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Exploring Marketing Strategies To Handle Declining Occupancy In The Housing Rental Mon Property

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Abstract
The rental property market is changing rapidly across the world. Current economic fluctuations, evolving tenant needs and technological innovations are changing the competitiveness of the rental property market. This study explores the problem of Mon Property losing market share due to higher occupancy rates enjoyed by competitors offering much more attractive amenities. This is also due to competitors being digitally savvy. The company's outdated marketing and reluctance to embrace new technology have been a problem. While competitors list property details online, provide video content and respond to frequently asked questions by prospective tenants within minutes, newer properties are attracting tenants with special offers such as car parking or public spaces and Wi-Fi. The gap between what tenants want and what the company is offering is widening. To identify solutions, this study combines tenant interviews with observational data and market insights. Today's prospective tenants prefer hassle-free online searches, fast communication with landlords and amenities including affordable rental housing strategies. This suggests that the company is losing out to its competitive peers. These businesses are involved in building modern facilities or providing flexible rental strategies as many competitors do. The idea is to help with the occupancy decline issue but not cost too much. Suggestions include social media advertising, basic virtual tours, and quicker responses to tenant inquiries. Improvements such as building renovations or free Wi-Fi would be positive and could make the property more appealing. It also shows that modifications in traditional and digital marketing or adjustments to tenant communications can have a big impact. When competing in a crowded market, survival means finding the sweet spot between tradition and smart, affordable innovation to re-attain occupancy optimization.

INTRODUCTION

Five years of global rental property have been in transition. The scene is manifoldly affected by the overlapping of post-pandemic economic recovery, inflation pressures, interest rate fluctuations, and the changing preferences of housing. Through a long time series data generously supplied by Ipsos Housing Monitor (2025) put housing affordability as the predominant challenge across all the surveyed countries, where 49% of respondents viewed high property prices as their most immediate housing concern, followed closely by excessive rental costs at 43%, and high interest rates at 29% (Ipsos, 2025). These statistics attest to the ongoing pressure being exerted on the housing square all across the world. Demand often exceeded supply in urban centers with favorable economic happenings, exerting pressure for the entire period in support of increased purchase and rental prices. The depth of the stress being put on the housing market varies from one region to another; for economically advanced countries, the stress of housing markets has been particularly visible.

This spatial variation in rental prices engendered significant internal migration patterns that altered demand for rentals across different regional markets during the period. Over the past five years, rural to urban migration has strained some rental markets in fast-urbanizing economies where the competition for available housing stock in the big cities would be some bitter strain. In this light, urban rental markets have often had parallel informal and semi-formal segments alongside the regulated rental housing, thereby creating two-tier markets serving different economic strata (Ipsos, 2025). These informal rent arrangements gave urban migrants much-needed access but often without tenant protection and quality assurance endorsed in the formal housing schemes. Even after the immediate health concerns, the rental market dynamics were shaped by the coronavirus pandemic through changing housing preferences which showed remarkable stickiness up to 2025.

In the past five years, construction cost inflation has emerged as a constraint toward expanding rental housing supplies. This will have an impact on markets worldwide. Material price escalation, labor shortages in construction trades, supply chain disruptions and regulatory compliance costs contributed to elevated development expenses that complicated efforts to expand affordable rental inventory. These supply side constraints interacted with demand pressures to maintain upward pressure on rental pricing in most urban markets, though with varying intensity across different geographical contexts.

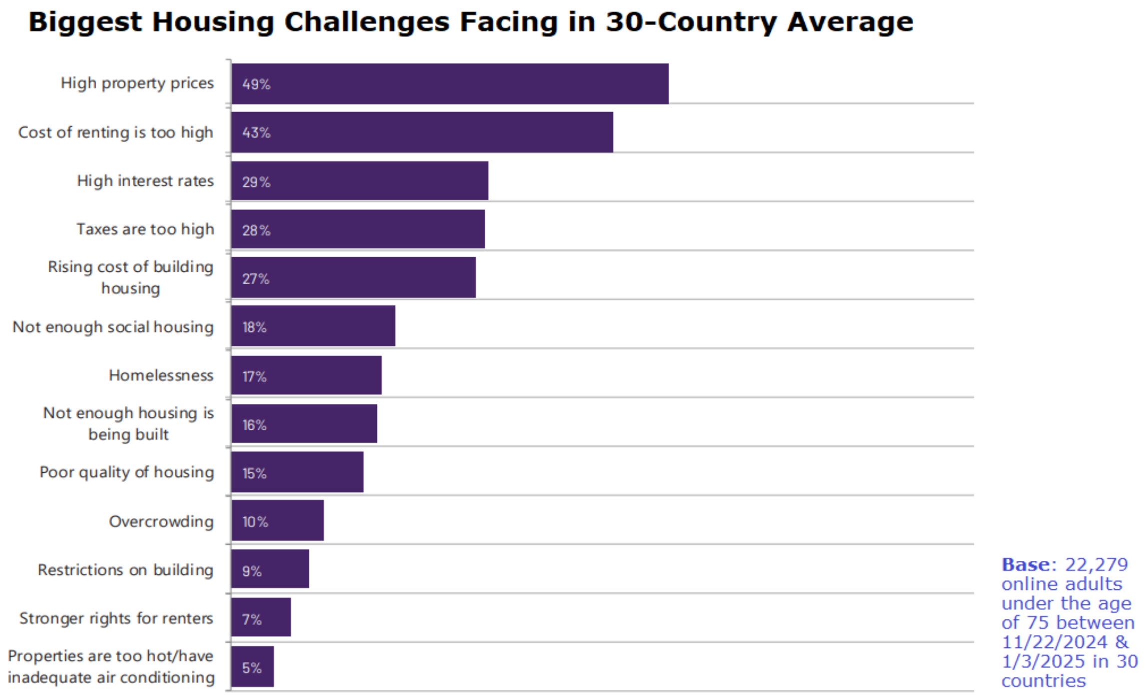

Figure 1. Biggest Housing Challenges Facing in 30-Country Average (Ipsos, 2025)

Based on Indonesian housing statistics (Badan Pusat Statistik) a significant contrast exists between national home ownership rates and the situation in Jakarta. Nationally, most households live in self-owned properties. However, Jakarta stands out as the province with the lowest rate of home ownership across Indonesia. Jakarta records the city's highest percentage of households living in rented or contracted accommodation. Specifically on nearly 23% (22.82%) of Jakarta's households rent their homes, a figure much higher than other provinces (Badan Pusat Statistik, 2023). This highlights the unique rental housing challenges faced in the capital city compared to the rest of the nation.

