

## **Marketing Communication Strategy for Potential Clients and Consumers at Giara and Master Wedding Organizer**

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### **Abstract**

*This study aims to examine and compare the marketing communication strategies ( Integrated Marketing Communication ) implemented by Giara Wedding Organizer and Master Wedding Organizer towards two different audience entities, namely clients and potential consumers ( leads ) . The fundamental problem in this research is the existence of a gap and fluctuation in conversion from the awareness stage to purchasing action . , where Giara Wedding Organizer as a new business actor does not yet have a clear marketing communication mix, while Master Wedding Organizer already has this communication mix . This research uses a qualitative approach with a comparative case study method . Data collection techniques were carried out through interviews, observations, and documentation with the Owner of Giara Wedding Organizer and Master Wedding Organizer . Data collection focused on five main elements of the integrated marketing communications mix, namely advertising media ( advertising ) , sales promotion , public relations , face to face selling ( personal selling ) , and direct marketing . The analysis aimed to see how the mix was implemented, both as a retention and relationship maintenance tool for clients , and as a persuasion, education, and conversion tool for potential consumers . Furthermore, the study identified supporting factors (such as effective communication and a solid work team) and inhibiting factors (such as differing expectations and budget constraints) in the implementation of this communication.*

**Keywords:** *Marketing Communication Strategy, Wedding Organizer, Integrated Marketing Communication (IMC).*

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## **INTRODUCTION**

Currently, the *Wedding Organizer (WO) industry* is growing very rapidly and is characterized by increasingly fierce competition, so that business owners are required to have distinctive service characteristics and appropriate marketing communication strategies to attract and retain clients. This phenomenon also creates great opportunities in the field of wedding services, including *Wedding Organizers (WO)* . It is now a trend among couples who are getting married. However, this rapid industry growth creates a very tight competitive landscape (hyper-competition). From a marketing communication perspective, the sustainability of a service provider no longer only relies on the technical quality of the D-day operations, but also on the extent to which the company is able to build a strong impression, trust, and positioning in the public eye. Two business players in this industry, namely Giara Wedding Organizer and Master Wedding Organizer, face a market reality that demands high adaptability to the dynamics of consumer behavior of the millennial and Gen Z generations who dominate the current market share. (Natalia, Wayan, Nyoman, Dr. Yolanda, 2025)The fundamental problem that underlies this research is the gap *between* the marketing communication strategies implemented by Giara and Master Wedding Organizer with the expectations and decision-making patterns of two different entities, namely existing clients (who are currently or have used the services) and potential consumers (leads). The main problem lies in the misalignment of the marketing message *and* the communication channels used to target the two characteristics of the target audience. (Ashfa & Ishak 2023) . This research is expected to be able to answer important questions that have not been fully answered in the literature, namely how the marketing communication strategy of *wedding organizer services* is actually implemented in daily life, why certain strategies are

considered effective by both actors and clients, and to what extent the strategy can be replicated or developed as *best practice* in the *wedding organizer sector*. (Synthesis, N & Astuti, E. D, 2022).

Indonesia has a lucrative profit potential for wedding organizers, accounting for around 10-20% of the total wedding costs, according to [cnbcindonesia.com](http://cnbcindonesia.com). According to Sitorus (2019), a mid-range wedding organizer serving two clients per month can earn a profit of 30-45 million rupiah. Wedding organizers also profit from business partnerships, offering dream wedding packages to vendors to boost the market. According to [suarasurabaya.net](http://suarasurabaya.net), the approach of the holy month, which coincides with the Eid al-Adha celebration, is considered by the majority of Javanese to be a good time for weddings.

Marketing communication is a tool used by companies to inform, persuade, and remind consumers about the products or services they sell (Kotler & Keller, 2016). In the modern business landscape, this concept has evolved into Integrated Marketing Communication (IMC), a strategic approach that consistently aligns various communication channels such as advertising, sales promotion, public relations, personal selling, and direct & digital marketing to produce maximum communication impact and a coherent message for the audience.

