-Interactive indicates that brand discovery now occurs through various digital channels, with 38.3% of users discovering brands through search engines, 37.3% through social media advertising, and 32.6% through user comments or reviews on social platforms. These findings demonstrate that marketing communication is no longer linear but dispersed across multiple interconnected digital touchpoints. This condition requires service companies, including those in the hospitality industry, to manage marketing communication in an integrated and consistent manner to ensure that brand messages are delivered effectively and are not fragmented in the minds of consumers. The implementation of integrated marketing communication strategies also plays a crucial role in supporting business performance, which is not solely measured by financial indicators but also by brand image achievement, customer loyalty, and the sustainability of relationships with stakeholders.

Service companies continue to face challenges in maintaining message consistency and coordination of marketing communication amid the rapid growth of digital media and rising consumer expectations. The involvement of multiple internal divisions and external parties necessitates a structured and well-coordinated marketing communication strategy, as ineffective management may reduce the effectiveness of communication and limit its contribution to achieving business objectives. PT Midtown Hotels Indonesia, as a hospitality management company, implements an integrated marketing communication strategy at the corporate level through coordination among marketing divisions and the utilization of various communication channels to build brand image, maintain relationships with customers and business partners, and support sustainable business performance. Therefore, this article aims to describe the implementation of marketing communication strategies at PT Midtown Hotels Indonesia and analyze their role in supporting the company's business performance.

LITERATURE REVIEW

Marketing Communication Strategy

Marketing communication is a form of communication designed to support a company's marketing strategy through various activities aimed at introducing, building, and maintaining interactions between the company and external stakeholders, including business partners, suppliers, and consumers (Kusniadji, 2016). In the hospitality industry, marketing communication plays a crucial role, as hotels being part of the hospitality sector serve as key contributors to the tourism industry in Indonesia by providing comfortable facilities and services for both domestic and international tourists. At the same time, effective communication strategies are required to maintain trust, enhance customer satisfaction, and build customer loyalty (Hariyati & Sovianti, 2021).

Corporate communication management requires strategies that are capable of representing the desired corporate image through the appropriate delivery of messages to stakeholders. Therefore, communication strategy functions as a guideline for designing and directing communication programs in a focused manner to ensure alignment with organizational objectives. In public relations practice, communication strategy refers to the concepts, approaches, or general plans that serve as the foundation for designing communication programs, enabling corporate goals to be achieved effectively and measurably. Given the increasingly competitive business environment, companies tend to adopt Integrated Marketing Communication (IMC) strategies to unify marketing messages in accordance with corporate objectives and the characteristics of target audiences (Melewar et al., 2016). Through marketing communication strategies, companies aim to inform, influence, persuade, and remind target consumers, ensuring that messages related to the company and its product offerings are effectively received (Ekalista & Hardianto, 2019).

The Relationship between Marketing Communication Strategy and Business Performance

According (Belasen, 2008), Integrated Marketing Communication (IMC) is a process of brand value creation achieved through effective relationship management with customers by coordinating and controlling message strategies delivered to customers and corporate stakeholders. One rapidly developing form of marketing communication is social media communication, which has the capacity to influence brand trust and brand affect—two key determinants of brand loyalty. Research findings indicate that brand trust and brand affect account for approximately 69% of brand loyalty formation (Orzan et al., 2016). This highlights that effective social media marketing communication can enhance consumer trust and emotional attachment to a brand, ultimately having a significant impact on brand loyalty.

To support this process, the application of the marketing communication mix comprising advertising, direct marketing, sales promotion, personal selling, and public relations has proven effective in attracting and retaining customers while strengthening corporate image (Widiawati, 2019). Furthermore, the implementation of IMC strategies has been shown to contribute to increased visitor numbers, as the alignment of communication strategies with segmentation, targeting, and positioning enables hotels to deliver messages that are relevant to market needs and characteristics (Ekalista & Hardianto, 2019). Collaboration among internal divisions in managing marketing communication also plays an important role in maintaining customer loyalty, particularly within the corporate segment. Consistent and integrated communication strategies are able to strengthen brand identity and contribute to revenue generation, especially in the hospitality MICE (Meetings, Incentives, Conferences, and Exhibitions) sector (Hariyati & Sovianti, 2021).

RESEARCH METHODS

This article employs a practice-based descriptive qualitative approach. This approach was selected to provide an in-depth depiction of the implementation of marketing communication strategies applied in the company's operational activities. The article focuses on describing marketing communication practices and interpreting them based on relevant theoretical frameworks.

