



IMPLEMENTATION OF MARKETING COMMUNICATION STRATEGY AT HSN GROUP INDONESIA

Ranni Zahira Ningrum^{1*}, Hilda Yunita Wono²

¹²Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi Dan Bisnis Media
Universitas Ciputra, Surabaya

*Corresponding Author's e-mail: rningrum@student.ciputra.ac.id

Article History:

Received: June 12, 2026

Revised: July 28, 2026

Accepted: September 30, 2026

Keywords:

marketing communication;
brand positioning; customer
trust; logistics; HSN Group
Indonesia.

Abstract: Marketing communication plays an important role in building corporate image, strengthening brand positioning, and maintaining customer relationships. This study aims to analyze the marketing communication strategies implemented by HSN Group Indonesia, a logistics company specializing in reefer containers and refrigerated transportation. Using a quasi-qualitative approach, data were collected through in-depth interviews, observation, and documentation involving the company owner, marketing manager, marketing team, and customers. Data were analyzed using NVivo 15 through coding, thematic categorization, and interpretation. The findings indicate that HSN Group Indonesia implements integrated marketing communication through digital and relational strategies. Digital communication utilizes Instagram, TikTok, the company website, email, and online promotions. The company also participates in industry exhibitions, sponsorships, and branding activities. Meanwhile, relational communication emphasizes personal approaches, responsive services, intensive communication, and direct customer support. These strategies help strengthen customer trust, improve brand positioning, expand business networks, and maintain long-term customer relationships.

Copyright © 2026, The Author(s).

This is an open access article under the CC-BY-SA license



How to cite: Ningrum, R. Z., & Wono, H. Y. (2025). IMPLEMENTATION OF MARKETING COMMUNICATION STRATEGY AT HSN GROUP INDONESIA. *SENTRI: Jurnal Riset Ilmiah*, 5(9), 5039-5053. <https://doi.org/10.55681/sentri.v5i9.7312>

INTRODUCTION

In the era of globalization and digital transformation, marketing communication plays a crucial role in building brand image, strengthening market positioning, and maintaining customer relationships (Rahman et al., 2025). The widespread use of internet technology has changed consumer behavior, encouraging companies to adopt adaptive and integrated communication strategies (Fatharani et al., 2022; Kotler et al., 2022). In

Indonesia, internet penetration reached approximately 79% in 2024, highlighting the growing importance of digital platforms in marketing activities (APJII, 2024).

Marketing is not merely about selling products or services but also creating value and satisfying customer needs (Kotler & Keller, 2021). Modern consumers increasingly expect accessible information, responsive interactions, and meaningful brand experiences. Therefore, effective marketing communication must integrate digital promotion with relationship building to strengthen customer trust and loyalty.

These developments present challenges for HSN Group, a company specializing in cold-chain logistics, including refrigerated container transportation for temperature-sensitive goods. Despite its industry recognition and ISO 9001:2008 certification, the company faces the need to optimize integrated marketing communication and digital marketing strategies amid increasing competition. Accordingly, this study analyzes the implementation of marketing communication at HSN Group and its role in strengthening brand image and competitiveness. The study focuses on January 2024 to September 2025, covering digital marketing developments, including social media activation, website improvement, and mobile marketing, with data collection conducted from September 2025 to January 2026.

METHOD

In the era of globalization and digital transformation, marketing communication plays a crucial role in building brand image, strengthening market positioning, and maintaining customer relationships (Rahman et al., 2025). The widespread use of internet technology has changed consumer behavior, encouraging companies to adopt adaptive and integrated communication strategies (Fatharani et al., 2022; Kotler et al., 2022). In Indonesia, internet penetration reached approximately 79% in 2024, highlighting the growing importance of digital platforms in marketing activities (APJII, 2024).

Marketing is not merely about selling products or services but also creating value and satisfying customer needs (Kotler & Keller, 2021). Modern consumers increasingly expect accessible information, responsive interactions, and meaningful brand experiences. Therefore, effective marketing communication must integrate digital promotion with relationship building to strengthen customer trust and loyalty.

These developments present challenges for HSN Group, a company specializing in cold-chain logistics, including refrigerated container transportation for temperature-sensitive goods. Despite its industry recognition and ISO 9001:2008 certification, the company faces the need to optimize integrated marketing communication and digital marketing strategies amid increasing competition. Accordingly, this study analyzes the implementation of marketing communication at HSN Group and its role in strengthening brand image and competitiveness. The study focuses on January 2024 to September 2025, covering digital marketing developments, including social media activation, website improvement, and mobile marketing, with data collection conducted from September 2025 to January 2026.

RESULT AND DISCUSSION

Data Analysis Results



Figure 1 Word Cloud

Source: Processed by researchers, 2026

The researcher also used a word frequency query to identify the most frequently occurring terms in the interview data. The resulting word cloud shows that words such as *company*, *customer*, *HSN*, *group*, *communication*, *marketing*, *sales*, *social media*, *exhibition*, *promotion*, *delivery*, *logistics*, and *branch* appeared most frequently. This indicates that the interview discussions were largely centered on communication strategies, marketing activities, customer relationships, and logistics services. It also suggests that the study is not only focused on promotional activities, but also on how the company builds trust and maintains customer relationships through structured and strategic communication.

