

Integration of Corporate Communication and Marketing Communication in Strengthening the Corporate Image of Penta Books, an Import Book Distributor

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ABSTRACT

This research investigates the strategic integration of marketing communication and corporate communication within a leading educational book distribution company in Indonesia, PT. Penta Inti Edukasi. The research question addresses how these two forms of communication are integrated to support the company's brand image and strategic objectives. Utilizing in-depth interviews, the study explores the perceptions and practices of key stakeholders, including the CEO and the marketing team. The findings reveal that the integration of marketing and corporate communications not only strengthens market positioning but also enhances relationships with stakeholders. This study provides new insights into the implementation of integrated communication in the education sector, illustrating how both complement each other to support educational advancement through high-quality educational material provision. The conclusion of this study underscores the importance of synergy between marketing narratives and corporate values in building a sustainable reputation and trust.

Keywords: *Marketing Communication, Corporate Communication, Strategic Integration*

INTRODUCTION

In the contemporary era of globalization, companies are faced with rapid technological transformations, changes in consumer behavior, and increased global competition (Vives, 2019). Penta Inti Edukasi, as a distributor of imported educational books, has demonstrated its commitment to enhancing educational quality through the provision of high-quality teaching materials. The positive feedback from schools across Indonesia has reaffirmed the significant role of the company in the educational sector. However, the COVID-19 pandemic has accelerated changes within the educational sector, including the adoption of online learning and educational technologies, presenting both new opportunities and challenges for the company (Chikán et al., 2022).

The integration of Corporate Communication and Marketing Communication has become crucial as the company seeks to strengthen its corporate image in response to

these changes. Corporate Communication includes internal communications, crisis management, and brand management, while Marketing Communication involves promotional activities and public relations more directly linked to sales and public image. This research will explore how the combination of these two elements not only maintains but also enhances the company's image in the context of stiff competition (Purchase & Volery, 2020).

Integrating Corporate Communication and Marketing Communication is essential for ensuring consistency across all communications, aligning them with the company's brand values and identity. This integrated approach helps create a cohesive perception of the company, leading to enhanced trust and loyalty among consumers. It effectively bridges the gap between maintaining a favorable corporate reputation and achieving commercial objectives, making the company's communication efforts more efficient and effective in reaching both corporate and marketing goals. The theoretical foundation of this integration underscores that all corporate communications should support the strategic marketing plan, thereby creating a unified voice and message across all channels and touchpoints (Kotler, 2020).

The success of Penta Inti Edukasi depends not only on the quality of the products offered but also on its ability to build and maintain a positive public image. Previously implemented marketing public relations programs have introduced the company's identity and built good relationships with various stakeholders. This study will further analyze how strategic integration of Corporate Communication and Marketing Communication initiatives can enhance this effectiveness, particularly in creating and maintaining a strong and positive corporate image in the eyes of consumers and business partners. Focusing on the period from 2021 to 2023, this research will evaluate the strategies and initiatives implemented by Penta Inti Edukasi in response to the rapidly changing market dynamics and technology. The merger of theory and practice in the integration of corporate and marketing communications is expected to provide valuable insights for the company in strengthening its image and competitive advantage in the import educational book industry (Zhang et al., 2023).

LITERATURE REVIEW

Corporate Communication

Corporate Communication is an expansive field that plays a critical role in shaping and maintaining the image and operational cohesion of a company (Belasen & Belasen, 2019). It involves a suite of strategic efforts aimed at effectively communicating with both internal and external stakeholders, thereby fostering a coherent corporate identity and aligning communication efforts to support the organization's strategic goals and enhance its reputation. At its core, Corporate Communication is about managing the company's voice and ensuring consistent messaging across all channels. This is crucial not only for brand coherence but also for maintaining the trust and confidence of all stakeholders involved, from employees and shareholders to customers and the public.

Internal Communication is a fundamental aspect of Corporate Communication, focusing on the engagement and motivation of employees. Effective internal communication ensures that employees are well-informed about the company's goals, changes, and processes (Feng et al., 2021). This internal alignment is vital for operational efficiency and helps in building a unified corporate culture that aligns with the company's values and objectives. It utilizes various tools such as internal newsletters, intranets, staff meetings, and more recently, digital communication platforms to enhance employee engagement and disseminate information.

