



LETTER OF ACCEPTANCE

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Attention to : **Meyriana Kesuma, Regina Suryadjaya**

The Author(s) of Paper ID: **009 - ICASTE**

TRANSFORMATION OF PROPERTY MARKETING IN INDONESIA THROUGH DIGITAL TECHNOLOGY

We are pleased to inform you that your full paper submission has been accepted for presentation in **the International Conference on Applied Science, Technology, and Engineering (ICASTE) 2025**, which will be held in hybrid mode on April 14-15, 2025. This paper will be published in the **International Journal of Application on Sciences, Technology, and Engineering (IJASTE) or IOP Publishing**, which is currently undergoing confirmation. We will contact participants whose manuscripts have been accepted as soon as a decision is made.

Please revise your manuscript according to the review result. Before submitting your full paper, we recommend you check your manuscript to minimize apparent errors, such as formatting and grammatical errors. The maximum point for the Turnitin test is 20%. To avoid unnecessary delay, please send your revised manuscript in Microsoft Office Document file format (doc or docx) to the ICASTE 2025 committee at icaste@untar.ac.id by April 4, 2025. It would be appreciated if you could put your reference number and your name as your file name in full paper format: Paper ID_Name_Revised (e.g. 001-ICASTE_Untarian_Revised).

Please complete your registration. We encourage participants to complete the confirmation form as soon as possible. We urgently need your prompt attention. You are eligible to complete the registration before submitting the revision. The registration form can be accessed at <https://bit.ly/ICASTE-ICEBSH-REGISTRATIONFORM-2025>.

We invite you to present your paper at the conference. Further updated information will be published on our website (<https://icaste.untar.ac.id/2024/index.php>). If you have any questions, please do not hesitate to contact us.

Thank you very much for your attention.

The ICASTE 2025 Chairperson

Didi Widya Utama, ST., MT., Ph.D.