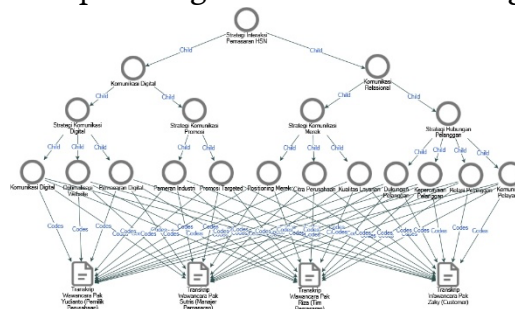


Figure 2 Project Map

Source: Processed by researchers, 2026

The Project Map illustrates HSN Group's integrated marketing interaction strategy through two main clusters: digital communication and relational communication. Digital communication includes website optimization, social media, digital marketing, industry exhibitions, and targeted promotions to expand market reach. Meanwhile, relational communication emphasizes brand positioning, corporate image, service quality, customer support, trust, and consistent communication to maintain long-term customer relationships. Overall, these strategies combine digital outreach and customer engagement to strengthen brand positioning and customer trust.

Digital Communications

The NVivo 15 analysis identifies digital communication as a key component of HSN Group's marketing strategy. The findings reveal two main categories: digital communication strategy, which utilizes websites, social media, and email to share information and interact with customers, and promotional communication strategy, which includes content marketing, industry exhibitions, company profiles, and targeted promotions. Both strategies complement each other in delivering information, promoting

services, expanding market reach, and strengthening relationships with existing and potential customers.

Digital Marketing Communications



Figure 3 Interview Excerpt from a Source
Source: Processed by researcher, 2026

The data analysis shows that HSN Group increasingly relies on digital media to deliver information and maintain communication with customers. NVivo coding results indicate that the digital communication strategy is divided into three nodes: digital communication, website optimization, and digital marketing. These three elements are interconnected as they are all directed toward utilizing online platforms to introduce services, improve information accessibility, and strengthen customer relationships more efficiently

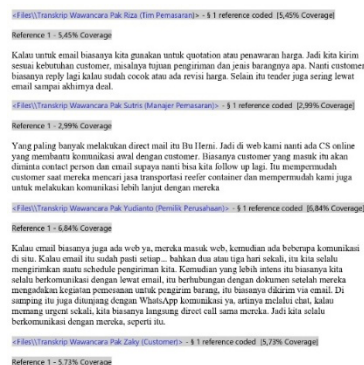


Figure 4 Interview Excerpts from the Director, Marketing Manager, Marketing Team, and Customer
Source: Processed by researcher, 2026

The interview results on the digital communication theme show that HSN Group utilizes various digital channels to maintain relationships with customers. In addition to social media and websites, the company also uses email, WhatsApp, online customer service, and direct calls to deliver information, conduct follow-ups, and facilitate coordination with clients. The use of these multiple channels indicates that digital communication has become an essential part of the company's marketing and operational activities.

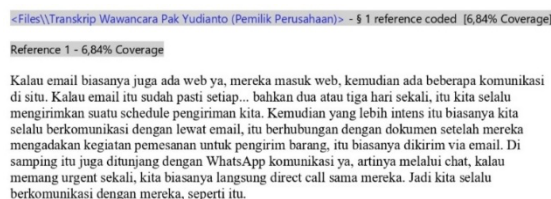


Figure 5 Excerpt from an Interview with the Director

Source: Processed by researchers, 2026

Yudianto, the company owner, explained that websites and digital media are effective tools for reaching HSN Group's target market in frozen and chilled logistics. As customers increasingly search for services online, the company website helps introduce HSN Group and RPT Group's services, supported by the IT team to improve online visibility. In addition, email, WhatsApp, and direct calls facilitate customer communication regarding shipment schedules, document delivery, and urgent coordination. These channels demonstrate the company's efforts to combine digital promotion with responsive and efficient communication to maintain strong customer relationships.

<Files\Transkrip Wawancara Pak Sutris (Manajer Pemasaran)> - \$ 1 reference coded [2,99% Coverage]

Reference 1 - 2,99% Coverage

Yang paling banyak melakukan direct mail itu Bu Herni. Jadi di web kami nanti ada CS online yang membantu komunikasi awal dengan customer. Biasanya customer yang masuk itu akan diminta contact person dan email supaya nanti bisa kita follow up lagi. Itu mempermudah customer saat mereka mencari jasa transportasi reefer container dan mempermudah kami juga untuk melakukan komunikasi lebih lanjut dengan mereka

Figure 6 Excerpt from an Interview with a Marketing Manager

Source: Processed by Researcher, 2026

Sutris Wibisono explained that HSN Group continues to strengthen its digital marketing by developing corporate social media accounts, producing operational videos, and improving company profiles for presentations, tenders, and industry exhibitions. These digital platforms make company information more accessible while supporting a professional and trustworthy corporate image. Through integrated digital communication, HSN Group aims to maintain message consistency, expand its reach, and strengthen customer relationships.

