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MARKETING STRATEGY IN STARTUP BUSINESS OF HOUSEKEEPER PROVIDER

Yuniati Santi, Syah Tantri Yanuar Rahmat, Darmansyah, Nofi Erni

Management Program, University of Esa Unggul, Indonesia

*E-mail: santi_1979@yahoo.com

ABSTRACT

Generally, housekeepers are poor rural women whose education is very limited to Primary School (SD) or even are not educated. There are a few of them who graduate from Junior High School (SMP), even graduate from Senior High School (SMA). The limitation in education makes the housekeepers carry out only routine work, especially in the household. The following analysis is conducted to find marketing strategy at startup business of housekeeper provider at PT. Citra Insan Terampil. The analysis of the research uses strategic management. The process of strategic management consists of three stages: strategy formulation, strategy implementation, and strategy evaluation. PT. Citra Insan Terampil is a professional certified, adaptable, and integrity housekeeper provider. To get a qualified housekeeper, PT. Citra Insan Terampil recruits the prospective housekeeper, trains the housekeeper, certifies to the housekeeper who has graduated from training, markets the housekeeper, distributes and conducts gradual evaluation in the after sales.

KEY WORDS

Strategy, marketing, business, housekeeper.

In Indonesia, during the colonial period of Dutch, housekeepers are called baboe (read as "babu"); the term is frequently used as a negative connotation term for this job. Housekeeper is considered as low / dishonorable jobs in the eyes of the people up to this day. Household keeper or domestic worker or household assistant or often called as housekeeper is a person who provides the services (especially physical services) to complete household works at the will of his / her employer and to receive wages based on mutual agreement. Generally, housekeepers are poor rural women whose education is very limited to Primary School (SD) or even are not educated. There are a few of them who graduate from Junior High School (SMP), even graduate from Senior High School (SMA). The limitation in education makes the housekeepers carry out only routine work, especially in the household.

In some countries, due to the high economic gap and the lack of job opportunities, an 'urban middle-class' family can employ "lifelong housekeeper". Some countries bringing in the housekeepers from abroad are countries in the Middle East, Hong Kong, Singapore, Malaysia, and Taiwan. The main sources of housekeepers include Philippines, Thailand, Indonesia, Sri Lanka, and Ethiopia, (Parreñas, 2000). Particularly, Taiwan brings in domestic workers from Vietnam and Mongolia. The current phenomenon of the day is the difficulty in finding a housekeeper who is willing to work in the origin country and also the one that matches with his / her employer (Anderson, 2007). It is because today's housekeepers prefer to work as Women Workers (TKW) who are sent abroad rather than working domestically because housekeepers who work as migrant workers are considered more dignified by the people than domestic housekeepers, Heyzer and Wee, 994). In addition, up to now, housekeepers working domestically are still considered as low / dishonorable jobs in the eyes of the people. It is not the people's mistake to consider that way, because the housekeepers are not equipped with knowledge and cognition and training by the intermediaries (brokers), foundation or Course and Training Agency (LKP) of housekeeper provider who will be referred to housekeeper provider. In addition to the assumption that Women Workers (TKW) is more dignified, Women Workers (TKW) also get more attention to their rights such as getting more leave and salary than domestic housekeepers. Actually, the salary earned by TKW does not feel great if it is spent in the country they work. However,

Rupiah currency rate is lower than the foreign currency, for example, Singapore has a ratio of SGD 1 = IDR 9.500 in which will make the salary received by the housekeeper feels great if they are changed into IDR.

The difficulty in finding domestic housekeeper is not only caused by the things described above, it is also because of the game between the foundation or Course and Training Agency (LKP) of housekeeper provider with the employed housekeeper. The game happening there is that the housekeepers will be taught by the foundation or Course and Training Agency (LKP) of housekeeper provider to request to quit when the warranty period runs out. The administrative cost of taking a housekeeper from an intermediary (brokers) is between IDR 600.000 to IDR 1.000.000 and there is no guarantee of housekeeper replacement if they are not suitable or the housekeeper asks to quit because they are not comfortable or with other reasons such as children / parents who are sick, parents who are dead, etc. The initial salary of a housekeeper taken from an intermediary (brokers) ranges from IDR 1.000.000 to IDR 1.300.000.

