

CHAPTER I

INTRODUCTION

1.1 Background

Auction houses serve as the middleman between sellers and buyers, receiving commissions from both parties. Sellers bring in their artworks to have them assessed by the auction house through what is called consignments. If the pieces have passed the curation of the auction house, it would be added to the catalogue in which it becomes part of the auction lot and are up for bid (Sotheby's Institute of Art, 2023). In this case, a lot refers to a single item or bundle of objects that is offered in an auction as one identifiable unit. Each lot is assigned a specific lot number which makes the auction process easier as bidders and auctioneers can refer to the number instead of the name. By doing so, bidders can easily track which items they are interested in throughout the auction process and help the auction house in documenting and creating the invoice after an auction is held (Christie's, n.d.). However, instead of only waiting for items to be offered to the auction house, they could also seek consignments themselves in order to find artworks which may enrich their offerings and cater to collectors' interest. Due to digitalization, auctions can now be held in both offline and online settings, making not only the process of the bidding more accessible, but also the ways communication is conducted throughout the process, which includes interactions with sellers, buyers, artists, media, and internal employees (Sotheby's Institute of Art, 2023).

PT. Global Auction Indonesia is known for their auction house, Global Auction, and art gallery, Neo Gallery. In Indonesia, although there are several other operating auction houses, Global Auction remains one of the oldest and active ones, making them renowned as an expert in the field and a pioneer within the country. They were established in 2003 in Indonesia, with an office in both Jakarta and Singapore, and have since then successfully held more than 200

auctions and exhibitions in Jakarta, Singapore, Kuala Lumpur, Hong Kong, and online (Global Auction, 2022).

Similar to Global Auction, other auction houses in Indonesia have also conducted their operations internationally. One of them being Larasati Auctioneers which was founded in 2000, making them older than Global Auction. In 2003, they extended to Singapore, becoming the first Asian-based auction house to successfully operate across national borders, and in 2009, they entered Hong Kong, becoming the first auction house from Southeast Asia to operate there (Larasati, n.d.). For this reason, although auction houses from Indonesia can be considered new in comparison to renowned global ones such as Sotheby's and Christie's which were founded in 1744 and 1766 respectively, they have proven themselves internationally by successfully operating within and outside the country, showcasing the potential of Indonesian auction houses to achieve growth and recognition on a global scale.

With the current digital era, Global Auction has also made its presence in the digital landscape, specifically through social media platforms such as Instagram and occasionally TikTok, as well as having a website. As of March 2026, Global Auction's Instagram account (@globalauction.asia) has garnered around 21,000 followers, which is more compared to their local and regional competitors such as 33 Auction (@33auction) which is an auction house from Singapore who also operates in Indonesia, with around 3,000 followers, as well as Indonesian auction houses such as Sidharta Auctioneer (@sidharta.co) with around 10,300 followers, and Larasati Auctioneers (@larasatiauction) with around 3,000 followers.

Compared to their international competitors, Global Auction's follower count still shows a huge gap, with Sotheby's (@sothebys) having around 2,400,000 followers while Christie's (@christiesinc) with around 1,300,000 followers, and their Asia account (@christiesasia) with around 179,000 followers. Despite Global Auction having a competitive advantage against local auction

houses due to its higher follower count and long history, the company remains smaller in comparison to internationally renowned ones.