*distinguish* it from the marketing of physical products, namely intangibility, inseparability, variability, and perishability (Haerah, 2022). *Wedding Organizer As an experience-based service provider*, we rely heavily on building reputation, trust, and managing expectations. Therefore, the marketing communications mix in this industry focuses not only on short-term transactions but also on the quality of interpersonal interactions and visual portfolio presentations that can reduce potential customers' perceptions of risk.

### **Theory Integrated Marketing Communication (IMC)**

According to Butkouskaya et al. (2023), *Integrated Marketing Communication (IMC)* is a concept that emphasizes the unification and coordination of all forms of marketing communications such as advertising, sales promotions, direct marketing, *public relations*, social media, and *personal selling* so that the messages conveyed to consumers are consistent, integrated, and mutually supportive, to build an image and long-term relationships with consumers. Automatically, this message consistency increases the success of marketing communications implemented by *Giara Wedding Organizer*. According to the IMC theory put forward by experts *Philip Kotler and Don E. Schultz* (2016: 422), marketing communications must be designed in an integrated manner so that each communication channel does not run alone, but forms an effective strategic unit.

### **Previous Researchers**

This research was conducted based on several previous research references, including research by Angelia Devi Syifa'urrahmah and Puspita Sari Sukardani, ST, M.Med.Kom (2024) on "Communication Patterns of LM Wedding Planner & Event Organizer in Establishing Business Relations with Vendors". This research uses a Qualitative Approach. The results of the study show that the communication patterns that occur in each of the LM Wedding Planner & Event Organizer teams and vendors include communication patterns with formal top-down, bottom-up, and horizontal channel communication networks. Furthermore, LM Wedding Planner & Event Organizer uses an interactional business communication model to interact with vendors, while vendors also use the same communication model, namely interactional business communication to interact with LM Wedding Planner & Event Organizer. Intan Vesselia's (2024) research on "Communication Patterns Between Crew and Client in the Implementation of Wedding Events at Shakila Wedding Organizer" used a qualitative case study method. The results of the study showed a two-way (circular) communication pattern between crew and clients at Shakila Wedding Organizer. This communication pattern occurs through a reciprocal exchange of information between the two parties. At Shakila Wedding Organizer, circular two-way communication occurs between crew and clients, as well as among crew members within the team

itself. Inez Aprilia Zumarnis, Zainal Abidin, Maulana Rifai, Khansa Mardiyah (2023), from the Faculty of Social and Political Sciences, Singaperbangsa University, Karawang with the research title "The Influence of Digital Marketing Communication on Instagram Social Media on Brand Awareness and the Decision to Use Teman Manten Wedding Organizer Services" published in the journal INNOVATIVE: Journal of Social Science Research. This research uses a descriptive quantitative approach. The results of the study show the influence of digital marketing communication strategies on increasing *brand awareness*, thus making Teman Manten *wedding organizer services* known to the wider public with a positive image and encouraging public interest in using *wedding organizer services* and recommending them to the wider community. Diaz Sari (2020), on "Markem Wedding's Marketing Strategy in Increasing the Trust of Potential Consumers in Pekanbaru City." This research uses a descriptive with a qualitative approach. The results of this study discuss various marketing communication strategies used by Markem Wedding, including providing promotions on social media and distributing banners. Research by Ines Nisa Aziza (2023) on "Faiza Event and Wedding Organizer's marketing communication strategy in attracting consumers in the Special Region of Yogyakarta" This research uses a descriptive qualitative approach method. The results of the research on Faiza Event and Wedding Organizer's marketing communication strategy in attracting consumers in the Special Region of Yogyakarta are: (1) Advertising, using print media such as newspapers and through social media. (2) Sales promotion, by providing discounts and giving away free products. (3) Public relations, by sponsoring the Putra Brilliant Wedding event to build the company's image. (4) Personal selling, conducting sales presentations with persuasive and easy-to-understand language. (5) Direct marketing, using social media, brochures, and business cards.