The data sources for this article were derived from direct observations conducted during the internship program at PT Midtown Hotels Indonesia. The data were obtained through active involvement in various corporate-level marketing communication activities, including coordination among marketing divisions, implementation of promotional activities, management of internal communication, and interaction with external business partners. In addition, supporting data were collected from internal company documentation relevant to the topic of discussion and free from confidential information. Data collection was carried out through participatory observation, in which direct involvement in the daily activities of the marketing division enabled a deeper understanding of the processes and dynamics of marketing communication practices. Throughout the internship period, systematic records were maintained to document activities, workflows, coordination patterns, and forms of marketing communication implemented by the company. Furthermore, document analysis was conducted on promotional materials, marketing activity reports, and other supporting documents related to the implementation of marketing communication strategies, ensuring that the data provided a comprehensive overview of marketing communication practices at PT Midtown Hotels Indonesia.

Data analysis in this article was conducted descriptively by systematically outlining the various marketing communication practices implemented at PT Midtown Hotels Indonesia during the internship. The data collected through observation, direct involvement, and document analysis were analyzed by describing the forms of activities, coordination patterns, and the roles of each marketing function within the company's communication processes. Subsequently, these marketing communication practices were interpreted by relating them to relevant marketing communication concepts and theories, such as integrated marketing communication, brand image management, and relationship management with customers and stakeholders. This interpretative process aims to provide a deeper understanding of how marketing communication strategies function not only as promotional activities but also as strategic instruments that support business performance through image strengthening, enhanced communication effectiveness, and the sustainability of relationships with customers and business partners.

RESULT AND DISCUSSION

Implementation of Marketing Communication Strategies

The implementation of marketing communication strategies at PT Midtown Hotels Indonesia, based on observations and direct involvement during the internship period, demonstrates the application of an integrated marketing communication approach at the corporate level. This strategy is implemented through structured coordination among several marketing functions, namely marketing communication, room and sales, e-commerce, and membership. Each function holds complementary roles and responsibilities in designing, delivering, and managing corporate messages to target audiences, ensuring that the messages conveyed remain consistent and aligned with the company's business objectives.

Marketing communication is not positioned merely as a promotional activity, but rather as a strategic instrument for building and maintaining corporate image. This is reflected in the active involvement of the marketing team in establishing collaborations with various stakeholders, including media, key opinion leaders (KOLs), event partners, and other external parties relevant to the company's business needs. Through these collaborations, the company seeks to expand communication reach, enhance brand exposure, and build positive perceptions among the public and business partners.

Marketing communication strategies are also directed toward supporting long-term relationships with stakeholders. Cross-functional coordination enables the company to deliver messages that are not only informative and persuasive but also reflective of the values, identity, and brand positioning of Midtown Hotels Indonesia. Consequently, marketing communication is implemented as a continuous and well-planned process, oriented not only toward achieving short-term targets but also toward strengthening brand identity and enhancing the company's visibility on a sustainable basis.

Forms of Marketing Communication Activities

The implementation of marketing communication strategies at PT Midtown Hotels Indonesia is manifested through various systematically designed activities, including the development and dissemination of promotional materials, coordination of event activities, and management of digital communication. These activities are conducted as part of the company's efforts to deliver marketing messages that are aligned with brand identity and business objectives. The author was directly involved in the coordination of event activities, starting from concept planning, communication and negotiation with partners, to event execution and post-event follow-up. This involvement indicates that the success of marketing programs is highly dependent on structured communication, clear coordination flows, and consistency of messages conveyed to all relevant parties.

The company also utilizes digital channels and e-commerce platforms as integral components of its marketing strategy. Digital communication management is carried out to reach broader market segments and to adapt marketing messages to the dynamic needs, preferences, and behaviors of consumers. Through the use of digital channels, the company is able to disseminate promotional information more quickly, interactively, and measurably, while simultaneously strengthening brand presence in the digital space. These activities reflect the application of the integrated marketing communication concept, in which message consistency across multiple communication channels is maintained to build a strong corporate image, enhance consumer trust, and support the overall effectiveness of marketing programs.