Administrative costs of taking a housekeeper at the foundation or Course and Training Agency (LKP) of housekeeper provider ranges from IDR 2.500.000 to IDR 3.000.000 with a warranty period of 3 (three) months when there is no match between the housekeepers and the employers. The replacement of the housekeepers ranges from 1 (one) to 3 (three) replacements depending on the policy of each foundation or Course and Training Agency (LKP) of housekeeper provider that is adjusted to the administrative cost incurred by the prospective employer. The initial salary ranges from IDR 1.500.000 to IDR 1.800.000 depending on the experience of each housekeeper which will be received by the housekeeper. The specified minimum salary will earn a housekeeper with the quality of minimum 1 (one) year work experience. However, this cannot be accounted for because there is no certificate or work reference from the previous employer. Not only the prospective employers who are charged administrative fees, the housekeepers are also charged an administrative fee with the amount of $\frac{1}{2}$ (half) - 1 (one) month salary where the employer must pay for it to the related foundation or Course and Training Agency (LKP).

Bad game between the housekeeper and the foundation or Course and Training Agency (LKP) is usually done by teaching and ordering the housekeeper to quit after the warranty period ends (Heyzer, Nijeholt, and Weerakoon, 1994). This quit request usually ranges between 4 (four) - 6 (six) months after work, for various reasons such as children / parents who are sick / dead, husbands who do not allow them because of the pets (usually dogs), etc. It is carried out for the reason of an employer who really needs a housekeeper will willingly reissue the administrative costs to take another housekeeper, (Moors, 2003). The administrative fee is an advantage for the foundation or Course and Training Agency (LKP) and the intermediaries (brokers) who deliver the housekeepers to the foundation or Course and Training Agency (LKP). The difficulty in finding domestic housekeeper is also because today's domestic housekeepers prefer the type of work to be done and do not want to tire. Today's domestic housekeepers tend to be together with their friends or villagers. Various reasons are expressed such as a fear for having never worked before, the house that is too big, too much work, and so on. Housekeepers who choose the type of work are not supported by the work performance and quality of the housekeeper itself, so there is a lot of unsuitable between the employers and the housekeepers so that employers find it difficult to look for appropriate housekeepers (Silvey, 2006).

The analysis of the research uses strategic management. According to David (2009), the strategic management process consists of three stages: strategy formulation, strategy implementation, and strategy evaluation. Strategy formulation includes developing vision and mission, identifying external opportunities and threats, determining internal strengths and weaknesses, establishing long-term goals, formulating strategic alternatives, and selecting specific strategies to be implemented (McLeod and Schell, 2004). Strategy implementation requires companies to set annual goals, create policies, motivate employees, and allocate resources so that strategies that have been formulated can be run. Strategy implementation includes developing cultures and supporting the strategies, creating effective organizational structures and directing marketing efforts, preparing budgets, developing and empowering

information systems, and linking employee performance to organizational performance (Thoyib, 2005).

RESULTS AND DISCUSSION

Analysis of Market Attractiveness. There are three dimensions affecting market appeal namely market forces, competitive intensity, and market access, (Gewirtz et al., 1995). The analysis of market attractiveness is useful to see how attractive market that will be the target of PT. Citra Insan Terampil.

Figure 1 – Analysis of Market Attractiveness

There are three factors that influence market forces, namely market size, market growth, and buyer power, (Chen et al., 1986). The biggest weight of value in influencing market forces is market size and buyer power. Market size has a high weight based on demographic data of Panongan District; the area of Panongan District is 3,500.94 ha, with a population of 92,851 inhabitants. Meanwhile, the area of Citra Raya Housing is 2,760 ha. Currently, there are approximately 15,000 housing units (51 clusters) and 1,800 units of shop houses that have been occupied by the residents with approximately 60,000 inhabitants.

