

# CHAPTER 1

## INTRODUCTION

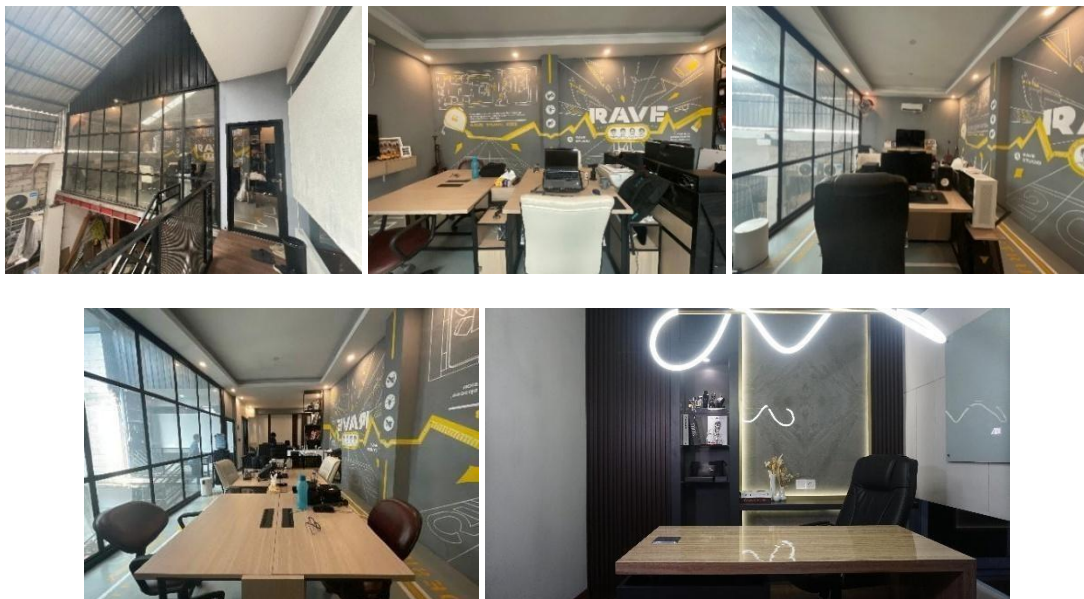
### 1.1 Background of the Problem

The way people seek information about design, renovation, and decent housing standards has changed in today's digital age due to information and technological advancements. In addition, there is also a significant shift in the way a business person communicates with their customers. "Through a variety of digital channels, including social media, email marketing, instant messaging apps, and interactive websites, communication between businesses and their clients is no longer one-way in the digital age, but has evolved into a dynamic two-way exchange." (Saniah, 2025). According to Randi Saputra & Faizal Adiprasetya Purnama Pulungan (2024) Digital technology has made it easier for businesses to offer their products, reach a larger audience, and build relationships with clients. As a result, business operations are no longer limited to internet technology, specifically social media, which is considered more productive and efficient than traditional marketing techniques. In today's digital age, social media is used and has evolved into a strategic tool to build an image, expand your network, and strengthen brand identity. Building a marketing strategy that aligns with changing customer behavior that involves increased interaction on digital platforms is driven by this phenomenon as well.

"In the digital age, social media is not just a platform for marketing; but also a means to strengthen brand image, loyalty and trust." (Deva Satria Pamungkas et al., 2024). In the field of architecture, the growth of social media has changed the way individuals search for information regarding affordable housing, building design, and renovation ideas. Today, platforms like Instagram and TikTok are the top places to find expert advice and educational content. Because of this phenomenon, social media has become a strategic instrument used by businesses to improve their brand identity, grow their network, and improve their image. The potential is huge for architecture studios because effective digital communication techniques can increase exposure and create lasting bonds with their target audience. The importance of expert architectural information on social media has also been emphasized by a number of previous studies. Research by Cindy Puspita, Rony Gunawan Sunaryo, and Agus Dwi Hariyanto (2025) confirms that the use of social media in the architecture industry presents ethical issues in addition to the prospect of increasing exposure. The study also shows that, without adequate

technical explanation, information featuring intricate designs or spatial situations can lead to potential privacy breaches, security threats, and public misunderstandings.

