

Social Media and Direct Selling of Menara Kanaya Apartment by Perumda Pembangunan Sarana Jaya Daerah Khusus Jakarta

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Abstract

Indonesia's property companies have grown rapidly in recent years. The strategy includes social media marketing and direct sales to generate public buying interest, as used by Perumda Pembangunan Sarana Jaya, owned by Daerah Khusus Jakarta Local Government. This research aims to analyse the influence of social media marketing and direct selling on the purchase interest of Menara Kanaya Perumda Pembangunan Sarana Jaya, Jakarta. The study is based on a survey of 120 respondents, using a quantitative methodology. The results indicate that social media marketing and direct selling have a positive and significant influence on the purchase intention of Menara Kanaya Perumda Pembangunan Sarana Jaya. Social media marketing has a positive and significant influence of 57.7% on purchase interest, direct selling has a positive and significant influence of 47.1% on purchase interest, and simultaneously, social media marketing and direct selling have a positive and significant influence of 63.3% on purchase interest. The remaining 36.7% is determined by other factors not included in this study.

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INTRODUCTION

The growth of property companies in Indonesia has been relatively rapid in recent years. This is supported by several factors, including higher population growth, increased purchasing power and a supportive government. BPS-Statistics Indonesia stated that the property sector will contribute 2.47% to the gross domestic product (GDP) in 2022, with the growth of the property sector reaching 2.16% (yoy). Therefore, property plays an important role in driving Indonesia's economic sector.

The share prices of property companies listed on the Indonesia Stock Exchange (IDX) have also risen. These companies have developed various property projects in Indonesia, such as houses, apartments, offices, shopping malls and hotels. Although the growth of property companies in Indonesia

is quite rapid, there are several challenges in the industry, including increasing competition, rising raw material prices and changing consumer trends. The right marketing strategy is needed to overcome these problems.

Perumda Pembangunan Sarana Jaya, which is owned by Daerah Khusus Jakarta Local Government, uses social media Instagram, Facebook and Tiktok as digital platforms to communicate information related to Menara Kanaya Apartment. Referring to the theory presented above, Perumda Pembangunan Sarana Jaya uses social media as a digital platform for advertising. This is because social media can reach consumers more widely, quickly and effectively. By advertising on social media, it is expected to attract consumers' buying interest. In the research by Sitohang (2022), social media marketing has a significant effect on purchase interest in Bukalapak because Bukalapak's social media marketing has already shared content that is informative and trustworthy, so it attracts consumer purchase interest. However, this contrasts with the findings of Herdioko & Karisma (2022) who show that social media has no significant effect on purchase interest, because social media is not a consumer consideration when making a purchase.

Social media is an important part of digital marketing, where customers can share information such as text, images, audio and video with other people or with a company. According to Salhab et al. (2023), social media functions as an important media element for a company's marketing staff, allowing them to analyse target audience preferences and identify their interests. Harris et al. (2020) argue that social media marketing is one of the best ways to create a brand community and a place to share experiences, information and ideas about a brand. Social media is very cost effective and has the greatest advantage in terms of engagement and social sharing capabilities. The benefits of social media marketing are as follows: 1) social media is targeted and personal, allowing marketers to create and share content about the brand that is tailored to the individual or community of customers; 2) social media is fast and timely, allowing marketers to reach customers anytime, anywhere with relevant content about events and activities that are trending for the brand; 3) social media is cost effective, low-cost social media that can be afforded by small businesses and brands that cannot afford huge costs for their marketing; 4) social media can create customer engagement and social sharing opportunities, where consumers use social media to create and share content and experiences with brands; and 5) social media marketing is the creation of a brand community where experiences, information and ideas can be shared.



Figure 1. Social Media Active Users in Indonesia during 2015-2023
Source: dataindonesia.id

Figure 1 shows the rapid using of social media in Indonesia nowadays. Thus, marketing activities consider social media as the main tool in their communication. The delivery of marketing communication through social media can be measured by four indicators (Hauer in Anuang & Korry (2020)): 1) context: 'how we frame our stories', i.e. how we create a story or message (information); 2) communication: 'the practice of telling our common story and listening, responding and growing', i.e. how the story can be well received by the person who hears it, how people can respond to it, and how the message can be conveyed, and users feel comfortable; 3) collaboration: 'working together to make things better and more efficient and effective', i.e. how working together can make things better, where the collaboration is between an account or company and social media users; and 4) connection: 'the relationships we build and maintain', i.e. how to maintain relationships built on social media.

