



Paper 1

Proposed Digital Marketing Strategy for Coworking Space (Case Study at Nextspace Bandung)

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Year	Number of People (in million)
2018	1.8
2019	2.0
2020	2.1
2021	2.6
2022	3.3
2023	4.1
2024	5.1

Coworking spaces are shared workplaces used by a wide range of professionals, mostly freelancers working at various levels of specialization in a broad domain of knowledge industries. Coworking started as a way to combine the independence of freelance work and a community sense of office space. The coworking philosophy is that having people working in different fields makes everyone's work more valuable and unique, providing confidence and more quality in the work itself. Like other platforms in the sharing economy, coworking is changing the way we travel, the way we shop, and the way we communicate.

Keywords - Nextspace, coworking space, Bandung, digital marketing, Instagram

A. Background of the Problem

The map displays the Bukit Timah area in Singapore, highlighting various parks and green spaces. Key locations include Bukit Timah Nature Reserve, Bukit Timah Park, and several smaller parks and green spaces like the 'BLOCK71' and 'BLOCK 10' areas. The map also shows major roads and landmarks like the National Library and the National Museum of Singapore.

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B. Formulation of the Problem

Coworking spaces offer products that cater to the multiple needs of prospective coworkers in terms of attitudes, values, and situational conditions. The concept of coworking comes from the west, and most Indonesians don't know what coworking is. As a startup, Nextspace is still building brand awareness. The main problem that Nextspace faces is that the coworking trend in Indonesia is on the rise, but this doesn't seem to be in line with market awareness.

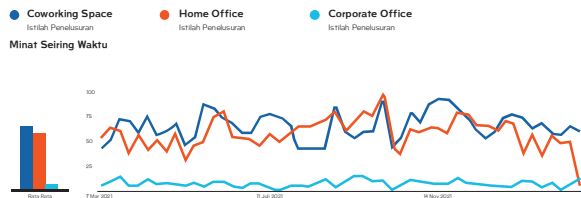


Fig. 3. Interest over time in coworking space

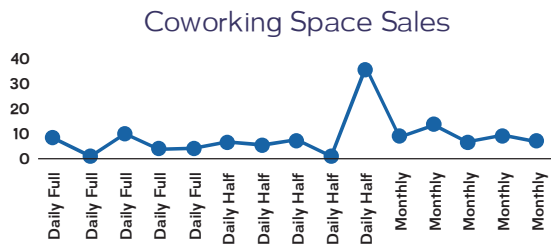


Fig. 4. Coworking space sales plot by time (sep 2021-jan 2022)

Nextspace has offered 10 products, 8 products (Coworking Daily Full, Coworking Daily Half, Coworking Monthly, Private Office, USPB, Meeting Room, Event Space and Classroom) handled by the Pods team and 2 products (Virtual Office and Legal Service) handled by the Cloud team.

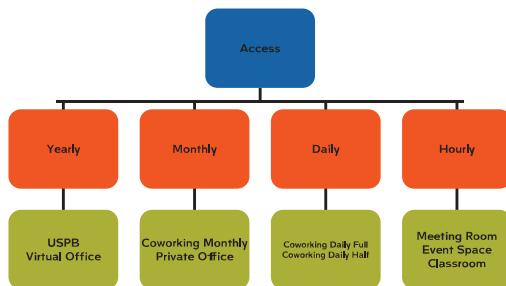


Fig. 5. Nextspace by access

Nextspace tries to increase their brand awareness through their channels, social media, and programs. Nextspace only uses online marketing and personal selling to generate income.

Based on Nextspace's business problems, here is a list of research questions related to the company's business problems:

1. What are the conditions in the industry where

Nextspace works?

2. What is the most appropriate digital marketing strategy for Nextspace?
3. What steps are required to execute a digital marketing strategy for Nextspace?

C. Research Purposes

The main objectives of this research are:

1. Knowing the internal and external conditions of Nextspace.
2. Propose the right digital marketing strategy to reach the market.
3. Identify the steps to do digital marketing for Nextspace.

D. Benefits of Research

The writing of this research is expected to provide theoretical and practical benefits. Theoretical benefits: can add knowledge in the field of Digital Marketing, especially regarding digital marketing strategies. Practical benefits: can provide input for corporate marketers, especially coworking spaces, to formulate the right digital marketing strategy.