<Files\Transkrip Wawancara Pak Riza (Tim Pemasaran)> - \$ 1 reference coded [5,45% Coverage]

Reference 1 - 5,45% Coverage

Kalau untuk email biasanya kita gunakan untuk quotation atau penawaran harga. Jadi kita kirim sesuai kebutuhan customer, misalnya tujuan pengiriman dan jenis barangnya apa. Nanti customer biasanya reply lagi kalau sudah cocok atau ada revisi harga. Selain itu tender juga sering lewat email sampai akhirnya deal.

Figure 7 Excerpt from an Interview with the Marketing Team

Source: Processed by researcher, 2026

Muhammad Riza Noor Tsani from the marketing team explained that HSN Group uses TikTok and Instagram as its primary digital communication platforms, with interns assisting in creating content about company operations and logistics services. These platforms help introduce the company to businesses requiring shipping services across Indonesia. Through engaging photos, videos, and operational updates, HSN Group aims to expand its audience reach, improve information accessibility, and strengthen interaction with existing and potential customers.

<Files\Transkrip Wawancara Pak Zaky (Customer)> - \$ 1 reference coded [5,73% Coverage]

Reference 1 - 5,73% Coverage

Pesan langsungnya sangat responsible, penanganan cepat dan menyeluruh. Jadi Ciomas sendiri itu bisa dibilang selalu butuh koordinasi cepat, kalau ada masalah atau kendala apa butuh cepet dan HSN ini bisa memenuhi itu. Jadi dari kita sebagai ciomas sendiri kan enak, butuh ini ada yang bisa di telpon, butuh tengah malem ada yang bisa handle, butuh kesini ada tim standby.

Figure 8 Excerpt from an Interview with a Customer

Source: Processed by researcher, 2026

From the customer's perspective, Zaky stated that HSN Group's website provides accessible and informative company details, including its profile, services, news, and activities. The clear presentation of information helps customers understand the company's

services and assess its professionalism. He also highlighted the company's responsive digital communication, particularly during urgent coordination and operational issues, which enables customers to receive timely updates and solutions. These practices strengthen customer trust and support long-term business relationships. Overall, digital communication at HSN Group serves both informational and relational purposes through websites, social media, email, WhatsApp, and other online channels, reflecting the company's adaptation to technological developments and customer needs.

<Files\\Transkrip Wawancara Pak Risa (Tim Pemasaran) > - \$ 1 reference coded [4,79% Coverage]
 Reference 1 - 4,79% Coverage
 Untuk sekarang media sosial yang paling sering kita gunakan itu TikTok sama Instagram. Jadi lewat postingan atau konten yang dibuat, kita bisa menginformasikan layanan perusahaan kepada masyarakat atau pengusaha yang membutuhkan pengurusan barang ke berbagai daerah di Indonesia.

<Files\\Transkrip Wawancara Pak Suti (Manajer Pemasaran) > - \$ 1 reference coded [1,42% Coverage]
 Reference 1 - 1,42% Coverage
 Karena sekarang bisnis sudah mengarah ke digitalisasi, salah satu yang kita bangun adalah media sosial perusahaan. Kami sering membuat video kegiatan bongkar muat dari company profile untuk dipakai saat presentasi, tender, atau pameran. Selain itu, kita juga terus upgrade media sosial supaya informasi perusahaan lebih mudah dikenal customer dan masyarakat luas. Jadi owned media ini sekarang cukup penting untuk memperkenalkan aktivitas dan fasilitas perusahaan kita.

<Files\\Transkrip Wawancara Pak Yudianto (Pemilik Perusahaan) > - \$ 1 reference coded [5,34% Coverage]
 Reference 1 - 5,34% Coverage
 Jadi gini, jadi kita itu mempunyai salah satu tim IT ya. Jadi, tim IT di situ ada web, orang kalau browsing, misalnya logistik atau transportasi kontainer berpendingin itu pasti akan muncul keterkaitan dengan perusahaan logistik kita, HSN Group atau RPT Group. Jadi, di situ istilahnya kita menggunakan kekuatan digital elektronik. Kalau orang browsing untuk mencari transportasi laut khususnya untuk kontainer berpendingin, HSN Group atau RPT Group bisa muncul dan orang jadi lebih gampang cari informasi tentang kita.

<Files\\Transkrip Wawancara Pak Zaky (Customer) > - \$ 1 reference coded [1,72% Coverage]
 Reference 1 - 1,72% Coverage
 Menurut saya website HSN Group sudah cukup informatif dan menarik. Jadi waktu orang buka websitenya, informasi perusahaan, berita, dan penjelasan tentang HSN Group itu sudah cukup lengkap untuk membantu orang mengenal jasa mereka lebih jauh.

