

**DIGITAL MARKETING COMMUNICATION INTERACTION OF PROPERTY AGENTS ON THE BRIGHTON REAL ESTATE INDONESIA APPLICATION (BRIGHTON APPS)**

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***Abstract***

The digital era has brought significant changes to behavior and interactions in property marketing, where applications have become a key element in marketing strategies. This research aims to analyze the digital marketing communication interactions by property agents through the Brighton Real Estate Indonesia application (Brighton apps) and identify its supporting and inhibiting factors. The method used is qualitative descriptive with a multicase approach, examining more than one case to gain a comprehensive understanding. Data were collected through interviews, observations, and documentation, with key informants consisting of agents, property owners, and buyers, who have deep insights into the app's strategy and operations, as well as how the app is integrated into daily business processes. Data validity was tested through source triangulation, which serves to verify the accuracy of information from various informants. The research results show that the communication process begins with the uploading of property information into the application, which is then processed to attract potential clients. Agents utilize the app's features to communicate efficiently, both synchronously and asynchronously, which increases flexibility and work efficiency. The inhibiting factors in using this application include the agents' lack of familiarity with the app and technical challenges such as data maintenance or system updates, which may affect the overall user experience. However, the app is supported by a user-friendly design and reliable technology, resulting in rare technical issues. This research has important implications for the property marketing industry, especially in promoting the adoption of digital technology and enriching the literature on digital interactions in technology-based marketing.

*Keywords: Computer-Mediated Communication (CMC), Interaction on Applications, Digital Marketing Communication*

**INTRODUCTION**

The property business is a sector closely linked to the basic needs of society, especially in terms of housing. Property encompasses land and buildings, along with infrastructure that forms an integral part (according to KBBI). The demand for housing makes the property business not only important in providing homes but also contributes to job creation, driving the real sector, and increasing tax revenues. This sector has a broad multiplier effect, positively impacting not only developers but also supporting sectors such as banking and insurance (Harjono, 2016). In Surabaya, the rapid growth of the property business has attracted the interest of entrepreneurs, particularly in the property agent business model. Property agents or brokers play a crucial role as intermediaries between sellers and buyers. They are involved not only in the buying,

selling, and leasing of properties but also in research, marketing, and property consultation by the applicable regulations (Minister of Trade of the Republic of Indonesia Regulation Number: 33/M-DAG/PER/2008). The success of property agents heavily relies on the trust and professionalism they possess, particularly in terms of communication and interaction critical aspects amidst the increasingly competitive market.

One of the main challenges faced by property agents is how to differentiate themselves in an increasingly competitive market. This is where the importance of marketing communication and effective interaction processes comes into play. Marketing communication is a key tool for introducing products to consumers and distinguishing oneself from competitors (Kotler, 2016; Firmansyah, 2020). Without effective communication and interaction processes, consumers will not be aware of the product's existence in the market, making targeted communication strategies crucial. In the digital era, technology has revolutionized communication methods, including marketing. Computer-mediated communication (CMC) is one form of computer-based communication, encompassing email, online forums, and applications that enable interactive and multimedia communication (Candrasari, 2020; Newson, 2024). Many companies now utilize applications as communication media, including Brighton Real Estate Indonesia with its Brighton apps. This application facilitates more efficient interactions between sellers, buyers, and agents, as well as supports the creation of harmonious relationships (Wagner, 2024; Anwar et al., 2019). In the context of property marketing, positive social interaction is considered key to achieving good relationships with consumers (Achmad, 2020).

This research aims to analyze the inhibiting and supporting factors, as well as the process of digital marketing communication interactions within the Brighton Real Estate Indonesia application (Brighton apps). Previous studies have shown that app-based digital marketing strategies not only enhance brand satisfaction but also strengthen brand trust and loyalty (Rapitasari, 2016; Anshory & Mochammad Rochim, 2023). Brighton apps serve as a benchmark for the success of Brighton Real Estate Indonesia's strategy in facing competition in the property market. The application is designed to facilitate effective communication between sellers and buyers, helping Brighton understand and meet consumer needs. The interaction process in marketing

communication is a key factor influencing purchasing decisions. With increasing competition, it is essential for Brighton to continuously understand the factors affecting consumer decisions and to strengthen its market position. This research will reveal how Brighton apps can become a crucial tool in building better relationships between property agents and clients, as well as its impact on Brighton's digital marketing strategy in the modern era. Through this deeper understanding, Brighton Real Estate Indonesia hopes to strengthen its position in the property market with innovative and adaptive strategies.