Social media also not only serves as a platform to showcase visual works or digital portfolios but rather, social media gives potential clients a direct picture of an architect's aesthetic and creative process, which significantly influences their preferences and impressions of the designs they receive. In the current development of the architecture industry, the dynamics of competition are also getting tighter, and in practice, the promotion of architectural services has ethical limitations that require communication to be carried out informatively, not by means of hard selling. Due to the increasing need for functional, aesthetically pleasing, and environmentally friendly facilities, many architectural studios are currently competing to provide the best services. The work of an architect is not only that, they also help to improve the standard of living in urban areas. This statement is strengthened by (Wahyudi, n.d., 2024). Creating sustainable, comfortable, and effective spaces for city dwellers is a major part of architecture's contribution to improving the standard of living in urban areas. Rave Architect, an architecture firm founded in 2021 and officially established as PT Rave Creative Studio in 2023, is one that faces difficulties in the industry's competition.



**Figure 1. 1** Rave Architect Office, 2025  
(Source: Personal Documentation)

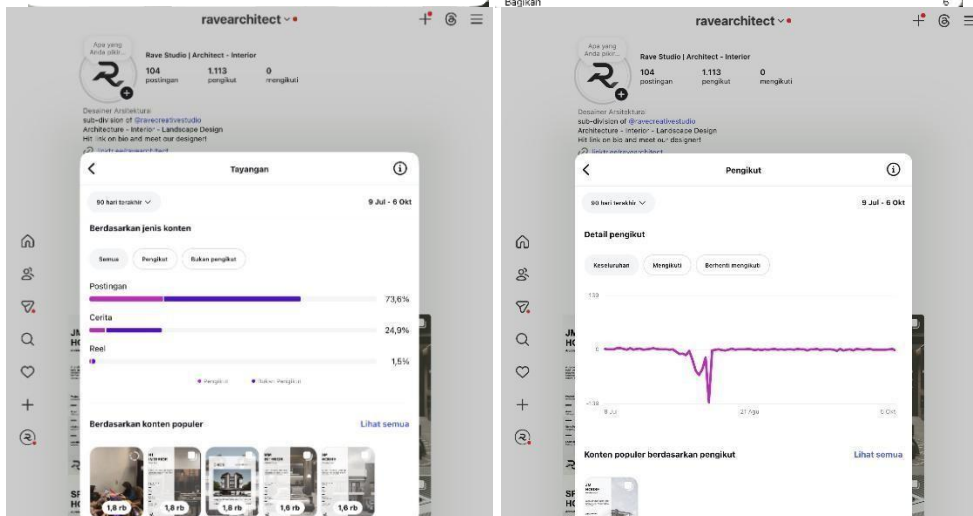
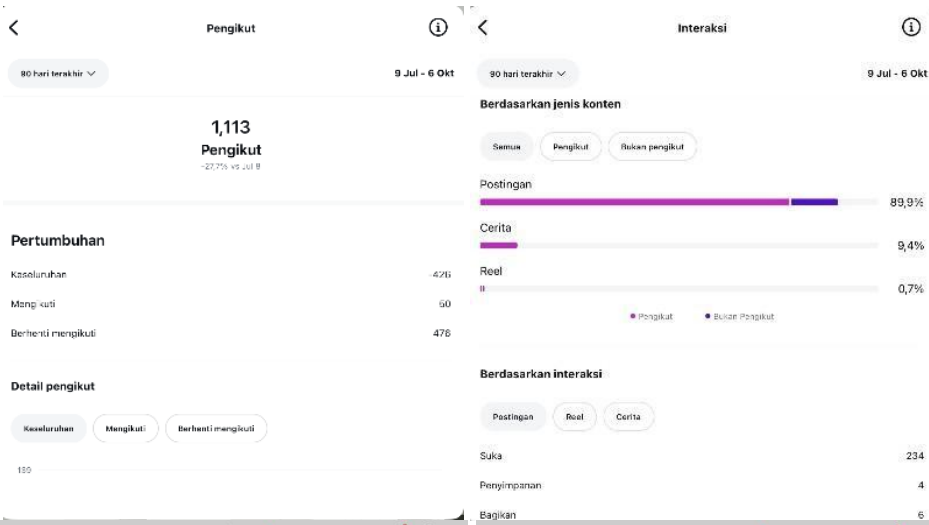
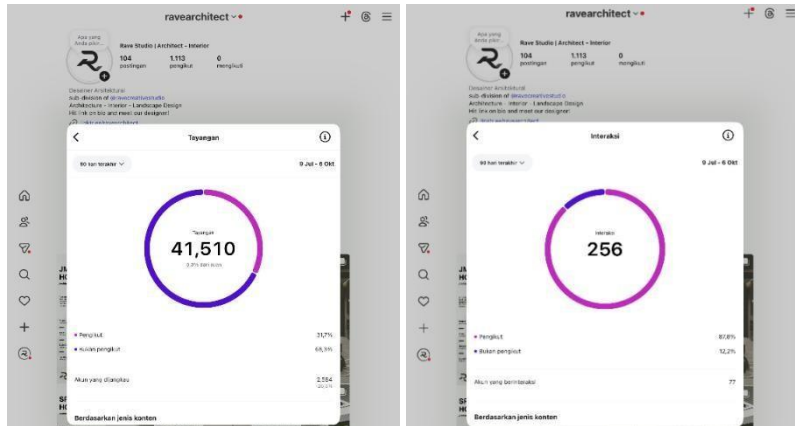
Rave Architect is located on Jl. Haji Syukur VII No. 19, Sedati Gede, Sedati District, Sidoarjo Regency, East Java. Rave Architect is engaged in architecture, interior design, and landscaping, this studio also accepts various types of projects such as residential (private

