REVA AGNESIA 2022230017, FAKULTAS ILMU SOSIAL DAN POLITIK, 2026 *IMPLEMENTASI INTEGRATED MARKETING COMMUNICATION DIGITAL* UNTUK MEMPERKUAT *BRAND IDENTITY BEGAWAN APARTMENT*

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RINGKASAN

Begawan Apartment persembahan PP Properti merupakan apartment yang dikenal sebagai *Premium Student Residence* di Kota Malang. Berada di Jalan Tlogomas No. 1-3, Tlogomas, Lowokwaru, Malang. Lokasi ini strategis, termasuk arteri primer dari Malang ke Batu. Didesain menjadi apartemen mahasiswa, kompleksnya dikelilingi beberapa kampus terkemuka di Malang. .Penelitian ini bertujuan untuk menganalisis dan memahami implementasi *Integrated Marketing Communication* (IMC) digital dalam upaya memperkuat *brand identity Begawan Apartemen*. Penelitian ini diharapkan dapat memberikan manfaat baik secara akademis maupun praktis, terutama dalam memberikan informasi yang jelas, konsisten dan terintegrasi mengenai *Begawan Apartment.*

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pihak marketing *Begawan Apartment*, observasi partisipatif terhadap aktivitas marketing serta dokumentasi data mengenai aktivitas marketing *Begawan Apartment*.Teknik analisis data dilakukan secara deskriptif kualitatif dengan tahapan pengumpulan data, reduksi data, penyajian data, dan kesimpulan atau verifikasi.Validitas data diperkuat melalui triangulasi sumber dan teknik dengan membandingkan hasil wawancara, observasi serta data sekunder dari studi literature terkait.Fokus utama penelitian ini adalah mengkaji implementasi *IMC Digital* yang dilakukan oleh *Begawan Apartment.*

Hasil penelitian menunjukkan bahwa implementasi IMC digital di Begawan Apartemen telah mencakup integrasi berbagai elemen IMC, mulai dari periklanan melalui website (*Advertising*), promosi penjualan (*Sales promotion*), *press release* di website (*Public relations*), kerja sama dengan Influencer (*Public relations*), testimony dan ulasan (*Word of mouth marketing*), pelaksanaan *event virtual* (*Event and experiences*), dan peran logo, tipografi dan warna. Melaui elemen tersebut terbukti membangun *brand identity* sebagai hunian yang modern, aman, dan menjadi pusat gaya hidup terintegrasi sesuai dengan identitasnya yaitu "*Premium Student Residence*" di Kota Malang. Peneliti menemukan bahwa konsistensi pesan di berbagai kanal digital dan sinergi antar elemen promosi menjadi kunci keberhasilan perusahaan dalam memposisikan diri sebagai instrumen investasi yang kredibel sekaligus ruang publik yang inklusif bagi komunitas dan mahasiswa.

Kata Kunci: *Integrated Marketing Communication* (IMC) Digital, *Brand Identity,* Begawan Apartemen.

REVA AGNESIA 2022230017, ***FACULTY OF SOCIAL AND POLITICAL SCIENCES, 2026 IMPLEMENTATION OF INTEGRATED DIGITAL MARKETING COMMUNICATION TO STRENGTHEN BEGAWAN APARTMENT'S BRAND IDENTITY***
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SUMMARY

Begawan Apartment presented by PP Properti, is an apartment known as a Premium Student Residence in Malang City. Located at Jalan Tlogomas No. 1-3, Tlogomas, Lowokwaru, Malang. This location is strategic, including the primary artery from Malang to Batu. Designed as a student apartment, the complex is surrounded by several leading campuses in Malang. This study aims to analyze and understand the implementation of digital Integrated Marketing Communication (IMC) in an effort to strengthen the brand identity of Begawan Apartment. This research is expected to provide benefits both academically and practically, especially in providing clear, consistent and integrated information about Begawan Apartment.

This study employed a qualitative method with a case study approach. Data were collected through in-depth interviews with Begawan Apartment's marketing team, participant observation of marketing activities, and data documentation regarding Begawan Apartment's marketing activities. Data analysis was conducted using a descriptive qualitative technique, with the stages of data collection, data reduction, data presentation, and conclusion or verification. Data validity was strengthened through triangulation of sources and techniques by comparing the results of interviews, observations, and secondary data from related literature. The primary focus of this study was to examine Begawan Apartment's implementation of digital IMC.

The results of the study show that the implementation of digital IMC at Begawan Apartment has included the integration of various IMC elements, starting from advertising through the website (Advertising), sales promotion (Sales promotion), press releases on the website (Public relations), collaboration with Influencers (Public relations), testimonials and reviews (Word of mouth marketing), implementation of virtual events (Events and experiences), and the role of logos, typography and colors. Through these elements, it is proven to build a brand identity as a modern, safe residence and an integrated lifestyle center in accordance with its identity, namely "Premium Student Residence" in Malang City. Researchers found that consistency of messages across various digital channels and synergy between promotional elements are the keys to the company's success in positioning itself as a credible investment instrument as well as an inclusive public space for the community and students.

Keywords: *Integrated Marketing Communication (IMC) Digital, Brand Identity, Begawan Apartment.*