In another statement, highlight the following indicators of social media marketing (Yohandi, 2022): 1) Read: creating new and interesting content requires researching, searching for and reading the latest information about news in similar industries, competitors and trends, as well as other topics related to the business; 2) Create: once brands have the latest information about similar industries, they can start creating content about themselves, their products or promotions. This content must be well structured in accordance with the target audience and transparent, so that it can be seen as honest and trustworthy; 3) Share: This involves sharing content on social media to market it. There are two types of content that can be shared: popular content that is interesting and useful, and content that is shared to spread it to a wider audience; and 4) Discuss: where, after content has been shared, there will be feedback on responses given by followers to uploaded content. This enables social media followers to interact with a brand on uploaded content.

Perumda Pembangunan Sarana Jaya does not only market through social media, but also through direct marketing or what is commonly known as direct selling. Direct marketing is done so that consumers can get more detailed and reliable information about the product, and consumers can ask directly if there is any information about the product that they do not understand. It is therefore hoped that direct marketing will stimulate consumer interest in buying these products. Kurniawan et al. (2021)

state that direct selling has a significant effect on purchase interest, because it is reinforced by several indicators of direct selling that make consumers believe in the information received, so that it attracts consumer purchase interest.

Direct marketing is an element of the promotional mix and a method of communicating directly with consumers. Most companies still use direct marketing as a channel or supporting medium to market their products. Direct marketing includes various forms such as direct printing and reproduction, telemarketing, telesales, e-commerce and direct selling (Tjiptono & Chandra, 2020). The benefits of direct marketing for sellers include (Harris et al., 2020): 1) powerful tool for building customer relationships; 2) low-cost, efficient, and speedy; 3) greater flexibility; and 4) gives access to buyers they may not be able to reach otherwise. Furthermore, Gunasekharan stated that direct selling can be measured by the following indicators (Salsabiila & Pardian, 2023): 1) communication skills, the ability to communicate effectively with prospective buyers, show a polite and courteous attitude, and have the ability to maintain emotional stability; 2) product knowledge, the ability to describe the characteristics of a product, its benefits, and be able to provide answers to prospective buyers' questions about the product; 3) creativity, expertise in marketing products by using different ways of communication to attract buyers and encourage them to buy products; and 4) empathy, the ability to pay attention to buyers, show that the buyer's interests come first, and solve customer problems.

Social media marketing and direct selling are two marketing strategies that complement each other, although they have different objectives, but both strategies can be used in combination to attract consumer buying interest. Perumda Pembangunan Sarana Jaya has currently implemented both above strategies, even the existing social media is also well utilised through advertising that is carried out every day on social media Instagram and Facebook. In addition, Perumda Pembangunan Sarana Jaya also conducts direct marketing through routine socialisation activities in urban villages in Jakarta and participates in open booth activities. Menara Kanaya units sold in 2022-2023 is 65 units, which is still less than 50% of the total 868 units available. This proves that there is still a lack of public interest in purchasing Menara Kanaya.

Purchase interest is defined as the behaviour of buyers who intend to purchase and select specific products. Purchase interest can influence how consumers act on their desire to make a purchase (Tungka et al., 2020). Purchase interest is part of the behaviour involved in consuming products or services (Ersa et al., 2021). Purchase interest is one of the main factors influencing purchasing decisions for products or services. Purchase interest is a consumer attitude that arises in response to goods, showing a desire to buy them. It is a series of feelings that arise after an increase in the perceived value of a product or service, causing pleasure and a desire to purchase the item. Purchase interest is influenced by both external and internal consumer attitudes (Vania & Simbolon, 2021). It is a series of feelings that arise when a consumer experiences an increase in pleasure and interest in a product or service. It can be concluded that purchase interest is a process that customers go through before making a purchase,

during which they evaluate the product or service they intend to buy.

Kotler states that purchase intention can be measured through four stages known as the AIDA model (Kurniawan et al., 2021): 1) Attention, which is the stage when consumers are aware of a product but no purchase is made; consumer attention to the product can be seen through pictures, slogans, colours, etc.; 2) Interest, which is the stage when consumers are interested in something that they think is unique to a product; 3) Desire, which is the stage when consumers already have a desire to buy a product; and 4) Action. Based on the problems stated, the research will focus on the effect of social media marketing and direct selling on buying interest in Menara Kanaya operated by Perumda Pembangunan Sarana Jaya and owned by Daerah Khusus Jakarta Local Government.