External Communication extends beyond the confines of the company to manage relationships with individuals and entities outside the company. This includes investors, regulators, media, clients, and the general public. By effectively managing these relationships, a company can maintain its public trust and credibility. External communication involves public relations activities, press releases, corporate websites, social media management, and participation in public events and trade shows, which help to shape the company's public profile and ensure consistent and clear communication of corporate messages.

Crisis Communication is another critical component, focusing on protecting and defending the company's reputation during adverse events. This involves developing strategies to manage public perception and mitigate potential damages in real time.

Effective crisis communication is rapid, transparent, and responsive, addressing issues head-on and communicating with stakeholders through appropriate channels to manage the situation effectively. Media Relations, a subset of external communication, specifically deals with how a company communicates with the media to influence its portrayal in the press. This involves crafting press releases, conducting press conferences, and building relationships with journalists and media outlets. Media relations are crucial for managing how information about the company is disseminated and interpreted by the public. Investor Relations are crucial in maintaining trust with shareholders and the financial community. This involves communicating financial results, corporate decisions, and future projections in a way that is honest, accurate, and timely. Investor relations must comply with financial regulations and standards to ensure transparency and fairness in disclosing information.

Lastly, Corporate Responsibility Communications focus on the ethical, environmental, and social dimensions of the company. It involves communicating the company's efforts in operating sustainably, its contributions to the community, and its commitment to ethical practices. This not only helps in building a positive image but also aligns the company with the broader expectations of society regarding corporate accountability. In conclusion, Corporate Communication serves as the nexus between a company and its varied stakeholders. It integrates strategic communication practices across different areas to build and maintain a positive corporate reputation, aligns company practices with its strategic vision, and addresses the expectations and needs of internal and external stakeholders. As businesses continue to evolve in an increasingly interconnected world, the role of Corporate Communication becomes more integral in steering companies through both opportunities and challenges (Zhang et al., 2023).

Marketing Communication

Marketing Communication, often referred to as MarCom, is a comprehensive management process through which an organization engages its audiences (Abdul Majid et al., 2023; Osei-Frimpong et al., 2019). The primary aim of Marketing Communication is to promote the brand and its products or services in order to stimulate demand. This field

encompasses a variety of strategies and tactics that are designed to reach consumers and influence their perceptions and behaviors. At the heart of Marketing Communication is advertising, which uses paid media messages to inform and persuade audiences about the company's offerings. Advertising campaigns can be diverse and are disseminated through various channels such as television, radio, print media, and increasingly, digital platforms. These campaigns are crafted to capture the attention of audiences, deliver persuasive information about products and services, and ultimately, drive consumer actions such as purchases. Sales promotions are another critical aspect of Marketing Communication. These are typically short-term strategies intended to spur an immediate increase in sales.

Sales promotions can include discounts, coupons, buy-one-get-one-free offers, and other tactics that provide direct incentives for consumers to make a purchase. These promotions are not only used to increase sales but also to introduce new products, clear out excess inventory, and to temporarily gain a competitive advantage in the marketplace. Public Relations (PR) plays a vital role by focusing on enhancing a company's reputation and fostering beneficial relationships with the public. Unlike advertising, PR primarily seeks to earn public attention through media placements, stories, and events rather than purchasing it. Effective PR involves managing and distributing information to the media in a way that shapes public perception positively. It aims to build trust and credibility over time, which is crucial for long-term brand loyalty (Cuong & Khoi, 2022; Huang et al., 2019). Direct marketing targets specific customer groups to generate responses or transactions directly from the recipient. This approach uses tools like email, direct mail, telemarketing, and SMS messaging to reach customers with personalized messages. The direct nature of this communication allows for tracking responses and measuring the effectiveness of campaigns in real-time, providing valuable data that can be used to refine marketing strategies.

Personal selling is an essential component, particularly in industries where high-value transactions occur, or where products require demonstration. It involves face-to-face or direct interactions with potential buyers to persuade them to purchase a product or service. This method relies heavily on the skills and relationship-building abilities of salespeople to achieve success. Lastly, digital marketing has become increasingly

significant in MarCom strategies due to the widespread use of the internet and digital technologies. Digital marketing employs tools such as social media, search engine optimization (SEO), content marketing, and online advertising to engage consumers where they spend a considerable amount of time. The interactive nature of digital platforms allows for immediate feedback and interaction from consumers, providing brands with instant insights into the effectiveness of their marketing tactics. Together, these elements form the backbone of Marketing Communication, each playing a distinct role in achieving the overall business objectives of increasing sales, building brand awareness, and fostering customer loyalty. The integration of these diverse strategies ensures a holistic approach to market engagement, where each method complements and supports the others to create a unified and effective marketing effort (Belasen & Belasen, 2019).