## **LITERATURE REVIEW**

Symbolic interactionism and computer-mediated communication (CMC) are two important concepts in communication studies. Symbolic interactionism is rooted in sociological theory, emphasizing social interactions and symbols as central to the creation of meaning. Meanwhile, CMC encompasses all forms of communication that occur through digital technology. In this context, the book by Stephen W. Littlejohn titled *Theories of Human Communication* serves as a key reference, as it provides an in-depth explanation of communication theories, including symbolic interactionism and CMC.

### **1. Symbolic Interactionism**

The theory of symbolic interactionism was first developed by George Herbert Mead and Herbert Blumer. This theory emphasizes that meaning is created and maintained through social interaction. Humans communicate using symbols, such as language, gestures, and images, which hold specific meanings within particular social contexts. According to (Zis et al., 2021), symbolic interactionism is a crucial framework for understanding how meaning is formed and evolves in interpersonal interactions. Symbols not only function as tools for communication but also as shapers of identity and social reality (Zis et al., 2021). In this context, individuals act as active agents in creating meaning. They interpret symbols based on their previous experiences and social interactions. Meaning is not fixed but changes according to the social context and interactions that take place. Symbolic interactionism also highlights the concept of "self," which is the result of an individual's reflection on the social interactions they have experienced (Zis et al., 2021).

## **2. Computer-Mediated Communication (CMC)**

Computer-mediated communication (CMC) refers to forms of communication that occur through technological devices, such as computers, smartphones, or social media. (Aldunate & González-Ibáñez, 2017) identified that CMC has characteristics distinct from face-to-face communication, particularly in terms of nonverbal cues, asynchronous communication, and anonymity. Although CMC has limitations in conveying nonverbal cues, this technology offers flexibility and the ability to communicate without spatial and temporal constraints (Aldunate & González-Ibáñez, 2017). In CMC, symbolic interactionism remains relevant as individuals continue to use symbols to communicate and create meaning. However, the symbols used in CMC often differ from those in face-to-face communication, such as the use of emojis, GIFs, or memes as substitutes for nonverbal cues. (Aldunate & González-Ibáñez, 2017) argue that although CMC may modify the way we communicate, the fundamental principles of symbolic interaction still apply, as humans remain active meaning-makers (Aldunate & González-Ibáñez, 2017).

## **3. Integration of Symbolic Interaksionism In CMC**

Integrating symbolic interactionism with Computer-Mediated Communication (CMC) provides deeper insights into how technology transforms the dynamics of social communication. In CMC environments, individuals are still engaged in the process of creating and negotiating meaning, but this process is mediated by technology. (Aldunate & González-Ibáñez, 2017) suggest that technology is not just a communication tool, but also a factor that can shape social interactions and the creation of meaning (Zis et al., 2021). The main difference in CMC is the replacement of physical presence with virtual presence, which can influence how meaning is perceived and interpreted. However, the fundamental principles of symbolic interactionism remain: meaning is the result of ongoing social interactions, even when mediated through technology (Aldunate & González-Ibáñez, 2017).

Symbolic interactionism and CMC are two complementary concepts for understanding the dynamics of communication in the digital age. While symbolic interactionism provides a basic framework for how meaning is constructed through social interaction, CMC illustrates how technology mediates this process. Stephen W. Littlejohn's book offers comprehensive insights into both concepts, emphasizing the

importance of understanding the role of symbols and technology in modern communication

## **RESEARCH METHODS**

This study employs a qualitative descriptive method and was conducted from April to July 2024. The research approach used in this study is a case study method, where the research does not focus on a single case but rather involves multiple cases. Each case is treated as a standalone entity, yet connected through common themes that emerge. The research involves informants selected based on specific criteria (purposive sampling), including property agents, property owners, and property buyers, who possess in-depth insights into the strategies and operations of the application, as well as how the application is integrated into daily business processes.

Data collection was carried out through in-depth interviews, observations, and documentation. To test the validity of the data, a source triangulation technique was employed. This technique ensures data credibility by utilizing various sources of information. Triangulation in credibility testing is defined as verifying data from different sources using various methods and at different times (Wiraguna et al., 2024). In this study, the researcher used additional informants besides the primary informant to verify the accuracy of the primary informant's information

## **RESULTS AND DISCUSSION**

### **Results**

This study aims to understand the process of digital marketing communication interactions by property agents through the Brighton Real Estate Indonesia application (Brighton apps) and to identify the factors that support and hinder these interactions. Based on the data analysis conducted, the results of this study are divided into two main sections by the research objectives.