Urban areas such as Jakarta exhibit relatively higher rental occupancy compared to rural provinces where homeownership is even more dominant. The low rental rate is consistent with longstanding societal norms that favor property ownership, which is seen as a sign of stability and financial security. The small share of rented accommodation suggests limited reliance on rental markets and highlights challenges for those who cannot afford to purchase homes in high-cost urban centers. Overall, the housing landscape in Indonesia remains primarily owner-occupied with rental living representing only a minor portion of the market in 2024, as reported by Statista (2025). These findings underscore enduring national trends and stability.

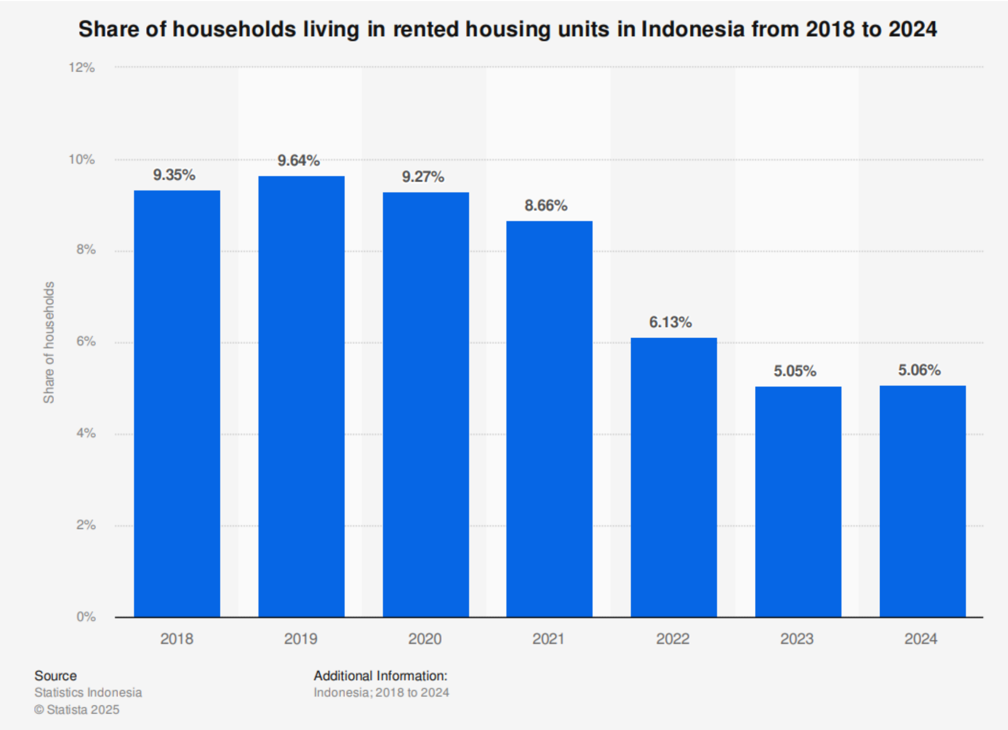

Figure 2. Share of households living in rented housing units (Statista, 2025)

The declining occupancy rates in Indonesia especially within the Jabodetabek area have become a growing concern. Despite an increased demand for rental properties the market is struggling due to an oversupply of new developments and reduced tenant interest. Knight Frank Research (2024) reported that Jakarta's overall residential occupancy rate dropped to 72% in 2024, compared to 83% in 2019. This downturn is largely attributed to an excess of new properties and sluggish demand in the upper-middle market segment. Additionally, many of these new developments encountered challenges in securing pre-committed tenants during the construction phase leading to lower occupancy rates once completed.

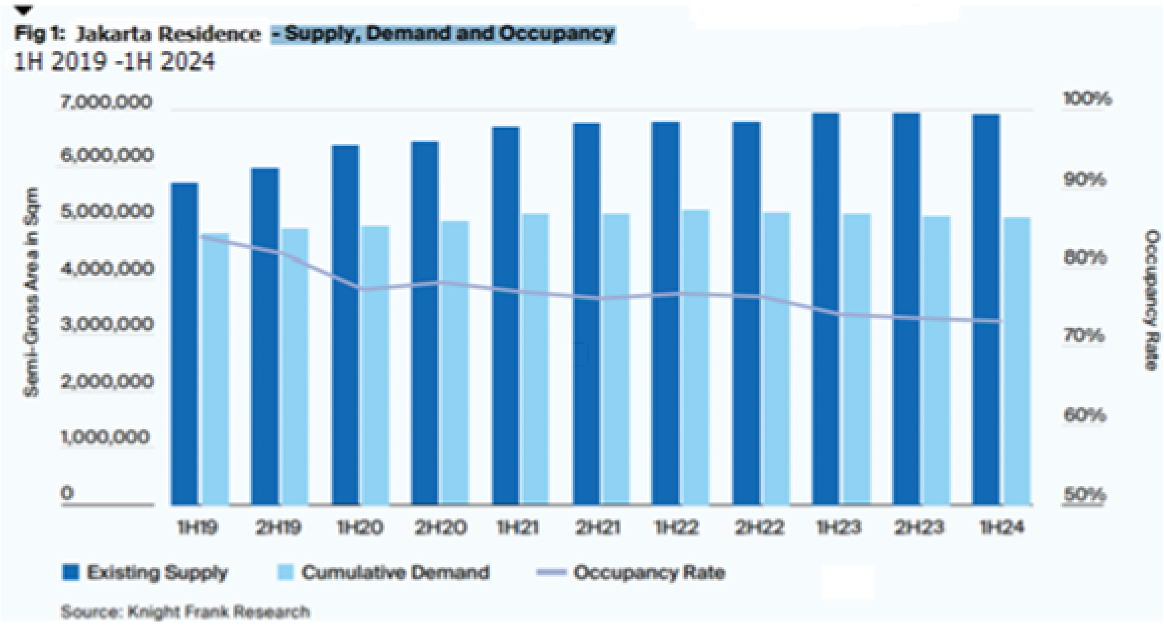

Figure 3. Supply, Demand and Declining in Occupancy for House Residence 2024

Based on the above report by Knight Frank Research (2024), the overall condition of Jakarta housing residence demand by annual net absorption was observed to be more sluggish this year as more occupiers opted to renew their existing locations or upgrade to newer and better buildings, yet with smaller spaces as part of their cost-saving strategy and to adapt to a more open-space workplace. There was a decline of 11% from last year's absorption, decreasing from 49,000 sqm (2023) to 38,500 sqm (2024).

The increase in new supply throughout the year symbolized that the Housing residence market experienced a recovery stage amidst the uncertainty brought by the global economic slowdown and rising inflation. Recently, the market welcomed as of the second half of 2024, Jakarta's supply of landed residential homes stood at approximately 27,000 units. The total inventory of upper-middle houses grew by 34% in the third quarter of 2024 compared to the previous quarter. Urban areas such as South Tangerang led the inventory additions in this segment. However, it is foreseen that the market will experience a mute period in new project developments as several ongoing projects are being postponed and pushed to the following year, particularly during the 2024 election year.

