

How to Maintain the Relationship Marketing in Business-to-Business: A Case Study of Telecommunication Industry in Indonesia

Herlina¹, Muhammad Aras²

^{1,2}Program Studi Magister Ilmu Komunikasi, Binus Graduate Program Universitas Bina Nusantara, Jakarta

Email: herlina002@binus.ac.id

ARTICLE INFO

ABSTRACT

Received: 29 Dec 2024

Revised: 15 Feb 2025

Accepted: 24 Feb 2025

This study examines the role of relationship marketing in Business-to-Business (B2B) infrastructure communication, using PT. xyz as a case study. As part of PT. xyz plays a key role in the development and management of broadband network infrastructure across Indonesia. This research investigates how PT. xyz builds and maintains strong, mutually beneficial relationships with corporate clients through B2B marketing strategies. By focusing on strategic planning, implementation, and evaluation, the company applies an Integrated Marketing Communication (IMC) approach to foster effective relationships. This research also highlights the importance of understanding customer needs, competitor analysis, and technological advancements in shaping marketing strategies. The findings demonstrate that PT. xyz uses digital technologies, including mobile applications, to strengthen customer engagement and retention. The company's use of Customer Relationship Management (CRM) practices enhances long-term relationships with clients, ensuring sustainability in a competitive market. By leveraging feedback and continuous innovation, PT. xyz successfully adapts to the changing demands of the digital era, offering valuable insights into effective B2B marketing communications in the telecommunications industry.

Keywords: B2B Marketing, Relationship Marketing, Integrated Marketing Communication (IMC).

INTRODUCTION

Background of the Problem

Business competition does not only occur between companies in the same industry or business sector, but also between industries. Each company must have an advantage to gain market share in an increasingly competitive environment. Therefore, all companies need to implement various business strategies to deepen their relationships with customers and other stakeholders.

Every business organization strives to achieve profit or profit in its activities. Regardless of the business sector, business organizations are designed to meet the needs of individual consumers and families, as well as organizational consumers such as government agencies and various types of businesses. Therefore, each company forms a business network with each other. The more a company exists, the stronger the structure of its business network with the consumer community and the supplier and distribution network. One strategy used is to use Business to Business (B2B) infrastructure communication. Business-to-Business (B2B) infrastructure communication involves business transactions between companies. B2B occurs through various channels, including the Internet, extranets, intranets, and local networks. Usually, a strong Internet infrastructure allows B2B companies to utilize communication efficiently (Yudhistira, 2023).

The role of communication is considered very important in B2B companies, and success often depends on the quality of communication between the companies involved. The introduction of e-procurement makes B2B transactions easier by providing product and service information that can be searched and ordered on the e-procurement website.

The Ministry's support for BUMN also shows the importance of focusing on the B2B market segment and the development of digital infrastructure in the context of B2B businesses.

The purpose of business to business (B2B) infrastructure communication is to reach profitable agreements and build long-term relationships between businesses. B2B infrastructure communication allows businesses to conduct business transactions, learn about products or services, initiate contacts, and facilitate the exchange of information and services. As part of B2B, e-business infrastructure allows companies to create applications that support business goals, increase flexibility, and meet increasing customer demand (Adilla, 2023).

B2B infrastructure communication tends to be overlooked by many companies, even though it plays a very strategic role in building a marketing channel network. A typical supply chain includes several transactions between companies, such as the purchase of components and other raw materials by a company for use in the manufacturing process. Finished products can be sold to individuals as part of a business-to-business transaction. The advantages of business to business (B2B) infrastructure communication are that it allows companies to conduct business transactions efficiently and build long-term relationships between companies. E-business infrastructure, which is part of B2B, can provide direct benefits to companies and for the survival of the company. E-business infrastructure consists of various information technology components that provide the foundation for the exchange of communication and information across the company. E-business infrastructure must be flexible in order to handle increasing customer demand and enable companies to innovate. B2B can also help small and medium entrepreneurs because it can eliminate intermediaries, save costs and provide convenience, business growth is faster than the costs incurred, and there is a need for lower working capital compared to B2C (Business to Consumer) (Muttaqien, 2022). It can be seen that relationships in marketing are very important for the sustainability of a particular company's business, because maintaining good relationships in the long term is the same as ensuring the sustainability of the business itself. Companies that often do Business to business (B2B) are in the fields of advertising services, raw material suppliers, digital marketing services, and web developer services. One of the companies in Indonesia that does B2B is PT Xyz, PT Xyz is a subsidiary of Telkom Indonesia which was established on December 12, 2012, in Jakarta. PT Xyz is engaged in the construction of development and management of network infrastructure services whose shares are owned by PT Xyz.

The establishment of PT. Xyz is a commitment of PT Xyz to provide unlimited access to information and communication and is committed to providing high-quality and affordable Internet connectivity that is being developed. As part of the strategy, Telkom Indonesia established PT Xyz which is expected to encourage the growth of broadband networks that provide access to information and communication throughout Indonesia.

PT Xyz is committed to providing high-quality and affordable internet connections. In addition to access network installation, PT Xyz provides Network Terminal Equipment (NTE) services as well as processing and maintenance operations services for broadband access networks. In 2018, PT Xyz has built a fiber capacity of 6.7 million, serving 5.1 million Indihome customers throughout Indonesia.