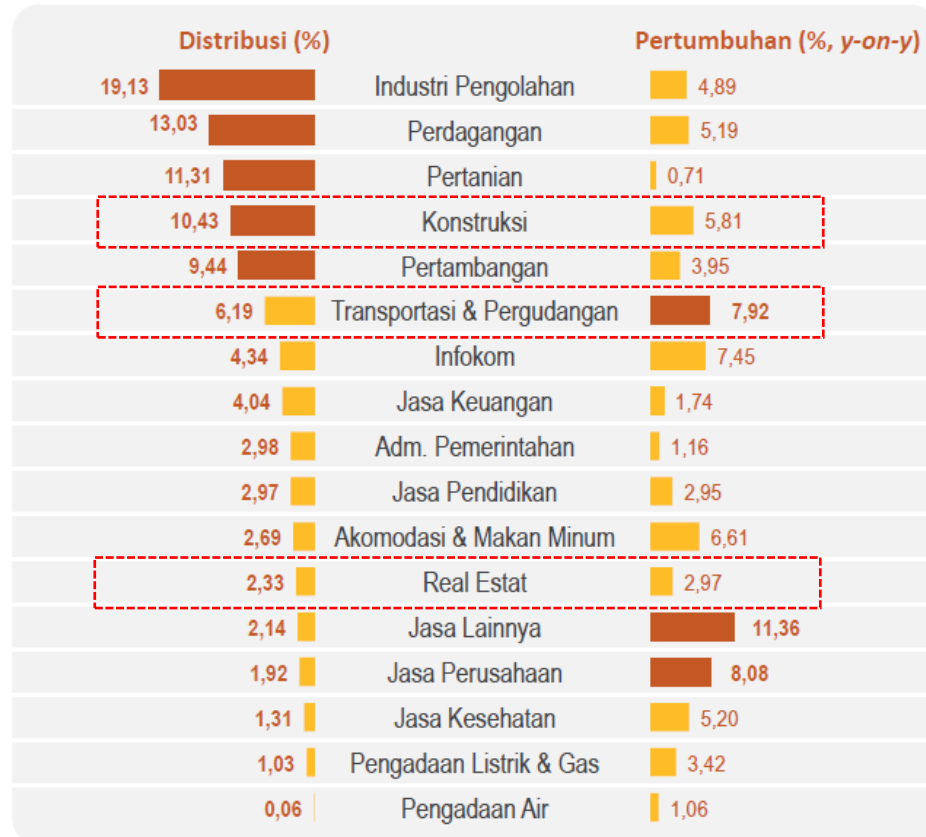
Presented for ICASTE 2025

Transformation Of Property Marketing In Indonesia Through Digital Technology

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Background

GDP Distribution and Growth in Indonesia, Q4 2024



Source: Rilis Berita Resmi Statistik Badan Pusat Statistik, 5 Februari 2025

- GDP distribution and growth in Indonesia, Q4 2024 stated that Real Estate sector share 2,33% of distribution and has a 2,97% growth in Indonesian economic. (now the contribution number reaches 12-15% annually)
- Property sector is quite vulnerable due to its dependence on macro and micro economies.
- In property marketing, “trust” and “personal approach” are involved to inform the product and deliver value to consumers.
- Property marketing continues to evolve, supported with technology advancement.
- Digital marketing is a marketing activity that utilizes digital technology (AMA)



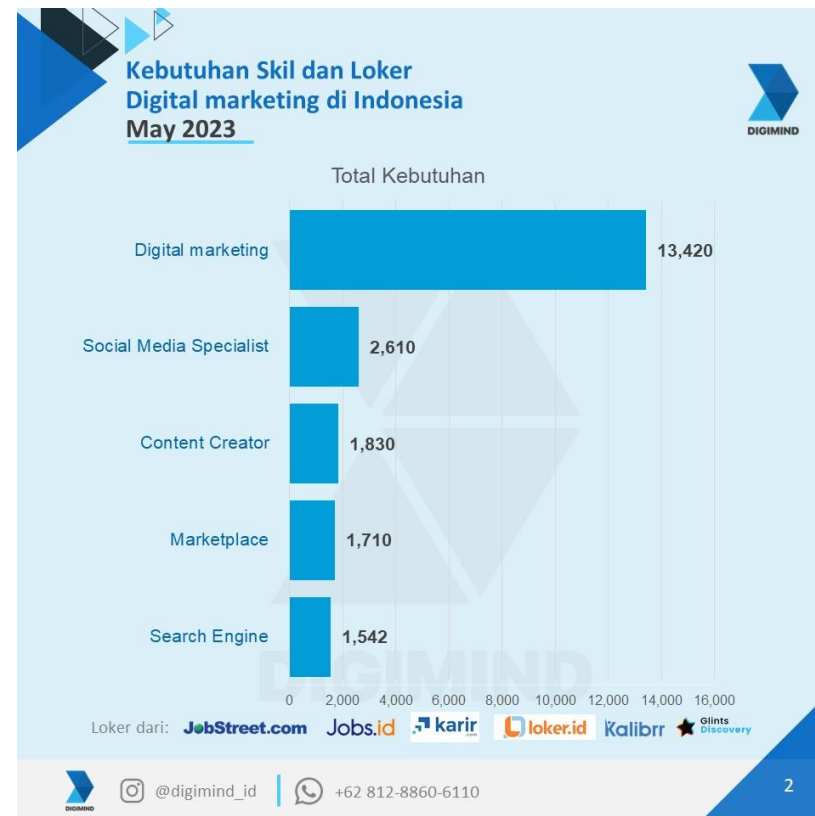
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Background

Growth of Digital Marketing in Indonesia, 2023



Source: <https://digimind.id/>

Background

This paper examines three aspects of :

- i) What are the **trends in digital marketing in Indonesia**, according to property practitioners in Indonesia?
- ii) What are the **government regulations** regarding the use of online platforms for the property sector?
- iii) What are the **preferences of property practitioners**, especially property brokers, in using digital technology for property marketing?

By exploring these issues, this paper aims **to understand how digital technology can transform the property marketing industry**, especially in Indonesia, where there are still many challenges in maximizing the benefits of digital transformation. Through qualitative methods, this paper was conducted through research involving in-depth interviews with seven experts in the property sector, particularly in the property brokerage business.