Figure 9 Interview Excerpts from the Director, Marketing Manager, Marketing Team, and Customer
Source: Processed by researcher, 2026

The interview results on website optimization show that HSN Group uses its website not only as a digital corporate identity but also as a tool to facilitate customer access to information and to provide a clearer understanding of its services. The website helps customers quickly access information, understand the services offered, and ease further communication with the company.

A well-managed website demonstrates that digital media plays an important role in supporting corporate marketing communication. Providing complete and easily accessible information helps expand the company's reach, increase customer interest, and strengthen customer relationships. This indicates that website optimization is an essential component of effective digital communication in the digital era.

<Files\\Transkrip Wawancara Pak Yudianto (Pemilik Perusahaan) > - \$ 1 reference coded [5,34% Coverage]
 Reference 1 - 5,34% Coverage
 Jadi gini, jadi kita itu mempunyai salah satu tim IT ya. Jadi, tim IT di situ ada web, orang kalau browsing, misalnya logistik atau transportasi kontainer berpendingin itu pasti akan muncul keterkaitan dengan perusahaan logistik kita, HSN Group atau RPT Group. Jadi, di situ istilahnya kita menggunakan kekuatan digital elektronik. Kalau orang browsing untuk mencari transportasi laut khususnya untuk kontainer berpendingin, HSN Group atau RPT Group bisa muncul dan orang jadi lebih gampang cari informasi tentang kita.

Figure 10 Excerpt from an Interview with the Director
Source: Processed by researchers, 2026

Yudianto emphasized that website management is an essential component of HSN Group's digital strategy. With support from the IT team, the website is optimized to improve the online visibility of its refrigerated container logistics and transportation services. Beyond providing company information, the website helps potential customers find relevant services more easily, understand available offerings, and communicate with the company more efficiently.

<Files\\Transkrip Wawancara Pak Sutris (Manajer Pemasaran)> - § 1 reference coded [3,42% Coverage]

Reference 1 - 3,42% Coverage

Karena sekarang bisnis sudah mengarah ke digitalisasi, salah satu yang kita bangun adalah media sosial perusahaan. Kami sering membuat video kegiatan bongkar muat dan company profile untuk dipakai saat presentasi, tender, atau pameran. Selain itu, kita juga terus upgrade media sosial supaya informasi perusahaan lebih mudah dikenal customer dan masyarakat luas. Jadi owned media ini sekarang cukup penting untuk memperkenalkan aktivitas dan fasilitas perusahaan kami.

Figure 11 Excerpt from an Interview with a Marketing Manager
Source: Processed by researcher, 2026

Sutris explained that HSN Group has increasingly adapted its business activities to digital developments. The company utilizes digital media such as social media, cargo handling activity videos, and company profiles to support presentations, tenders, and industrial exhibitions. These visual materials help deliver service information in a more attractive and understandable way. In addition, the company continuously updates its social media to improve public and customer awareness. This shows that HSN Group's digital activities function not only as promotional tools but also as efforts to strengthen the company's image and identity sustainably.

<Files\\Transkrip Wawancara Pak Riza (Tim Pemasaran)> - § 1 reference coded [4,79% Coverage]

Reference 1 - 4,79% Coverage

Untuk sekarang media sosial yang paling sering kita gunakan itu TikTok sama Instagram. Jadi lewat postingan atau konten yang dibuat, kita bisa mengenalkan layanan perusahaan kepada masyarakat atau pengusaha yang membutuhkan pengiriman barang ke berbagai daerah di Indonesia.

Figure 12 Interview Excerpt with Marketing Team
Source: Processed by the researcher, 2026

Riza, as part of the marketing team, explained that TikTok and Instagram are used as media platforms to introduce HSN Group's expedition services to the public and business actors across various regions in Indonesia. Through the shared content, information about the company's services can be delivered more widely and easily accessed by potential customers. The use of these social media platforms also helps strengthen the company's presence in digital media. The published content serves as an initial medium for audiences to become familiar with HSN Group before seeking further information through the company's other digital communication channels.

<Files\\Transkrip Wawancara Pak Zaky (Customer)> - § 1 reference coded [3,72% Coverage]

Reference 1 - 3,72% Coverage

Menurut saya website HSN Group sudah cukup informatif dan menarik. Jadi waktu orang buka websitenya, informasi perusahaan, berita, dan penjelasan tentang HSN Group itu sudah cukup lengkap untuk membantu orang mengenal jasa mereka lebih jauh.

Figure 13 Interview Excerpt with Customer
Source: Processed by the researcher, 2026

According to Zaky, HSN Group's website is clear, informative, and visually appealing, providing company profiles, news, and service details that help customers understand its logistics offerings. The organized presentation simplifies information access and helps customers identify relevant services before establishing cooperation. This indicates that the website serves not only as an information platform but also as a means of building customer trust and creating initial business relationships. Combined with social media and other digital content, website optimization enhances HSN Group's visibility, accessibility, and communication with its target audience.