There is a market potential of 20 clusters (approximately 4,600 houses), of which the number of houses that do not want to have housekeepers is 10%, that already have the housekeepers is 50%, so that there are 40% (approximately 1,800 houses) that are incompatible with the employed housekeepers. From 1800 houses, 58.5% of them are couples age 24-35 years (1045 houses).

Buyer power is also high as it is viewed from the need for a housekeeper is so large in the market. It is because the housewives have to work outside the home. In addition to market size and buyer power, market growth factor is also very influential, the need for housekeeper in the market continues to increase because many newly married couples will need a housekeeper to do the household works and take care of the baby (Inderst and Mazzarotto, 2008). Market growth is also attributable to the growing sales of new homes. It can be seen from the construction of new clusters in Citra Raya housing.

Factors affecting competitive intensity are price rivalry, ease of entry, and substitutes. Price rivalry is not very influential, since admin fees and the nominal of housekeeper salaries are still affordable for the upper middle class, (Góis, 2005). Ease of entry has no significant effect because there is no housekeeper provider that produces high quality housekeeper. It is due to the low integrity of housekeeper in unprofessional housekeeper provider in conducting their business, so that the housekeepers may be asked to quit by their employers. Qualified housekeepers produced by PT. Citra Insan Terampil are housekeepers who get training that is in accordance with existing competence. The training requires considerable cost and capital, so the barrier to entry into the business is also high.

Substitutes have moderate significance, due to the replacement services such as go-maid, go-clean and daycare. Go-maid provides cleaning services of houses, apartments, office buildings and house stores. The primary services of Go-clean are offering housekeeping services that include sweeping, mopping, dust cleaning, bathroom cleaning and tidying up the room for various types of housing such as houses, apartments or boarding rooms. In addition, Go-clean provides a variety of additional services for your household and

business cleaning needs, such as washing dishes, cleaning cabinets, kitchen sets, stoves and refrigerators, and ironing and folding clothes. It has medium level of influence because Go-clean, Go-maid and daycare's workers do not stay in the customer's house so that the service is very limited in time. When the customers need the service, they too have to order again and pay for the cost again and it takes time to wait for the housekeeper to come.

Market access is influenced by three things, namely customer familiarity, channel access, and sales requirements, (Gelos et al., 2011). In customer familiarity, PT. Citra Insan Terampil knows the market's need for the quality of the housekeeper, even though the market has not known the quality of housekeeper produced by the company. The high quality of housekeeper produced by PT. Citra Insan Terampil will contribute to the market. Channel access for the service industry of housekeeper provider is also considered attractive, because the market demand for housekeepers is so high that the need for housekeeper candidates is also high. Sales requirement is also quite attractive, because the company has not being recognized by the public, so that the approach to sales to customers is needed. By the analysis conducted with the observations and surveys affecting the attractiveness of this market, it can be seen that the market forces have the greatest weight value compared to competitive intensity and market access. Therefore, the company can draw the conclusion that the most influencing factor of the attractiveness of market objectivity is market forces.

Analysis of Competitive Advantage. In addition to knowing the market attractiveness, knowledge is also required in the competition between the competitors in service industry of housekeeper provider in term of competitive advantage. Therefore, it is needed to measure the suitability between the benefits of the company with the existing market segment. PT. Citra Insan Terampil is a company in the stage of new entry, so the real competitive advantage cannot be proven. Therefore, this measurement will lead more to the potential competitive advantage of the company. Three dimensions affecting the company's competitive advantage are differentiation advantage, cost advantage, and marketing advantage, (Noe et al., 2003). The following is the analysis of the three dimensions affecting the competitive advantage in the service industry of housekeeper provider.