PT Xyz focuses on the B2B segment, which stands for business-to-business. PT Xyz continues to improve its capabilities in providing the best service as a solution to accelerate digitalization in Indonesia. The company also develops various innovative solutions for SMEs and the government. Company decision to focus on the B2B segment was taken after integrating the Indihome business line into Telkomsel, its subsidiary. Telkom is committed to becoming a dominant player in the B2B segment and competing in the digital market

PT Xyz is also developing a B2B Commerce platform, which is part of a strategy to increase profitability. The company is focusing on developing DigiCo, a digital company that focuses on the B2B segment

Based on the background as described above, which explains how marketing and business to business (B2B) infrastructure communication are one of the profitable strategies for a company. Research can be focused on how marketing relationships in business to business (B2B) infrastructure communication at PT Xyz achieve sales targets such as selecting the right communication channels, relevant and persuasive messages, using effective marketing tools and technologies, and the challenges faced by PT Xyz in marketing its products to B2B (Business-to-Business) clients, such as building strong relationships with clients, communicating complex product values, overcoming

obstacles in long sales cycles, and utilizing the right marketing channels. Research on the theme of Business-to-Business (B2B) has been widely conducted, such as in previous studies conducted by Umar, Nuryati and Solihatiningsih (2019) entitled "The Influence of B2B (Business To Business) and B2C (Business To Customer) Marketing Strategies on How to Purchase Airplane Tickets in the Student Environment" and also research conducted by Agustin, Astari, and Rosmawati entitled "Social Media Utilization In B2b Marketing Communications In Palm Oil Plantation Research Services" which studies a lot about business to business marketing strategies working in a company using qualitative methods through in-depth interviews with research objects. While the novelty in this study is the focus on examining the relationship between marketing in Business to Business (B2B) infrastructure communications at PT Xyz using the theory of action planning including the indicators Planning, Organizing, Actuating, Evaluating.

In previous studies, no one has examined the relationship between marketing and Business to Business (B2B) infrastructure communication at PT Xyz, while the two strategies are important and profitable for a company because marketing plays an important role in increasing visibility and reaching potential customers in the B2B market.

Research Focus

Based on the background of the problem above, the focus of this research is as follows:

1. Relationship Marketing in Business to Business (B2B) infrastructure communication at PT Xyz with corporate customers
2. The strategic planning process and implementation and evaluation of PT Xyz to build and maintain long-term, mutually beneficial and sustainable relationships between PT Xyz and Customers.

Research questions

Based on the background that has been written previously, the research questions in this study are:

How does PT Xyz carry out relationship marketing in Business to Business (B2B) infrastructure communication at PT Xyz with corporate customers?

How is the process of planning, implementing, and evaluating relationships and maintaining long-term, mutually beneficial and sustainable relationships between PT Xyz and customers?

Research Objectives

The objectives of this research are as follows:

To analyze the strategy for selecting relationship marketing in Business to Business (B2B) infrastructure communication at PT Xyz with corporate customers. And to analyze the strategic planning process, implementation, and evaluation of the implementation of PT Xyz marketing relations and the maintenance of long-term, mutually beneficial and sustainable relationships between PT Xyz and customers.

METHOD

Paradigm refers to the perspective used to understand the complexities of the real world. This research adopts a constructivist paradigm, which contrasts with approaches that prioritize observation and objectivity in discovering reality or knowledge. Constructivism, rooted in sociocultural traditions, argues that the identity of objects is shaped by the way we talk about them, the language we use, and how social groups align with their shared experiences. Symbols or language play a crucial role in forming reality. Constructivist researchers, like Patton (2010), study the various realities constructed by individuals and how these influence their lives. This paradigm asserts that every individual's perspective is substantial and deserves recognition. The constructivist view holds that social reality is constructed and relative, and it challenges positivism by rejecting the idea of generalizing observations across all individuals. Social construction theory, introduced by sociologists like Berger and Luckmann, is situated between social facts and social definitions.

The research adopts a qualitative approach, which focuses on understanding the relationship between variables and testing hypotheses. Qualitative methods allow for in-depth analysis of specific cases, often reducing generalizability

but enhancing case understanding. The researcher, acting as the instrument, relies heavily on skills and attention to detail. Data is collected through interviews, observations, and official documents, emphasizing process over results.

This is a descriptive qualitative research, where data is presented in words or images rather than numbers. Qualitative research, as defined by Bogdan and Taylor, produces descriptive data through written or spoken words, and the goal is to describe or illustrate phenomena. Descriptive research aims to systematically and accurately depict facts or characteristics of a specific population or area. This study examines how relationship marketing functions in B2B communication infrastructure at PT Xyz and how long-term, mutually beneficial relationships are built and maintained.

This qualitative research methodology focuses on understanding and describing lived experiences. It seeks to evaluate the quality of objects using words, images, and descriptions. The research process involves detailed analysis and careful interpretation, with a focus on inductive analysis and meaning-making. The case study method is employed, with a focus on in-depth exploration, addressing not only "what" but also "how" and "why" to gain a deeper understanding of the phenomenon. A literature review supports the analysis, expanding the researcher's knowledge and refining the research problem.

Data Collection Techniques

Data collection is critical in research to gather the necessary information. Primary data is collected through methods like interviews, observations, and documentation. Interviews involve direct communication with respondents, using structured or unstructured formats depending on the study's needs. Observation allows the researcher to directly witness behaviors and activities. Documentation involves gathering written records that support the research, such as previous studies or relevant documents.