For the declining occupancy rate since the market shifted to oversupply condition, newer property faced difficulties securing pre-committed tenants, especially during the construction stage, leading to low occupancy upon operation. Such conditions took place as space inquiries spread amongst some new buildings. In terms of preference, tenants would prefer more readily occupied, along with sluggish annual demand growth unable to narrow down the supply-demand gap, the overall occupancy of the housing residence market decreased to 72%.

South Tangerang's rental market offers a range of housing options to meet different budgets and needs (Colliers Indonesia, 2023). Houses and townhouses are most sought-after in planned neighborhoods such as BSD City and Alam Sutera, which feature gated communities and amenities like schools and shopping areas (PropertyGuru, 2024). Families tend to choose these homes over apartments for added space and privacy.

For those on tighter budgets, kontrakan (lodging houses) serve as a practical solution. These no-frills accommodations, often with shared facilities, provide affordable shelter for students and low-income workers (Rosdi & Harith, 2020). While basic, they fill a crucial gap in the market, offering a steppingstone for those who can't yet afford pricier rentals.

Rental costs shift due to location, size, and facilities. Apartments near business districts or malls often charge premium rates, whereas distant units are cheaper (Smith, 2022). Larger, modern homes typically cost more than compact, older properties (Lee, 2021). Boarding houses, the most budget-friendly, adjust prices based on room size, included amenities, and distance from schools or offices (Garcia, 2020). These trends reflect market demand for convenience and comfort, pushing prices higher in central areas or for upgraded spaces. Meanwhile, simpler, smaller options cater to those prioritizing affordability over proximity or luxury, creating diverse rental tiers.

Market forces heavily influence these prices. When rentals are scarce, landlords can charge more. But when too many sit empty, prices drop to lure tenants. Broader economic conditions like inflation or shifting interest rates also play a role (Kim & Kim, 2022).

Competition among property owners is fierce. Some slash rents or throws in free WiFi to stand out, while others spruce up their units with fresh paint or new appliances. Online listings have become a battleground too. Platforms like Pinhome (2024) let landlords showcase properties widely, but they've also made it easier for renters to compare options forcing owners to sharpen their offerings.

Figure 4. Pinhome Home Rental Index (PHRI) (www.pinhome.id/research/en/indonesia-property-price-index, 2024)

South Tangerang saw a slight drop in annual rents for Type 54 properties in early 2024. According to the Pinhome Home Rental Index (PHRI), average rents fell by 2%, from 30 million to 29 million rupiah between January and June 2024 (Pinhome, 2024). This small decrease points to a market adjustment which is likely caused by too many similar rental units available and changing tenant priorities.

For Mon Property, this trend is concerning. The company faces lower occupancy rates (69% in 2025 vs. 85% in 2021) as newer competitors with modern amenities attract tenants

(Internal data, 2025). The price dip reflects broader market struggles: older properties struggle to compete without upgrades like parking or Wi-Fi, while oversupply makes it harder to retain tenants. Researchers aim to address how Mon Property can adapt its marketing strategy to stand out in this crowded and shifting market.

METHOD

The research design in the digital marketing framework combines historical analysis with theoretical development, utilizing secondary sources to trace the evolution of internet cultures (Busca and Bertrandias, 2020). This approach integrates practice theory and institutional theory to identify cultural repertoires, employing qualitative content analysis to categorize historical data. The structure of research will follow the consumer research framework composed of:

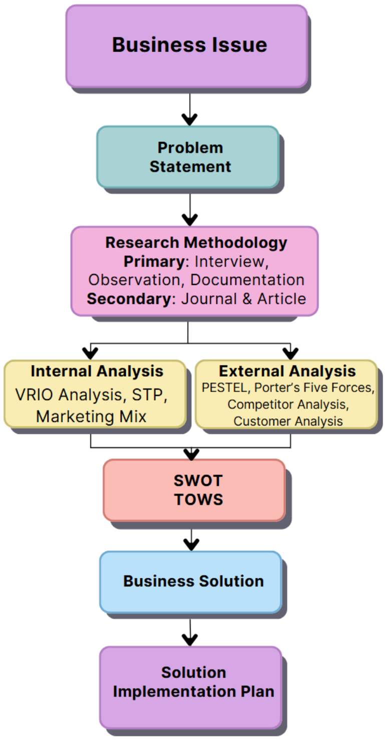

Figure 5. Research Design

For this research, a qualitative research approach to explore how tenants make decisions and rationalize actions when interacting with a particular product or service. Direct interviews, observation and documents are used to collect the primary data, meanwhile journals and articles provide secondary data (Creswell, 2023). Interviewing targets the revelation of patterns in how people analyze decisions, consider trade-offs and justify decisions. Observations pick up real-world conduct, such as indecision during decision-making or how time is spent weighing alternatives. In addition, documentations do offer additional context about recurring pain points or preferences.

VRIO model assesses business assets such as proprietary technology or experienced employees providing sustainable competitive edge. STP analysis outlines how well business divides its public, segments high value customers and distinguishes products from rivals. 7P marketing mix (product, price, place, promotion, people, process, physical evidence) reviews synergy between strategies and customer anticipation such as if pricing schemes are consistent with perceived value. External drivers such as regulatory reforms or arrival of new entrants are PESTEL and Porter's Five Forces analyzed to measure industry risk like substitute offerings or supplier power. Analytical frameworks lead the assessment of internal capabilities and external market forces. SWOT and TOWS matrix diagram strengths, weaknesses, opportunities, and threats are used to spot gaps in existing marketing strategies (Murhadi, 2024).

Conclusions guide marketing effectiveness improvement recommendations. A step-by-step implementation plan addresses realistic steps. Coordination of communications carefully ensures strategies respond to market trends like economic recessions affecting rental budgets. Enhanced agility of occupancy and increased market sensitivity are addressed through this effort coordination in a competitive rental housing market (Marharyta, 2024).

RESULTS AND DISCUSSION

Pestel

Mon Property's external environment within South Tangerang's business of rentals is impacted by a myriad of determinants from the PESTEL context. Political, economic, social, technological, environmental and legal are determinants of consideration here, as concepts are derived from realities within markets as well as from scholarly research (Saputri & Fachira, 2024; Kauskale et al., 2022).

Political Factors

Policies of the government are important to Mon Property operations. In 2024, Indonesia implemented tax incentives such as VAT exemption on new residential property to drive housing demand (Saputri & Fachira, 2024). Although policies present opportunities, it is still important to comply with zoning regulations and building permits. For example, rivals such as Synthesis Huis were delayed due to license issues, highlighting the importance of having good local government relations. Political instability, maybe regulatory reforms after 2024 elections, comes into the scene. Mon Property must walk through all of this for no interruption in projects and policy compliance for affordable housing schemes.