METHOD

The population in this study are people in the Jakarta area who visited the booth and social media of Perumda Pembangunan Sarana Jaya. The survey method of quantitative approach was used to obtain more accurate results by using a representative sample, where the researcher distributed questionnaires to a total of 120 people for data collection. The selected sample is in accordance with the criteria expected by the researcher, namely: a) Instagram, Facebook and Tiktok social media users who have visited Menara Kanaya (Nuansa Cilangkap) social media, and b) at least 21 years old. This study will analyse the effect of social media marketing and direct selling on the purchase intention of Menara Kanaya by Perumda Pembangunan Sarana Jaya.

The social media marketing variables will be measured by Hauer's indicators in the form of context, communication, collaboration and connection. Furthermore, for the direct selling variable, the indicators proposed by Gunasekharan are communication skills, product knowledge, creativity and empathy, with the aim of knowing whether direct selling can attract people's buying interest with several indicators to measure the ability of sales and marketing staff to make direct sales to consumers. Then the variable of purchase interest will be measured by AIDA indicators of attention, interest, desire and action, because these indicators are more relevant than indicators from other theories. The following is a research model that will be tested in this study.

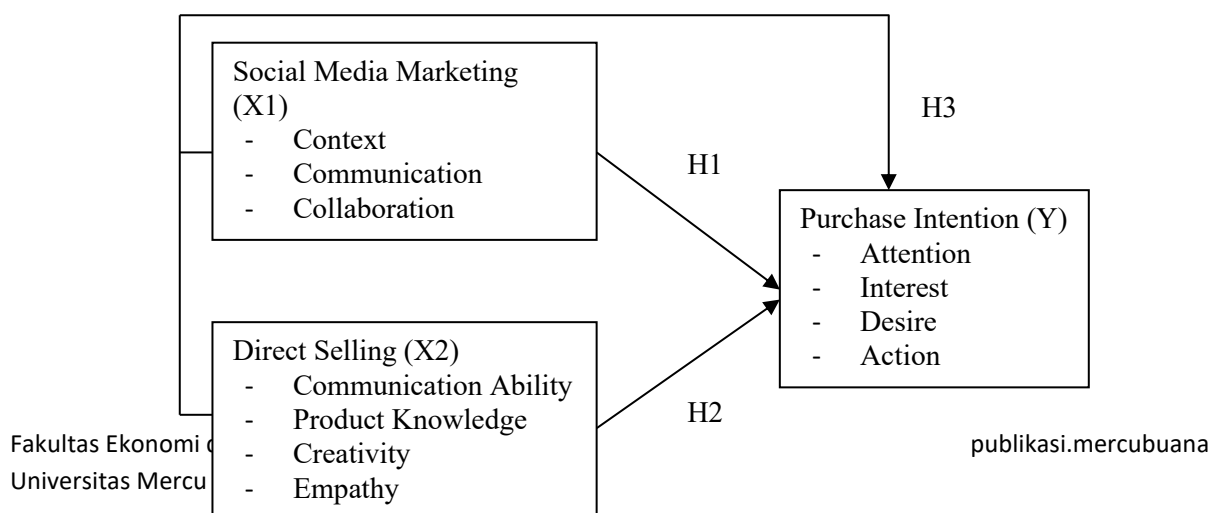


Figure 2. Research Model

Based on the proposed research model involving three different variables (see Figure 2), the research hypotheses are as follows:

H1: Social media marketing has a positive and significant effect on buying interest in Menara Kanaya Perumda Pembangunan Sarana Jaya.

H2: Direct selling has a positive and significant effect on buying interest in Menara Kanaya Perumda Pembangunan Sarana Jaya.

H3: Social media marketing and direct selling have a positive and significant effect on buying interest in Menara Kanaya Perumda Pembangunan Sarana Jaya, either individually or together.

These three hypotheses will be tested using a partial t-test and a simultaneous F-test.

RESULTS AND DISCUSSION

Perumda Pembangunan Sarana Jaya was established in 1982 in the Special Capital Region of Jakarta. Originally known as the Land and Building Company of the Special Capital Region of Jakarta, it underwent a name change in 1996. In 1982, the company changed its name to PD (Local Company) Pembangunan Sarana Jaya. Then, in 2018, it was changed to Regional Public Company (Perumda) Pembangunan Sarana Jaya in accordance with the Regional Regulation of the Special Capital Region of Jakarta Province. Perumda Pembangunan Sarana Jaya focuses on property and plays a key role in implementing government programs, including the development of the Tanah Abang Primary Centre Area and the construction of houses with a down payment of Rp 0.

