

**Developing A Digital Marketing Strategy For Pt Aqmar Expat
Services: A Business Plan To Enhance Client Acquisition And
Competitiveness In The Visa Consultancy Market.**

THESIS



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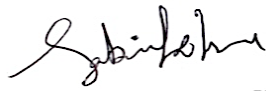
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THANK YOU

Praise and gratitude to the presence of God Almighty because of the grace and blessings given, the author was able to complete the writing of the Final Assignment entitled: " Developing A Digital Marketing Strategy For Pt Aqmar Expat Services: A Business Plan To Enhance Client Acquisition And Competitiveness In The Visa Consultancy Market ". This Final Assignment is written to fulfill the requirements to achieve a Bachelor of Economics degree in Management Study Program, at the Faculty of Economics and Social Sciences, Bakrie University. The author realizes that the preparation of this Final Assignment will not be realized without the help and guidance of various parties from the lecture period until the preparation of this Final Assignment, it is very difficult for the author to complete it. Therefore, the author would like to thank:

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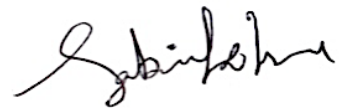
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I realize that despite my best efforts, there may still be shortcomings and limitations in this plan. Therefore, I welcome any constructive criticism and suggestions for improvement in the future.

I hope this plan will benefit PT AQMAR Expat Services and all those who read it

Jakarta, July 31, 2025



Sabina Khan

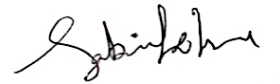
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Developing A Digital Marketing Strategy For Pt Aqmar Expat Services: A Business Plan To Enhance Client Acquisition And Competitiveness In The Visa Consultancy Market.

Sabina Khan

ABSTRACT

This research aims to develop a comprehensive digital marketing strategy for PT AQMAR EXPAT SERVICES, a visa consultancy firm based in Indonesia, specializing in expatriate services. Despite its established reputation in providing visa and legal assistance, the company faces significant challenges in expanding its client base and maintaining competitiveness in a rapidly evolving digital landscape. Key issues identified include low digital visibility, lack of a professional website, ineffective communication channels, and operational inefficiencies. Using a case study design structured around the Design Thinking framework, this study explores the company's challenges and proposes actionable digital marketing solutions. The study adopts a qualitative methodology, including interviews with clients and staff, to gather insights into the pain points experienced by both parties. The findings reveal that clients struggle with the absence of clear online information and face communication breakdowns due to reliance on informal platforms like WhatsApp and Instagram. Additionally, internal staff experience burnout due to manual workflows and a lack of a centralized system for managing client interactions. To address these issues, this research proposes the development of a multilingual, SEO-optimized website, the implementation of a Customer Relationship Management (CRM) system, and the integration of automated tools such as chatbots for real-time assistance. These interventions are designed to enhance the company's digital trust, improve client engagement, streamline internal processes, and ultimately boost its competitiveness in the visa consultancy market. The study concludes with practical recommendations for PT AQMAR EXPAT SERVICES to adopt a more professional digital marketing approach, fostering long-term growth and increased client satisfaction.

Keywords: Digital Marketing Strategy, SEO, Expat Services Visa Consultancy, (CRM), Client engagement

Mengembangkan Strategi Pemasaran Digital untuk PT AQMAR EXPAT SERVICES: Rencana Bisnis untuk Meningkatkan Akuisisi Klien dan Daya Saing di Pasar Konsultasi Visa

Sabina Khan

ABSTRACT

Penelitian ini bertujuan untuk mengembangkan strategi pemasaran digital yang komprehensif bagi PT AQMAR EXPAT SERVICES, sebuah perusahaan konsultan visa yang berbasis di Indonesia dan mengkhususkan diri dalam layanan ekspatriat. Meskipun memiliki reputasi yang mapan dalam memberikan bantuan visa dan hukum, perusahaan ini menghadapi tantangan besar dalam memperluas basis klien dan mempertahankan daya saing di tengah lanskap digital yang berkembang pesat. Beberapa masalah utama yang diidentifikasi meliputi visibilitas digital yang rendah, kurangnya situs web profesional, saluran komunikasi yang tidak efektif, dan ketidakefisienan operasional. Menggunakan desain studi kasus yang dibangun berdasarkan kerangka Design Thinking, penelitian ini mengeksplorasi tantangan yang dihadapi perusahaan dan mengusulkan solusi pemasaran digital yang dapat diterapkan. Penelitian ini mengadopsi metodologi kualitatif, termasuk wawancara dengan klien dan staf, untuk mengumpulkan wawasan mengenai masalah yang dialami oleh kedua pihak. Temuan penelitian mengungkapkan bahwa klien kesulitan dengan ketiadaan informasi yang jelas secara daring dan menghadapi gangguan komunikasi karena ketergantungan pada platform informal seperti WhatsApp dan Instagram. Selain itu, staf internal mengalami kelelahan akibat alur kerja manual dan kurangnya sistem terpusat untuk mengelola interaksi klien.

Untuk mengatasi masalah ini, penelitian ini mengusulkan pengembangan situs web multibahasa yang dioptimalkan untuk SEO, implementasi sistem Customer Relationship Management (CRM), dan integrasi alat otomatis seperti chatbot untuk bantuan waktu nyata. Intervensi ini dirancang untuk meningkatkan kepercayaan digital perusahaan, memperbaiki keterlibatan klien, menyederhanakan proses internal, dan pada akhirnya meningkatkan daya saing perusahaan di pasar konsultan visa. Penelitian ini menyimpulkan dengan rekomendasi praktis bagi PT AQMAR EXPAT SERVICES untuk mengadopsi pendekatan pemasaran digital yang lebih profesional, yang akan mendorong pertumbuhan jangka panjang dan meningkatkan kepuasan klien.