Economic Factors

Indonesia's GDP growth in 2024 at 5.11% increased the purchasing power of households, triggering demand for city rentals (Saputri & Fachira, 2024). Inflation and construction pressures from increased materials and worker shortage, though, make Mon Property's investment in refurbishing old units thin. As occupancy down to 69% has been brought by overabundance of rental stocks in Jakarta. It is raising huge competition among property owners. Tenants prioritize value-for-money, pressuring Mon Property to justify its pricing against newer rivals offering Wi-Fi and parking at similar rates. Interest rate fluctuations further complicate affordability, though delayed homeownership may indirectly benefit rentals.

Social Factors

Demographic change and lifestyle shift redefine the tenant. Urbanization in South Tangerang draws young professionals and students that represent 56.5% of Mon Property's tenants (Saputri & Fachira, 2024). Convenience, security, and proximity to transport terminals are Mon Property strengths via strategic access close to UIN Ciputat and KRL stations. Nevertheless, changing tastes for car parking lots (as reflected by 45% of prospective tenants) and quality toilets reveal shortcomings in provision. Post-pandemic, also, tenants demand work-from-home functional space, according to international trends towards technology-influenced living (Kauskale et al., 2022).

Technological Factors

Technology updates the rental management and advertising. Competitors utilize virtual tours and artificially intelligent social media promotions, and low digital activity with 0.29% Mon Property Facebook conversion rates of 0.29% are shown to be archaic strategies (Saputri & Fachira, 2024). Incorporating features such as online reservation software or chatbots would improve response to grievances against delayed reply from informants. Smart home features such as energy-saving equipment go untapped due to budget issues, and Mon Property falls behind technologically in terms of market.

Environmental Factors

Sustainability applies to rental choices increasingly. Sustainable offerings just like aesthetic design and energy-efficient lighting compete for green-aware renters are drawn to them (Kauskale et al., 2022). The current buildings of Mon Property do not have these amenities, decreasing appeal. Jakarta flood risks, not included in current maintenance practice, endanger long-term survival. The installation of rainwater tanks or solar panels might lower expenses and also appeal to tenants who want to live greenly, reflecting overall global environmentalism.

Legal Factors

Housing regulations compliance is not negotiable. Jakarta's policies strict zoning laws demand renovation permits, which are experienced in Synthesis Huis's delayed rebranding (Saputri & Fachira, 2024). Open lease terms communication and compliance with safety protocols enhance tenant trust, yet delayed feedback to maintenance responses could invoke legal conflicts. Labor regulations also affect staff management since they demand tenant rights communication and routine audits. Post-election policy changes represent a significant aspect to track to ensure operational stability.

Porter's Five Forces

Mon Property is a South Tangerang competitive rental market player, with its occupancy and profitability influenced significantly by factors outside its control. Porter's Five Forces framework provides the basis for this analysis to assess the industry forces impacting Mon Property using literature evidence (Rothaermel, 2023; Rungrotkankul et al., 2023) and empirical data from the internal study.

Threat of New Entrants

The South Tangerang rental housing market has witnessed new entrants providing contemporary amenities such as Wi-Fi, car parking and furnished apartments (Atieno & Maina, 2024). Although low entry barriers in the form of little capital needs for small-scale rental complexes allow new entrants to compete, regulatory issues such as zoning regulations and delay in permits constitute restrictions (Saputri & Fachira, 2024). For example, Synthesis Huis faced challenges in rebranding with licensing gaps in focus, highlighting regulatory risk (Mon Property, 2025). Long-established properties such as Mon Property have embedded community trust and prime locations close to hospitals and transport links. Long-standing infrastructure and low facilities erode its protection against established technology-based competitors (Knight Frank Research, 2024). In order to counteract this threat, Mon Property is promoting its 25-year heritage and value-for-money propositions, which are appealing to budget-conscious tenants (Yang & Lyshenko, 2024).

Power of Suppliers

Mon Property suppliers are construction material suppliers, maintenance companies and third-party platforms such as OLX and Google Maps. While building materials are standardized and in abundance supplied by various suppliers, third-party platforms expose the company to risk. For instance, algorithm changes on OLX can reduce ad exposure, affecting tenant acquisition (Mon Property, 2025). Product diversification into Facebook, locally based agents, and collaborations with universities prevent reliance (Mulia & Zaim, 2024). Balance between managing suppliers and product diversification channels makes Mon Property less vulnerable to a change of policy or cost increases overnight (Rungrotkankul et al., 2023).

Power of Buyers

South Tangerang renters are able to relish plenty of rental choices, thus being more at an advantage for negotiations. Studies indicate that 45% of would-be renters value car parking and 30% value poor response to maintenance as a breach of agreement (Mon Property, 2025). Similar price-setting competitors who have better facilities lead renters to such buildings, with falling occupancy levels from 85% (2021) to 69% (2025) (Knight Frank Research, 2024). To keep tenants, Mon Property offers flexible rents (e.g., discount for extended periods) and addresses complaints in a timely manner (Aoza'i, 2023). Making advertisements clearer, for example, clarifying parking constraints, also helps minimize mismatched expectations (Saputri & Fachira, 2024).

Threat of Substitutes

Substitutes include homeownership, informal rentals and co-living areas. In Indonesia, 5% of households rent because of cultural preferences for homeownership (Mon Property, 2025). Nonetheless, there is urban demand from students and professionals requiring temporary residence. Informal boarding houses have lesser rent but no legal protection and safety aspects. Mon Property counters substitute with focus on 24/7 security, flood-free areas and conformity to laws of housing (Ipsos, 2025). Emphasizing these benefits in advertisements lures cautious tenants willing to pay a steep rent for dependability (Rungrotkankul et al., 2023).

Competing with Competitors

Fierce competition arises from new buildings with contemporary architectural styles, gyms, and cafes, and in-your-face advertising on Instagram and TikTok (Mon Property, 2025). The use of traditional media by Mon Property such as banners and word-of-mouth restricts access, particularly among young people. Competitors also pitch to the same student and professional niches but employ virtual tours and landlord comments (Linardo, 2022). In an effort to stand out, Mon Property targets niche segments:

a. Students: Ads around UIN Ciputat campus emphasize proximity and affordability.
b. Families: Secure aspects such as CCTV and 24/7 security are highlighted.

Emphasizing online presence through up-to-date listings on OLX and virtual tours appeals to tech-oriented inclinations (Casais et al., 2024).