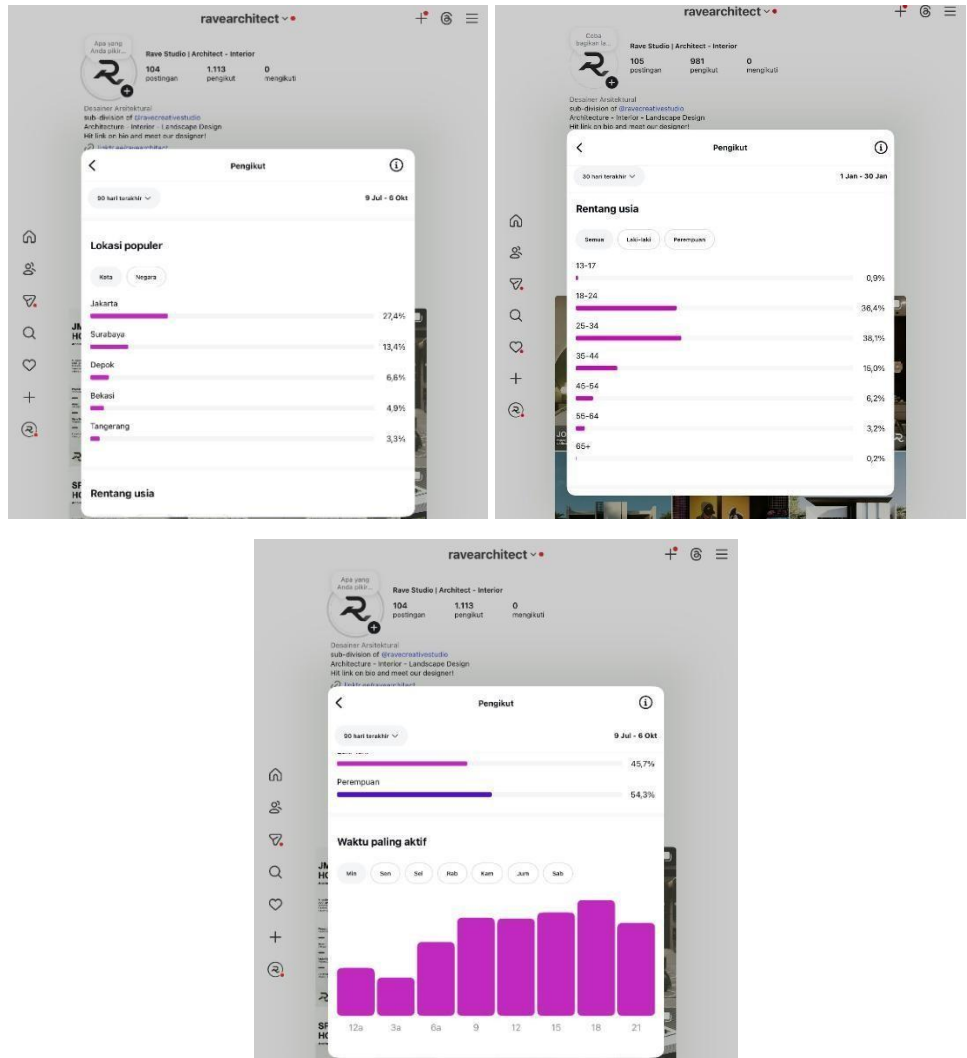
residences, houses, villas) to commercial (offices, cafes, shops, public spaces). Rave Architect actively promotes its portfolio and design results to the public through social media platforms such as Instagram and TikTok. Visualizations of residential to commercial buildings and ongoing projects in modern to minimalist styles are displayed in the content provided by Rave Architect. So far, Rave Architect has only used social media as a place to introduce projects that have been done, so it does not provide space for connection with the audience and education. However, the public demand for knowledge about decent housing continues to increase.