METHOD

This research employed a qualitative approach using a case study to explore how Corporate Communication and Marketing Communication were integrated by Penta Books and the impact of this integration on strengthening the company's image (Ward & Tveitereid, 2022). Data collection was conducted through several methods: firstly, in-depth interviews were held with key stakeholders at Penta Books, including communication managers, marketing staff, and senior executives. The purpose of these interviews was to understand their perceptions and experiences regarding the communication practices and strategies adopted by the company. The interview questions focused on the implementation processes and the stakeholders' perceptions of the effectiveness of the communication integration.

Participative observation was conducted within the offices of Penta Books, where the daily interactions and communication operations were observed. This included monitoring strategic meetings, the execution of communication programs, and the responses of employees and management to communication initiatives. Document analysis also formed a part of this research, involving the examination of corporate documents related to communication and marketing. This included corporate

communication plans, promotional materials, annual reports, and the content of digital and social media used for external communication. Data analysis involved qualitative content analysis methods where the collected data from interviews, observations, and documents were scrutinized to identify key themes, patterns, and relationships. This analysis helped understand the depth of the communication strategies implemented and their effectiveness in achieving corporate image objectives.

RESULTS AND DISCUSSION

Purpose of The Communication

The exploration of corporate communication within Penta Inti Edukasi reveals a deep-rooted strategy aimed at more than mere product promotion. In an insightful interview, the CEO of Penta Inti Edukasi articulated the broader objectives of their communication efforts. He stated, "We are not just introducing a product, but also an initiative that supports the transformation of education in Indonesia." This perspective underscores a commitment to transformative educational practices that extend well beyond conventional marketing aims. By emphasizing the integration of their digital learning platform into the educational fabric of the nation, the CEO highlights the dual purpose of their communication: to inform and to inspire. This approach not only addresses the functional attributes of their offerings but also sparks a broader dialogue on the need for innovation within educational systems. It's a strategy that positions the digital platform not just as a tool, but as a catalyst for educational enhancement across Indonesia (Belasen & Belasen, 2019).

For understanding how the perspective of corporate communication, the researcher did a deep interview with the CEO. First of all, he mentioned about the purpose of corporate communication done by the Penta Inti Edukasi. In the interview he said:

Kami tidak hanya memperkenalkan sebuah produk, tetapi juga sebuah inisiatif yang mendukung transformasi pendidikan di Indonesia.

(We are not just introducing a product, but also an initiative that supports the transformation of education in Indonesia.)

This statement reflects a strategic approach where the company's communications are designed not only to promote a product but to advocate for transformative educational practices within Indonesia. The CEO underscores the intention behind the communication efforts, which is to educate and engage stakeholders about the substantial benefits and the broader impact of their new digital learning platform. This approach is indicative of the company's deep commitment to adding value beyond the mere commercial aspects of their offerings.

By positioning the digital platform as an initiative that contributes to educational transformation, the CEO effectively aligns the product with the company's overarching mission to improve educational outcomes across the country. This narrative serves a dual purpose: it not only informs potential users about the functionalities of the product but also inspires a dialogue about the need for innovation in education systems. The communication strategy, as described by the CEO, goes beyond selling; it is about creating an understanding of how such tools can fundamentally enhance the educational landscape. This sophisticated communication stance is strategically employed to resonate with a broad audience that includes educators, institutions, policymakers, and the general public, ensuring that the message not only reaches but also mobilizes these stakeholders. By doing so, Penta Inti Edukasi positions itself as a thought leader in educational innovation, committed to fostering significant and sustainable changes in the education sector through strategic communication and impactful products.

To deepen the findings from CEO interview, the marketing team stated as follows.

"Di Penta Books, kami memahami bahwa pemasaran dan komunikasi adalah dua sisi mata uang yang sama dalam membangun citra perusahaan." (At Penta Books, we understand that marketing and communication are two sides of the same coin in building the company's brand image).