Table 1. Mon Property Porter's Five Forces Table

Force	Parameters	Risk Level	Mitigation Strategies	References
Threat of New Entrants	New properties with modern amenities; Low entry barriers for small rentals.	High	Highlight reputation and location; Offer budget-friendly pricing.	(Atieno & Maina, 2024; Yang & Lyshenko, 2024)
Power of Suppliers	Reliance on OLX/Google; Construction materials commoditized.	Moderate	Diversify marketing channels; Partner with multiple suppliers.	(Mulia & Zaim, 2024; Rungrotkankul et al., 2023)
Power of Buyers	High tenant mobility: Competitors offer better amenities.	High	Introduce flexible leases; Address maintenance delays.	(Aoza'i, 2023; Saputri & Fachira, 2024)

Threat of Substitutes	Homeownership; Informal rentals.	Moderate	Stress legal compliance and safety; Promote flood-free locations.	(Ipsos, 2025; Rungrotkankul et al., 2023)
Rivalry Among Competitors	Modern rivals with digital ads; Aging infrastructure.	High	Target niche segments; Improve online listings with virtual tours.	(Linardo, 2022; Casais et al., 2024)

Competitor Analysis

Mon Property is a strong competitor in South Tangerang's rental market, especially in terms of Ciputat and Sawah Lama with their low-income renters. Competitors tend to provide unfinished kost (boarding rooms) and kontrakan (rental houses) ranging from IDR 900,000 to IDR 2,000,000 per month for target clients consisting of students, young professionals, and low-income families (Linardo, 2022). The significant competitors focus on proximity to institutions of higher education, adaptable leases (per diem rent) and simple facilities such as shared toilet and token-operated electricity (Mon Property, 2025). The competitors mainly employ online platforms such as OLX and Mamikos for marketing, applying labels such as "dekat kampus" (close to campus) or "siap huni" (move-in condition) to seduce tenants (Saputri & Fachira, 2024).

While rivals equal Mon Property's price, none of them provide new facilities. That is, few houses have air conditioning or en-suite toilets and car park is rare (Table 4.3). Facilities such as partitions or modern security systems are rare and here Mon Property has the luxury of standing out. But online competitors prosper: Rumah123 or Mamikos ads feature elaborate photos and in-browser booking capabilities, whereas Mon Property's vintage ads lag behind in lower conversion rates (0.41% in OLX) as a result of incomplete descriptions and slow response times (Yang & Lyshenko, 2024).

To compete, Mon Property can take tips from competitors such as Kost Putri Minimalis, which collaborates with laundry rooms or Kontrakan Munaroh, which prioritizes safety with advertisements such as "aman dan nyaman" (safe and comfortable) (Mon Property, 2025). Higher transparency in advertisements such as offering timestamped images or virtual tours and possessing tiered rooms with additional Wi-Fi can fill the gap in amenities (Aoza'i, 2023). Also, levering its 25-year history and flood-free locations in advertising would counter competitors' newer designs (Knight Frank Research, 2024).

Table 2. Mon Property Competitor Analysis

No	Product	Price	Place	Promotion	People	Process	Physical Evidence
1	Kost Ciputat Baru	IDR 900,000	Jl. Cendrawasih No. 12	"Bisa harian/bulanan, area parkir luas"	Owner-managed	Contact via OLX chat or phone	Basic bed, shared kitchen, no furnishings
2	Rumah Kontrakan Petakan di Rempoa	IDR 1,200,000	Rempoa	Listed on Lamudi with photos and contact info	Owner-managed	Direct contact via phone	Simple design, tiled floor, painted walls
3	Kost Putra di Sawah	IDR 1,200,000	Sawah Lama, Ciputat	Listed on Mamikos with room details	Managed by landlady	Booking via	Basic room with window and ventilation

	Lama 20m²					Mamikos app	
4	Kost Putri Minimalis	IDR 1,200,000	Jl. Ki Hajar Dewantara No. 45	"Free Wi-Fi, dekat kampus & pasar"	Owner-managed	Direct contact via phone	Shared bathroom, 1 bed, fan, no AC
5	Kontrakan 20m²	IDR 1,200,000	Gang Musyawarah RT 05	"Tidak ada DP, listrik token"	Managed by landlady	Booking via Mamikos app	Empty room, shared well water
6	Rumah Kosong 30m²	IDR 1,200,000	Jl. Menjangan Raya	"Siap huni, dekat Transjakarta Koridor 2"	Managed by Ray White agent	Inquiry via Ray White website	Empty room, tile floors, no partitions
7	Kost Putra Non-AC	IDR 1,200,000	Jl. Ki Hajar Dewantara No. 30	"Free listrik, akses mudah ke kampus"	Managed by landlady	Booking via Mamikos app	Bed, fan, shared bathroom
8	Kost Putra di Ciputat 20m²	IDR 1,300,000	Ciputat	Listed on Mamikos with room details	Managed by landlady	Booking via Mamikos app	Basic room with window and ventilation
9	Kost Campur	IDR 1,300,000	Sawah Lama, Gang Haji Mamat	"Akses 24 jam, kamar mandi dalam"	Managed by property manager	Booking via Rumah123 platform	Single bed, wardrobe, private bathroom
10	Kost Putri di Pondok Cabe 20m²	IDR 1,400,000	Pondok Cabe, Ciputat	Listed on Mamikos with room details	Managed by landlady	Booking via Mamikos app	Basic room with window and ventilation
11	Kost Putra	IDR 1,400,000	Jl. Musyawarah RT 02	"Free laundry, dekat warung makan"	Managed by landlady	Booking via Mamikos app	Bed, study table, shared bathroom
12	Kontrakan 25m²	IDR 1,600,000	Jl. Ciputat Baru No. 88	"Tersedia sumur bor, listrik terpisah"	Owner-managed	Contact via OLX chat or phone	Empty room, backyard space
13	Kontrakan Munaroh 28m²	IDR 1,650,000	Jl. Cendrawasih Gang 7	"Aman dan nyaman, lingkungan keluarga"	Owner-managed	Contact via OLX chat or phone	Empty room, tile floors, shared water pump
14	Kontrakan 35m²	IDR 1,700,000	Jl. Sawah Lama Raya	"Cocok untuk usaha kecil"	Owner-managed	Contact via OLX chat or phone	Empty space, front area for kiosk
15	Kontrakan Studio 18m²	IDR 1,750,000	Komplek Cendrawasih Permai	"Unit baru, akses parkir motor"	Owner-managed	Direct contact via phone	Empty room, window ventilation
16	Rumah Kontrakan di Pondok Ranji 35m²	IDR 1,800,000	Pondok Ranji	Listed on OLX with photos	Owner-managed	Contact via OLX chat or phone	Simple design, tiled floor, small yard