#### **1. The Process of Digital Marketing Communication Interaction by Property Agents on Brighton Apps**

The research findings indicate that the process of digital marketing communication interactions conducted by property agents on Brighton apps involves several important stages. First, property agents begin by uploading information and images of the properties to the application. This information is then processed and tailored to attract the interest of potential buyers or renters. Agents

can also utilize the available features within the app to communicate efficiently with prospective clients. In this process, agents play an active role in managing communication, ensuring that the information conveyed is accurate and aligns with client expectations. For example, interviews with agents reveal that they often use detailed property descriptions and high-quality images to enhance the appeal of the properties they offer. These findings are consistent with the concept of symbolic interactionism, where agents use digital symbols to create meaning and capture the attention of potential buyers. (Suparno, 2016).

“The photos and captions we post must be engaging, as this is the initial step we can take to capture clients' attention and encourage them to view the properties we offer (Lili Shan/Personal Advisor).”

In addition, Brighton apps allow agents to interact with clients asynchronously, providing flexibility for agents to respond to client messages at the most convenient times. This is important given that many agents handle multiple clients simultaneously, making this feature helpful for managing their time and increasing efficiency in their work (Wijianto, 2023).

“In a day, we typically receive chats from clients up to two or three. The app that links with WhatsApp allows us to prioritize how we handle these messages (Lukman/Business Manager).”

## **2. Factors Influencing Interaction In The Digital Space (Brighton apps)**

### **Hindering Factors**

a. Technological Limitations and Agent Skills: One of the main hindering factors identified is the limited technological skills among some agents. Although the Brighton apps is designed to be user-friendly, agents who are less familiar with digital technology struggle to utilize the app's features effectively. As a result, some agents feel they cannot use the application efficiently, which negatively impacts their communication effectiveness with clients (Ri'aeni, 2019).

“New agents usually experience confusion at first when using Brighton apps, but after we teach them once or twice, they generally understand. As long as the agents use Brighton apps frequently, they should not face difficulties and will find it helpful (Lukman/Business Manager).”

- b. **Technical Issues in The Application:** Some agents reported occasional technical disruptions, such as being unable to log in or features that sometimes do not function properly, which hinder smooth communication with clients. These issues diminish the user experience and create challenges for some agents when using the application (Wijianto, 2023).

“Usually, these issues occur during data maintenance or system updates. It doesn’t take long, but sometimes it can be quite disruptive when we need the app. Wi-Fi also affects the app's performance, so we need to ensure that our Wi-Fi is stable during login (Lili Shan/Property Advisor).”

- c. **Limitations of Personalization Features:** Brighton apps have limitations in terms of personalization, which poses a challenge for agents in delivering more relevant information tailored to the specific needs of clients. For example, agents are not always able to customize messages or content sent through the app to effectively target specific customer groups (Subagyo & Nabiilah, 2024).

“For personalization, we do it through WhatsApp. The app does not have personalization features like that. I think having such a feature would be beneficial, as it would allow us to update client needs directly (Lili Shan/Property Advisor).”

### **Supporting Factors**

- a. **Easy Access and Application Responsiveness:** One of the main supporting factors identified is the ease of access and responsiveness of the Brighton app. The application is designed to simplify the process for agents to upload property information, communicate with clients, and manage interactions effectively. This ease of use allows agents to work more efficiently and respond to client requests quickly, which in turn enhances client satisfaction (Rapitasari, 2016).

“My husband and I both work, so it's often difficult for us to go around for house viewings. The Brighton app has been incredibly helpful in our search for the right home. We only visit houses that truly meet our needs, and I believe this saves us a lot of time and effort (Fitri Kushandayani/ Property Buyers).”