At Penta Books, the communication strategy is meticulously aligned to ensure that marketing and corporate communications synergistically work to build and maintain the company's brand image. This integration extends beyond merely promoting products; it also reflects the company's values and mission, showcasing their commitment to enhancing educational practices through their digital platform. In doing so, Penta Books

aims not just to sell products but to communicate how their offerings can significantly contribute to improving education quality. This creates a cohesive narrative that portrays Penta Books not only as a provider of educational solutions but also as a thought leader dedicated to advancing education. This strategy effectively communicates the company's broader objectives and establishes a strong, value-driven brand image in the educational sector.

The communication strategies at Penta Inti Edukasi, as detailed by both the CEO and the marketing team, demonstrate a sophisticated integration of marketing and corporate communications aimed at reinforcing the company's brand image while significantly contributing to educational development. The CEO's vision of using the company's platforms to foster educational transformation aligns seamlessly with marketing efforts that highlight the academic excellence of their products. This synergy between corporate and marketing communication not only enhances the company's market presence but also solidifies its stance as an educational innovator. Through a well-orchestrated mix of strategic communication efforts, Penta Inti Edukasi effectively engages a diverse array of stakeholders, from educators and policymakers to the general public, ensuring that the educational narrative they champion resonates broadly and deeply. Ultimately, the company's communication approach goes beyond mere product advertisement, serving as a pivotal element in their mission to advance the quality and reach of education in Indonesia. This strategic communication fosters a strong, value-driven brand image and positions Penta Inti Edukasi as a thought leader in the realm of educational innovation.

Medium & Tone

In the realm of corporate communication, the strategic interplay of medium and tone is crucial for aligning a company's messaging with its core values and objectives (Belasen & Belasen, 2019). At Penta Books, the CEO highlights the nuanced approach the company takes to ensure that its communications not only disseminate information but also embody the educational ethos central to the brand. This method involves a deliberate choice of communication channels—both modern digital and traditional methods—that

are tailored to effectively engage diverse educational stakeholders across Indonesia. By meticulously selecting the appropriate mediums and crafting messages with a tone that resonates with educators and institutions, Penta Books ensures that every piece of communication reinforces their commitment to enhancing educational standards and advocating for transformative learning experiences.

At Penta Books, the intricate dance between corporate communication and marketing unfolds under the watchful guidance of the CEO, who ensures that the company's values and visions are not just communicated but are lived through each initiative. "Through corporate communication, we ensure that the company's values and vision align with the educational needs in Indonesia... On the marketing side, we campaign the excellence of our products," he asserts. This dual approach blends a diverse range of communication media, leveraging both digital and conventional platforms to deliver messages that are not only informative and persuasive but also deeply resonant with the educational community in Indonesia. By maintaining this delicate balance, Penta Books adeptly aligns its marketing strategies with the broader educational and corporate goals, thereby enhancing the overall brand while fulfilling its mission to advance education.

Melalui komunikasi korporat, kami menjaga agar nilai-nilai perusahaan dan visi kami selaras dengan kebutuhan pendidikan di Indonesia... Di sisi pemasaran, kami mengkampanyekan keunggulan produk kami... (CEO)

(Through corporate communication, we ensure that the company's values and vision align with the educational needs in Indonesia... On the marketing side, we campaign the excellence of our products)

The CEO of Penta Books elaborates on how the company employs a diverse range of communication media, both digital and conventional, to align the company's core values and vision with the educational landscape of Indonesia. This strategy effectively uses informative and persuasive tones across different platforms, ensuring that the messages not only resonate with but also cater to the specific needs of their audience. By campaigning the excellence of their products through carefully crafted marketing initiatives, Penta Books strives to highlight the superior quality and educational benefits of their offerings. This dual approach in communication underscores their commitment

to education and illustrates a strategic use of various media to effectively engage and inform stakeholders.

The CEO's description reflects a deep understanding of the importance of integrating marketing strategies with corporate communications to create a unified message that supports the company's overarching goals and resonates with its target audience. This methodical communication strategy is designed to strengthen the company's brand while fostering educational advancements in Indonesia. Building on the CEO's insights about aligning corporate communication with the educational needs of Indonesia and highlighting product excellence, the marketing team at Penta Books takes a rigorously quantitative approach to ensure that these strategic communications are not only delivered but also achieve their intended impact. The marketing staff explains:

Kami menggunakan pendekatan yang terukur. Kami menetapkan indikator kinerja utama (KPI) untuk setiap kampanye yang kami jalankan, yang meliputi metrik seperti tingkat keterlibatan, konversi, dan umpan balik audiens. (We use a measured approach. We establish Key Performance Indicators (KPIs) for each campaign we run, which include metrics such as engagement levels, conversion rates, and audience feedback.)