17	Rumah Kosong 40m²	IDR 1,800,000	Jl. Sawah Lama RT 04	"Lokasi strategis, dekat pasar tradisional"	Managed by property manager	Direct contact via phone	Empty house, 1 bedroom, no partitions
18	Kontrakan 2 Petak di Sawah Lama, 35m²	IDR 2,000,000	Sawah Lama	Listed on OLX with multiple photos	Owner-managed	Contact via OLX chat or phone	Front yard, ceramic flooring, iron gate
19	Kontrakan di Jl. Aria Putra 30m²	IDR 2,000,000	Jl. Aria Putra, Ciputat	Listed on Lamudi with photos	Owner-managed	Direct contact via phone	Front yard, ceramic flooring
20	Ruang Kosong 15m²	IDR 1,000,000	Gang Buntu Menjangan	"Harga nego, cocok untuk single"	Owner-managed	Direct contact via phone	Empty room, no facilities

Customer Analysis

Mon Property's tenant demand has diverse requirements influenced by demographic, geographic, behavioral and psychographic needs. Knowing these informs the identification of gaps in current provision and tenant demand.

Demographic Profile

Young adults between the ages of 21 and 40 years (70%) are the majority of renters, followed by students (33%) and company employees (37%) (Mon Property, 2025). Homemakers and business owners are minority groups (7% and 23%, respectively). Value rentals (IDR 900,000–1,500,000/month) are sought after by affordable segments, especially students who need to juggle tuition fees and professionals with limited budgets (Ipsos, 2025). The gender ratio is slightly male (58% vs. 42%), reflecting the makeup of South Tangerang's working population (Saputri & Fachira, 2024).

Geographic Trends

Tenants target South Tangerang, more particularly Ciputat, because of universities such as UIN Ciputat, marketplaces and transport interchange hubs such as KRL Jurang Mangu station (Knight Frank Research, 2024). Residential nodes near business districts (e.g., Bintaro Xchange Mall) enhance corporate commuters' ease, while flood-free zones attract family buyers that care about safety (Iswara et al., 2024). Rivals in Sawah Lama and Ki Hajar Dewantara provide comparable connectivity but no long-term community bond such as the Mon Property (Linardo, 2022).

Behavioral Patterns

Tenants opt for short-term rental leases (67%) out of convenience, looking only on OLX and Google Maps but depending on word-of-mouth because of confusing advertisements (Mon Property, 2025). Decision-makers include:

a. Affordability: 45% refuse units that lack car parking, citing them as too costly (Naida et al., 2024).
b. Speed: Slow maintenance reactions (30% of grievances) and slow online responses (2+ hours) infuriate tenants (Yang & Lyshenko, 2024).
c. Safety: Security and CCTV 24/7 are not negotiable, especially for single tenants (Rungrotkankankul et al., 2023).

Psychographic Insights

Practicality instead of luxury for tenants. Students and employees balance studies and off-work employment and/or optimize travel time (Aoza'i, 2023). Fiscally conscious post-pandemia encourages consumers to browse listings, but Old Mon Property listings (no video or no Instagram presence) lose tech-savvy renters to others (Suartawan et al., 2024). Nevertheless, repeat tenants have convenient maintenance attendants and clear billing, albeit with still-existent desires for Wi-Fi or toilet-sitting (Mon Property, 2025).

Strategic Implications

Mon Property's renters need affordable, convenient and secure accommodations but are confronted with misalignments between facilities and online interaction. Narrowing the gaps like offering Wi-Fi as an additional facility, enhancing ad transparency and reducing complaint resolution time would render products in alignment with renter requirements (Saputri & Fachira, 2024; Rungrotkankul et al., 2023). Highlighting its strengths (place, price) and enhancing weaknesses (facilities, promotion), Mon Property can better cater to its target market of South Tangerang rental competition.

SWOT Analysis

Mon Property's SWOT is a blend of stability and adversity. Its strengths are its 25-year history, low rental and in close proximity to transit hubs and hospitals. Its weaknesses are old units with no car parking, Wi-Fi and contemporary restrooms, and dependence on old school marketing such as banners. Its opportunities are in online advertising targeted at young renters and low-level upgrades (new paint jobs, sit-down toilets) to compete. Threats come in the form of trendier competitors with more amenities, financial stress squeezing tenants' budgets and causing them to change preferences toward technology-savvy rentals. Meeting low prices with tiny increments may keep Mon Property competitive.

Table 3. Mon Property SWOT Analysis

Strengths	**Weakness**
• Established Reputation: Operating since 1998, Mon Property is a trusted name in South Tangerang's rental market.	• Outdated Features: Units lack car parking, Wi-Fi and modern toilets, making them less attractive compared to newer competitors.
• Affordable Pricing: Monthly rents range from IDR 900,000 to 1,500,000, appealing to students, small businesses and budget-conscious tenants.	• Traditional Marketing: Relies heavily on physical banners and word-of-mouth, missing younger renters who search online.
• Prime Locations: Units are near hospitals (Cinta Kasih Hospital), markets (Ciputat Market) and transit hubs (KRL Jurang Mangu, MRT Lebak Bulus), making daily commutes convenient.	• Low Digital Engagement: Online ads on OLX and Facebook have conversion rates below 0.5%, showing poor reach to tech-savvy audiences.
• Basic Amenities: Offers motor parking, 24-hour security and CCTV, providing essential safety and convenience.	• Aging Infrastructure: Buildings show wear (faded paint, old signage), reducing curb appeal.
Opportunity	**Threats**
• Digital Marketing Push: Creating social media campaigns or virtual tours could attract students and young professionals searching for rentals online.	• New Competitors: Flashy rentals with modern amenities (air conditioning, furnished units) lure tenants away, despite similar pricing.
• Cost-Effective Upgrades: Simple fixes like fresh paint, brighter lighting or adding sitting toilets could modernize units without big investments.	• Economic Pressures: Rising inflation or interest rates could strain tenant budgets, leading to vacancies or rent defaults.
• Flexible Leases: Offering discounts for long-term stays or payment plans might retain tenants facing budget constraints.	• Regulatory Risks: Stricter housing laws (example, safety standards) might require costly upgrades, squeezing profit margins.

• Urban Housing Demand: South Tangerang's growth creates chances to expand if Mon Property addresses tenant needs (example, adding Wi-Fi).	• Changing Preferences: Tenants increasingly seek tech-friendly spaces (smart locks, high-speed internet), leaving Mon Property's older units feeling outdated.

TOWS Analysis

TOWS matrix is a real-world strategy tool based on the SWOT analysis for designing realistic strategies. Internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors are combined to enable Mon Property to identify strategies for exploiting its strengths, reducing threats, and avoiding risks (Weihrich, 1982). The TOWS matrix analysis based on Mon Property's SWOT is presented below in Table 4.3.