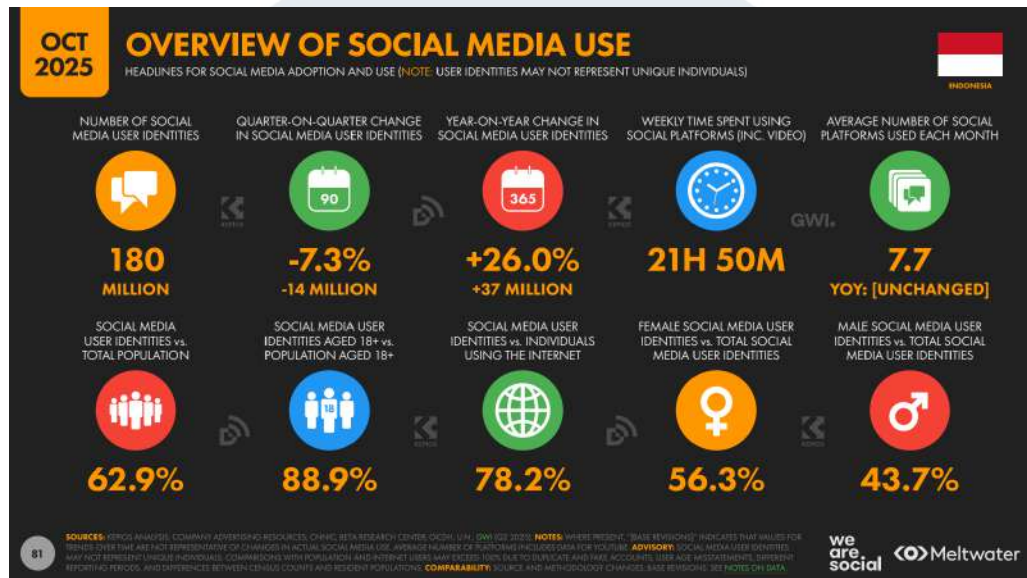


Figure 1.0 Overview of Social Media Use in Indonesia as of October 2025

(Source: We Are Social & Meltwater, 2025)

According to the statistics gathered in October 2025 by We Are Social and Meltwater, Indonesia has 180 million social media users, which is around 62.9% of the total population. This data highlights the significance of social media in today's world, and how Global Auction could reach half of the country's population through utilizing its platforms.

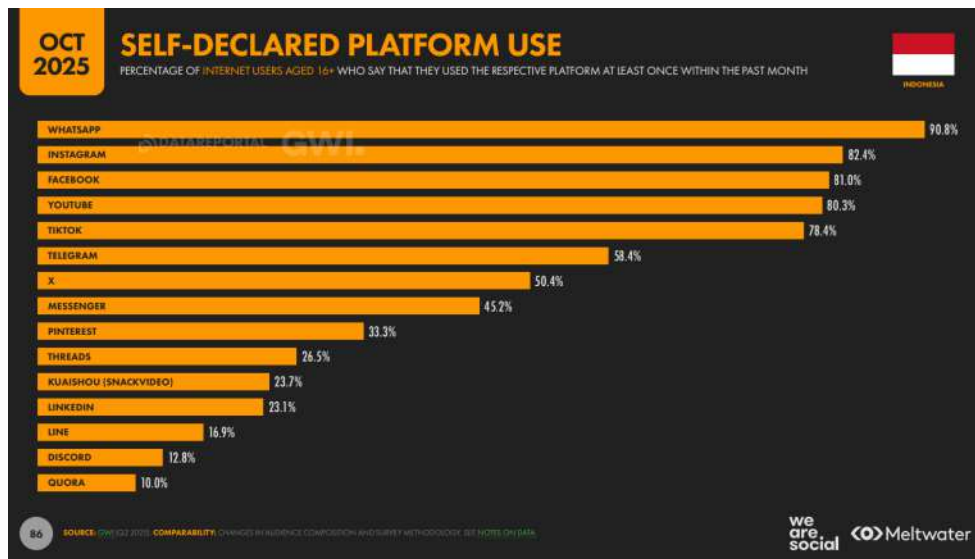


Figure 1.1 Self-Declared Platform Use in Indonesia as of October 2025

(Source: We Are Social & Meltwater, 2025)

Amongst different digital platforms, WhatsApp and Instagram ranks first and second as the highest usage within Indonesia, both in which is used by Global Auction. The company mostly communicates with its existing clients through WhatsApp, whether it be sellers such as artists or collectors, buyers (bidders), and media outlets. Whereas in Instagram, they focus on content creation in hopes of attracting potential clients and gaining brand awareness. Thus, their focus on these two platforms aligns with the national usage patterns and as Instagram is a globally used platform, it may also help the company in reaching audiences beyond Indonesia. Moreover, as the content posted on their Instagram are in English, or is accompanied by English translations, they are not only appealing to a local target audience but an international one too, especially as they have operations in other countries, making it essential to attract clients globally.