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Literature & Methodology

- Using **qualitative research approach** to explore the transformation of property marketing in Indonesia through digital technology.
- The qualitative approach can **understand the experiences, strategies, and challenges faced by stakeholders** in the real estate industry as they adapt to digital marketing tools and platforms.
- The methodology used consists of data collection through **in-depth interviews with seven experts** in the field of property, specifically in the property brokerage business, with over 10 years of experience.
- This research is designed as an **exploratory study**, focusing on understanding the perspectives of real estate professionals regarding the impact of digital transformation on the property sector, particularly the property brokerage business in Indonesia.
- Data from the interviews will be categorized into themes related to digital marketing transformation.
- The narrative synthesis approach will be used to interpret the findings, providing a comprehensive understanding of digital transformation in the Indonesian real estate industry based on the interview results.
- **Narrative research is one of the research designs in the qualitative approach.** There are five qualitative research designs, namely: narrative research, phenomenological research, grounded theory research, ethnographic research, and case study research (Creswell 2007). Narrative research is one form and type of qualitative research, which **emphasizes individual experiences and rewrites them in the form of a narrative chronology.**



Property Marketing Business in Indonesia

AREBI is an Indonesian Real Estate Broker Association, an association which nurture, develop, and advocate the real estate brokers' aspirations.

In 2018, the number of certified property agents under AREBI in Indonesia reached 3,000 people.

While Rumah123.com recorded that there are around 21,000 agents affiliated with the marketplace in 2024. Where in 2023 the number was 17,500 agents. Most of the agents are independent real estate agents.

*"In Indonesia, **the real estate marketing/brokerage business has not been handled professionally for long.** Maybe it started around 1993. Indeed, it existed before that year, but **it was mostly run traditionally.** There was no good system for people to groom this business. In 1993, they started entering the property brokerage franchise and building collaborations to achieve a good economic scale. **So, for about the last 30 years, that industry has only been able to grow**". – Respondent 6*



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Property Marketing Business in Indonesia

*"The real estate market in Indonesia has a very large potential and will align with brokerage services that can meet the needs of these home seekers." The categorization of brokerage includes **primary and secondary markets**. What is the difference for brokerage? **In the primary market, many procedures need to be followed to earn a commission, but in the secondary market, there are no procedures as complicated as in the primary.** But to get good and repeat clients, **we must have competence**, not just in one category but in all categories. And **that's why certification is needed** to sort out expertise and experience in property brokerage. – Respondent 1*

**In Indonesia, Property Broker is not seen as a profession yet.
But it is on the way to become a certified profession.**



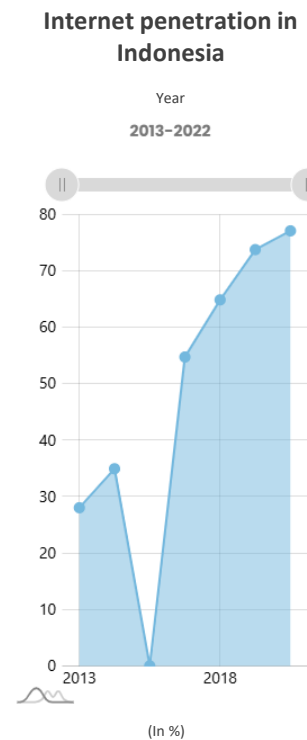
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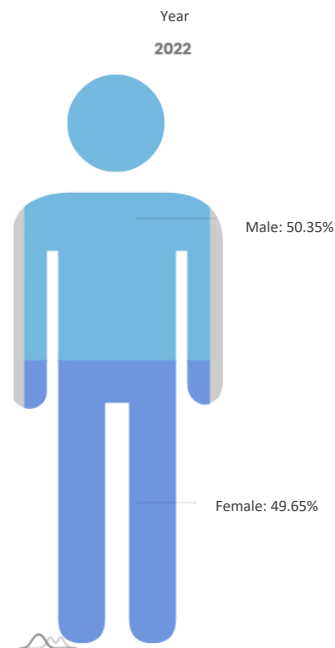
Digital Marketing Trends in Indonesia