II. LITERATURE REVIEW

A. Digital Marketing

Digital marketing is the marketing of products through digital media connected to the internet. Digital marketing refers to the use of digital channels such as the internet to promote, support and market a company's products or services. Digital marketing involves using social media channels in the commercialization process (such as email marketing, online advertising, search engine optimization, social media, pay-per-click, and viral marketing).

B. Digital Marketing Strategy

Digital marketing strategy refers to the strategies that companies use to advertise their products and services and improve their client experience through digital channels. There are various digital marketing strategies, including: social media channels such as Facebook and Twitter, Search Engine Optimization (SEO), email marketing, blogs and websites and marketing of products and services through online personalities and social influencers; companies can also use other digital marketing strategies such as video advertising, sponsoring content on more popular websites and making online sales such as flash sales. When using a digital marketing strategy, companies

can also save on marketing costs because digital marketing is much cheaper than traditional marketing channels, such as billboards, TV ads, and newspaper ads.

C. Coworking Space

Coworking space is a new workspace where users work with other people from different companies/ organizations in one place. Coworking space has emerged as an alternative to space in relatively expensive office buildings. Coworking spaces have the advantages needed in doing business that are currently very important, namely networking and collaboration. Coworking space providers usually already provide important facilities for businesses other than a place to work such as internet connections, meeting rooms to meet clients and also team discussions, as well as drinks such as mineral water, tea, and coffee. Coworking space is offered as a solution for anyone who wants to work with greater benefits and lower costs.

D. Previous Research

This previous research is the author's reference in conducting research, so that the author can enrich the theory used in reviewing the research conducted. Previous research that is used as a reference is related to the proposed digital marketing strategy. Based on the results of the research conducted, most stated that the proposed digital marketing strategy must be in line with the company's external and internal analysis and can increase brand awareness.

E. Framework

As a newcomer to the coworking space industry, Nextspace has many problems and challenges. Starting with defining the business problem to find out what kind of problems Nextspace is facing, then doing internal and external analysis to find out the state of the business, then doing a SWOT analysis to find solutions on how to solve Nextspace problems. Internal analysis consists of STP analysis and marketing mix analysis. External analysis consists of PEST analysis, Porter 5 Forces analysis, competitor analysis, and consumer analysis.

F. Research Model

A research model is needed to guide this research and is shown in the figure below:

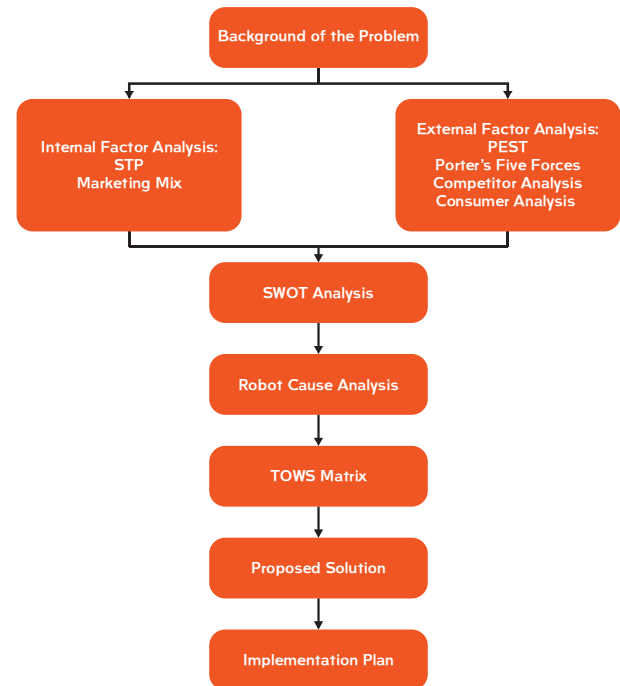


Fig. 6. Research model

III. RESEARCH METHODOLOGY

A. Research Object, Place and Time

The object of this research is the marketing section of Nextspace. This research was conducted in Bandung with the research time starting from March to May 2022.

B. Types of Research

The research method used in this study is a qualitative method.

C. Data Types and Sources

The types of data used in this research are primary data and secondary data. Primary data is obtained from Nextspace managers as well as Nextspace's target market or potential market. Secondary data obtained from agencies or companies or parties related to this research.

D. Data Collection Technique

Primary data was obtained through observation and interviews with Mrs. Indri as Nextspace manager, as well as through distributing questionnaires to Nextspace's target market or potential market. Secondary data obtained through searching on the internet.