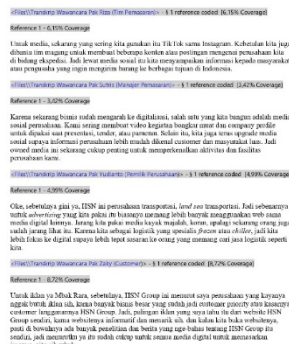


Figure 14 Interview Excerpt with Director, Marketing Manager, Marketing Team, and Customer

Source: Processed by the researcher, 2026

The findings from the digital marketing node indicate that HSN Group utilizes various digital channels as a strategic space to introduce its services, expand promotional reach, and facilitate customer access to company information. Digital platforms such as social media, websites, and online content are widely recognized in marketing literature as effective tools for increasing customer engagement and strengthening interest in services offered by companies.

<Files\\Transkrip Wawancara Pak Yudianto (Pemilik Perusahaan)> - 4,99% Coverage

Referensi 1 - 4,99% Coverage

Oke, sebetulnya gini ya, HSN ini perusahaan transportasi, *land sea* transportasi. Jadi sebenarnya untuk *advertising* yang kita pakai itu biasanya memang lebih banyak menggunakan web sama media digital lainnya. Jarang kita pakai media kayak majalah, koran, apalagi sekarang orang juga sudah jarang lihat itu. Karena kita sebagai logistik yang spesialis *frozen* atau *chiller*, jadi kita lebih fokus ke digital supaya lebih tepat sasaran ke orang yang memang cari jasa logistik seperti kita.

Figure 15 Excerpt from an Interview with the Director

Source: Processed by researchers, 2026

Yudianto explained that the website and digital media are used because they are more effective in reaching HSN Group's target market in the frozen and chiller logistics sector. With support from the IT team, the company continuously works to ensure that HSN Group is easier to find through online search engines. In addition, email, WhatsApp, and direct calls are still actively used to accelerate communication and coordination with customers, especially for urgent operational needs.

<Files\\Transkrip Wawancara Pak Sutris (Manajer Pemasaran)> - 3,42% Coverage

Referensi 1 - 3,42% Coverage

Karena sekarang bisnis sudah mengarah ke digitalisasi, salah satu yang kita bangun adalah media sosial perusahaan. Kami sering membuat video kegiatan bongkar muat dan company profile untuk dipakai saat presentasi, tender, atau pameran. Selain itu, kita juga terus upgrade media sosial supaya informasi perusahaan lebih mudah dikenal customer dan masyarakat luas. Jadi owned media ini sekarang cukup penting untuk memperkenalkan aktivitas dan fasilitas perusahaan kami.

Figure 16 Interview with Marketing Manager

Source: processed by the researcher, 2026

Sutris explained that HSN Group has begun developing its digital-based marketing through social media content, company activity videos, and visual company profiles used for presentations, tender processes, and industry exhibitions. Social media accounts are regularly updated to ensure that company information is more visible and accessible to customers and the wider public. In addition to promotional purposes, digital media is also used to introduce the company's operational activities and facilities, thereby strengthening corporate image and credibility in the logistics sector.

Zaky appreciated the professional booth design, especially the container replica that illustrates logistics operations. Overall, industrial exhibitions help HSN Group promote its services, strengthen customer trust, expand business networks, and increase market visibility.

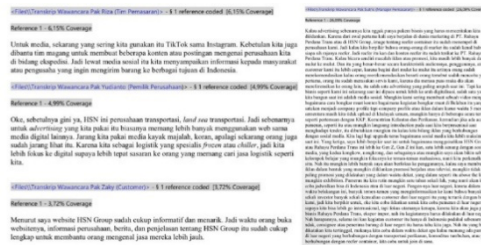


Figure 20 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

HSN Group implements a targeted promotional strategy by prioritizing digital platforms, including websites and social media, rather than mass media advertising. Yudianto explained that digital media improves the company's visibility among customers seeking refrigerated container transportation. Sutris highlighted the importance of customer recommendations, service quality, and engaging digital content, while Riza identified TikTok and Instagram as key platforms for promoting logistics services nationwide. From the customer's perspective, Zaky considered the company website informative and attractive. Overall, targeted digital promotion helps HSN Group reach relevant audiences, improve access to service information, and strengthen its market presence.

Relational Communication

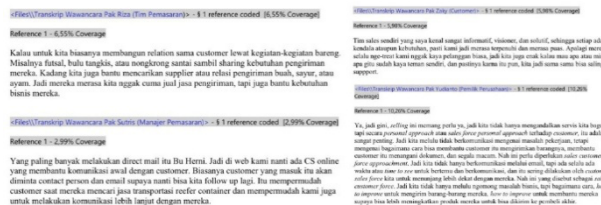


Figure 21 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

At the customer support node, HSN Group not only focuses on logistics services but also assists customers with their business-related needs through responsive communication, personal approaches, and solution-based support. This strengthens customer closeness and loyalty. Yudianto emphasizes that the personal approach of the sales team is essential, covering not only shipment services but also document handling and business process improvement. In addition to email communication, direct meetings are regularly conducted to strengthen relationships.