There are supporting and inhibiting factors in the implementation of Giara Wedding Organizer's marketing communication pattern towards clients and potential consumers. The supporting factors in the relationship between clients and crew at the wedding organizer: Such as effective communication, openness and honesty, a solid work team, appreciation for roles and contributions, flexibility and adjustment and finally trust. While the inhibiting factors are differences in perceptions and expectations, limited client budgets, competition between Wedding Organizers, technical obstacles in digital communication and finally the lack of consistency in marketing messages.

on data from previous research, what differentiates this research is that this research was conducted with the aim of examining the Marketing Communication Strategy for Potential Clients and Consumers at Giara and Master Wedding Organizer . in establishing business relationships with vendors and building trust over a long period of time. Researchers sought to explore the marketing strategies employed by Giara Wedding Organizer, which contributed to the lower number of clients interested in its services compared to Master Wedding Organizer . Furthermore, they also examined the steps Giara must take to attract potential customers. This will ultimately determine the success of a wedding organizer.

Giara Wedding Organizer is still relatively new and still developing, so we provide client feedback through WhatsApp and Direct Messenger on our Instagram account @Giaraweddingorganizer. We can also repost clients' Instagram stories and highlights. This is also part of our marketing strategy, allowing both our followers and non-followers to see reviews from clients who have used Giara Wedding Organizer's services. Furthermore, when I speak directly or have two-way communication with potential clients or those planning a wedding, I share details like wedding documents and the bride's makeup needs.

Vendors today come in a wide variety of styles and criteria, and we must communicate effectively. A good, detailed start will allow the vendor to convey the bride and groom's wishes. This will ensure clients avoid disappointment and regret at the end of the event. Therefore, if closeness and communication are maintained from the start, clients will be satisfied with the

vendor. Vendor service at weddings is crucial for clients, whether it's through social media or in-person communication.

The first thing potential customers will likely notice is the number of Instagram followers a wedding organizer has, but depending on the client's needs, some clients are offered an all-in-one package price list, with a large number of followers or who are already well-known, and the price is certainly expensive. These types of clients are targeted by wedding organizers who want to use their services at a low price, such as small wedding organizers, including Giara Wedding Organizer. However, Giara Wedding Organizer currently does not offer an all-in-one package. They only offer wedding organizer crew and MC services, not an all-in-one package. Each vendor apparently has two different selling prices: one for fellow vendors and one for clients only. Prices for fellow vendors tend to be lower than those for clients only.

Currently, Giara Wedding Organizer is striving to attract potential customers by improving its track record and experience. This experience serves as a benchmark for pricing for a wedding organizer. They are also improving their marketing strategy by expanding their target audience and collaborating with various vendors, including caterers, bands, MCs, decorators, henna, makeup artists, and attire.

## RESEARCH METHODS

This research uses a qualitative descriptive approach with a comparative case study method. This research uses a descriptive qualitative approach because it aims to understand in depth the contextual and theoretical aspects of how a marketing communication strategy and phenomenon are implemented in the daily reality of business actors. The use of comparative case studies aims to systematically dissect, map, and compare the implementation of the *Integrated Marketing Communication* (IMC) mix applied by *Giara Wedding Organizer* and *Master Wedding Organizer*. The comparison focuses on how the two agencies communicate the value of their services to two different target audience characteristics, namely clients (*clients* who have used the service) and potential consumers (*leads* who need education and building trust).

The determination of informants in this study used a purposive sampling technique, namely selecting informants who have direct involvement and understand the problem being studied. Informants in this study were divided into three, namely the Owner of Giara Wedding Organizer and Master Wedding Organizer, Clients (married couples who have used the services of Giara Wedding Organizer and Master Wedding Organizer). And Potential Consumers (Prospective Consumers who are in the exploratory stage, conducting questions and answers via social media/WhatsApp). To conduct this study, researchers have obtained several crews that researchers use as informants. In this study, researchers use abbreviated names as pseudonyms to maintain the privacy of informants.

Data collection was carried out for 1 month on April 14- May 14, 2026, which includes the preparation stage, data collection, data analysis, and preparation of research reports. Data collection techniques were carried out through interviews, observations, and documentation with the Owner of Giara Wedding Organizer and Master Wedding Organizer. Interviews were conducted in person and through online communication media, adjusting to the conditions and availability of informants and relevant editorial communication documents, including the coordination flow within the internal communication group. These documents are used to confirm feedback and reviews from clients to attract the interest of potential consumers.