Figure 2 – Analysis of Competitive Advantage

Service quality is demonstrated by the work and integrity of the housekeepers and the company's service to customer complaints, (Kang and James, 2004). To maintain the integrity and quality of the housekeepers, the company will conduct a preliminary survey to the customer / prospective employer. It is conducted so that the housekeepers can work optimally with the ability that is in accordance with the customer criteria. In addition, the company also provides services by inspecting the work of housekeepers with customers by performing sudden inspections once every two weeks in the first, second and third months, once every two months in the fourth to the twelfth month. At the time of the inspection, the survey team will inquire about the quality of housekeeper whether it is in accordance to the customer criteria or not. Customers get an additional free trial for a month if the housekeeper is considered not to meet the criteria, in which the company subsequently replaces the housekeeper in accordance with customer criteria. In order to increase customer satisfaction, the warranty period will start from the replacement of the housekeeper. In term of brand image, the company is still a new business actor, so there are not many customers know the quality of housekeeper produced by the company. By the customer satisfactory service, the

satisfied customers may inform their colleagues or family about the quality of housekeeper produced by the company.

The unit cost factor makes the price offered by the company to be higher, so it does not have an effect because there is no service industry of housekeeper provider that produces the same housekeeper product. This is due to 1) the cost of housekeeper training; 2) the cost of daily living during the training period; 3) the cost of the survey to the customer's house in which is conducted for once every two weeks in the first, second and third months, once every two months in the fourth to the twelfth month (Barney, 2014). There is a transaction cost that slightly affects the sale price of a housekeeper. The transaction cost consists of delivery costs of the housekeeper to the customer's home and the cost of preliminary survey. Marketing expense is an important factor because PT. Citra Insan Terampil has not being recognized by the public, so companies must carry out the housekeeper marketing. Marketing conducted in the early stages is 1) providing samples of housekeeper to the prospective customers for one week. It is conducted to introduce a relatively new product to the prospective customer; 2) building a network by organizing social gathering, recitation and mothers who are waiting for their children to come home from school, in kindergarten or elementary school. This activity is conducted by the aim of prospective customers will be easier to approach because they have already known the mothers in the group; 3) marketing is conducted by holding seminars for free once a month for one year; 4) providing an additional month's warranty period if the housekeeper is considered as unqualified; 5) conducting the marketing through the internet which is one of the media to introduce themselves and the housekeeper products. The virtual world is easier to access so it is more visible to many people or prospective customers; 6) conducting the marketing by distributing brochures to kid's playground and kid's hospital especially in Mother and Child Hospital (RSIA).

In term of Marketing Advantage, PT. Citra Insan Terampil still has a very small level of advantage. The factors affecting Marketing Advantage, namely Market Share, Brand Awareness, and Distribution, the three are still not able to outperform and compete with the previous competitors who have been conducting their business in the housekeeper service provider. So far, the market perception of the housekeeper is merely a helper who does not require a certificate. The market has not yet understands that by having a certificate, it will be easier for the housekeepers to do their work without having to be trained by the customers and it will be easier for the customers because they do not have to train them again. In its distribution, there are constraints in obtaining housekeeper from PT. Citra Insan Terampil; it is stock out. It is because the housekeeper candidates are difficult to obtain because of limited resources, the housekeepers are all taken, the limited space in which there are not enough housekeepers to be accommodated, the rigorous screening of housekeeper candidates, and the length of housekeeper training process so that housekeeper candidates cannot enter due to the limited space.

Core offensive strategy that will be used is improve-position, in which conducting intensive marketing to increase or strengthen the company position in the service market of housekeeper provider. One of the efforts that will be conducted by marketing is to do digital marketing and chatbot. One effort made by the sales force is to build relationships or networks by organizing social gathering, recitation and creating a virtual group using the WhatsApp or Blackberry Messenger application whose members are prospective employers. This virtual group is useful for providing information on housekeeper; training information provided by the company to improve the quality of the available housekeeper, customer reviews derived from customer responses to questions about the satisfaction with the quality of the housekeepers. Customer review is obtained through customer satisfaction survey conducted by email, phone, and application. Customer satisfaction survey by phone / email will be conducted regularly once a month for one year.

Six Market Models. Payne et al. (1998) suggest six market models that explain how to foster the marketing relationship with others.

Suppliers markets of PT. Citra Insan Terampil are the village headman, community leader, housekeeper providers, IT experts, permanent teachers, non-permanent teachers

and sales staffs. The alliance market is a housekeeper distributor that uses the training services of PT. Citra Insan Terampil. The alliance market will be implemented in the strategy of the second stage.