Internet Penetration in Indonesia

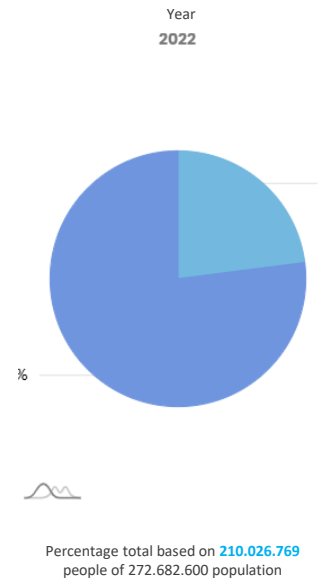


<https://survei.myapjii.id/#download-form>

Total Internet Penetration (Gender)



Total Internet Penetration



House Search in Jabodetabek

	Search trend		Search trend
Indonesia	1.7%	East Jakarta	8.4%
Bekasi Regency	8.1%	North Jakarta	-2.4%
Bogor Regency	0.6%	Bekasi City	3.1%
Depok	0.5%	Bogor City	6.4%
West Jakarta	3.9%	Tangerang City	13.8%
Central Jakarta	-2.1%	Tangerang Regency	-1.7%
South Jakarta	-4.2%	South Tangerang	8.9%

Source: Rumah.com Indonesia Property Market Index, Q3, 2021, rumah.com

social media marketing strategies among real estate developers use Instagram to distribute sales information, which demonstrates its effectiveness in reaching the target audience (Ernayani et al. 2021)



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Digital Marketing Trends in Indonesia

*"Since 2017, our office has started transitioning to a digital system. However, since 2015, we have already had a system called **One System**. This system is useful for CMS (Contact Management System), which is used for listing, creating vendor reports, and reports to the owner. **Its use, especially by the millennial generation, is more effective when using digital tools, starting from social media and One System, which integrates our portal website with the CMS and listing database.** This One System is outsourced and has been used for about 15 years." – Respondent 2*

*"As **one of the start-ups in digital marketing**, the model created is indeed not an ordinary marketplace; the marketplace is built, but it focuses more on its transactional business." This is **starting to form its online brokerage system for the marketplace in Indonesia**. Then after that, it developed and entered its **secondary businesses**, so selling secondary houses. At that time, the business environment had already developed, but then it was further boosted by the Covid-19 pandemic, which significantly increased the growth of this digital marketing business" – Respondent 7*



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Digital Marketing Trends in Indonesia

Position	Website	Visitors	Pages/Visit	Bounce Rate
1	rumah123.com	3.974.981	2.77	59,80%
2	99.co	1.595.451	1.72	78,78%
3	lamudi.co.id	1.299.993	3.12	60,99%
4	raywhite.co.id	692.127	3.49	35,42%
5	trovit.co.id	596.867	2.06	63,44%
6	travelio.com	370.822	4.39	62,60%
7	brighton.co.id	364.262	1.93	80,66%
8	sinarmasland.com	322.623	1.64	80,32%
9	mitula.co.id	272.922	2.18	58,97%
10	craigslist.org	214.766	11.05	24,62%

Source: Semrush.com, access per 18th February 2025

- **Innovation in the use of online platforms for property marketing.**
- **Online platform was first started with secondary house, while now going into primary house.**
- **Agents are dominated by baby boomer and millennial, while buyers are dominated by elderly (discomfort by digital commercials).**



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Government Regulations in the Property Marketing Business

Minister of Trade Regulation Number 51/2017 concerning Property Brokerage Companies

- In the regulation, the government **regulates the scope of Property Brokerage Companies (P4)** activities as property **intermediary services**, including the value or percentage and the method of commission payment, which often become conflicts in the implementation of property sales or purchases
- in the regulation, the government also **imposes the Property Brokerage Business License (SIU-P4)** for **property agents** who will officially open a property agency office with several experts/agents within it
- the Government also issued rules regarding the **Implementation of the Indonesian National Work Competency Standards for the Real Estate Category, Basic Group of Real Estate in the Field of Property Trade Intermediation**, as stated in the Minister of Trade Regulation Number 105 of 2015, which became the precursor to the establishment of the Professional Certification Institute (LSP) in the field of Real Estate Marketing in Indonesia. Therefore, **every property agent needs to have competency standards that align with the regulations**, where the **implementation of certification is also supervised by AREBI**.