Sutris explains that customer support is provided through digital communication and continuous follow-up. The company's website includes online customer service (CS), followed by direct contact to facilitate further coordination. Riza adds that customer relationships are also built through informal activities such as sports and casual

discussions, as well as assisting customers in finding suppliers or business connections. This shows that relationships go beyond transactional interactions.

Zaky, as a customer, states that the HSN Group team is communicative, solution-oriented, and treats customers in a personal manner, creating a comfortable and close relationship. Overall, HSN Group builds customer relationships based on closeness, intensive communication, and practical business support.

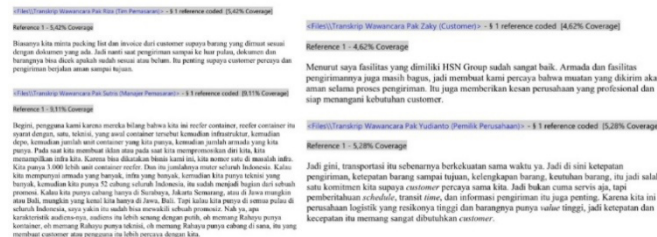


Figure 22 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

Customer trust is built through service quality, delivery punctuality, operational capacity, and clear communication. In logistics services, trust is crucial because customers entrust valuable goods to the company. Riza explains that documents such as packing lists and invoices are used to ensure shipment accuracy and security. Sutris adds that the company's operational scale—thousands of reefer containers, fleets, and branches—strengthens customer trust. Yudianto emphasizes that on-time delivery is the main factor in maintaining trust. Zaky confirms that the company's facilities and services create a strong sense of security in shipping goods.



Figure 23. Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researchers, 2026

HSN Group not only provides logistics services but also ensures friendly, fast, and supportive service communication. Riza highlights informal interactions and business networking support as part of customer relations. Sutris adds that the website and online CS system help accelerate customer follow-up. Yudianto emphasizes the importance of a personal approach, including assistance with shipments and documentation. Zaky describes the communication as informative and solution-oriented.

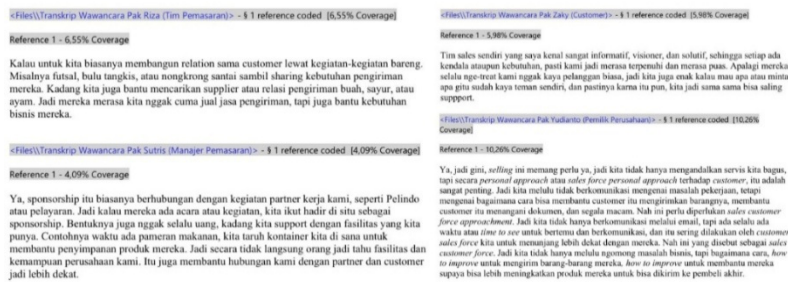


Figure 24 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

HSN Group maintains long-term relationships through informal, friendly, and continuous communication. Riza mentions informal activities such as sports and business discussions. Sutris highlights the use of website and online CS for continuous engagement. Yudianto stresses the importance of personal engagement in maintaining relationships. Zaky describes the relationship as friendly, comfortable, and supportive. HSN Group also strengthens its brand image through facilities, service quality, and professionalism.

Brand Communication Strategy

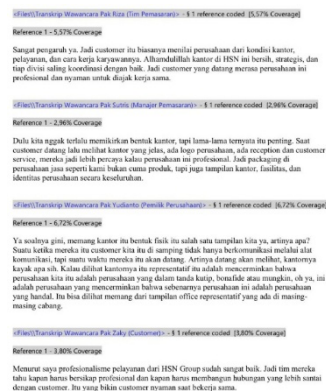


Figure 25 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

Corporate image is shaped by office environment, facilities, and service quality. Riza explains that a clean and well-organized office creates a professional impression. Sutris adds that office appearance and service systems strengthen customer trust. Yudianto states that a representative office reflects corporate credibility. Zaky confirms that the company's service is professional and comfortable.

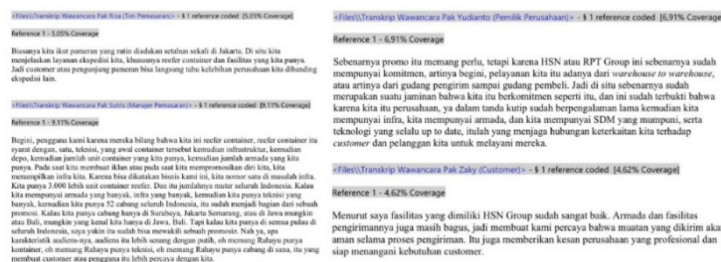


Figure 26 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researchers, 2026

HSN Group emphasizes friendly, fast, and personalized service. Riza mentions informal interactions as part of customer engagement. Sutris highlights digital systems that support faster service delivery. Yudianto stresses the importance of personal approaches in service. Zaky finds communication comfortable and solution-based.