E. Data Analysis Method

To solve the problems faced by Nextspace, the authors use TOWS analysis to identify Nextspace alternative digital marketing strategies based on what they have.

IV. DATA PROCESSING AND ANALYSIS

A. Company Profile

Nextspace was founded to provide a space for the creative community to work, connect and collaborate. In 2019 Nextspace has its first place right in the heart of Bandung City.



Fig. 7. Nextspace Logo

B. Organizational Structure and Design Approach

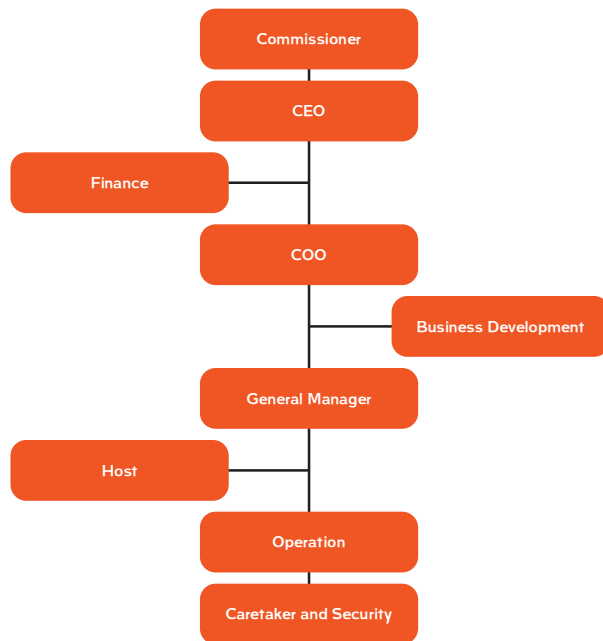


Fig. 8. Nextspace organizational structure

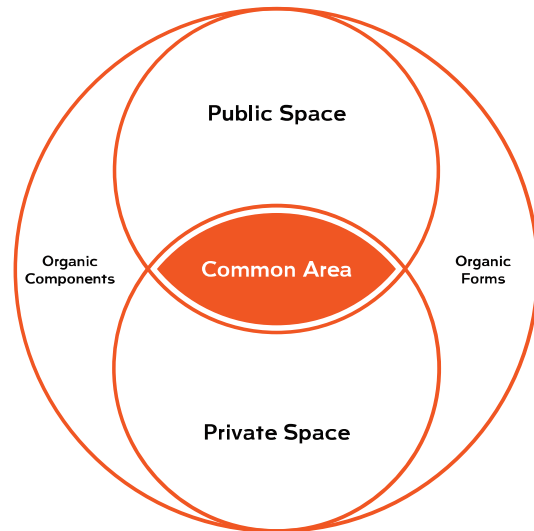


Fig. 9. Nextspace design approach

C. Facilities and Services

1. Public Space: Hotdesk, Event room
2. Private Space: Dedicated desk, Private office space
3. Common areas: Meeting rooms, Idea rooms, Self-service kitchens, Outdoor gardens, Outdoor balconies
4. Services: High speed internet access, Printing and copying, Virtual office services, Business formation, Private lockers, Consulting and mentoring, Program and event management

D. Rental Packages

1. Coworking Daily Full
2. Coworking Daily Half
3. Coworking Monthly
4. Private Office
5. USB
6. Meeting Room
7. Event Space
8. Classroom
9. Virtual Office
10. Legal Service

E. Location

Nextspace is located in the heart of downtown Bandung, in the Riau area.



Fig. 10. Nextspace (Front View)

F. Internal Analysis: STP

Table 1. - Nextspace Segmenting

Segmentation	Description
Geographic	Region: Bandung Density: Urban
Demographic	Age: >19 years old Gender: Male, Female
Social Class	Occupation: Web developer, IT, Design, Business development, Finance, General, Fintech Education: High school, Bachelor, Master Income: IDR 2,000,000 – IDR 50,000,000
Psychographic	Lifestyle: Hard worker, Digital lifestyle Personality: Sociable, Active, Humble, Open, Closed, Creative, Initiative, Explorer
Behavior	People who want to: start a business, need a place to work, build a community, need relationships

Table 2 - Nextspace Targeting

Targeting	Description
Geographic	Region: Bandung Density: Urban
Demographic	Age: 18 - 40 years old Gender: Male, Female
Social Class	Occupation: Entrepreneur, Employee, Student, Business Development Education: Bachelor, Master, Doctor Income: > IDR 1,500,000
Psychographic	Lifestyle: Sociable, Up-to-date Personality: Sociable, Attractive, Influential

Behavior

People who want to do something in the center of Bandung City with a comfortable place to network, need a place to work, and grow their business

Nextspace's positioning is to develop communication and activities through coworking spaces that offer an environment where community, collaboration, and creative thinking are part of work life.