Research Subjects and Objects

The research subjects, or informants, are individuals who provide relevant information about the research topic. In this study, the subjects are the Sales Division of PT Xyz. The objects of this study are the aspects of relationship marketing in the B2B infrastructure communication at PT Xyz.

Data Analysis Techniques

Data analysis in qualitative research is an ongoing process that begins before fieldwork and continues throughout the study. It involves organizing, synthesizing, and presenting data to draw conclusions. Techniques include data reduction, where irrelevant data is filtered out; data display, where data is organized for clarity; and conclusion drawing/verification, ensuring that findings are valid and reliable. The analysis is conducted interactively, with continuous refinement.

Data Validity Testing

Validating data is essential in ensuring the scientific rigor of qualitative research. Various methods, including credibility, transferability, dependability, and confirmability, are used to ensure the authenticity and reliability of data. Credibility is tested through prolonged observation and improving accuracy in data collection. Triangulation, involving the use of multiple methods and data sources, enhances data validity. Dependability and confirmability involve ensuring that the research process is consistent and objective, and that the results reflect the data accurately. These methods contribute to the overall trustworthiness of the research findings.

PT Xyz Product Results

A. Fiber Internet

Super-fast service using Fiber Optic from Telkom which has several advantages, namely, (a) fast internet, (b) reliable internet (c) sophisticated internet

B. Home telephone

Home telephone is a communication service with the advantage of cheaper costs with clear sound quality. Packages offered

C. Useetv cable

Useetv cable is a pay TV cable service, providing quality services and new experiences for users, because there are features such as Pause & Rewind TV, Video on Demand, Video Recorder and others.

D. IndiHome Smart

IndiHome Smart is a smart home service that can integrate and control various smart devices anywhere and anytime via smartphone. With this 'Intelligent Home' feature, users can operate Smart Home devices from various brands with just one application.

RESULT AND DISCUSSION

In addition to access network installation, PT. Xyz provides Network Terminal Equipment (NTE) services, as well as services for processing broadband access network operations and maintenance (O&M). In 2018, and has built 6.7 million fiber optic capacities and has served 5.1 million Indihome users throughout Indonesia.

a Vision

The vision is "Becoming a world class access network service company", becoming a leading network operation and maintenance company and telecommunications infrastructure construction services in the archipelago, which is oriented towards prime quality and satisfaction of all stakeholders.

b Mission

PT. Xyz has a mission of "Providing excellent and efficient access network deployment and managed service to deliver best values for stakeholders". The mission of is based on the vision, including the following:

1. Supporting the successful development, expansion, and improvement of the quality of access network infrastructure.
2. Providing excellent service with the right orientation of quality, timeliness and volume of access network infrastructure.
3. Providing the best results for all stakeholders

Company Organizational Structure

The company is an organization that has an organizational structure consisting of several departments that have direct authority and responsibility vertically linked to the duties of each level of superiors and subordinates, the following is the organizational structure.



Figure 4-2 Organizational Structure

(Source: Company Secondary Data)

Based on the results of the research conducted by the researcher in the field, the researcher found several findings regarding the data that the researcher needed. In the research that the researcher conducted, interviews were conducted with two informants, namely the first informant as a manager and also the second informant as Public Relations. Researchers obtained data on the reasons why PT Xyz chose relationship marketing in business to business (B2B) infrastructure communication at with the company's customers and also how the process of planning, implementing, and evaluating relationships and maintaining long-term relationships that are mutually beneficial and sustainable between Company and Customers. To interpret the data obtained from the interview results, the following will describe the research data as follows:

Table 4-2 Determination of Informant data

No.	Name	Age	Gender	Position	Remarks
1	Muhammad Yusuf	38 Years	Male	Manager	Key Informant
2	Elisabeth	34 Years	Female	Direct Marketing	Supporter

Marketing Planning in Marketing Relations

a. Marketing Planning Using Three Main Aspects

Companies relies on three aspects in marketing planning, namely customer aspects, competition aspects and technology aspects, this is in accordance with the statement from the key informant, as a Manager.

"In marketing planning we definitely do research first, for PT Xyz itself we pay attention to three main aspects in planning, namely the customer aspect, namely how we see what customers need, then there is the competition aspect where here we pay attention to who our competitors are and finally there is the technology aspect that we utilize"

Marketing planning carried out According to the supporting informant, as Direct Marketing to the question is:

"Of course, before determining what strategy we use for marketing, we must first see our competitors, yes, there we will only make sure what strategy is suitable"

Based on the answers from the key informants and supporting informants above, in determining marketing planning there are customer aspects, competition aspects and technology aspects are very important because by going directly to the field and seeing these aspects a company can determine the right marketing strategy for its company.

b. Marketing Strategy of relies on technological wealth

In planning the marketing strategy, Companies relies heavily on technological wealth, one of which is social media and also various applications from companies, this is in accordance with the statement of the key informant, as Manager:

"Of course we do marketing online and offline, but for PT Xyz itself, we emphasize online marketing, because in this digital era, it is easier for us to attract customers online"

The marketing planning carried out according to the supporting informant, as Direct Marketing to the question is:

"Online, we really push online marketing. Because nowadays everyone must play gadgets, right, I don't think there are any people who play gadgets and social media these days. By utilizing the wealth of technology, it saves time and money, but the message still gets through"

The wealth of technology has a big influence on the marketing field, where technology helps convey messages in an effective way.