**Figure 1. 2** Interview with Rave Architect Director Ryan Herlanda, 2025  
(Source: Personal Documentation)

According to Ryan Herlanda (2025) in an interview conducted by the author, Rave Architect is different from other studios thanks to its exceptional quality and excellence. Starting from the design stage to material provision, building planning, and construction, Rave Architect provides one-stop solution services. In addition to offering design services, this concept allows Rave Architect to act as a partner who always accompanies the client throughout the project. As clients enjoy convenience, time efficiency, and quality assurance when building their dream home or building, these techniques add value. On this basis, Rave Architect must develop a strong marketing plan, particularly on social media, to improve its brand image and grow its customer base. However, according to observations and interviews with owners, Rave Architect is having trouble with social media performance. Rave Architect's analysis of TikTok and Instagram accounts shows that engagement rates are often low and audience growth is not significant. Posts often look good, but they don't get a lot of shares, likes, or comments. This shows a mismatch between the visual quality and the effectiveness of the message created.

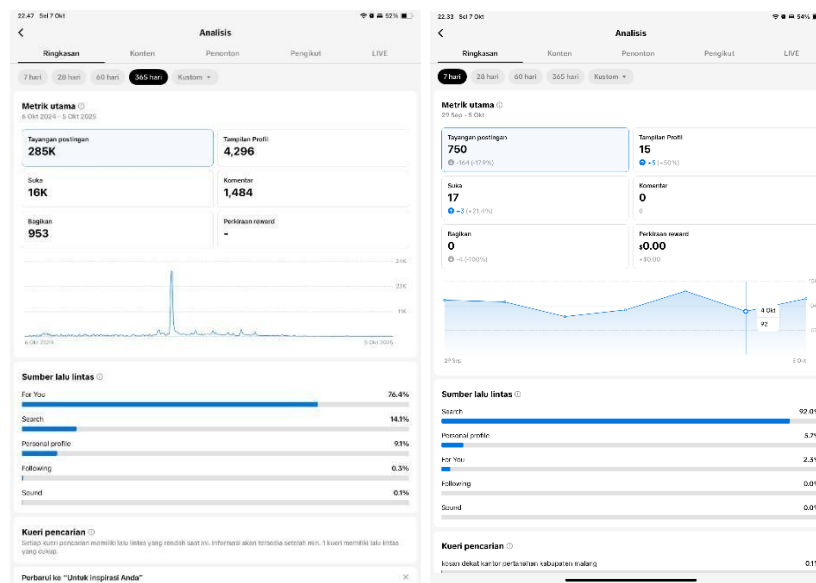




**Figure 1.3** Rave Architect Instagram Account Engagement, 2025  
 (Source: Company Documents)

Although Rave Architect has been actively using Instagram as a marketing platform, performance analysis shows a significant disparity between the content's reach capabilities and the growth of its follower base. This inequality is the main focus that needs to be researched. Based on Instagram insight data, the Rave Architect Instagram account managed to reach 41,510 Impressions in 90 days, with the majority of impressions (68.3%) coming from non-followers. This high percentage proves the effectiveness of content strategies in terms of wide audience reach (discoverability). However, the effectiveness of such a wide range is not followed by healthy growth. In the same period, the account actually experienced a decrease in net followers (Net Growth) of -426, which came from 476 unfollowers (Unfollows) and only 50 new followers (Follows). This condition indicates that Rave Architect's content is quite effective in reaching, but weak in terms of retaining and transforming audiences into followers.