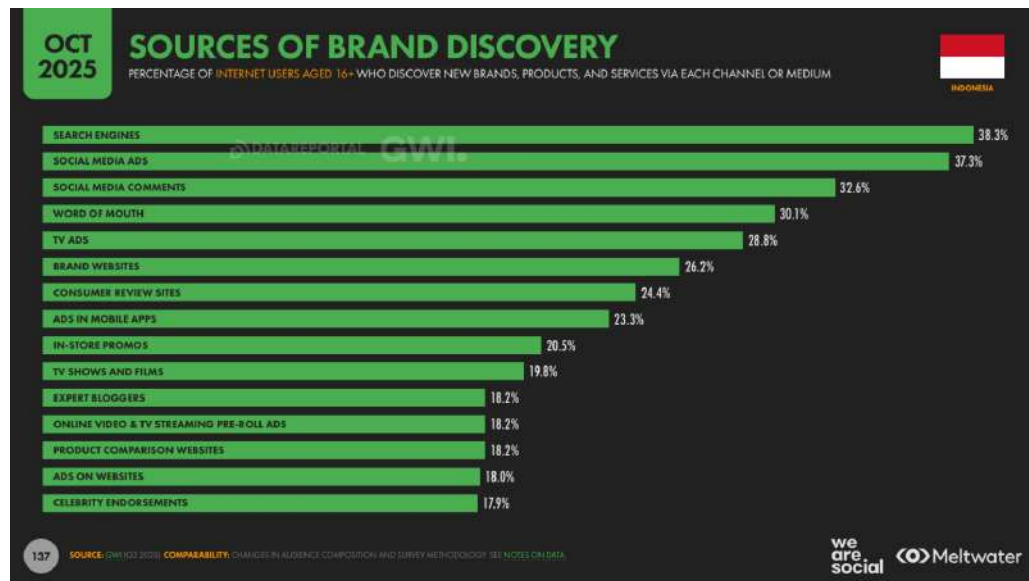


Figure 1.2 Sources of Brand Discovery in Indonesia as of October 2025

(Source: We Are Social & Meltwater, 2025)

As for the data showcasing the sources of brand discovery, search engines ranked first while social media such as its ads and comments ranked second and third. Aside from social media platforms such as Instagram and TikTok, Global Auction also focuses on their official website, in which internet users who searched up certain keywords would be guided into the company's domain. As a result, the usage of multiple platforms helps in bringing clients and awareness, as how internet users discover new brands can come in anytime and anywhere, making the concept of Integrated Marketing Communication (IMC) essential in ensuring effective results.