G. Internal Analysis: Marketing Mix

Table 3 - Nextspace Package

No.	Package	Description
1.	Coworking Daily Full	Someone who wants to rent for a day and will get unlimited internet facilities and access for a day
2.	Coworking Daily Half	Someone who wants to rent 12 hours and will get unlimited internet facilities and access for 12 hours
3.	Coworking Monthly	Someone who wants to rent a month and will get unlimited internet facilities and access for a month
4.	Private Office	The office concept provided by Nextspace with facilities and internet provided for a minimum of 1 month rental and will get free access in and out during operating hours
5.	USPB	The office concept provided by Nextspace with facilities and internet provided for a minimum of 12 months rent and will get free access in and out during operating hours
6.	Meeting Room	Room with a private concept that can accommodate 8-15 people at a rate adjusted to rental hours
7.	Event Space	Space offered by Nextspace to hold events with a capacity of 20-200 people, using an hourly rental rate
8.	Classroom	Someone who wants to rent 1 hour and will get unlimited internet facilities and access for 1 hour
9.	Virtual Office	Based on the facilities and benefits offered, this package is divided into 3, namely Lite, Budget, and Premier
10.	Legal Service	The services offered include making PT, CV, and PMA



Fig. 11. Nextspace Coworking Space



Fig. 12. Nextspace Meeting Room



Fig. 13. Nextspace Communal Area



129 likes
betterwith.us Hello #GenerasiUS kali ini ada promo spesial loh buat kamu dan bestie kamu. Check yuk!

Fig. 14. Nextspace Coworking Space Promotion

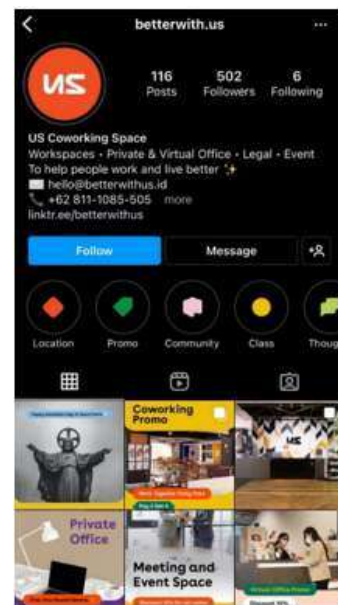


Fig. 15. Nextspace Instagram



Fig. 16. Nextspace Location

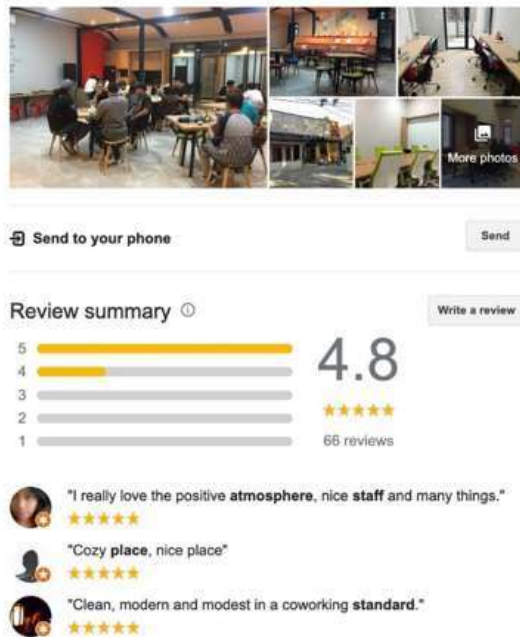


Fig. 16. Nextspace Rating

Table 4 - Nextspace Product Pricelist

No.	Access	Product	Price (IDR)
1.	Daily	Coworking Daily Full	75.000/day
2.	Daily	Coworking Daily Half	50.000/day
3.	Monthly	Coworking Monthly	585.000/month
4.	Monthly	Private Office	1.100.000/pack /month
5.	Annual	USPB	6.000.000/pack /year
6.	Per Hour	Meeting Room	150.000/hour
7.	Per Hour	Event Space	500.000/hour
8.	Per Hour	Classroom	250.000/hour