This problem underscores the need for in-depth research on the marketing strategies used, especially on the elements that serve to drive Call-to-Action (CTA) and retain audiences. In addition, while feed posts dominate engagement (89.9%), the short video format for global reach, Reel, accounts for only 1.5% of total impressions. Dominance of this one type of content can be a risk, as well as indicate that the marketing strategy implemented has not fully optimized all of Instagram's features, which can ultimately hinder the continued growth of accounts. Rave Architect's Instagram account showed strong content performance in terms of impressions and interactions, but experienced challenges in follower growth.



**Figure 1.4** Rave Architect TikTok Account Engagement, 2025  
(Source: Company Documents)

On the TikTok account Rave Architect has managed to meet the goal of reaching a wide audience, which is evidenced by the high content reach of 76.4% (traffic coming from for you or FYP pages) and a total of 285K impressions in a year, the account performance shows significant performance irregularities. The existence of an impression graph shows a very high spike in views (viral peak) followed by a drastic decline, indicating that the effectiveness of the account is highly dependent on momentary viral moments and is not supported by stable daily performance. This reliance reflects that Rave Architect's daily content strategy is still lacking in maintaining engagement and views consistently outside of viral periods. In the long run, the content is rated as quality (shareable) with 1,484 Comments and 953 Shares. However, graph statistics show that the quality of these interactions cannot be maintained stably on a day/weekly basis. This problem underscores the need for in-depth research to formulate a marketing

strategy that is effective. structured and scalable so that accounts can turn a widely reached viewer into a loyal and stable audience, rather than just relying on viral luck.

From the two insights, Rave Architect's social media accounts show that this problem related to high interaction involvement cannot be achieved with just a momentary viral moment and quality visual portfolio results because, on the other hand, the community's need for decent housing education is also increasing. The community needs information related to construction quality, space function, lighting, ventilation, and design principles that support the comfort and safety of residents. However, educational content about decent housing is still uneven and is often only delivered by general content creators, not by professional architectural practitioners. This gap presents a strategic opportunity for Rave Architect to build valuable and relevant communication for audiences through an educational approach. To answer these needs, it is necessary to develop a social media marketing strategy that not only displays the Rave Architect project, but also presents decent housing educational content that can provide direct benefits to the audience. Therefore, the research on "Rave Architect Social Media Marketing Design through Decent Housing Education to Reach a Wide Audience" is relevant to be identified and analyzed with an approach that focuses on architectural education, but still integrates the work and identity of Rave Architect in a soft selling manner. "Social media breaks down conventional boundaries in social relationships and marketing, allowing brands to communicate with whomever they want regardless of time or location restrictions" (As Alukal Huda Mei Fani et al., 2024). With a directed, creative, and consistent strategy, social media can be an effective means to increase reach, build trust, and strengthen Rave Architect's image in the eyes of a wider audience.

Rave Architect's social media marketing strategy through decent residential education lies in its efforts to create digital communication patterns and content strategies that allow Rave Architect to reach a wider audience, build brand awareness, and uphold professional ethics through an informative and non-pushy educational approach with "hard selling". It is hoped that this method can offer a more adaptive content area that displays information about decent housing while "soft selling" introducing details about Rave Architect's projects, thus allowing the development of more meaningful and sustainable relationships with audiences.

## **1.2 Problem Identification**

- a. The digital communication strategy implemented by Rave Architect has not been optimal, as shown by the low level of interaction and a decrease in the number of followers by 27.7% in the last 90 days, especially on the Instagram platform. This shows the need for improvement in the planning and implementation of social media strategies.
- b. Rave Architect's social media content has not been able to build effective interaction with the audience. Because the Rave Architect Instagram account is only used as a visual portfolio of the project. In addition, content preparation must also pay attention to the code of ethics of the architect profession which prohibits the practice of hard selling, so a more educational, informative, and professional communication approach is needed.
- c. Rave Architect's identity as a one-stop solution has not been strongly conveyed, because the content highlights the Rave Architect project prototype, so it is not the added value of comprehensive services that is a competitive advantage.
- d. There is no special place that focuses on architectural education content, so the opportunity to present informative content while promoting the Rave Architect identity through soft selling has not been utilized.
- e. There is no planned social media strategy and content design that is able to combine aesthetic values, professionalism, and the uniqueness of Rave Architect services so that digital marketing strategies can run effectively and in accordance with the architect profession's code of ethics.