Maintaining long-term, mutually beneficial and sustainable relationships between companies and customers.

a. Marketing using an integrated marketing communication approach

Marketing carried out by using an integrated marketing communication approach. Integrated Marketing Communication (IMC) according to Kotler and Keller (2009:194) is a concept where a company integrates and coordinates various communication channels to send clear, consistent, and convincing messages regarding the company and its products. This is in accordance with the statement from the key informant, as Manager of the companies:

"To reach potential users in the Indonesian community, PT Xyz uses the Integrated Marketing Communication approach, in the initial stage PT Xyz educates customers and the market about digital lifestyle and service excellence to build customer awareness and interest"

The implementation of marketing carried out according to the supporting informant, as Direct Marketing to the question is:

"There is something called IMC, which is one of the marketing approaches, well PT Xyz uses that approach in implementing marketing, usually it goes directly to the target if using IMC so here we try to maximize the communication process with positive messages in order to facilitate the relationship between the brand and customers"

Informants I and II agreed that uses the Integrated Marketing Communication (IMC) approach in implementing marketing.

Mobile Applications are used as the main marketing communication media

PT Xyz relies on mobile applications in implementing marketing to consumers, this is in accordance with the statement from the key informant as Manager:

"Implementation of Marketing Strategy by using various Mobile Applications as its communication media. Efforts to use various elements (Maxing Elements) in the IndiHome marketing communication strategy through the MyIndihome Mobile Application also include various elements in the Indihome marketing communication strategy including Availability and Delivery, Branding, Canvassing, and Customer Education"

The implementation of marketing carried out according to the supporting informant, as Direct Marketing of PT xyz to the question is:

"As discussed earlier, we do emphasize online marketing more than offline, so it can be done through various media such as Television, Billboard, DOOH, XXI Cinema, Magazines, Newspapers, Social Media, Digital Media, Activation, Sponsorship and also applications from Telkom Akses itself"

From the answers of informants I and II, it is evident that the media does have a big role here in order to achieve the marketing target.

Marketing Evaluation

a. Companies relies on feedback in Evaluation

Customer feedback is an important point for companies to conduct an evaluation, this is in accordance with the statement of the key informant, Mr. Muhammad Yusuf as Manager:

"To improve the marketing score, we usually look at feedback from consumers and other departments because from there we will know the pluses and minuses of the activities carried out, then there are evaluation cycles"

The evaluation carried out According to the supporting informant, as Direct Marketing of the companies to the question is:

"Yes ... usually after the activity is finished, we definitely do an evaluation, see how the feedback we get, okay or not, suitable or not the marketing strategy"

b. Creating a more innovative strategy

Maintaining a business amidst many competitors is not easy, so PT xyz must continue to innovate in creating a strategy, this is in accordance with the statement of the key informant, as Manager of PT Xyz:

"From the feedback we get, we can see whether the marketing strategy is achieved or not, whether the results are good or bad, we must continue to upgrade and also innovate so as not to lose competitiveness with competitors"

The evaluation carried out according to the supporting informant, as Direct Marketing of regarding the question is:

"The form of evaluation carried out is by continuing to innovate so that in the future it will always be better and the best"

Planning Business to Business (B2B)

a. The companies conducts Business to Business (B2B)

Business to business is an important thing in the business world because it is a type of business where products or services are sold between two companies as customers. This is in accordance with the statement of the key informant, the manager:

"That's right, The companies also conducts Business to Business with several companies, in the future we also want to attract more companies to work with PT Xyz"

Planning Business to Business (B2B) carried out according to the supporting informant, as Direct Marketing of PT Xyz to the question is:

"Currently, we are indeed working with various companies in the future, our planning for the future is to create more interesting and mutually beneficial strategies for partner companies that work with us"

Business to Business apparently has a good impact on PT Xyz, the planning of both informants is also in line, namely wanting to improve the Business to Business marketing strategy so that more companies want to work with.

a. Understanding the target company is the key to Business to Business

The companies has its own way to sort and choose partners to collaborate with, this is in accordance with the statement from the key informant, The Manager:

"So, before we plan to do B2B with another company, what we have to do is first get to know the target company by identifying the target segment and determining what communication strategy is appropriate"

Planning Business to Business (B2B) carried out according to the supporting informant, as Direct Marketing to the question is:

"Knowing the target market first is the main thing before we collaborate, if the target is wrong or not appropriate, it's useless"

Both informants agree that getting to know the company that will be invited to collaborate or do Business to Business (B2B) is important.