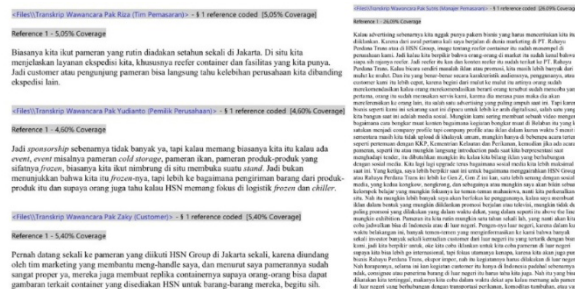


Figure 27 Excerpts from Interviews with the Director, Marketing Manager, Marketing Team, and Customers
Source: Processed by researcher, 2026

HSN Group positions itself as a reefer container logistics specialist with strong facilities and wide service coverage. Riza explains that exhibitions are used to promote services. Sutris adds that the company's operational scale strengthens customer confidence. Yudianto emphasizes the warehouse-to-warehouse system as a key advantage. Zaky notes that the website helps customers understand services clearly.

Overall, HSN Group builds its positioning through strong facilities, professional service, and consistent communication. Strong customer relationships and personalized service are key factors in maintaining loyalty, although further improvement can be made through more interactive activities such as customer gatherings and visits to strengthen long-term relationships.

CONCLUSION

Based on the research findings, HSN Group Indonesia has implemented its marketing communication strategy effectively through digital communication, industrial exhibitions, direct customer approaches, websites, social media, and relationship-based communication. These strategies help the company deliver information, introduce services, and build customer trust more effectively.

HSN Group's main strength lies in its relational communication, as the company focuses not only on selling logistics services but also on maintaining strong customer relationships through fast, responsive, and personalized service. Its professional image is supported by its facilities, fleet, service quality, digital presence, and participation in exhibitions, making HSN Group recognized as a trusted reefer container logistics company with a strong brand image.

To maintain this success, HSN Group should continue strengthening its digital communication through websites, social media, email, and WhatsApp while maximizing exhibitions and targeted promotions to expand market reach. Maintaining responsive and personal customer service is also important to sustain long-term business relationships and customer trust.

REFERENCES

1. H. Alberta and L. S. Wijaya, "Analisis strategi komunikasi pemasaran terpadu dalam meningkatkan penjualan dan brand awareness," *Jurnal Ilmiah Media, Public Relations, dan Komunikasi (IMPRESI)*, vol. 2, no. 1, p. 1, 2021, doi: 10.20961/impresi.v2i1.51711.
2. Asosiasi Penyelenggara Jasa Internet Indonesia, "APJII jumlah pengguna internet Indonesia tembus 221 juta orang," Feb. 7, 2024.
3. Badan Pusat Statistik, *Jumlah Penduduk Pertengahan Tahun (Ribu Jiwa)*, 2025, 2025.
4. Badan Pusat Statistik, *Statistik Telekomunikasi Indonesia 2024*, vol. 13, F. Herbowo, Ed., A. Syakilah, K. Maharani, N. Ferdiana, and A. Saifullah, Trans. 2025.
5. B. Bungin, *Post-Qualitative Social Research Method: Kuantitatif-Kualitatif-Mixed Methods*, 3rd ed. Jakarta, Indonesia, 2022.
6. Dentsu, "Data market Indonesia 2025: Laporan Dentsu proyeksikan pertumbuhan 5,1%," Apr. 30, 2025.
7. J. Fatharani, Paryati, and A. A. Ma'arif, "Strategi komunikasi pemasaran perusahaan dalam upaya meningkatkan penjualan minuman waralaba di era disrupsi," *REPUTATION: Jurnal Ilmu Hubungan Masyarakat*, vol. 6, no. 4, pp. 463–480, 2022.
8. M. H. Fikri, S. Murhayati, and R. Darmawan, *Kebebasan Data dalam Penelitian Kualitatif*, n.d.
9. M. Firmansya, Masrun, and I. D. K. Yudha S, "Esensi perbedaan metode kualitatif dan kuantitatif," vol. 3, no. 2, pp. 156–159, 2021.
10. Gunawan, A. L. Candra, and Harliantara, "Strategi komunikasi pemasaran melalui digital marketing Institut Sains dan Teknologi Terpadu Surabaya," *Translitera: Jurnal Kajian Komunikasi dan Studi Media*, vol. 12, no. 2, pp. 23–29, 2023, doi: 10.35457/translitera.v12i2.2739.
11. H. I. Hakim, N. R. Ohorella, and E. Prihantoro, "Strategi komunikasi pemasaran Angkringan Khulo melalui media sosial Instagram," *MUKASI: Jurnal Ilmu Komunikasi*, vol. 1, no. 2, pp. 111–122, 2022, doi: 10.54259/mukasi.v1i2.802.
12. HSN Group, "HSN Group," n.d.
13. M. Khadadfi, L. P. Kusuma, L. Ulfitri, and T. P. Azzahra, "Perbandingan metode pengumpulan data dalam penelitian kualitatif dan kuantitatif dalam arahan ilmu akuntansi," *Jurnal Inovasi Ekonomi Syariah dan Akuntansi*, vol. 2, no. 4, pp. 208–218, 2025, doi: 10.61132/jiesa.v2i4.1388.
14. N. Khasanah and M. Rifa'i, "Strategi komunikasi pemasaran terpadu dalam meningkatkan kunjungan wisatawan pada destinasi halal tourism Kurma Park," *JISOH: Jurnal Ilmu Sosial dan Humaniora*, vol. 1, no. 3, pp. 928–941, 2025, doi: 10.63822/etpfx60.
15. P. Kotler and K. L. Keller, *Intisari Manajemen Pemasaran*, A. Pramesta, Ed. 1st ed. Yogyakarta, Indonesia: ANDI, 2021.
16. P. Kotler, K. L. Keller, and A. Chernev, *Marketing Management*. Pearson, 2022.
17. D. A. Krisprimandoyo, M. Y. Anshori, and R. Nadlifatin, *Prinsip dan Strategi Pemasaran dari Teori Kotler ke Praktik Digital*. Deepublish Digital, 2025.
18. M. R. Nugraha, N. S. Suseno, and R. U. D. S. Yatnosaputra, "Pola konsumsi berita dan tingkat literasi media pada Generasi Z di Kota Garut," *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi*, vol. 10, no. 3, pp. 669–683, 2025, doi: 10.52423/jikuho.v10i3.1694.