## **1.3 Problem Formulation**

Based on the background and identification of the problems that have been presented, in order for the design to be directed and focused, the following problem formulation can be drawn:

"How to design Rave Architect's social media marketing strategy through the presentation of decent housing educational content that is able to increase audience reach effectively without violating the limits of professional ethics with a soft selling approach?"

## **1.4 Problem Limitations**

Problem limits are used in this design so that when designing a marketing strategy, Rave Architect is more focused and directed according to its goals. The limitations in this design are:

- a. The object of the design was limited to Rave Architect, which is an architecture and interior design studio operating in Sidoarjo, as well as the design of social media marketing from Rave Architect with a decent residential education approach as a strategy to reach a wider audience. The design does not include any other architectural firm or similar institution outside of Rave Architect.
- b. The focus of the study is limited to digital marketing strategies through social media marketing, especially on the Instagram and TikTok platforms as the main social media for Rave Architect brand communication. Other platforms such as Facebook, LinkedIn, and company websites are not the main focus of discussion.
- c. The wide audience in this design is limited to people of productive age who have an interest in housing, as well as residential planning, or who have the potential to use architectural services from Rave Architect
- d. The discussion of communication strategies is focused on the development of educational content, including designing a special account that functions as an architectural education space and decent housing, as well as integrating the identity and work of the Rave Architect project in a soft selling manner without violating professional ethics.
- e. The ethics of the architect profession are an important limitation in this design. Content is not allowed to contain hard selling promotions, direct invitations to buy services, or price quotes. The strategy is directed at delivering design values, creative processes, professional expertise, and architectural education in accordance with the IAI Code of Ethics.
- f. This design data was obtained through interviews with the director and creative team of Rave Architect, direct observation on social media accounts, analysis of content performance insights,
- g. The design period is focused on Rave Architect's social media activities during 2025-2026, so that the analysis is in line with the current conditions, trends, and changes in digital audience behavior.
- h. Designing doesn't include the implementation of paid campaigns, collaborations with influencers, or long-term performance evaluations. The focus is directed to designing strategies, content concepts, and supporting media as creative communication solutions to strengthen Rave Architect's image and reach on social media.

## **1.5 Purpose of Design**

- a. Optimizing Rave Architect's social media marketing strategy based on decent housing education that is able to consistently increase audience reach and engagement.
- b. Develop architectural educational content concepts that are informative, easy to understand, and relevant to the needs of the community, while allowing the integration of the Rave Architect portfolio through soft selling.
- c. Build a more flexible digital communication identity through supporting new media accounts that can bridge the needs of public education and Rave Architect's branding needs.
- d. Increase the visibility and trust value of the audience through an educational approach that is in accordance with the ethics of the architect profession and soft selling communication standards.
- e. Generate supporting media designs, such as content strategies, visual guidelines, and content calendars, that can be implemented on an ongoing basis to strengthen Rave Architect's image on social media.

## **1.6 Benefits of Planning**

### **1.6.1 Benefits for Writers**

1. Adding an in-depth understanding of education-based social media marketing strategies in the architecture industry.
2. Hone the ability to analyze insights, design content, and prepare digital communication strategies.
3. Provide practical experience in designing social media professionally, including the development of new accounts as a support channel for soft selling.
4. To become an academic reference for the development of education-based digital marketing studies in the field of architecture.
5. Improving academic knowledge through real-world application so that this research is also a professional project.

### **1.6.2 Benefits for Rave Architect Owners**

1. Get a social media strategy that is structured, relevant, and in accordance with the ethics of the architect profession.

2. Obtain conceptual recommendations for the development of new social media accounts as well as subtle educational and promotional channels.
3. Help understand weaknesses and opportunities based on content insights to optimize visibility and engagement with audiences.
4. Provide a reference for the development of long-term digital communication through more valuable educational approaches.