1. Strengths-Opportunities (SO) Strategies

These strategies leverage Mon Property's strengths to grasp external opportunities. Mon Property capitalizes on possessing good locations to use for Digital Campaigns. Mon Property's proximity to markets, hospitals, and transportation points (Knight Frank Research, 2024) can be leveraged in targeted digital promotion. For instance, virtual tours highlighting the 5-minute walk from KRL Jurang Mangu station or UIN Ciputat could be used to entice students and working professionals (Yang & Lyshenko, 2024). Social media advertising that uses hashtags like #AffordableRentCiputat would gain more exposure among young tenants.

Mon Property employs bundle price affordable with cost-saving upgrade. The firm's low rents (IDR 900,000–1,500,000/month) appeal to price-conscious tenants. Adding Wi-Fi or furniture rentals (Aoza'i, 2023) as upgrades from local vendors would create perceived value without increasing base prices. This satisfies tenant demand for up-market amenities at little cost.

Mon Property is employed to increase urban residential demand under collaborations. Collaborations with institutions such as UIN Ciputat, for example, to provide students discounted rents (Mon Property, 2025) take advantage of South Tangerang's increasing population within urban areas. Flyer postings on bulletin boards and referrals by agents could be responsible for driving occupancy rates.

2. Weaknesses-Opportunities (WO) Strategies

These tactics take advantage of weaknesses in order to exploit opportunities. Mon Property applies computerized marketing to stimulate online engagement

Mon Property's word-of-mouth and banner dependency peaks. Social media advertising on Instagram or TikTok (Casais et al., 2024) and regular time marking of photographs on OLX advertisements (Saputri & Fachira, 2024) would appeal to tech-enabled renters. Staff training to answer online queries within an hour (Linardo, 2022) would result in maximum conversions.

Mon Property makes use of refurbished aging infrastructure at minimal expenses. Outdated homes repel occupants looking for up-to-date facilities. Minor fixes such as repainting walls, placing sitting toilets or installing shelves (Yang & Lyshenko, 2024) cost little but improve attraction. Focusing branding stickers such as "Freshly Renovated" on promotions would make Mon Property stand out.

Mon Property alleviates auto parking shortages by partnering. Auto parking shortage (quoted by 45% of prospective tenants) can be leveled off by booking motorcycle spaces or partnering with adjacent lots (Mulia & Zaim, 2024). Marketing these as options in promotions would lower tenant turnover.

3. Strengths-Threats (ST) Strategies

Mon Property employs such tactics to tap strengths to respond to external threats. First, highlight safety and compliance to fight new competition

Brand-new apartments allure renters with hip looks but fail to include Mon Property's 24/7 security and flood-free surroundings (Ipsos, 2025). "Safety features" and "legally compliant" marketing statements (e.g., "25-Year Trusted Landlord") would sway families and cautious renters. Mon Property ads offer adjustable leases during economic slumps

Rising inflation constricts tenant budgets. Discounting long-term leases (Aoza'i, 2023) or providing payment plans is appealing to Mon Property's affordability strength. This can retain tenants during times of uncertain finances.

Mon Property leverages strength of position against changing tastes. In contrast to competitors' emphasis on technology-friendly buildings, Mon Property's proximity to transportation hubs cannot be matched. Offers highlighting "5-Minute Commute to Offices" (Iswara et al., 2024) would reinforce its position superiority.

4. Weaknesses-Threats (WT) Strategies

These measures prevent threats and weaknesses. Adequate procedures in a bid to reduce regulatory hazards have been put in place by Mon Property.

Current structures subject them to more regulating housing laws. Computerization of leases and maintenance instructions (Aozai, 2023) facilitates compliance and increases the efficiency rate. Machine payments would remove bureaucratic delays.

Mon Property practices high-tech tenant complaint systems. Prompt response to complaints erodes trust. Implementation of a WhatsApp complaint system (Rungrotkankul et al., 2023) and monthly follow-ups would result in prompt grievance redressal, which minimizes tenant discontent and lawsuit potential. Mon Property practices recreate physical evidence to correspond with Contemporary Competitors

Greater open monthly photo inspections (Saputri & Fachira, 2024) and video tours would beat out competitors' photo-realistic listings, overstating older ones' condition.

Table 4. Mon Property TOWS Analysis

Strategy Type	Strategies	Supporting Actions	References
SO (Strengths-Opportunities)	1. Promote prime locations through digital ads.	- Create virtual tours of nearby amenities.	(Knight Frank Research, 2024; Yang & Lyshenko, 2024; Aoza'i, 2023)
	2. Bundle affordable pricing with optional upgrades.	- Partner with Wi-Fi providers.	
	3. Partner with universities for student discounts.	- Distribute flyers on campuses.	
WO (Weaknesses-Opportunities)	1. Modernize online marketing.	- Train staff on digital tools.	(Casais et al., 2024; Saputri & Fachira, 2024)
	2. Renovate units with low-cost upgrades.	- Repaint walls and add toilets.	
	3. Resolve parking shortages.	- Reserve motorcycle parking zones.	
ST (Strengths-Threats)	1. Highlight safety and compliance.	- Update ads with safety features.	

	2. Introduce flexible lease terms.	- Offer loyalty discounts.	(Ipsos, 2025; Aoza'i, 2023; Iswara et al., 2024)
	3. Emphasize location in ads.	- Use keywords like "near transit hubs."	
WT (Weaknesses-Threats)	1. Digitize rental processes.	- Implement digital contracts.	(Aozai, 2023; Rungrotkankul et al., 2023; Saputri & Fachira, 2024)
	2. Improve tenant feedback systems.	- Launch WhatsApp feedback.	
	3. Enhance ad transparency.	- Conduct monthly photo audits.	

Business Solution

Mon Property requires a plan that balances functional enhancement to handle current declining occupancy. Enhance web visibility to begin integrating social media ad with unit interior images and local hotspots such as Bintaro Xchange. Incorporate virtual tours to enable renters to imagine themselves living there. Second, conduct subtle yet worthwhile physical enhancements installing toilets, painting the walls or providing Wi-Fi to catch up to those who do not have minimal costs. Offer variable rentals (i.e., six months' discounts) to maintain price-conscious residents. Educate staff to address complaints quicker and organize community activities to promote loyalty. Automate rental processes with electronic contracts and multiple payment methods (e-wallet, mobile bank) for ease. Finally, re-tint building facades with improved lighting or greening to create a good first impression.

Through the combination of lower rents and these focused enhancements, Mon Property can compete more effectively in South Tangerang's competitive market without losing its affordable heritage.