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Government Regulations in the Property Marketing Business

"But actually, the point is that (real estate agents) should be more certified, more certain, more guaranteed." Because the marketing issue is not just with consumers, but with everything. Products that are not as described, unclear information, and even frequent occurrences of fraud. "Therefore, regulations are needed for that as well, not just for the property agents, but also for the consumers." – Respondent 3

"In 2016, the Ministry of Trade regulated that to open a property brokerage agency office, it must have at least 2 licensed experts. However, for the past 6 years, this regulation has not been well implemented, with many still not following the rules. Even when the Omnibus Law was introduced in 2021, this regulation was not included." In Indonesia, there is still no detailed data regarding the number of unlicensed brokers. Currently, the association is also very actively conducting socialization, but there are indeed several reasons why brokers do not want to participate in certification, one of which is that it is not yet mandatory and there are no clear sanctions, so it does not become an issue in practicing brokerage (without certification). Therefore, for this, the government must implement very clear regulations and enforce the law if they are not followed, that is the most important thing." – Respondent 6



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Government Regulations in the Property Marketing Business

*"(Currently) **There is no specific clarification yet on what online sales will look like.**" In fact, we see that there are many names (websites) selling (properties), "Okay, now you can search for properties online, want to find properties all over Indonesia here with this portal." There are still many, it feels like it's still free. **There are still no definite regulations** (related to online property platforms). So, many real estate agents often just take listings from website A and then sell them on website B, so **it's unclear who originated the listing and has the right to sell.** Therefore, it is very important to establish regulations, both for the website developer and the rules implemented by the online platform. – Respondent 4*

- **Not only the regulation, but the enforcement of that regulation is needed.**
- **We can't help but influenced by digital marketing.**
- **There are no government regulations related to digital marketing yet in Indonesia.**



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Preferences for Digital Transformation in Property Marketing

- The influence of digital platforms in property marketing is currently very significant, especially in Indonesia. However its utilization is still limited to the aspects of marketing and promotion (advertising).
- Face-to-face meetings are still required for every marketing transaction. Online platform served as a medium.
- High-end and super-luxury property products are still conducted offline.
- Utilization of digital platform still require training (clickbait, misused functions)
- Most players in property sector have adapted and enhance the functions and roles of digital technology in property marketing activities (AI in ad creation, big data to gather leads, analyze market needs).



Preferences for Digital Transformation in Property Marketing

*"The system in Indonesia (currently) still implements an open listing system." So, one listing can be sold by several agents. Unlike in Singapore, one listing one agent. No more than one agent is allowed. On our online portal, the traffic reaches 30 million visitors per month, some directly access our portal, while others search for it first through Google. There are also those who find one of our ads through their social media. We also **provide training** so that the real estate agents engaged on our portal can benefit because **we do not take profit from commissions but from the ads that run and also from engagement with the real estate agents**. So we also conduct outreach to real estate agents to use digital platforms in property marketing. – Respondent 5*

- **It is important to be able to adapt to digital technology to facilitate marketing activities.**
- **Regulation for digital property marketing is needed.**
- **Most people benefited from digital technology is the one that can create an opportunity from it.**



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Conclusion & Recommendation

1. **Digital marketing**, as one of the developments of digital technology used in the property marketing business, **has become a tool that greatly assists many property agents in marketing and selling** properties, and it also **significantly helps consumers in making sales**.
2. **Digital marketing in Indonesia continues to grow** due to the growth of the property business, which is in line with the growth of the property agent business, making **property agents/brokerage one of the promising professions**.
3. Although the trend of digital marketing will continue to grow, with some business actors in the property sector already adapting and using digital technology as tools for promotion, advertising, channelling, or other uses as part of the property marketing process/activities, there are **still many unclear and unregulated aspects in its implementation**, which **become challenges and weaknesses** for property business actors, especially property agents.
4. Nevertheless, **property entrepreneurs remain highly optimistic** that in the future, **the property marketing business environment can adapt** to the continuously evolving use of digital property, **supported by the government** to ensure that competition among property agents remains healthy and there are no cases that harm either the property agents or the consumers.