- b. **Support From Application Developers:** The research findings also indicate that the technical support provided by the developers of Brighton apps is an important supporting factor. The developers regularly offer updates and

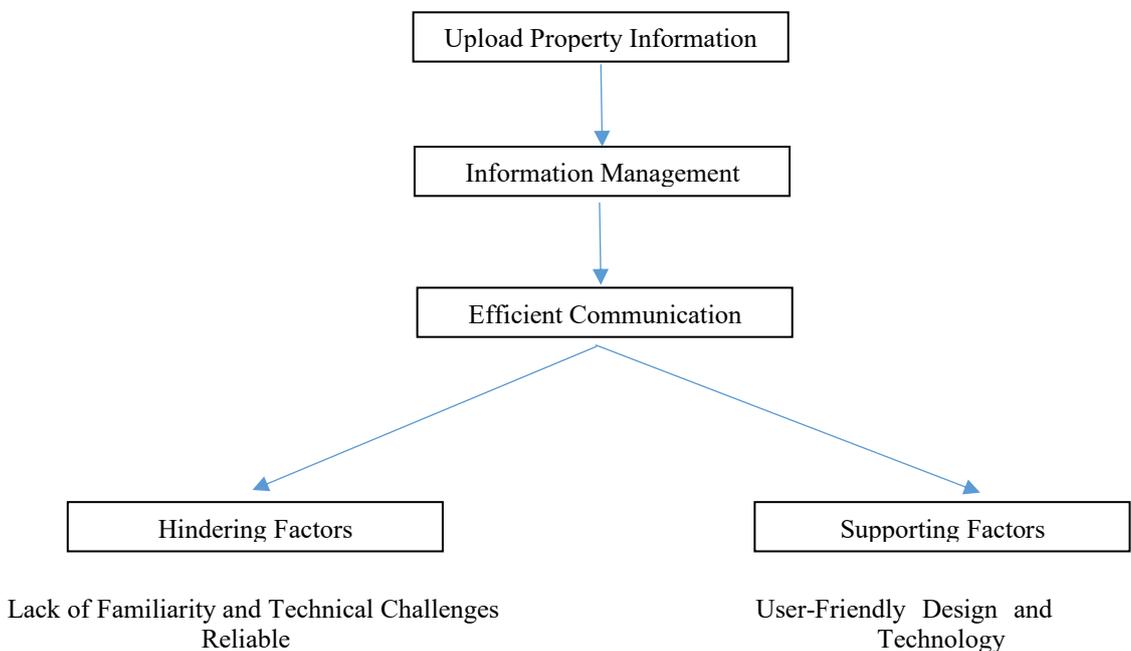
improvements to the application, as well as provide guides and training to help agents master the technology. This support assists agents in continually enhancing their skills in using the application (Hidayatullah et al., 2023).

“The Brighton app is very easy to operate, and it doesn't take long for fellow agents to master it. Even if someone is not tech-savvy, they should still be able to benefit if they're willing to learn. Unless, of course, they simply refuse to learn that's a different story (Masudi udirejo/Principal).”

- c. Effectiveness of Using Digital Symbols: Agents who effectively utilize digital symbols, such as descriptive text and high-quality property images, can enhance the appeal of properties and influence client decisions. This aligns with the principles of symbolic interactionism, where effective communication relies on the appropriate use of symbols to create the desired meaning (Zis et al., 2021).

“At first, I searched for homes through the Rumah123 website, which turned out to be linked to the Brighton app. From there, I was able to see various properties available and communicate with the agent I chose. The app is easy to use, so I had no trouble finding the property I needed. (Bayu Arbiyanto/Property Buyers).”

Here is the model of the digital marketing communication interaction process on the Brighton Real Estate Indonesia application (Brighton apps) based on the research findings:



Description of The Diagram/Model of The Digital Marketing Communication Interaction Process on The Brighton apps:

- 1. Upload Property Information:** The process begins with uploading property information into the application.
- 2. Processing Information:** This information is then processed to attract the interest of potential clients.
- 3. Efficient Communication:** Agents utilize the app's features to communicate with clients, both synchronously and asynchronously, enhancing flexibility and work efficiency.
- 4. Inhibiting Factors:** Lack of familiarity among agents with the application and technical challenges (such as data maintenance or system updates) can hinder this process.
- 5. Supporting Factors:** A user-friendly design and reliable technology facilitate smooth interaction without significant technical issues.

## **Discussion**

This study focuses on the digital marketing communication interaction conducted by property agents through the Brighton Real Estate Indonesia application (Brighton apps), referencing symbolic interactionism theory and computer-mediated communication (CMC). By utilizing these two approaches, the research aims to understand the dynamics of the interactions that occur and the factors influencing the success of communication within the context of digital marketing.

### **1. Digital Marketing Communication Interaction from The Perspective of Symbolic Interactionism**

The theory of symbolic interactionism emphasizes the importance of symbols and meanings in social interactions. In the context of Brighton apps, these symbols can include text messages, property images, and other interactive features. Property agents use these symbols to build and communicate meanings to potential buyers or renters, which in turn influences their perceptions and decisions. This process involves a shared interpretation between agents and clients. For example, detailed property descriptions and the use of high-quality images can create a positive image of the property in the eyes of potential buyers, aligning with the principle that meaning is constructed through symbolic interactions (Zis et al., 2021). This

interaction fosters a shared understanding that is crucial for driving successful property transactions.