Organizing Business to Business (B2B)

For Organizing Business to Business (B2B) PT Xyz prepares each division for the sustainability of Business to Business, this is in accordance with the statement from the key informant Mr. X as Manager of PT Xyz:

"For job descriptions, we definitely adjust it, because each has its own division so they focus according to their respective job descriptions"

Organizing Business to Business (B2B) carried out according to the supporting informant, namely Mrs. X as Direct Marketing of PT Xyz to the question is:

"If it's from the division, it's safe, because everyone has their part of the work, but sometimes at PT Xyz this also adheres to a family work culture, so sometimes if we can help, we just help each other in order to achieve common goals"

Actuating Business to Business (B2B)

a. The companies also experienced various challenges during the implementation of Business to Business (B2B)

Competition in business often occurs and can have several benefits, such as opening up wide market opportunities and preventing the concentration of economic power in certain groups, this is in accordance with the statement of the key informant, Mr. X as Manager of PT Xyz:

"Well, it's called business, there must be competitors everywhere, but in my personal opinion, business competitors can encourage companies to innovate in strategy and improve PT Xyz products or services, and adapt to changing consumer needs, so it's actually good to have competition like this"

Actuating Business to Business (B2B) carried out according to the supporting informant, namely Mrs. someone as Direct Marketing of PT Xyz to the question is:

"There are quite a lot of challenges if the business is like this, one of which is competitors who sell similar products"

b. Competing healthily with competitors

In the business world, competition is not something that can be avoided. Therefore, every company must have standards and strategies in order to survive as stated by the key informant, Mr. X as Manager of PT Xyz: "One way for companies to continue to survive and compete healthily with competitors is by bringing branding as an unlimited information and communication access service for all Indonesian people, competitive prices that are not affected by the dollar exchange rate and competitive prices by utilizing the Indonesian exchange rate"

Customer Relationship Management (CRM) is one of the main keys to retaining customers in the long term

To maintain cooperation in Business to Business (B2B) with other companies, of course, you must have various interesting strategies so that customers do not go to competitors, this is what the key informant, Mr. X, as Manager of PT Xyz, said:

"So that customers feel at home here, customer relationship management is very important in building long-term relationships with its customers. CRM involves the company's ability to maximize customer value sustainably by allocating resources more effectively that are focused on potential customers, which can increase revenue, profitability, and company value"

Actuating Business to Business (B2B) which is carried out to retain long-term customers according to the supporting informant, namely Mrs. X as Direct Marketing of PT Xyz to the question is:

"We definitely want customers to stay with us, one way we often do is build relationships with customers through the customer's personal website, e-Complain for customer complaints, e-billing for billing, and various other applications that can be applied in the context of the company's business information system and also improve customer service infrastructure through the development of Interactive Voice Response, increasing Accessibility Prepaid Contact Center, development and implementation of Integrated CRM Application or I-Care, and standardization of new displays"

Both informants agreed that Customer Relationship Management (CRM) is a very effective way to retain consumers to remain subscribers in the long term.

Evaluating Business to Business (B2B)

Evaluation is indeed the most important stage for a company to increase synergy between the companies, this is in accordance with the statement of the key informant, Mr. X as the Manager of PT Xyz:

"Deal or not, it also depends on how the fortune is, yes, a deal, Alhamdulillah, if not, we also must not lose heart. Therefore, there must be an evaluation to see what needs to be done in the future"

Evaluating Business to Business (B2B) which was carried out according to the supporting informant, namely Mrs. X as Direct Marketing of PT Xyz to the question is:

"Yes, it's the same, it's called an evaluation, eleven to twelve, the same as the marketing earlier"

A company will continue to advance and develop if it continues to innovate and also evaluate so as not to lose competitiveness with other companies, besides that, from the evaluation the company can also find out the advantages and disadvantages of the strategies they are doing.

Marketing is an important aspect of any business, as it plays a vital role in generating profits. Marketing is a process that involves understanding the needs and wants of the market in order to create products and values that meet those needs. Marketing is a strategic business activity that involves activities such as advertising, selling, and delivering products to customers and other business partners. The main function of marketing is to connect brands with potential customers, and this requires processes such as identifying customer needs (Chandra, 2022).

Marketing is not only important for increasing sales, but also for building a company's reputation. Marketing helps create awareness of a product or service among the target audience, leading to increased interest, desire, and ultimately, action. An effective marketing strategy can also educate customers about a product or service, providing them with important information such as product quality, raw materials, and usage. In addition to its role in sales and reputation, marketing is also important for product development and improvement. The marketing team is at the forefront of collecting and analyzing external information that can be used to develop and improve products or services, increasing customer interest (Ariraz, 2023). In this study to analyze marketing at PT Xyz, the author uses marketing theory including planning, implementation and evaluation indicators.

Planning is the initial stage in the marketing communication process. At this stage, marketers conduct market analysis, determine market goals and targets, and design marketing strategies that are in accordance with market needs (Chandra, 2022). Based on the results of interviews with informants I and II, the marketing planning used by PT Xyz relies on three main aspects, namely customer aspects, competition aspects and technology aspects are very important because by going directly to the field and seeing these aspects a company can determine the right marketing strategy for its company, in addition to these aspects PT Xyz also relies on the wealth of technology in carrying out marketing planning. It is proven that technology has an important role in marketing activities, especially in increasing the efficiency and effectiveness of marketing efforts. With the development of technology, companies can increase their existence and reach a wider target market. Technological innovation in the marketing field allows companies to create and introduce new products or services to the market, as well as increase production efficiency and product quality. Technological advances such as social media, websites, e-commerce platforms, and other digital tools allow companies to reach consumers worldwide and promote their products or services more easily and effectively. Implementation is the final stage in the marketing communication process. At this stage, the marketing strategy that has been designed and planned in advance is implemented into the market. Implementation involves

activities such as promotion, sales, and delivery of products to consumers and other partners (Chandra, 2022). Based on the results of interviews with informants I and II, it was stated that in implementing marketing, PT Xyz used an integrated marketing communication approach. Integrated Marketing Communication (IMC) is a marketing strategy that combines various types of communication and promotion to achieve more effective and efficient marketing goals. IMC aims to unite all parts included in marketing communications, such as advertising, public relations, direct marketing, social media, and sales promotions, to influence consumer actions (Pasla, 2023). Based on research conducted by Trayana and Retnowardhani entitled "The Role of Integrated Marketing Communication in Media Companies" The results show that there are many benefits felt in the implementation of mature IMC, including cost savings, consistent messages, and increasing the effectiveness of marketing campaigns. IMC also helps media companies integrate marketing communications and increase the efficiency and effectiveness of marketing campaigns.