The recruitment market is a market that produces housekeeper with integrity, honesty, empathy and skill. Reliable teachers will be hired to train the housekeeper candidates to produce certified housekeeper professionals.

Sales force is a strong revenue motivator and the most important asset in the company because the sales keep the relationship between customers and the company and determine the success of a company. Sales force structure of PT. Citra Insan Terampil currently consists of three sales people, namely marketing & sales head, marketing staff, sales staff and part-time marketers. The existing sales people must be effective in setting the time and continuously develop the skills and abilities, so that they can produce qualified sales activities. Sales people must have up-to-date skills and abilities, the right attitude, the knowledge of the product, the customers and the competitors. In the sales force there are sales effectiveness drivers that keep the sales people to work effectively. There are five sales effectiveness drivers: definers, shapers, enlighteners, excitors and controllers.

Customer markets include primary customers and secondary customers. Primary customer is a family that belongs to family category with middle and upper class economy, while secondary customer is the housekeeper. PT. Citra Insan Terampil has the following marketing framework:

Figure 3 – Marketing Framework

Market segmentation is an attempt to segregate markets in heterogeneous purchasing groups in terms of interests, purchasing power, geography, purchasing behavior and lifestyle. There are three kinds of market segment divisions: consumer market segmentation, business market segmentation, and effective market segmentation. PT. Citra Insan Terampil will choose business market segmentation. Segmentation geographically sees the need for housekeepers nationwide. However, based on the level of need, Java has the highest level of housekeeper needs compared to other regions so it is a good market for service industries of housekeeper provider. Segmentation demographically divides the customer by the level of income and age. Based on the income level, the target is customer whose family income above seven million. The age targets are those mothers or women who just became a mother with age 24-35 years.

Figure 4 – 4Cs Framework

Targeting is the process of selecting products, both goods and services or the best service so that it really is in the best position to achieve success. Once a company has identified market segment opportunities, then it evaluates the various segments to decide

which segment is the target market. In evaluating different market segments, a company should look at two factors: the overall market attractiveness and company goals and resources. The 4C framework (The 4Cs framework) is used effectively in decision making. This framework is a tool for developing thought, helping to create a systematic and flexible tool for identifying specific problems, assessing the competition, and formulating the consequences of the solution.

Based on the Case Interview Guide results, it can be concluded that housekeepers is needed because it can run the wheels of the household well. There is a preliminary survey before a housekeeper is placed in order to create a moral attachment between the customers and the housekeeper, and to ensure that the housekeeper is suitable and the customer is satisfied by giving free of charge of housekeeper service for a week. After determining the marketing target, the company must then determine the positioning of products that is going to be marketed. Positioning is a way to try to instill a product image in the minds of customers with unique characteristics that customers can differentiate from other products. Positioning determines the existence of brands, products and companies in the minds of customers. There are two important things of the brand: the brand is the identity and the control of the market. Brand is a sign in the forms of image, name, word, letters, numbers, and arrangement of colors or combinations of these elements. It is used as a basis for differentiation in goods and services trading activities.

In conducting promotional strategies, the most important decision for a company is to determine the right mix of promotions that can generate effective sales. Some ways that a company can have for promotion are: direct marketing, public relations and advertising. Direct marketing is direct communication to the target consumer by using telephone, mail, fax, email and other communication tools to communicate the product / service directly. Direct marketing can use mail, email, facsimile, telephone, and other non-personal interfaces. Organizing social gathering, recitation and gathering of mothers who are waiting for their children to come home from school at kindergarten or elementary school, are called as direct marketing as well.

The advantage of direct marketing for a company is that the company can specialize based on the target group, in which the target group is a prospective mother or housewife who is in the upper middle social class. A company can make offers and strategies that cannot be seen by the competitors and get direct response from the customers in order to produce better housekeepers.

The important thing of print ads - aimed at the customers - is to give information and description about the impression obtained when using housekeeper from PT. Citra Insan Terampil. In following figure, it can be seen the use of rational appeal and emotional appeal; rational appeal is shown by the information on the housekeeper in terms of quality to the level of intelligence. Emotional appeal is shown by a picture of smiling family members when they are entering the house.