## **2. The Role of Computer-Mediated Communication (CMC) in Digital Marketing Interaction**

Computer-mediated communication (CMC) is an essential component of the interactions that occur through Brighton apps. CMC allows agents to engage in both real-time and asynchronous communication, providing flexibility in responding to client needs. It also enables agents to utilize various digital features offered by Brighton apps, such as chat, notifications, and property listing updates (Arnus, 2015). The main advantage of CMC in this context is its ability to expand marketing reach and facilitate efficient communication without being hindered by geographical and temporal limitations. However, there are challenges, such as the inability to capture non-verbal cues, which can lead to misunderstandings if messages are not crafted carefully (Ardan, 2024). Agents need to consider the best ways to structure text messages and select appropriate images to ensure that the intended meaning is communicated clearly.

## **3. Factors of Interaction on Digital Space (Brighton apps)**

### **Hindering Factors**

- a. **Limitations In Technology Proficiency:** One of the main barriers to using Brighton apps is the limited technology proficiency among agents. For agents who are not accustomed to digital technology, this can pose a challenge in optimally utilizing the application's features, potentially reducing the effectiveness of communication (Arifah et al., 2022).
- b. **Deficiencies In Symbol Interpretation:** Errors in the use of symbols, such as inaccurate images or unclear descriptions, can lead to misinterpretations, which reduce the effectiveness of marketing interactions. (Ri'aeni, 2017).
- c. **Limitations of Application Features:** Although Brighton apps are designed to support marketing communication, some agents report limitations in personalization and integration with other platforms, which can restrict their flexibility in communicating (Wijianto, 2023).

### **Supporting Factors**

- a. **Ease of Access And Responsiveness:** Brighton apps, as a CMC platform, enable agents to provide quick responses to client inquiries and requests, enhancing customer satisfaction (Burhanudin & Nugroho, 2023). This speed and efficiency are key elements in improving the effectiveness of digital marketing.
- b. **Effective Use of Symbols:** Agents skilled in using digital symbols, such as images and text, can create positive meanings and influence the purchasing decisions of potential clients. The appropriate use of these symbols supports the creation of more meaningful interaction experiences. (Zis et al., 2021).
- c. **Technical Support and Training:** Adequate technical support and regular training from the Brighton app developers help agents overcome technical challenges and enhance their skills in effectively using the application (Wijianto, 2023).

### **CONCLUSION**

This study highlights the significant role of Brighton apps in supporting digital marketing communication interactions between property agents and potential buyers. Several key findings that can be summarized are as follows:

#### **1. The Process of Digital Marketing Communication Interaction**

The study found that the process of digital marketing communication interaction conducted by property agents through the Brighton Real Estate Indonesia application (Brighton apps) operates quite effectively. This application facilitates communication between agents and customers through features that support direct interaction, such as chat, notifications, and real-time property listing updates. Agents can easily manage listings, respond to customer inquiries, and provide the necessary information quickly and efficiently. This process demonstrates how technology can enhance the speed and quality of marketing communication in the real estate industry.

#### **2. Factors of Interaction In The Digital Space (Brighton apps)**

The study also identified several factors that influence the process of digital marketing communication interaction on the Brighton Real Estate Indonesia application. The main supporting factors are intuitive and user-friendly technology,

which allows property agents to easily use the application. Additionally, good data integration and quick access to property information are crucial factors that facilitate smooth communication. However, some inhibiting factors were also found, such as limited internet access in certain areas, which can disrupt optimal use of the application. Moreover, varying levels of digital literacy among agents can affect communication effectiveness. Some agents may struggle to fully optimize the features available in the app, which in turn can hinder the communication process with customers.

Overall, this study demonstrates that the Brighton Real Estate Indonesia application (Brighton apps) plays a significant role in supporting digital marketing communication interactions between property agents and customers, although there are still challenges to overcome to improve the effectiveness and efficiency of this process. Additionally, the study has significant implications for transforming the way interactions occur in digital spaces, especially for marketers who use digital platforms as their primary tool in marketing activities. This can encourage broader technology adoption within the marketing industry while also enriching the literature on digital interaction and technology-based marketing

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