Marketing is an important aspect of any business, as it plays a vital role in generating profits. Marketing is a process that involves understanding the needs and wants of the market in order to create products and values that meet those needs. Marketing is a strategic business activity that involves activities such as advertising, selling, and delivering products to customers and other business partners. The main function of marketing is to connect brands with potential customers, and this requires processes such as identifying customer needs (Chandra, 2022).

Marketing is not only important for increasing sales, but also for building a company's reputation. Marketing helps create awareness of a product or service among the target audience, leading to increased interest, desire, and ultimately, action. An effective marketing strategy can also educate customers about a product or service, providing them with important information such as product quality, raw materials, and usage. In addition to its role in sales and reputation, marketing is also important for product development and improvement. The marketing team is at the forefront of collecting and analyzing external information that can be used to develop and improve products or services, increasing customer interest (Ariraz, 2023). In this study to analyze marketing at PT Xyz, the author uses marketing theory including planning, implementation and evaluation indicators.

Planning is the initial stage in the marketing communication process. At this stage, marketers conduct market analysis, determine market goals and targets, and design marketing strategies that are in accordance with market needs (Chandra, 2022). Based on the results of interviews with informants I and II, the marketing planning used by PT Xyz relies on three main aspects, namely customer aspects, competition aspects and technology aspects are very important because by going directly to the field and seeing these aspects a company can determine the right marketing strategy for its company, in addition to these aspects The companies also relies on the wealth of technology in carrying out marketing planning. It is proven that technology has an important role in marketing activities, especially in increasing the efficiency and effectiveness of marketing efforts. With the development of technology, companies can increase their existence and reach a wider target market. Technological innovation in the marketing field allows companies to create and introduce new products or services to the market, as well as increase production efficiency and product quality. Technological advances such as social media, websites, e-commerce platforms, and other digital tools allow companies to reach consumers worldwide and promote their products or services more easily and effectively. Implementation is the final stage in the marketing communication process. At this stage, the marketing strategy that has been designed and planned in advance is implemented into the market. Implementation involves activities such as promotion, sales, and delivery of products to consumers and other partners (Chandra, 2022). Based on the results of interviews with informants I and II, it was stated that in implementing marketing, The companies used an integrated marketing communication approach. Integrated Marketing Communication (IMC) is a marketing strategy that combines various types of communication and promotion to achieve more effective and efficient marketing goals. IMC aims to unite all parts included in marketing communications, such as advertising, public relations, direct marketing, social media, and sales promotions, to influence consumer actions (Pasla, 2023). Based on research conducted by Trayana and Retnowardhani entitled "The Role of Integrated Marketing Communication in Media Companies" The results show that there are many benefits felt in the implementation of mature IMC, including cost savings, consistent messages, and increasing the effectiveness of marketing campaigns. IMC also helps media companies integrate marketing communications and increase the efficiency and effectiveness of marketing campaigns.

Based on the above explanation, it is proven that there is a relationship between Marketing and business to business (B2B) infrastructure communication at PT Xyz, where the B2B marketing strategy focuses on the interaction between two companies or business entities. B2B marketing is a business model that targets other companies, not end users. In B2B, transactions occur between one business and another, and the marketing strategy is different from B2C (business to consumer). B2B marketing includes all marketing processes and activities carried out by companies to promote products, services, or resources to other companies. B2B marketing strategies also use social media, but with different goals, namely, to increase brand awareness and increase sales to other companies.

CONCLUSION

In the relationship of business to business (B2B) infrastructure communication marketing, PT Xyz chooses to use the integrated marketing communication (IMC) approach and also relies on analyzing the company's target first before conducting B2B because in B2B, the target market is much narrower compared to B2C, because B2B focuses on transactions between companies with other companies. B2B companies have specific target markets, such as companies that need products or services for their business needs. In identifying the B2B target market, the marketing team needs to identify firmographics, geography, behavior, and buyer needs. B2B companies must understand the needs and desires of the market to produce products and other values. They must also understand how to determine a specific target market, such as a newly established company that does not have its own employees, or a start-up company that is just starting out. In B2B, the marketing strategy must be more specific and focused on business needs, such as advertising services, raw material suppliers, digital marketing services, and web developer services.

To maintain long-term relationships, PT Xyz uses Customer Relationship Management (CRM). CRM at PT Xyz involves managing and improving interactions and relationships with customers to create loyalty and retention. By implementing an effective CRM system, PT Xyz can strengthen PT Xyz relationship with customers, increase customer retention, and achieve customer loyalty. CRM plays an important role in modern business, especially in managing interactions with customers. CRM helps PT Telkom Akses understand customer needs and preferences and provide personalized services to meet those needs. Effective CRM implementation can increase customer satisfaction, loyalty, and ultimately, revenue. In addition to its role in customer relationships, CRM also helps companies optimize their operational efficiency.