The marketing team at Penta Books implements a data-driven strategy to gauge the effectiveness of each campaign meticulously. By setting specific KPIs, they are able to track and analyze how well the campaigns are performing in real-time. Metrics like engagement levels provide insights into how compelling the audience finds the content, conversion rates show the extent to which promotional efforts are turning into tangible outcomes, and audience feedback offers qualitative data on the reception of the message. This strategic application of measurable parameters underscores a commitment to not just broad, undefined goals but to specific, quantifiable targets that align with the company's objectives.

This analytical approach allows the team to make informed decisions about how to adjust their strategies dynamically. If a particular campaign does not meet the expected KPIs, they can quickly identify this through their monitoring systems and make necessary adjustments to enhance effectiveness. This not only ensures that the company's

marketing efforts are consistently improving but also that they remain closely aligned with the corporate communication strategies outlined by the CEO. Through this synergy between strategic intent and tactical execution, Penta Books enhances its ability to effectively communicate and market its educational products, thereby strengthening its position as a leader in the educational sector in Indonesia.

The strategic communication efforts at Penta Books exemplify a model of efficiency and effectiveness, spearheaded by a leadership that values precision in message delivery and impact. The use of Key Performance Indicators (KPIs) in every campaign allows the marketing team to not only set ambitious goals but to monitor their achievement with precision, ensuring that each initiative not only resonates with the target audience but also drives them towards engagement and conversion. Metrics such as engagement levels, conversion rates, and audience feedback provide a clear picture of campaign performance, enabling timely adjustments that maximize outcomes. This meticulous approach to integrating corporate communications and marketing strategies ensures that Penta Books not only meets its operational targets but also advances its mission to impact education positively. As a result, Penta Books continues to strengthen its role as a leader in the educational sector, demonstrating that thoughtful, aligned communication can significantly enhance organizational success and industry leadership.

Focus

At Penta Books, communication is strategically employed not only as a medium to promote its diverse product range but also as a significant tool to spotlight and elevate important educational programs such as bilingual education and comprehensive teacher training (Belasen & Belasen, 2019). This focused approach exemplifies how the integration of corporate and marketing communication can be effectively harnessed to highlight key educational initiatives, reinforcing the company's commitment to educational quality and effectiveness. By prioritizing these initiatives, Penta Books adeptly communicates the intrinsic value these programs offer, engaging a broad spectrum of stakeholders from educators to policy makers, and ensuring that these initiatives resonate well within the educational community and beyond.

Kami menggunakan komunikasi untuk menonjolkan inisiatif seperti program pendidikan bilingual dan pelatihan untuk guru...(We use communication to highlight initiatives such as the bilingual education program and teacher training...)"

At Penta Books, communication serves as a crucial tool not only for promoting their products but also for spotlighting significant educational initiatives, such as their bilingual education programs and comprehensive teacher training sessions. This approach is illustrative of how the company integrates corporate communication with marketing tactics to craft a strategy-centered message that resonates deeply with their audience. By focusing on these specific educational initiatives, Penta Books effectively communicates the added value their programs offer to the educational community. This strategic communication not only informs but also engages stakeholders by emphasizing the company's commitment to enhancing educational quality and teacher effectiveness. Such initiatives are communicated through various channels to ensure broad reach and impact, reflecting a deliberate alignment of the company's marketing efforts with its broader educational goals. This method showcases Penta Books' dedication to not just being a book distributor but a proactive participant in educational reform and enhancement, thereby strengthening their brand as an innovator in the education sector.

Salah satu contoh terbaik adalah kampanye peluncuran buku teks baru kami yang diorientasikan untuk kurikulum internasional. One of the best examples is the campaign for the launch of our new textbooks oriented towards an international curriculum.

The launch of the new textbooks aimed at international curricula stands as a prime example of how Penta Books strategically utilizes its communication resources. This campaign, specifically designed to introduce innovative educational materials, seamlessly blends marketing objectives with educational enhancements. By focusing on international standards, the campaign not only addresses the need for high-quality educational resources but also showcases Penta Books' role in elevating educational content on a global scale. The communication strategy for this launch was multifaceted, targeting not just buyers but also educational influencers, institutions, and partners.