9.	Annual	Virtual Office	Lite: 4.000.000/year/ company Budget: 6.500.000/year/ company Premiere: 9.000.000/year/ company
10.	-	Legal Service	Starting from 3.800.000

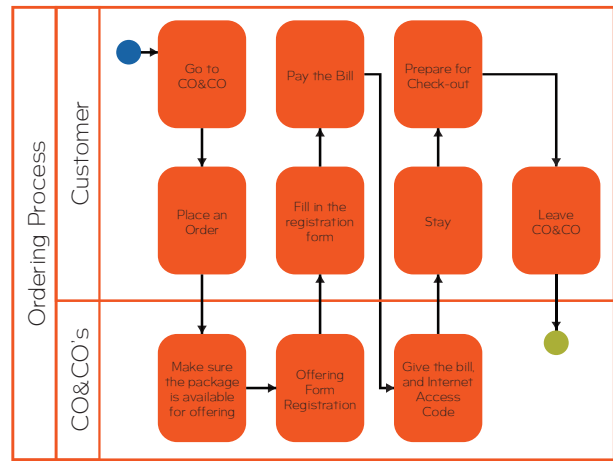


Fig. 18. Ordering process at nextspace

H. External Analysis: PEST

The PEST analysis shows that there are both positive and negative factors to consider in the coworking industry. Coworking is inherently an industry that works primarily with independent freelancers and small businesses. Space operators, like small businesses themselves, face possible low revenue streams and often need to increase their space with other sources of income. Socially, building a community may be much more challenging than designing a functional space. Coworking is a young and growing industry that is well positioned to gain lucrative political support especially for the economic and social benefits it provides to local communities. It is an active vehicle that transports new field workers and integrates seamlessly with new technologies and business trends. While there are many challenges in operating a coworking space, the long-term benefits are enormous with many new and unexpected opportunities yet to unfold.

I. External Analysis: Porter 5 Forces

Based on Porter's five forces analysis framework, the coworking industry has several interesting aspects. This is a very new and growing industry with few competitors and equivalent substitutes. Entering this industry can be

difficult, not from a capital requirements perspective, but because of the essential need to integrate the right mix of suppliers and buyers into a sustainable business model.

J. External Analysis: Competitors

Table 5 – Competitor Analysis

Marketing Mix	Nextspace	Eduplex	CO&CO
Product	Operational hour Monday-Friday: 09.00 – 18.00 Saturday-Sunday: closed	Operational hour Monday-Friday: 08.00 – 21.00 Saturday-Sunday: 08.00 – 19.00	Operational hour Monday-Friday: 08.00 – 20.00 Saturday: 10.00-15.00 Sunday: closed
Price	Starting from IDR 50,000.00	Starting from IDR 60,000.00	Starting from IDR 50,000.00
Place	Central Bandung Near school area, culinary, shopping center	Central Bandung Near school area, culinary, shopping center, famous street	Central Bandung Near school area, culinary, shopping center
Promotion	Sales promotion: daily pass, seasonal discount, student discount Ads: Instagram, Facebook	Sales promotion: student discount, daily pass Ads: Instagram, Facebook, Twitter	Sales promotion: daily pass, seasonal discount, student discount Ads: Instagram, Facebook, Twitter
People	Management team (finance, business development and general manager), host staff, management staff, security staff and operations staff	Management team (sales, marketing, accounting, finance, human resources), service staff, security staff, cleaning staff, kitchen staff and bar staff	Management team (finance, business development and general manager), host staff, management staff, security staff and operations staff
Physical Evidence	Public spaces (hotdesk, event rooms), Private rooms (dedicated benches, private offices), Common areas (meeting rooms, idea rooms, self-service kitchens, outdoor gardens, outdoor balconies)	Main area, meeting room, event room, game room, cafe	Public spaces (hotdesk, event rooms), Private rooms (dedicated benches, private offices), Common areas (meeting rooms, idea rooms, self-service kitchens, outdoor gardens, outdoor balconies)
Process	Onsite reservation	Onsite reservation	Onsite reservation

K. External Analysis: Customers

Overall, several facts have been found from the research conducted by the author. First of all, the most popular and widely used social media is Instagram. Second, almost everyone uses a smartphone to access social media. Third, according to the survey, it is proven that the most attractive promotional content is related to product advantages. Finally, this study also finds that the company's track record is the most important element in increasing customer trust. Departing from the conclusion of the customer analysis above, this study will pay special attention to Instagram as a promotional medium, as well as the addition of Facebook and Tiktok. The study

will formulate strategies that showcase the benefits of products and useful content to increase brand awareness. The strategy will also use paid advertising to optimize social media use.