Suggestions

Academic Suggestions

To expand the available literature on B2B (Business to Business) marketing communication strategies and action-setting theories with the aim of providing a foundation for future research.

Practical Suggestions

a. Better understanding of target companies:

In order for PT Xyz to improve its B2B (business-to-business) marketing strategy, it is important to have a deeper understanding of the target companies. In addition to knowing their own needs and preferences, the company must also understand the industry environment in which they operate in order to provide relevant and attractive hosting solutions to them.

b. Improved collaboration between departments:

Collaboration between sales, marketing, and technology departments is a key element of a successful B2B (business-to-business) marketing strategy. PT Xyz must ensure that this collaboration remains on track and aims for the same goal. These departments must be involved in understanding customer needs, strategic planning, and marketing execution to provide consistent value to customers.

c. Performance Monitoring and Evaluation:

At PT Xyz, it is important for us to monitor and evaluate the performance of our B2B (Business to Business) marketing communication strategy on a regular basis. By using the right metrics such as sales growth, customer retention, and

customer satisfaction, companies can identify the strengths and weaknesses of their strategy and take necessary corrective actions. This periodic evaluation helps companies continuously improve and optimize their marketing approach.

For Further Researchers

To gain a more comprehensive understanding of B2B (Business to Business) marketing communication strategy, it is expected that future research will include additional theoretical perspectives and include external informants who are not affiliated with the company.

REFERENCES

- [1] Adilla, M. S. (2023). Strategi komunikasi pemasaran B2B (Business-to-business) dalam meningkatkan penjualan produk di PT Cloud Hosting Indonesia (Idcloudhost). *Jurnal Manajemen Pemasaran*, 15(2), 45-58. [DOI Placeholder]
- [2] Anand, A. (2023). The role of ethics in business-to-business marketing: An exploratory review and research agenda. *Industrial Marketing Management*, 115, 421-438. <https://doi.org/10.1016/j.indmarman.2023.05.013>
- [3] Arizaz. (2023, October 6). Apa pentingnya marketing dalam bisnis? *Moota.co*. Retrieved from <https://moota.co/pentingnya-marketing-bisnis/>
- [4] Assauri, S. (1987). *Manajemen pemasaran*. Jakarta: Rajawali Press.
- [5] Assauri, S. (2012). *Strategic marketing*. Depok: PT Raja Grafindo Persada.
- [6] Cartwright, S. (2021). Managing relationships on social media in business-to-business organisations. *Journal of Business Research*, 125, 120-134. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- [7] Chan, S. (2013). *Relationship marketing: Inovasi pemasaran yang membuat pelanggan bertekuk lutut* (2nd ed.). Jakarta: Gramedia Pustaka Utama.
- [8] Chandra, W. (2022, September 6). Apa itu marketing? Berikut pengertian, fungsi, jenis, dan prospek kerjanya. *CDCB PSDMI Kemenperin*. Retrieved from <https://cdcbpsdmi.kemenperin.go.id/article/detail/apa-itu-marketing-berikut-pengertian-fungsi-jenis-dan-prospek-kerjanya>
- [9] Chen, J. (2023, December 22). Business-to-business (B2B): What it is and how it's used. *Investopedia*. Retrieved from <https://www.investopedia.com/terms/b/btob.asp>
- [10] Cockayne, D. (2019). Redefining B2B relationship marketing: Insight from postmodern Alibaba. *CORE*. Retrieved from <https://core.ac.uk/download/pdf/296528596.pdf>
- [11] Cristina Andrada Baba, R. N.-A. (2020). Applied communication methods of relationship marketing for adapting the business to the crisis environment. *European Research Studies Journal*, 23(2), 1246-1258. <https://doi.org/10.35808/ersj/3631>
- [12] Danim, S. (2002). *Menjadi peneliti kualitatif: Rancangan metodologi, presentasi, dan publikasi hasil penelitian untuk mahasiswa dan penelitian pemula bidang ilmu sosial, pendidikan, dan humaniora*. Bandung: Remaja Rosdakarya.
- [13] Eriyanto. (2012). *Analisis framing: Komunikasi, ideologi, dan politik media*. Yogyakarta: LKIS.
- [14] Hidayah, N. (2022, August 8). Apa itu B2B? Karakteristik, strategi, dan contoh usaha. *Mekari*. Retrieved from <https://mekari.com/blog/apa-itu-b2b/>
- [15] Hien, N. C. (2022). The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business & Management*, 9(1), 1-19. <https://doi.org/10.1080/23311975.2022.2002955>
- [16] Ismail Nurdin, d. H. (2019). *Metodologi penelitian sosial*. Surabaya: Media Sahabat Cendikia.
- [17] Ismy Agustin, M. M. (2021). Social media utilization in B2B marketing communications in palm oil plantation research services. *Jurnal Ilmu Pengetahuan Sosial*, 8(6), 154-167. <https://doi.org/10.1016/j.jips.2021.10.003>
- [18] Kuncoro, M. (2003). *Metode riset untuk bisnis & ekonomi*. Jakarta: Erlangga.
- [19] Kotler, P., & Armstrong, G. (2016). *Prinsip-prinsip pemasaran* (13th ed.). Jakarta: Erlangga.
- [20] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Harlow: Pearson Education Limited.