Kata Kunci: Strategi Pemasaran Digital, SEO, Layanan Ekspatriat, Konsultan Visa, Manajemen Hubungan Pelanggan (CRM), Keterlibatan klien.

CHAPTER I.....	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Objectives	4
1.4 Significance of the study	4
1.6 SCOPE AND LIMITATIONS OF THE STUDY	6
CHAPTER 2.....	7
LITERATURE REVIEW.....	7
2.1 CONCEPT OF DIGITAL MARKETING	9
2.2 DIGITAL MARKETING STRATEGIES IN THE SERVICE SECTOR	10
TABLE 2.3	11
2.2.1PERSONALIZATION THROUGH CRM AND DATA ANALYTICS	12
2.2.4 CUSTOMER-CENTRIC JOURNEY MAPPING	13
2.2.5 AGILITY AND INNOVATION IN DIGITAL EXECUTION	14
TABEL 2.5:.....	15
2.3 SEARCH ENGINE OPTIMIZATION (SEO) AND WEBSITE OPTIMIZATION	16
2.4 CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN SERVICE FIRMS	19
2.5 REVIEW OF PREVIOUS STUDIES	22
2.6 FRAMEWORK DIGITAL PRESENCE AND TRUST	24
Chapter 3.....	26
RESEARCH METHODOLOGY.....	26
3.1 <i>Research Approach and Type</i>	26
3.2 <i>Research Location and Time</i>	26
3.3 <i>Data Collection Techniques</i>	26
3.4 <i>Data Analysis Techniques</i>	27
3.5 <i>Validity and Reliability</i>	28
3.6 <i>Research Design</i>	30
1. <i>Empathy</i>	30
2. <i>Problem Definition</i>	31
Client Pain Points:.....	31
3. <i>Ideation</i>	32
<i>Figure 3.1 Brainstormed D Ideas</i>	33
4. <i>Prototyping</i>	33
• Example Website Features:	34
• Staff Feedback:	36
CHAPTER 4.....	37
RESULTS AND DISCUSSION.....	37
4.1 Company Profile of PT AQMAR EXPAT SERVICES Expat Services.....	37
4.2 Current Digital Marketing Practices	40
4.2.1 Social Media Use and Communication Platforms.....	41
4.2.2 Lack of a Professional Website	42
4.2.3 Manual Communication and Workflow Challenges	43
4.2.4 SEO and Content Marketing Challenges.....	44
4.2.5 Conclusion and Recommendations for Improvement.....	44
4.3 Findings from Interviews	45

•	SWOT / GAP Analysis / Competitor Benchmarking	57
4.5	Proposed Digital Marketing Strategy.....	59
1.	Introduction	59
2.	Key Objectives.....	60
4.	Overview of Research Objectives and Structure	61
	Proposed Solutions.....	62
•	Testing and Feedback	64
6.	Timeline for Implementation	75
7.	Expected Outcomes and Metrics	75
6.	Budget Allocation	77
	CHAPTER 5.....	79
	CONCLUSION AND RECOMMENDATIONS	79
	5.1 Conclusion	79
	5.2 Practical Implications	79
	5.3 Research Limitations	80
	5.4 Suggestions for Future Research.....	81
	BIBLOGRAPHY	82

List of Tables

Tabel 2.1 Comparison of Visa Service Providers in Bali-----	8
Tabel 2.2 Strategic Positioning and Differentiation Matrix of Visa Service Providers in Bali-----	8
Tabel 2.3 Overview of Digital Strategy Models with a Sustainability Focus-----	11
Tabel 2.4 Summary of Digital Marketing Strategies in Services-----	14
Tabel 2.5 Digital Strategies and Their Sustainability Focus-----	15
Tabel 2.6 Review of Previous Studies-----	24
Tabel 3. 1 Key Themes of Client and Business Pain Points	28
Tabel 3. 2 Summary of Data Collection, Key Insights, & Triangulation Results	30
Tabel 3. 3 Digital Solutions and the Issues They Tackle-----	33
Table 4 1 Overview of Respondent Experiences and Improvement Needs.....	46
Table 4 2 Interview Findings of Client 1: Vikram (Investor Visa Case)	48
Table 4 3 Interview Findings of Client 2: Muahmmad Irfan of Malayasia	49
Table 4 4 Interview Findings of Client 3 FROM China	49
Table 4 5: Interview Findings with Ayesha, Customer Services Staff (Pakistan).....	51
Table 4. 6 Interview Findings with Dina, Social Media Officer (Indonesia)	52
Table 4. 7 Interview Findings with Jasmine, Sales and Marketing Staff.....	54
Table 4. 8 Interview Findings with Zishan A, Visa Applicant (Pakistan)	55
Table 4. 9 Interview Findings with Thi Van Phan, Visa Applicant (....)	56
Table 4 10 SWOT Analysis of PT AQMAR EXPAT SERVICES.....	59
Table 4. 11 Proposed Digital Features, Descriptions, and Benefits.....	65
Table 4 .12 Content Personalization for Target Audiences	66
Table 4 .13 Content Marketing Plan and Influencer Engagement Timeline	67
Table 4 .14 Content Marketing Plan and Influencer Engagement Timeline	70
Table 4. 15 Key Areas for Monitoring and Optimizing Chatbots and Automation Performance .	74
Table 4. 16 Strategic Implementation Plan and Key Action Areas.....	75
Table 4 .17 Implementation Timeline by Strategic Phase	75