L. SWOT Analysis

Strength

1. Good rating
2. Strategic location
3. Extensive network
4. Nice atmosphere

Weakness

1. Internal sales growth is still volatile (internal sales growth is unstable).
2. Room, especially meeting rooms are limited in number.
3. The registration and ordering system is still offline.
4. Low follower engagement on social media (Instagram).
5. Digital marketing is still lacking.

Opportunity

1. Purchase of recurring memberships from registered members.
2. Establish cooperation with BEKRAF which supports creative economic growth.
3. Increasing trend of WFH (Work From Home).

Threat

1. The rapid growth of the number of competitors in Bandung.
2. There are substitutions such as cafes that provide a table and internet connection.
3. The designs and services offered are easy to imitate.
4. Most people are still unfamiliar with the concept of coworking space.

M. Root Cause Analysis



Fig. 19. Root cause analysis on nextspace

N. TOWS Analysis

Table 6 - Nextspace Tows Matrix

	Strength (S)	Weakness (W)
	1. Good rating 2. Strategic location 3. Extensive network 4. Nice atmosphere	1. Unstable internal sales growth 2. Limited meeting room 3. Offline ordering system 4. Low engagement on social media 5. Lack of digital marketing
Opportunity (O)	SO Strategy	WO Strategy
1. Repeat membership purchases from registered members 2. Cooperating with BEKRAF 3. Increasing trend of WFH (Work From Home)	S2-O1 Comprehensive media social campaign S3-O2 Hold an event in collaboration with BEKRAF	W1-O3 Further research and development on the coworking industry in Bandung W4-O1 Create interactive content by leveraging existing features W1-O1 Create a membership program W5-O3 Using Instagram ads as promotional media W5-O3 Using search engine optimization to improve website search rankings
Threat (T)	ST Strategy	WT Strategy
1. The rapid growth of competitors in Bandung 2. There is a substitution 3. The designs and services offered are easy to imitate 4. The concept of a coworking space that is not widely known	S4-T4 Make a public relations marketing strategy S1-T1 Making seasonal promotions	W1-T4 Sales promotion using influencers to educate and explain about the benefits of working in a coworking space W3-T3 Improve facilities and systems

O. Proposed Solution

1. Comprehensive social media campaign: Spreading information about the coworking space concept, Leveraging the most engaged content, Scheduled content shooting, Trademark photos, Feed settings
2. Create seasonal promotions via Instagram: Ramadan month, 10.10/11.11/12.12/12.3/23.4, National holiday promo

(independence day)

3. Create interactive content by utilizing existing features: Using Instagram Ads as promotional media, Calls to be active on Instagram with Trivia or Fun Fact, Giveaway
4. Using SEO to improve website search rankings

V. CONCLUSION AND SUGGESTION

A. Conclusion

1. In terms of internal conditions, Nextspace has great potential which is supported by a strategic location. For external conditions, although there are many challenges in operating a coworking space, the long-term benefits are quite large with many new opportunities yet to be revealed.
2. There are four strategies for a total of eleven actions to execute a digital marketing strategy for Nextspace. The first strategy is a comprehensive social media campaign, the second is to create interactive content by utilizing existing features, the third is to create seasonal promotions through Instagram, and the fourth is to use search engine optimization to improve website search rankings.
3. A comprehensive social media campaign consists of five actions, namely disseminating information about the coworking space concept, leveraging the content that gets the most engagement, scheduled content shooting, trademark photos, and setting feeds. Creating interactive content by utilizing existing features consists of three actions, namely using Instagram ads as promotional media, active invitations on Instagram, and giveaways. Seasonal promotions through Instagram consist of three actions, namely Ramadan promotions, beautiful date promotions and big day & national day promotions. Using SEO consists of one act which is to use Google Reviews.

B. Suggestion

This research only focuses on digital marketing strategies. Nextspace is a startup company with great potential for development, so other authors may be able to discuss strategies for other business areas such as human resources, finance, and operations that are not included in this study.

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