This program enables people to purchase apartment units without making an initial payment. Perumda Pembangunan Sarana Jaya is collaborating with Bank of DKI to manage the instalments for the down payment program. One of the residential program's products with a down payment of Rp.0 is Menara Kanaya Nuansa Cilangkap, a type of subsidised apartment. This project was completed in 2022.

A subsidised apartment is a type of social housing subsidised by the government. Before it became a subsidised apartment, it was called a rusunami, which stands for 'simple owned flats'. However, because the flats resemble apartments and are affordable, rusunamis are called subsidised apartments. The Kanaya Apartments, also known as Menara Kanaya, were built to provide low-income earners with decent, affordable housing. Menara Kanaya is in Cilangkap, Cipayung, East Jakarta, at Jalan Raya Cilangkap Number 1. It is equipped with complete facilities, such as playgrounds, lobbies, bus stops, community centres, stalls, shophouses and parking lots, as well as 24-hour security.

Based on the descriptive analysis of the respondents, Menara Kanaya can be said to be particularly popular among people of a certain age who live in specific areas of the Special Region of Jakarta. Of the 120 respondents whose data was analysed, the majority were interested in buying units at Menara Kanaya Apartment: 57.5% were aged 21–30 years and 32.5% were aged 31–40 years. Conversely, only 0.8% of the total respondents in this study were over 50 years old and not interested in buying this product of Perumda Pembangunan Sarana Jaya. Meanwhile, based on the place of residence of the target consumers of Menara Kanaya Apartment, it was found that most of them live in Central Jakarta (20%). A similar number of respondents live in East Jakarta and South Jakarta, at 16.7% and 14.2% respectively. Those living in North Jakarta and Kepulauan Seribu (Seribu Islands) were less interested in buying Menara Kanaya Apartment, which is in the south of Jakarta. Interestingly, 19.2% of those living outside the Special Region of Jakarta are also potential consumers. It can therefore be concluded that location is very important for the sale of Menara Kanaya Apartments.

The employment background and income of potential consumers also turned out to be an important factor in their decision to buy a Menara Kanaya Apartment, which is sold by Perumda Pembangunan Sarana Jaya. However, this residence is also provided by the Jakarta Special Region government through its business entities, with the aim of meeting the housing needs of those in the middle to lower classes who really need affordable housing. This is evident from the data analysis, which shows that most of the people interested in this residence earn less than 5 million rupiah per month (70.8 per cent of the total respondents) and are either private employees or students. In relation to the social media used by Menara Kanaya Apartments to promote their residential project, social media users are a key demographic for Perumda Pembangunan Sarana Jaya to consider when marketing their apartments. This is evident from the data analysis of respondents, the majority of whom are Instagram users.

The descriptive analysis test indicates that the social media marketing variable at Menara Kanaya Perumda Pembangunan Sarana Jaya has a value of 4.07, which suggests a high level of social media marketing. The higher the value of mean, the more successful social media marketing is perceived to be by respondents. A mean value of 4.23 suggests that respondents find the content posted on the Menara Kanaya Instagram, Facebook and TikTok accounts interesting. A mean value of 4.21 indicates that respondents feel that the content posted provides clear information about Menara Kanaya. A mean value of 4.07 indicates that respondents feel that the posted content has good image and video quality. A mean value of 4.19 indicates that respondents feel that the Menara Kanaya Instagram/Facebook/TikTok account facilitates interaction between users by opening a comment column. Meanwhile, the mean value of 4.18 indicates that respondents feel the account facilitates interaction between users. With a mean value of 4.14, respondents feel that the captions on posts provide clear information about Menara Kanaya. A mean value of 3.53 indicates that respondents feel the Nuansa Cilangkap (Menara Kanaya) social media account provides good responses to existing

comments. A mean value of 3.61 indicates that respondents feel the account encourages users to provide information in the comments section. A mean value of 3.54 indicates that respondents feel that interactions in the comments section provide additional information. A mean value of 4.06 indicates that respondents feel that user involvement in the comments section makes necessary information easy to obtain. A mean value of 4.12 indicates that respondents feel the content posted is up to date and popular. A mean value of 4.13 indicates that respondents feel the content posted about Menara Kanaya is varied.