This integrated approach ensures that the message not only persuades potential customers about the product's value but also aligns with broader educational goals that transcend mere sales. Through various promotional materials, events, and digital content, Penta Books effectively communicated the distinctive features of these textbooks, emphasizing how they can help institutions meet international educational standards and prepare students for global competitiveness. The campaign's effectiveness was heightened by its dual focus on both commercial success and educational impact, illustrating Penta Books' commitment to contributing to educational systems globally. This strategy not only reinforced their market position but also strengthened their brand image as a leader in educational reform and innovation. This campaign serves as a benchmark within the company for how to execute communication that is both commercially driven and educationally enriching.

The strategic communication initiatives undertaken by Penta Books, especially the launch of textbooks aimed at international curricula, serve as a prime example of the powerful synergy between corporate and marketing communication. This campaign illustrates the company's adept use of communication to achieve dual goals: driving commercial success and enhancing educational impact. By aligning its communication strategies with broader educational objectives, Penta Books not only supports the advancement of global educational standards but also solidifies its stature as an innovator and leader in the educational sector. The success of such communication strategies underscores the effectiveness of focusing on significant educational enhancements, which not only fosters business growth but also contributes profoundly to educational reform and innovation, setting a new benchmark for how educational entities can integrate business and educational aspirations to mutual benefit.

Audience

At Penta Books, the strategic focus of communication extends beyond mere product promotion to spotlight pivotal educational initiatives such as bilingual education programs and comprehensive teacher training (Belasen & Belasen, 2019). This approach is central to the company's ethos, reflecting a deep commitment to educational

enhancement and reform. By concentrating their communication efforts on these specific programs, Penta Books not only informs but also engages with a broad spectrum of educational stakeholders, from local educators to international partners. This focused communication strategy is carefully crafted to underscore the tangible benefits these initiatives bring to the educational landscape, thereby aligning the company's marketing messages with its mission to improve educational outcomes and foster an environment of continuous learning and development.

Pesan kami menjangkau sekolah-sekolah, universitas, dan lembaga pendidikan lainnya di seluruh Indonesia. Our message reaches schools, universities, and other educational institutions across Indonesia

In their strategic communication efforts, Penta Books has effectively broadened its reach, ensuring that its messaging permeates throughout a vast array of educational settings across Indonesia. This approach highlights the company's adeptness in crafting communications that are not only widespread but also finely tuned to the specific contexts and needs of different educational stakeholders. By targeting schools, universities, and various educational institutions, Penta Books ensures that its messages, whether they are about new products, educational programs, or initiatives, are crafted to resonate with the unique environments of these institutions.

The marketing team at Penta Books employs a thoughtful mix of communication channels and styles to address these varied audiences. This might include more formal presentations and detailed brochures for university administrators, engaging and interactive digital content for students, and detailed, informative emails or workshops for educators. The strategy is comprehensive and considers the different ways these groups consume and respond to information, ensuring that each piece of communication is not only seen but is also impactful.

This tailored approach helps in building strong relationships with these institutions, fostering a level of engagement that goes beyond traditional customer-client interactions. By understanding and addressing the specific needs and challenges faced by educational institutions, Penta Books positions itself as a partner in education rather than merely a provider of educational products. This strategic communication underscores their

commitment to enhancing education across Indonesia, reinforcing their reputation as a dedicated and insightful contributor to the educational community.

memastikan bahwa pesan kami menjangkau sekolah-sekolah, universitas, dan lembaga pendidikan lainnya di seluruh Indonesia. (ensuring that our message reaches schools, universities, and other educational institutions across Indonesia.)

The CEO of Penta Books articulates a clear and focused communication strategy aimed at engaging a well-defined audience that includes educational institutions throughout Indonesia. This targeted approach demonstrates a deep understanding of the importance of delivering tailored messages to specific groups to achieve maximum effectiveness. By explicitly focusing their communications on schools, universities, and other educational entities, Penta Books ensures that their messaging is not only widespread but also resonates deeply with the core needs and expectations of these institutions.