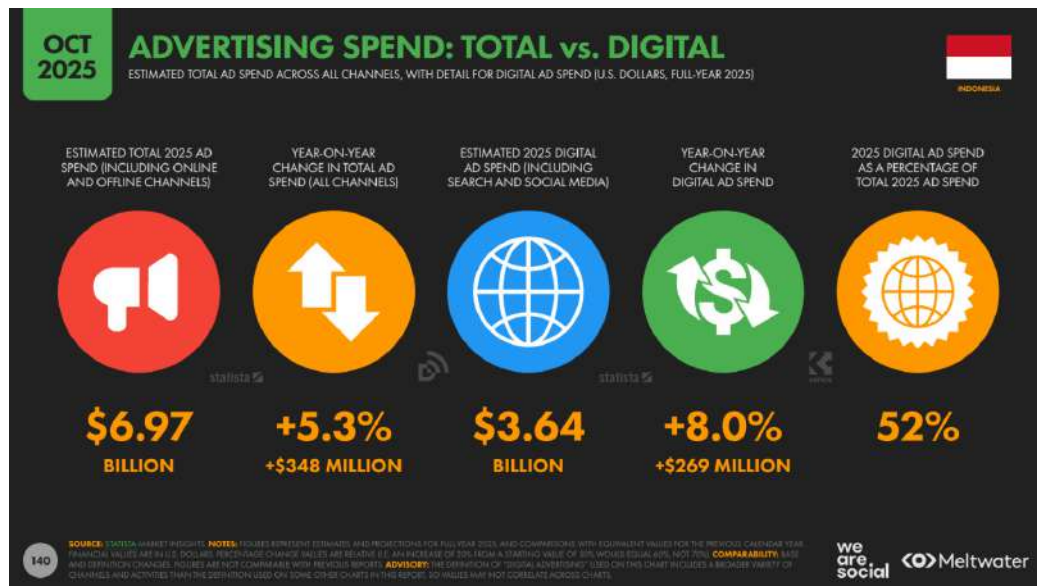


Figure 1.3 Advertising Spend: Total vs. Digital in Indonesia as of October 2025
(Source: We Are Social & Meltwater, 2025)

Additional data shows that the spendings for advertising in digital channels are always on the rise, with around US\$3.64 billion is spent on it alone as of October 2025, which is an 8% increase from the previous year. Alongside previous data, it further signifies the importance of using the digital sphere, as digitalization has been embedded in the lives of many, whether it be for personal or business uses. For Global Auction where most of their communications with stakeholders such as clients are mainly done through WhatsApp, Instagram, and websites, most of the public's impressions towards them are formed digitally across various platforms. Meaning, how they present themselves digitally is an important factor.

Integrated Marketing Communication (IMC) was first defined by Caywood, Schultz, and Wang in 1991 as a plan which combines various communication tools such as general advertising, direct response, sales promotion, and public relations into one which makes the intended message clearer, consistent, and brings out the tools' maximum impact than if it were done separately. This definition was then expanded by Kliatchko in 2005 by mentioning

that IMC is a concept and process of managing brand communication that is audience-focused, channel-centered, and results-driven over time. With IMC, companies are able to build long-term relationships with customers and establish loyalty. This definition is relevant with today's world, where the global marketplace has become more customer-driven due to technology and the usage of various digital channels. This means that IMC uses an outside-in approach, where companies would position themselves as the customer and design the communication backwards, allowing them to see what the customers want, need, and know (Kitchen & Burgmann, 2010).

For instance, platforms used by Global Auction such as WhatsApp, Instagram, websites, and even online or offline events all have their different purposes. Yet, ideally, the messages shared across these platforms should be consistent. If Global Auction posts about their upcoming exhibition on Neo Gallery's Instagram, the information given there should be consistent with the invitations sent out on WhatsApp, website articles, and what the public might expect if they were to join the event. As there are varied platforms and sources of brand discovery as proven through the data of We Are Social & Meltwater (2025), potential clients could come in anytime and anywhere. Thus, it is important to ensure that messages across all platforms are clear and consistent so that the public's impression of the company is as aligned and intended, which would help in improving the company's presence, whether it be digitally or within the art industry and amongst auction houses.

Since most of the communication initiatives done by the company are within the digital sphere, the company implements digital communication. According to El-Astal and El-Youssef (2025), digital communication is the process in which a source uses an interactive channel to send a purposive, measurable, and accessible message to a destination which has unlimited opportunity to provide feedback. In other words, the initiatives that the company has done such as being active on social media and posting updates there creates a two-way channel in which the company and users (which may be potential

clients) are able to communicate freely, anywhere and anytime. This allows the message to be spread quickly, as well as having it easily measured through engagements and built-in analytics.

Furthermore, with the accessibility of the digital space, one-way channels such as the company's website articles could also be found easily and coincidentally by the public, which allows opportunity for raised awareness. Similar to social media, the performance of these websites can also be measured through digital tools, where the company could see how many views or clicks it has gained as well as further information such as the time spent on the website and which pages are frequently visited which are helpful for identifying patterns in consumer behavior.