Figure 5 – Print Ads Example

Advertising using print ads is planned in online magazines and tabloids (digital ads) that are commonly read by housewives both career and non-career women in which will determine the decision in finding housekeeper provider to get the right housekeeper. The magazines and tabloids are Nakita, Ayahbunda, Mother and Baby Indonesia. The selection of magazines and online tabloid is based on the readers who are career housewives aged 24 years – 35 years. Magazine print ads will be done by a reputable and high experience agency and the cost is in accordance with PT. Citra Insan Terampil. The process of print ads will always be monitored and based on the terms of reference provided by PT. Citra Insan Terampil. Marketing through advertising will also be done using brochures that will be distributed to Mother and Child Hospital (RSIA), kindergarten, and kid's playground. The form of brochure content will be likened to the print ads.

PT. Citra Insan Terampil has a website (www.citrainsanterampil.com) which contains information on housekeeper level, company service facility, tracking, training schedule, preparation schedule of ready-to-work housekeepers and company activity report and customer satisfaction survey. This medium is chosen because it can provide complete information to customers and can form the image of the company that has qualified housekeepers and supply certainty, (Armstrong et al., 2015). This electronic media can also expand the scope of the company. This website is expected to obtain sales leads and inquiries. Promotions will also be conducted in digital marketing using SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), SMO (Social Media Optimization), (Chandler and Munday, 2016).

SEO (Search Engine Optimization) is a process for influencing the visibility level of a website or a web page in natural search results (often referred to as non-paid search, non-advertisement search, or organic search) from a search engine, (Shih et al., 2013). SEO is good for long term investment because it is free so it can save company budget.

The website creator will provide a report of the results of the optimization that is conducted based on the keywords that have been entered into the company's website page. If the report is considered less than optimal due to the company's website is not on the first page of the site search, then the marketing staff will re-search popular keywords using the tools.

SEM (Search Engine Marketing) is one way of promoting a website by improving its position on search engine results (SERP) mainly through paid ads. SEM is better known as a paid promotion method to increase the visibility of your website on search engines like Google, Bing, Yahoo and others (Sen, 2005). But since the majority of users only use Google to search for something, SEM is often interpreted as AdWords. Some advertising methods that are part of SEM are paid search ads and CPC / CPM advertising. Generally, SEM is also combined with SEO to provide better results on search results.

Figure 6 – Process of SEM

Ad account creator creates an online payment account then enters the funds. The company allocates a certain amount of funds per month. Then, ad account creator creates small text ad and search for keywords that are popular. Then ad account creator determines the amount of price that the company should pay when the user clicks a small text ad (PPC system = Pay Per Click), (Zuili, 2007). When a user uses the Google site search engine by entering the word "helper" and clicking the search button, the search results will appear on the first page.

In addition, the company also uses SMO (Social Media Optimization) to improve the visibility of social media profiles of the company, social networking activities of the company and published content so that it will be easily found by the customers who are looking for information related to company content. SMO helps drive the traffic to a website or blog, making it easier for other customers to share with their customers' circles, building communities around company brands and helping the search engines to index social media profiles, social activities and making it easier for blog posting (Peng and Sun, 2012).

Figure 7 – Process of SMO

SMM (Social Media Marketing) is a marketing technique that uses social media as a means to promote a product (link page of an online business website) or a service, or other product more specifically. SMM is oriented to the development and utilization of social media areas as a means or place to build the target market of the company's online business. The company chooses SMM as it is popular among the people, namely Facebook, Twitter and Instagram, (Zarrella, 2009).

Figure 8 – Process of SMM

Chatterbot / chatbot is a computer program designed to stimulate intellectual conversation of one or more humans in both audio and text, (Shawar and Atwell, 2007). The purpose of chatbot is to provide online assistance, personal service, or information

acquisition. In this case, it is to see the function of the program as a type of conversational agent.