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Thank You

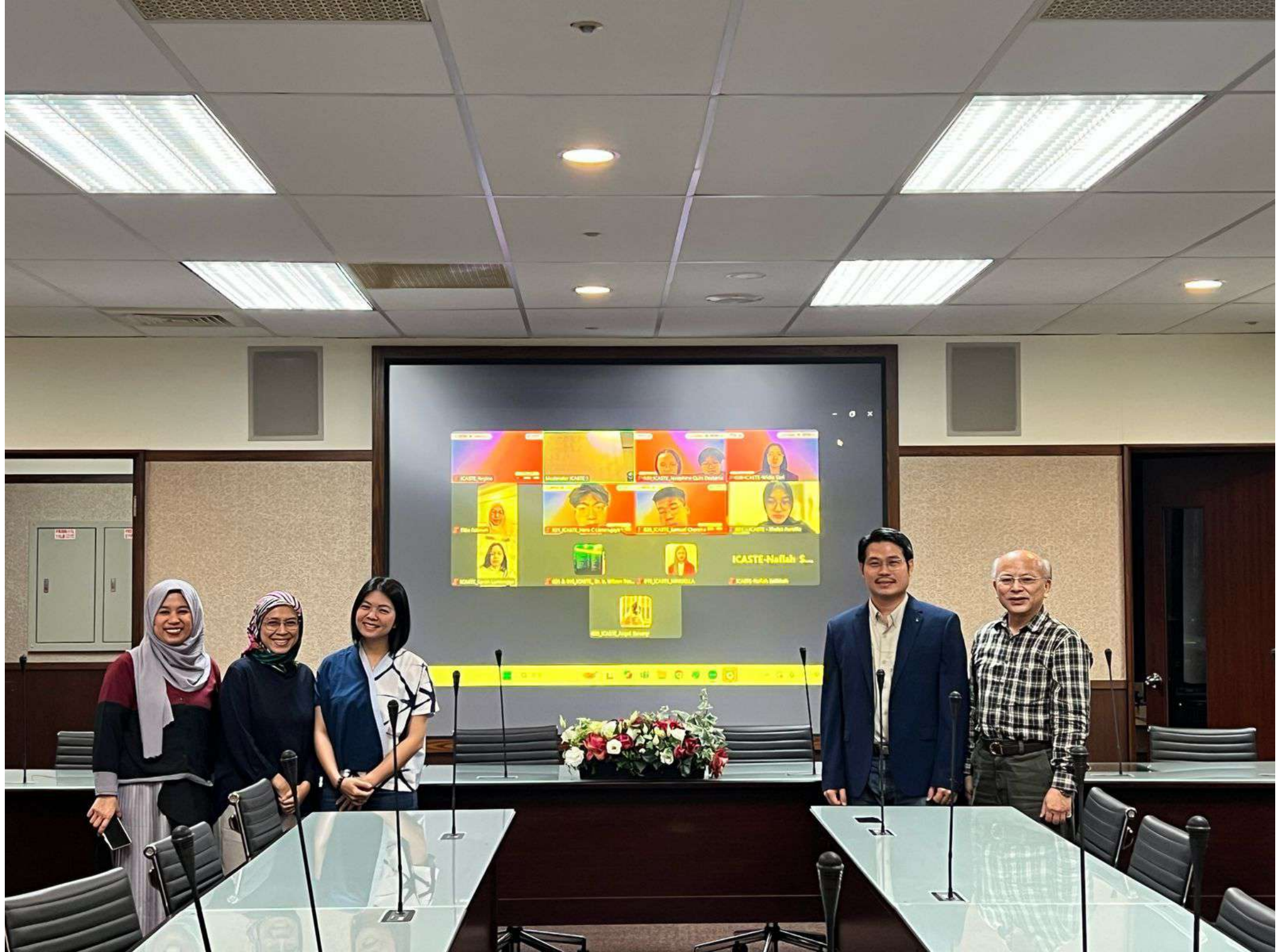


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International Conference on Applied Science, Technology, and Engineering

CERTIFICATE

OF PARTICIPATION

Regina Suryadjaja

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