In relation to IMC, despite these platforms being different and serving various purposes, Global Auction needs to make sure that the messages are consistent throughout. As an example, those who come across an Instagram carousel highlighting the best lots of the auction and are interested in a certain lot would go to the website to find out more about the lot, especially since every post directs viewers to the website's bidding page. Once they are still interested, they might find the contact information in the website and be directed to WhatsApp where they could chat with a member of the marketing team. Throughout this process, all the information should be clear and consistent. First, the lot should be available to see in all platforms (within the Instagram post, the website's e-catalogue or article, and anything related to it such as its close-up pictures or detailed information are known by the marketer). Second, despite being different platforms, they are all linked to each other seamlessly. For instance, Global Auction has a linktr.ee on their socials which includes the links to all their platforms and WhatsApp contact number, and their website also provides phone numbers and emails on their contact page. Through this, no matter where a user finds out about the company, their final destination would remain the same, and this allows both the company and customers to have a smooth communication process. In addition, as accessibility plays a huge role in digital communication

and since IMC encompasses various platforms, Global Auction could appeal to a global audience at a lower cost.

Due to this, IMC, especially through using digital platforms such as social media, plays an important role in helping the company reach a wider international audience as it helps build a consistent brand image. As a result, Global Auction has a team specifically for social media under the Sales & Marketing division, where tasks are heavily focused on utilizing owned digital spaces such as the company's Instagram page and website to create content or relay messages to the public and is consistent throughout all platforms. As IMC and the digital sphere has become more essential in today's world, the intern believes interning at Global Auction would help develop her digital communication skills as well as learn how to create messages more effectively and engaging in order to acquire the best results. Moreover, as the company is known to host monthly auctions, as well as participate in various art exhibitions, the intern would be able to develop her interpersonal and event management skills as she would have to interact and communicate with many different stakeholders such as other employees, guests, clients, and even media outlets.

Several subjects that the intern has taken throughout her studies could be implemented in this line of work. For instance, in making content, the posts or captions should have copywriting which interests users, and this was a subject the intern has taken. The intern has also taken classes focused on advertising, intercultural communication, brand storytelling, and creative media production, which may help in creating works or interactions that are meant for international audiences. Due to this, the intern has learnt concepts which are applicable to the company and its industry beforehand, making the internship program a good opportunity for the intern to implement these skills and knowledge on a professional level. To add on, despite having no background in the art industry, the intern has always had a keen interest in art, making the internship a combination of her interest and past studies.

Hence, by interning at Global Auction, the intern hopes to not only be able to implement her personal interests and theoretical frameworks from her studies in her tasks, but also acquire skills that are required in today's modern era of digitalization while helping the company get closer to its objective by strengthening their digital channels and presence through implementing IMC.

1.2 Internship Aims and Objectives

This internship aims to help students experience a real working environment, allowing them to transform theoretical knowledge from university to practical work right within the field. This gives students the opportunity to gain not only hard skills, but soft skills as well.

The objectives of interning at Global Auction are:

1. Increasing Global Auction's international reach by utilizing IMC and the digital landscape such as through social media platforms and websites.
2. Developing soft and practical skills in relation to the intern's studies such as interpersonal communication and content creation.
3. Understanding the dynamics of a working environment, which may help the intern in adapting for future careers.
4. Applying critical thinking to solve issues encountered, whether it be work related or personal struggles throughout the program.
5. To successfully undergo the program and be able to document and reflect upon the experience.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

1.3 Time and Procedure of Internship

The internship program takes place for 640 working hours, or 100 working days, with a schedule of eight hours a day, from 9 AM to 5 PM. Starting from February 2nd 2026 to June 18th 2026.

Table 1.0 Time and Procedure of the Internship

Date	Description
09 December 2025	Sending the CV to the company's email, as well as filling out the university's form (KM-01).
17 December 2025	Notice of acceptance from the company.
29 January 2026	Acquiring the KM-02 ("Surat Pengantar Kerja Magang").
02 February 2026	First day of internship.

(Source: Data compiled by the intern, 2026)

The internship procedure started with the intern emailing her CV to the company. After getting accepted, she was given her role and job description by her supervisor, Ms. Nadia Farah Lutfiputri who is the company's General Manager, and who will be guiding her throughout the entire program. The given role was a Marketing & Communication Intern, with a job description that encompasses tasks such as contacting and maintaining the relationship with prospective partners, helping with the creation of press releases, media pitch, and other external communication materials, participating in content creation and social media communication, and involvement in ongoing events and auctions. Aside from this, the intern also needs to create a report based on the Pro-Step requirements.