- [21] Liu, G. (2024). The influence of marketing exploitation and exploration on business-to-business small and medium-sized enterprises' pioneering orientation. *Industrial Marketing Management*, 117, 131-147. <https://doi.org/10.1016/j.indmarman.2023.12.001>
- [22] Management, C. B. (2019). Word of mouth communication: A mediator of relationship marketing & customer loyalty. *Muhammed Ngoma*, 6(1), 13-25. <https://doi.org/10.1080/23311975.2019.1567899>
- [23] Moleong, L. J. (2006). *Metodologi penelitian kualitatif*. Bandung: PT Remaja Rosdakarya.
- [24] Muttaqien, F. (2022, July 2). Mengenal B2B (Business-to-Business), tipe, bedanya dengan B2C, dan 5 contoh perusahaannya. *Ekrut*. Retrieved from <https://www.ekrut.com/media/b2b>
- [25] Nugraha, D. (2019, July 18). B2B marketing: Cara menentukan target pasar secara efektif. *Paper.id*. Retrieved from <https://www.paper.id/blog/tips-dan-nasihat-umkm/b2b-marketing-bisnis/>
- [26] Öberg, C. (2023). Neuroscience in business-to-business marketing research: A literature review, co-citation analysis and research agenda. *Industrial Marketing Management*, 113, 168-179. <https://doi.org/10.1016/j.indmarman.2023.05.015>
- [27] Pasla, B. N. (2023, June 1). Apa itu integrated marketing communication? Pengertian, dan strategi. *Pasla Jambi Prov*. Retrieved from <https://pasla.jambiprov.go.id/apa-itu-integrated-marketing-comunication-pengertian-dan-strategi/>
- [28] Putri, A. (2022, November 6). CRM: Pengertian, fungsi, dan contohnya lengkap. *Danacita*. Retrieved from <https://danacita.co.id/blog/crm-pengertian-fungsi-dan-contohnya-lengkap/>
- [29] Populix. (2023, December 27). Mengenal B2B, contoh usaha & perbedaannya dengan B2C. *Populix*. Retrieved from <https://info.populix.co/articles/b2b-adalah/>
- [30] Rakshit, S. (2022). An integrated social network marketing metric for business-to-business SMEs. *Journal of Business Research*, 150, 73-88. <https://doi.org/10.1016/j.jbusres.2022.03.033>
- [31] Retnowarhani, T. D. (2023). Peran integrated marketing communication pada perusahaan media. *Jurnal Penelitian Informatif*, 3(2), 277-282. <https://doi.org/10.3135/jpi.2023.14.004>
- [32] Salma, Z. F. (2023, May 2). Infrastruktur komunikasi data dukung adopsi digital. *Linknet.id*. Retrieved from <https://www.linknet.id/article/infrastruktur-komunikasi-data-dukung-adopsi-digital>
- [33] Sexton, D. (2006). *Marketing 101*. Jakarta: PT Buana Ilmu Populer.
- [34] Sivesan, S. (2013). Customer perception towards relationship marketing and personal demographic variables: A study of Jaffna District, Srilanka. *Management and Administrative Sciences Review*, 2(1), 67-78. <https://doi.org/10.35685/masr.2013.9.7>
- [35] Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- [36] Suharno, Y. S. (2010). *Marketing in practice*. Yogyakarta: Graha Ilmu.
- [37] Suherman. (2023, June 19). Inovasi teknologi di bidang pemasaran, dorong peluang dan pertumbuhan ekonomi. *IAIN Pare*. Retrieved from <https://www.iainpare.ac.id/en/blog/opinion-5/inovasi-teknologi-dibidang-pemasaran-dorong-peluang-dan-pertumbuhan-ekonomi-2165>
- [38] Suyanto. (2011). *Analisis regresi untuk uji hipotesis*. Yogyakarta: Caps.
- [39] Tjiptono, F. (2008). *Pemasaran strategik*. Yogyakarta: C.V Andi Offset.
- [40] Wahjono, S. I. (2010). *Manajemen pemasaran bank*. Yogyakarta: Graha Ilmu.
- [41] Wali, A. F. (2019). Customer relationship management (CRM) experiences of Business-to-Business (B2B) marketing firms: A qualitative study. *Cogent Business & Management*, 3(1), 1-19. <https://doi.org/10.1080/23311975.2019.1634598>
- [42] Wardhono, W. (2005). Pengukuran variabel. *Bina Ekonomi*, 9(1), 12-21. <https://doi.org/10.1016/j.bineko.2005.04.004>
- [43] Yin, R. K. (1994). *Case study research: Design and methods*. Thousand Oaks, CA: SAGE Publications.
- [44] Yudhisira. (2023, November 29). Apa itu B2B (Business to Business)? Serta contohnya. *Bhinneka*. Retrieved from <https://www.bhinneka.com/blog/b2b-adalah/>
- [45] Yusuf. (2019). *Metode penelitian kuantitatif, kualitatif, dan penelitian*. Jakarta: Prenadamedia Group.
- [46] Yusuf. (2023, December 6). Pemerintah siapkan tiga fase transformasi digital nasional. *Kominfo*. Retrieved from <https://www.kominfo.go.id/content/detail/53419/pemerintah-siapkan-tiga-fase-transformasi-digital-nasional/o/berita>