1. Proposed Marketing Mix

Mon Property suffers decreasing occupancy levels in the oversupplied rental market of South Tangerang due to traditional marketing campaigns and increased competition. Therefore, a new marketing mix strategy grounded in the 7Ps model (Kotler & Armstrong, 2024) is recommended. The strategy involves recommendations from internal studies, external market forces and informant perspectives, consistent with studies in rental property management (Aoza'i, 2023; Yang & Lyshenko, 2024).

2. Product: Modernizing Units to Meet Tenant Needs

Mon Property's unfurnished units are without contemporary facilities like Wi-Fi and parking of vehicles, thus a "value gap" arises with competitors (Aoza'i, 2023). Informants point out that there is dissatisfaction over old facilities, e.g., damaged tiles and no air conditioning, which discourages potential occupants. In offsetting the gap, low-cost improvement is suggested. For example, the installation of sitting toilets and collaborations with in-area internet service providers to provide voluntary Wi-Fi packages (Yang & Lyshenko, 2024) would increase appeal without much capital investment. Pilot models of renovations repainting walls or introducing shelving can be marketed as "Freshly Renovated" in adverts, responding to informant worries about misrepresentation postings (Saputri & Fachira, 2024). Such renovations align with findings highlighting product differentiation within congested markets (Mulia & Zaim, 2024).

3. Price: Managing Affordability and Perceived Value

Mon Property's rate (IDR 900,000–1,500,000/month) is only able to capture price-conscious tenants but is not able to capture value compared to others at the same rate with add-ons (Naida et al., 2024). Price tiering approach is suggested: standard units retain existing prices, premium categories provide Wi-Fi or AC for a slight premium (Aoza'i, 2023). Informants observe that ambiguous price information, like utilities not included, results in tenant dissatisfaction. Transparent communication using inclusions such as "motorcycle-only parking" in adverts would establish expectations (Saputri & Fachira, 2024). Flexible payment plans, for instance, for longer rentals at a discount, may also hold tenants by economic adversity (Linardo, 2022).

4. Place: Leveraging Location with Minor Enhancements

Hospitals, schools, and transit stations continue to be Mon Property's most selling points (Iswara et al., 2024). However, the following facility shortfalls according to informants supersede location advantages: insufficient parking. It can be resolved through rezoning of open areas as motorcycle-security areas and working with adjacent parking lots for motorcar parking (Mulia & Zaim, 2024). Small improvements, such as LED lighting, would give curb appeal without going too far down the environmental trend path (Kauskale et al., 2022). Promotions for "5-minute distance from KRL Station" or "flood-free location" would add location benefits (Yang & Lyshenko, 2024).

5. Promotion: Online Makeover to Target Larger Constituencies

Mon Property's word-of-mouth and banner dependence restricts exposure among younger renters. Informants express frustration with response time lags on OLX (more than 2 hours) and generic advertisements without the unit's specifics. An online makeover is necessary:

a. Virtual Videos: Display unit interior and surrounding facilities such as Bintaro Xchange Mall, counteracting informant grumbling over deceptive images (Casais et al., 2024).
b. Hashtag Social Media Campaigns: Tech-savvy target audiences on TikTok and Instagram using hashtags such as #AffordableRentCiputat (Tanuwidjaja, 2025).
c. Real Time Messaging: WhatsApp Business API for timely response and chatbots for frequently asked questions minimize on tenant dropouts (Rungrotkankul et al., 2023).

Such measures align with research promoting hybrid marketing that merges digital precision with word-of-mouth trust establishment (Tanuwidjaja, 2025).

6. People: Improved Service Quality

Slow response and undermanning kill tenant trust. Complaining is expressed by informentes regarding outstanding maintenance requests and unprofessional calls. Empathy and problem-solving training sessions (Rungrotkankul et al., 2023), and recruitment of digital response dedicated teams, would render the services more efficient. Monthly monthly consultations with tenants via SMS or WhatsApp inquiring, "Is everything all right with your unit?" would tackle loyalty (Linardo, 2022).

7. Process: Streamlining Operations

Lengthy response times and inconsistent follow-ups hinder tenant satisfaction. Digitizing lease agreements and rent payments through online portals (Aozai, 2023) would simplify processes. Automated payment reminders and service-level agreements like replying to inquiries within one hour instill discipline (Mulia & Zaim, 2024). Informants highlight delayed repairs as a key issue; a WhatsApp-based feedback system would enable faster issue resolution (Rungrotkankul et al., 2023).

8. Physical Evidence: Creating Trust through Transparency

Deceptive ads harm the reputation of Mon Property. Reviews of rooms that "appeared nothing like the photos" emphasize the importance of truthfulness. Ongoing photo verifications of listed units (Saputri & Fachira, 2024) and adding "last updated" dates to listings would increase transparency. Video tours and including tenant feedback would restore trust, revealing actual conditions and with social proof (Casais et al., 2024).

Mon Property's suggested marketing mix fills major gaps developed by SWOT and STP analyses. Refurbishment of units, enhanced pricing clarity and use of digital technology would enable the company to keep pace with newer complexes without compromising its price-sensitive image. Tie-ups with local businesses and universities like discounted rents for UIN Ciputat students would utilize South Tangerang's urban development (Yang & Lyshenko, 2024). Routine check-up on carrying out tenant surveys and monitoring occupancy facilitates flexibility, as dynamic market literature asserts (Kotler & Armstrong, 2024). By taking these measures, Mon Property converts weakness into strength, solidifying its place in a competitive but changing rental market.

CONCLUSION

The report points out the main internal and external drivers behind Mon Property's declining occupancy in the competitive rental market in South Tangerang. Internally, such aging infrastructure as the lack of car parking area, Wi-Fi, and good toilets make the property less attractive in contrast to new entrants with similar pricing and better facilities. Dependence on conventional modes of advertisement like banners and word-of-mouth restricts exposure to digitally informed tenants, leading to meager conversion rates (0.41% on OLX). Operational inefficiencies like slow turnaround time for repairs and under-staffed teams reduce tenant satisfaction and loyalty further. Externally, the market is challenged by more aggressive newer structures with new styles and features such as air conditioning and fully furnished units. Monetary squeeze in the form of inflation and interest rates hike the purse strings of renters, whereas trends favor technology-led rentals (e.g., online viewings, smart home appliances) penalize Mon Property's older units. Over-supply as well as regulatory risk in Jakarta's housing market contribute to occupancy issues. For combating such evils, a two-pronged marketing approach is suggested. One, refurbished online promotions through renovated OLX ads, social media promotion, and virtual property tours enhance visibility among youth tenants. Two, affordable improvements such as fitting sitting toilets, repainting units, and collaborations with Wi-Fi associations bridge the amenities gap at no expense. Third, tenant retention programs such as loyalty rebates and periodic reviews manage long-term tenancy.

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