Marketing communication strategies at PT Midtown Hotels Indonesia are also implemented through publications in print media and mass media as a means of expanding information reach and building corporate image in the public sphere. These publications focus not only on promoting hotel services and facilities, but also on communicating the company's values, commitments, and social responsibilities to the community. Through mass media exposure, the company seeks to shape positive perceptions by presenting Midtown Hotels as a professional business entity that is socially responsible and contributes meaningfully to society.

The implementation of marketing communication is further realized through Corporate Social Responsibility (CSR) programs as a form of the company's responsibility toward social welfare, environmental sustainability, and social and health-related issues. One tangible example of such CSR initiatives is the Kopi Tutur Rasa program, which promotes inclusivity by empowering hearing-impaired individuals as baristas. This program is communicated to the public as a manifestation of the company's commitment to creating an inclusive work environment and providing equal opportunities for persons with disabilities. In addition, the company demonstrates concern for environmental conservation and actively participates in social and health-related activities that directly impact the surrounding community.

Communication of CSR activities constitutes an integral part of the company's marketing communication strategy, as it not only strengthens a positive corporate image but also builds emotional bonds with the community and stakeholders. An image of a caring, responsible, and socially oriented company fosters public trust and enhances customer loyalty. As a result, Midtown Hotels is perceived not only as a comfortable and high-quality accommodation provider, but also as a company that makes tangible contributions to environmental sustainability and social welfare. This indicates that marketing communication integrating CSR values plays a strategic role in supporting

business performance through image strengthening, increased trust, and the hospitality industry's contribution to society.

The Role of Marketing Communication in Supporting Business Performance

The marketing communication strategies implemented at PT Midtown Hotels Indonesia play a significant role in supporting the company's business performance. This is reflected in the active involvement of the marketing team in internal discussions related to pricing strategies, market trend analysis, and monitoring competitors' movements and strategies. Market information gathered through marketing communication activities, derived from digital channels, guest feedback, and sales data, is used as a basis for managerial decision-making. This approach aims to ensure that business policies remain relevant to market conditions, maintain the company's competitiveness, and support sustainable business performance in both the short and long term.

Marketing communication also contributes significantly to maintaining and strengthening relationships with customers. Through membership program management and direct communication with guests, the company seeks to build long-term relationships based on trust and customer satisfaction. Communication activities focus not only on delivering promotional information but also on understanding guests' needs, preferences, and experiences during their stay. In this regard, marketing communication functions as a tool for creating a positive and consistent customer experience.

The handling of customer feedback and complaints is conducted through empathetic, responsive, and professional communication, supported by cross-divisional coordination involving e-commerce, membership, and operational units. Each complaint received is treated as strategic input for service improvement, ensuring that communication processes extend beyond problem resolution to become part of performance evaluation. This practice demonstrates that marketing communication not only influences corporate image in the public eye but also plays a vital role in enhancing customer satisfaction, trust, and loyalty.

Observations during the internship period indicate that the implementation of marketing communication strategies at PT Midtown Hotels Indonesia serves as one of the key pillars supporting the company's business performance. Through corporate image strengthening, increased promotional effectiveness, and the maintenance of long-term relationships with customers and business partners, marketing communication becomes a strategic element in sustaining hotel occupancy rates and public trust. These findings are consistent with marketing communication theories that emphasize the importance of message consistency, cross-functional coordination, and relationship orientation in supporting

business success and sustainability, particularly within the service and hospitality industries.

CONCLUSION

Based on the discussion results, marketing communication strategies at PT Midtown Hotels Indonesia are implemented in an integrated manner through the marketing communication function, which plays a role in designing and delivering promotional messages, building corporate image, and maintaining brand identity consistency. Marketing communication activities are not solely focused on information dissemination, but also on efforts to develop positive perceptions of the hotel through content management, partnerships, event execution, CSR programs, and customer experience-oriented communication.

The role of marketing communication is proven to be essential in supporting the company's business performance, particularly in shaping corporate image and public trust. The implemented marketing communication strategies enhance hotel visibility, attract visitor interest, and build public confidence in the quality of services offered. The positive image formed through marketing communication contributes to increased market interest, hotel activity levels, and occupancy rates as key indicators of success in the hospitality service industry. The practical implications of these findings indicate that the marketing communication function holds a strategic role in maintaining and enhancing corporate image. Similar service-based companies are encouraged to position marketing communication as a core element of business strategy, not merely as a promotional tool, but as a means of building trust, strengthening brand image, and creating sustainable market appeal. Through effective marketing communication management, companies can indirectly support business performance by enhancing positive perceptions and fostering customer loyalty.

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