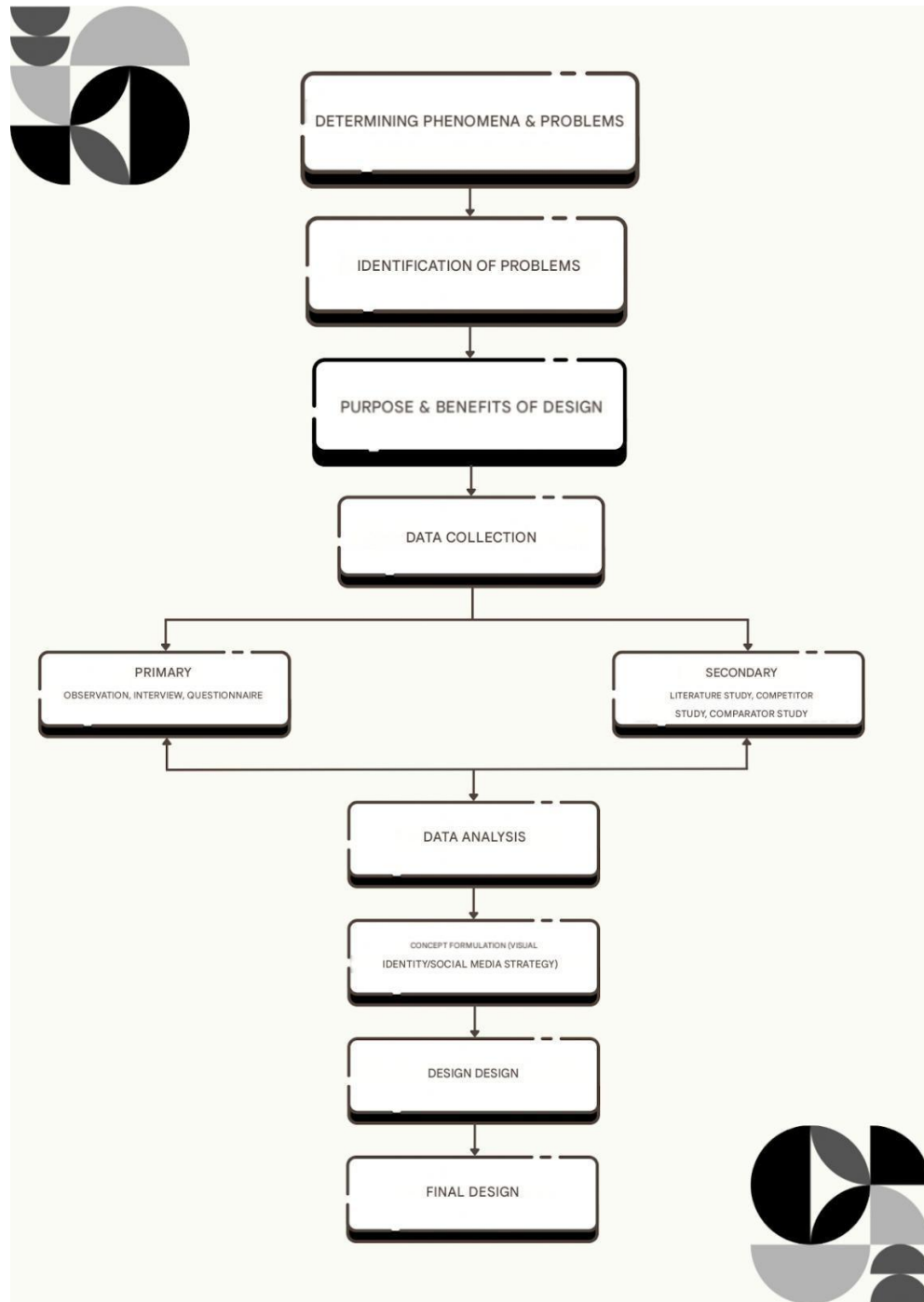
### **1.6.3 Benefits for Rave Architect**

1. Have a more effective digital marketing strategy to expand the reach of the audience.
2. Improve a professional image through credible and informative decent housing educational content.
3. Acquire the concept of complete content design (feeds, Reels, stories), visual guidelines, and content calendar as operational guides.
4. Get new channels that allow for soft selling promotions without violating IAI's code of ethics.
5. Build more stable, loyal, and sustainable audience relationships through two-way communication.

### **1.6.4 For the General Audience**

1. Obtain architectural education and knowledge about decent housing from reliable professional sources.
2. Have access to information on design, construction, and healthy housing principles through content that is easier to understand.
3. Get inspirational references on architectural design and processes through a smoothly inserted Rave Architect project example.
4. Helped in making more informed decisions regarding home planning, renovation, or choosing architect services.

## 1.7 Design Framework



**Figure 1. 5** Planning Framework, 2025  
(Source: Personal Documents)