The strategy highlights the company's commitment to being a vital part of the educational ecosystem, offering products and services that are both relevant and beneficial to the advancement of education in Indonesia. The CEO's emphasis on reaching these institutions effectively leverages the unique dynamics and challenges faced by educational providers, offering solutions that align with their goals and challenges. This focused communication not only improves the visibility and penetration of Penta Books' offerings but also builds a strong, interactive relationship with the educational sector, positioning the company as a supportive and understanding partner in educational development.

The focused communication strategy of Penta Books, particularly exemplified in the launch of textbooks aimed at international curricula, demonstrates the company's adept use of communication to serve dual objectives: achieving commercial success and making a significant educational impact. This campaign highlights how strategically targeted communication can elevate a company's brand while contributing constructively to global educational standards. By integrating marketing objectives with educational enhancements, Penta Books not only meets the market demands for high-quality educational materials but also actively participates in shaping educational advancements.

The success of such campaigns showcases Penta Books' role as a leader in educational reform and innovation, reinforcing its reputation as not just a provider of educational resources but as a key stakeholder in the educational sector committed to fostering global competencies. This deliberate focus in their communication strategy ensures that Penta Books continues to resonate with and expand its influence among educators, institutions, and learners worldwide, setting a benchmark for how educational companies can integrate commercial and educational goals to mutual benefit.

Example

At Penta Books, the strategic focus of communication extends beyond mere product promotion to spotlight pivotal educational initiatives such as bilingual education programs and comprehensive teacher training (Belasen & Belasen, 2019). This approach is central to the company's ethos, reflecting a deep commitment to educational enhancement and reform. By concentrating their communication efforts on these specific programs, Penta Books not only informs but also engages with a broad spectrum of educational stakeholders, from local educators to international partners. This focused communication strategy is carefully crafted to underscore the tangible benefits these initiatives bring to the educational landscape, thereby aligning the company's marketing messages with its mission to improve educational outcomes and foster an environment of continuous learning and development.

Ekspansi kami ke timur Indonesia dan kerja sama dengan penerbit-penerbit terkemuka seperti Cambridge University Press dan Scholastic. ("Our expansion to eastern Indonesia and collaboration with leading publishers like Cambridge University Press and Scholastic...")

The CEO of Penta Books provides a concrete example of how the company strategically integrates its communication efforts in the context of geographical expansion and international partnerships. The mention of expanding to eastern Indonesia alongside collaborations with globally recognized publishers such as Cambridge University Press and Scholastic highlights the company's strategic use of communication to support both growth and competitive advantage. This approach not only broadens the company's

market reach but also enhances its credibility and educational resource offerings, aligning with international educational standards.

These strategic moves are communicated effectively to ensure stakeholders understand and support the expansion and partnerships, which are critical to the company's growth strategy. By leveraging well-known and respected international publishers, Penta Books also positions itself as a key player in the educational sector that is committed to providing high-quality educational materials. This deliberate communication strategy not only informs but also reassures educational institutions and the wider market of Penta Books' commitment to excellence and innovation in education, further solidifying its reputation and competitive position in the industry.

Kami menyusun pesan pemasaran yang menggambarkan keunggulan akademis buku-buku ini dan, bersamaan dengan itu, tim komunikasi menyusun rilis berita dan konten media sosial yang menekankan pada komitmen kami terhadap pendidikan berkualitas tinggi. We craft marketing messages that highlight the academic excellence of these books, and concurrently, the communication team develops press releases and social media content that underscores our commitment to high-quality education."

In the launch of their international curriculum textbooks, Penta Books exemplifies a highly effective integration of marketing and communication strategies. The marketing team strategically formulates messages that not only promote the academic merits of their books but also align these promotions with the educational values of the company. This dual-focus approach ensures that the product's unique selling propositions are clearly communicated, emphasizing the quality and relevance of the textbooks to potential users.

Simultaneously, the communications team complements these marketing efforts by crafting press releases and engaging social media content that reinforces the company's dedication to delivering high-quality educational resources. This coordinated effort between the marketing and communications teams enhances the overall impact of the campaign by using a mix of digital and traditional media to reach a broad audience. The use of digital marketing allows for targeted outreach and engagement with specific

demographic groups, such as educators and academic institutions, while press releases help to establish credibility and trust by presenting the company's initiatives in a formal and professional format.