Figure 9 – Process of Chatbot

There are two categories of referral market sources, namely customer and non-customer sources. In the customer source, consciously or not, the satisfied customers will do marketing for housekeeper of PT. Citra Insan Terampil (positive word of mouth (WOM)). Non-customer source is a satisfied housekeeper distributor to the training obtained from PT. Citra Insan Terampil. Non-customer sources will be obtained in the second stage of marketing strategy.

Influence markets that play a role in the sustainability of PT. Citra Insan Terampil is the village headman, community leaders and agents. Agents play a role in supplying housekeeper candidates to the company. Good relations with the agents should be maintained so that the supply of housekeeper candidates will be continuous. Community leaders and village headmen play a role for the company because if community leaders and village headmen do not approve the company's business, they can influence the community to reject the existence of the company (Ismail 1999). This rejection can be in the form of a demo that will scare the prospective customers to come to the company.

Internal markets are the entire staff of PT. Skilled Insan Terampil and the housekeepers. Employee commitment to the company will make the company grow rapidly and run well, (Rugman, 2006). Employee commitment is performed by having internal marketing, especially for the sales staffs and the housekeepers in order to create customer satisfaction. Human Resources and the operations should have programs to improve the skills, expertise and value of all staffs and the housekeepers.

Figure 10 – Digital Analytics Maturity

Net Marketing Contribution (NMC). Net marketing contribution is obtained from the net sales minus the cost of good sold (COGS) minus the marketing expense. This value is a reference in monitoring market performance and profit. This calculation involves the total

marketing costs incurred for Integrated Marketing Communication, bonuses that need to be spent and others. The following is the total cost of marketing activities:

Table 1 – Marketing Costs

Cost Description	1 st Year	2 nd Year	3 rd Year
Front banner in Nakita + online for 2 days	11,800,000	11,800,000	11,800,000
Digital ads on Facebook for 1 month	11,000,000	11,000,000	11,000,000
Digital ads on Mother and Baby Indonesia for 1 month	18,000,000	18,000,000	18,000,000
PPC	20,000,000	-	-
Seminar every month in the entire year	12,000,000	12,000,000	12,000,000
Logo of Patent Rights	2,000,000	-	-
Stamp	200,000	-	-
Logo Design	500,000	-	-
Print Ads	5,000,000	5,000,000	5,000,000
Brochures	1,700,000	1,700,000	1,700,000
Web Design	10,000,000	-	-
Internal Program	20,000,000	-	-
Web and Internal Maintenance	-	1,000,000	1,000,000
Domain/year	250,000	250,000	250,000
Hosting/year	2,000,000	2,000,000	2,000,000
Internet installment/year	3,600,000	3,600,000	3,600,000
Total of marketing Cost	118,050,000	66,350,000	66,350,000

Based on the cost of marketing activities, the calculation of net marketing contribution of PT. Skilled Insan Terampil is as follows:

Table 2 – Net Marketing Contribution

Year	Net Sales	COGS	Marketing Expense	NMC
I	757,696,000	682,304,000	118,050,000	22,658,000
II	1,015,350,600	770,609,400	66,350,000	178,391,200
III	1,322,767,160	879,916,840	66,350,000	376,500,320

CONCLUSION

PT. Citra Insan Terampil is a professional, certified, adaptable, and integrity housekeeper service provider. To get qualified housekeepers, PT. Citra Insan Terampil recruits the prospective housekeepers, trains housekeepers, certifies to the housekeepers who have graduated from training, markets the housekeepers, distributes and conducts gradual evaluation after sales. This business is very interesting because to run this business, PT. Citra Insan Terampil requires an initial capital of IDR 300,000,000 in which all capital is obtained from its founder. This business reaches the payback period within 11 months with the level of ROI (Return of Investment) of 53% which is much larger than the current market interest rate; 6-7% / year. This business also has a low risk level, because it has been tested with sensitivity analysis; if there is a decrease of sales by 10% / year or increment of commission and recruitment cost by 30%, discount factor of 10% still generate positive profit. The dividend distribution is performed annually at 20-30% depending on the profits earned by the company.

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