Social Media Marketing and Buying Interest

The t-test conducted to analyse the first hypothesis proves that social media marketing has a positive and significant effect on potential consumers' decision to buy Menara Kanaya Apartments. This is evident in the t-test results in Figure 3. It is possible that potential Menara Kanaya consumers are social media users, particularly on Instagram, which Perumda Pembangunan Sarana Jaya use primarily for marketing apartments. The results of this study align with the findings of Kurniawan et al. (2021), who demonstrated a positive and significant impact of social media marketing on student purchasing behaviour during the Covid-19 pandemic in Bali. The study shows that social media marketing involves promoting or advertising a product in an attractive, informative, affordable and accessible way so that information about the product can be conveyed properly to consumers, attracting their interest and encouraging them to make purchases.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.037	.288		.128
	Social_Media_Marketing	.582	.081	.544	.000
	Direct_Selling	.378	.089	.320	.000

a. Dependent Variable: Minat_Beli

Figure 3. t-test Results

Direct Selling and Buying Interest

Meanwhile, the test results for the second hypothesis, which involves the direct sales variables and purchase intentions of potential Menara Kanaya Apartment consumers, prove that direct sales also affect the desire to buy among potential Menara Kanaya Apartment consumers operated by Perumda Pembangunan Sarana Jaya. However, some potential buyers of Menara Kanaya Apartments are aged 45 or over and do not interact with Perumda Pembangunan Sarana Jaya on social media. Furthermore, some potential buyers consider direct information to be more reliable than brief social media posts, particularly those related to housing or long-term investment in the property sector. The results of this

study align with research that found that direct selling positively and significantly affects consumer buying interest in the general trade segment (Salsabiila & Pardian, 2023). This is because consumer buying interest can grow due to the influence of the sales force and the relationship between seller and buyer when selling products directly.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.164	2	9.082	101.050	.000 ^b
	Residual	10.516	117	.090		
	Total	28.680	119			
a. Dependent Variable: Minat_Beli						
b. Predictors: (Constant), Direct_Selling, Social_Media_Marketing						

Figure 4. F-test Results

Additionally, the results of the analysis test in Figure 4 show that the significance value for the combined effect of social media marketing and direct selling on purchase intention is 0.000, which is less than 0.05. This proves that hypothesis 3 is correct. Therefore, it can be concluded that social media marketing and direct selling have a positive and significant joint influence on buying interest in Menara Kanaya by Perumda Pembangunan Sarana Jaya. Therefore, both social media marketing and direct selling have an overall positive influence on buying interest. These results are consistent with those of Kurniawan et al. (2021), who found that online marketing and direct selling together have a positive and significant influence on product purchase interest.

Given the results, the company must maintain and improve its current social media marketing strategy to reach a wider range of consumers with the potential to become new customers. Furthermore, the company must post content and advertisements on social media more consistently. The company could also post puzzles or quizzes, offering a gift or reward such as a notebook, tote bag or tumbler to the winner. This will certainly generate public interest in Menara Kanaya by Perumda Pembangunan Sarana Jaya.

The company must also maintain and improve its current direct selling activities. This is because direct selling enables companies to interact directly with consumers. Consumers can find out more about the products on offer and ask questions if they need more information. Direct selling also makes consumers more confident in the submitted product information, attracting consumer interest. Additionally, direct selling should be conducted in strategic locations to reach the target market. To reach a wider community, companies can collaborate with content creators or influencers interested in the property sector. It is hoped that this will increase public awareness and attract interest from potential buyers in Menara Kanaya by Perumda Pembangunan Sarana Jaya.

CONCLUSION

Both social media marketing and direct selling have a positive and significant influence on purchase interest in Menara Kanaya by Perumda Pembangunan Sarana Jaya. Together, social media marketing and direct selling have a positive and significant influence on buying interest in Menara Kanaya by Perumda Pembangunan Sarana Jaya, which proves the last hypothesis. In this case, property businesses such as Menara Kanaya can use social media marketing for advertising purposes because it does not take long to disseminate information about Menara Kanaya, and it can provide prospective buyers with interesting content to attract their interest. Direct selling is also an effective marketing strategy because marketing staff can interact with prospective buyers in more detail.

For further research, the researchers offer several suggestions to improve the shortcomings of this study. For example, the focus of this study was only on three variables: social media marketing, direct selling and purchase interest. Future research could consider other variables, such as telemarketing, personal selling, word of mouth, the marketing mix, or other factors that could influence buying interest. Future researchers could use different research methods; in this study, quantitative methods were employed through surveys. Further research could use qualitative methods to examine marketing strategies and other factors. This would provide more in-depth and comprehensive research results.

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