This strategic deployment of integrated communication tools not only drives the campaign's success but also solidifies Penta Books' reputation as a committed provider of top-tier educational materials. By ensuring that all aspects of the campaign are aligned and mutually reinforcing, the company effectively communicates its commitment to enhancing the educational landscape, thereby appealing to both current and potential stakeholders in the educational sector.

The focused communication strategy of Penta Books, particularly exemplified in the launch of textbooks aimed at international curricula, demonstrates the company's adept use of communication to serve dual objectives: achieving commercial success and making a significant educational impact.

This campaign highlights how strategically targeted communication can elevate a company's brand while contributing constructively to global educational standards. By integrating marketing objectives with educational enhancements, Penta Books not only meets the market demands for high-quality educational materials but also actively participates in shaping educational advancements. The success of such campaigns showcases Penta Books' role as a leader in educational reform and innovation, reinforcing its reputation as not just a provider of educational resources but as a key stakeholder in the educational sector committed to fostering global competencies. This deliberate focus in their communication strategy ensures that Penta Books continues to resonate with and expand its influence among educators, institutions, and learners worldwide, setting a benchmark for how educational companies can integrate commercial and educational goals to mutual benefit.

Marketing communication and corporate communication serve distinct but complementary roles within a company. Marketing communication primarily focuses on promoting and selling products or services to consumers, using tactics that drive sales and enhance market presence. It employs persuasive, targeted messages designed to influence consumer behavior and boost product awareness. On the other hand, corporate

communication is broader and focuses on building, maintaining, and managing the company's overall image and reputation. It encompasses a wider audience, including stakeholders such as investors, employees, and the media, and aims to establish trust and transparency through consistent messaging across all channels. Corporate communication often addresses the company's values, mission, and corporate identity, facilitating dialogue and understanding that supports the company's strategic objectives beyond the immediate goals of the marketing department.

Integrating marketing communication and corporate communication strategies effectively enhances a company's ability to maintain a cohesive brand image while achieving specific market goals. This integration involves aligning the direct, product-focused messages of marketing communications with the broader, value-driven narratives of corporate communications. By doing so, companies ensure that while marketing efforts drive immediate sales and customer engagement, they also reinforce the overarching values and mission of the company, thus maintaining consistency across all forms of communication.

The practice of integration typically involves collaborative planning where both marketing and corporate communication teams work together from the outset. This collaboration might include joint strategy sessions to define core messages that align with both marketing goals and corporate ethos. For example, when launching a new product, the marketing team focuses on the product's benefits and competitive edge, while the corporate communication team weaves in messages about how the product innovation aligns with the company's commitment to sustainability or technological advancement (Belasen & Belasen, 2019).

Moreover, these integrated strategies often share resources and tools to maximize impact. They might use the same digital platforms, such as social media and company websites, to disseminate messages but tailor these messages to different audiences. While marketing communications might use social media to run targeted ads and promotions, corporate communications might use the same platforms to share company news, CSR initiatives, or thought leadership articles that enhance the brand's credibility and thought leadership. The effective integration of these strategies ensures that all communications

are synergistic, enhancing the customer's perception of the company as not only a provider of desirable products or services but also as a responsible and valuable member of the community.

This unified approach not only builds brand loyalty among consumers but also strengthens stakeholder trust, facilitating long-term business sustainability and growth (Belasen & Belasen, 2019).

CONCLUSION

The integration of marketing communication and corporate communication within a company involves a strategic amalgamation of both functions to enhance the organization's overall messaging and brand consistency. Marketing communication, focused primarily on promoting products and engaging consumers, utilizes direct and persuasive tactics to increase sales and market share. In contrast, corporate communication addresses broader stakeholder engagement, including investors, employees, and the public, aiming to build trust and uphold the company's reputation by aligning all messaging with the company's values and mission. In practice, integrating these strategies means that both marketing and corporate communication departments collaborate from the planning phase to ensure that messaging is not only coherent but also supports the company's overarching business goals. This involves using shared communication channels and tools to deliver messages tailored to diverse audiences, ensuring that marketing campaigns reflect the company's broader ethical stance and corporate initiatives. Such integration helps in maintaining a consistent brand voice across all platforms, enhancing the brand's market presence while solidifying its identity and values within the corporate sphere. This strategic approach not only supports the company's immediate sales objectives but also reinforces its long-term reputation, fostering sustainable growth and deeper stakeholder engagement.

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