19. E. T. Priyatni, A. W. Suryani, R. Fachrunnisa, A. Supriyanto, and I. Zakaria, *Pemanfaatan NVivo dalam Penelitian Kualitatif: NVivo untuk Kajian Pustaka, Analisis Data, dan Triangulasi (Untuk Pemula)*, 2020.
20. N. Z. Putri and H. Y. Wono, "Analisis pengaruh komunikasi pemasaran digital terhadap niat kunjungan ulang konsumen: Studi pada Kedai Sedjiwa Sidoarjo," *Jurnal Ilmu Komunikasi*, vol. 9, no. 2, pp. 520–531, 2025, doi: 10.30596/ji.v9i2.24393.
21. A. Rahman, R. A. Kusumadewi, and F. Nurzaman, "Strategi pemasaran digital dalam meningkatkan daya saing perusahaan di era transformasi teknologi," *Jurnal Manajemen Pemasaran*, vol. 2, no. 1, pp. 8–20, 2025.
22. Y. Rifa'i, "Analisis metodologi penelitian kualitatif dalam pengumpulan data di penelitian ilmiah pada penyusunan mini riset," *Cendekia Inovatif dan Berbudaya: Jurnal Ilmu Sosial dan Humaniora*, vol. 1, no. 1, pp. 31–37, 2023.
23. G. Saloom, "Validitas dan reliabilitas penelitian kualitatif," in *Metodologi Penelitian Kuantitatif, Kualitatif, dan Kombinasi*, A. Munandar, Ed. Media Sains Indonesia, 2022, pp. 173–184.
24. J. Setiyono and Sutrimah, "Analisis teks dan konteks pada iklan operator seluler (XL dengan Kartu AS)," *Jurnal Pedagogia*, vol. 5, no. 2, 2016.
25. P. R. Smith and Z. Zook, *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*, 8th ed. Kogan Page, 2024.
26. N. L. K. A. S. Sucandrawati, N. W. Suartini, N. Yaqin, Kaharuddin, and V. Yuni T, "Influence of mobile marketing in capturing consumers in the era of increasing smartphone usage," *Jurnal Minfo Polgan*, vol. 12, no. 2, 2024, doi: 10.33395/jmp.v12i2.13426.
27. C. Sulastrri, N. Yulianita, and N. E. Ayuna, "Komunikasi pemasaran terpadu sebagai penentu belanja daring di tengah pandemi Covid-19: Pendekatan studi kasus pada startup unicorn baru JNT Express melalui akun Instagram @jntexpress.jakarta," *Jurnal Akrab Juara*, vol. 6, no. 2, pp. 269–290, 2021.
28. Tabrani, "Perbedaan antara penelitian kualitatif (naturalistik) dan penelitian kuantitatif (ilmiah) dalam berbagai aspek," *Jurnal Pendidikan dan Konseling*, vol. 5, no. 2, 2023.
29. R. Tresnari, *Era Pemasaran 5.0: Paradigma Baru Strategi Bisnis*. Takaza Innovatix Labs, 2024.
30. H. B. Winarko, A. Sihabudin, and M. Dua, "Strategi komunikasi pemasaran digital terpadu usaha, mikro, kecil, dan menengah (UMKM)," *Jurnal MEBIS (Manajemen dan Bisnis)*, vol. 5, no. 1, pp. 58–68, 2020, doi: 10.33005/mebis.v5i1.103.
31. H. Y. Wono, N. Ariani, A. A. Hermanto, and B. Feby Nabilla, "Integrated marketing communication Kedai Pantry Magetan pada era digitalisasi 4.0," *Jurnal Spektrum Komunikasi (JSK)*, vol. 10, no. 1, 2022.