The data analysis technique in this study uses an interactive analysis model that includes data reduction, data presentation, and conclusion drawing. The data reduction process is carried out by filtering and grouping information relevant to the research focus, specifically related to the

research topic. Marketing Communication Strategy at Giara and Master Wedding Organizer. Next, the data is presented in descriptive narrative form to facilitate understanding of the patterns and relationships between the findings. The final stage involves drawing conclusions through in-depth interpretation based on the *Integrated Marketing Communication theoretical framework*. Data validity is tested through triangulation of sources and methods, comparing the results of interviews, observations, and document analysis. This approach aims to verify and complement data from various approaches to achieve more objective and comprehensive results

## RESULTS AND DISCUSSION

Based on comparative qualitative research conducted at Giara Wedding Organizer (WO) and Master Wedding Organizer (WO), various field data were found regarding the implementation of the Integrated Marketing Communication mix . The description of the research results is mapped based on five main indicators that form the formulation of this research problem :

### 1. Advertising Media Used

Giara Wedding Organizer: As a relatively new agency, Giara WO focuses its non-personal advertising on organic digital media . The main channels used are Instagram and TikTok . Advertising content focuses on visualizing the aesthetics of decorations, documenting the wedding day, and creating *reel content* to build brand awareness among Gen Z and millennials . Giara has not yet used regular paid advertising (such as *Instagram Ads* or *TikTok Ads* ) extensively and still relies on organic reach .

Master Wedding Organizer: Master WOs, with a more mature IMC formula, combine digital and conventional advertising . Digitally, they actively utilize paid advertising ( *Instagram Ads* and *Google Ads* ) targeting specific geographic areas. Additionally, Master WOs produce physical print media such as exclusive brochures and package catalogs, which are distributed at exhibitions or placed with several partner vendors .

### 2. Sales Promotions Carried Out

Giara Wedding Organizer: Giara WO employs situational sales promotion tactics, such as special discounts for couples who *book* during low-season months . They also frequently offer freebies such as additional *hand bouquets* or *upgraded* documentation to entice potential customers to sign contracts .

Master Wedding Organizer: Master WO implements a more structured sales promotion strategy through a bundling package system . This package integrates all wedding elements such as catering, MUA, bridal, and decorations in one competitive package price . Master WO also provides incentives in the form of special *cashback discounts* for potential customers who make full payment *during* the exhibition .

### 3. Public Relations Activities

Giara Wedding Organizer: Giara WO's *Public Relations (PR)* activities focus on building a positive image through digital *customer reviews* . Giara uploads screenshots of honest testimonials from existing clients to their Instagram highlights to allay potential customers' doubts about the intangible nature of *wedding services* .

Master Wedding Organizer: Master WO has a more aggressive PR program by regularly participating in major wedding exhibitions (*Event Wedding Expos*) in shopping centers and hotels . This participation is used to build reputation, strengthen brand equity , and expand partnership networks with top vendors . Master WO also actively manages post-event relationships with existing clients to stimulate positive *word-of-mouth* marketing .

#### **4. Personal Selling to Potential Clients and Consumers**

Approaching Potential Customers (Leads): Both WOs position their *marketing teams* or *wedding consultants* not just as salespeople, but as solution-oriented consultants . At **Giara WO** , interpersonal communication is conducted casually via WhatsApp text messages, focusing on answering pricing questions . Meanwhile, at Master WO , personal selling is carried out through structured formal presentations, offering free face-to-face consultations, listening to conceptual needs, and addressing the budgetary concerns of prospective brides and grooms .

Client Approach (Deal): After the customer makes a *booking* , the *personal selling process* shifts to interpersonal service and relationship *marketing* . Both Giara and the Master WO formed a dedicated WhatsApp coordination group comprising the client, family representatives, and all technical vendors . Communication is conducted intensively, empathetically, and regularly through a series of technical meeting agendas *to minimize miscommunication leading up to the wedding day* .

#### **5. Direct Marketing to Potential Clients and Consumers**

Giara Wedding Organizer: Giara WO executes *direct marketing* digitally, utilizing Instagram's *Direct Message (DM)* feature and direct interaction via WhatsApp Marketing *chat* . When a potential customer leaves a comment or simply likes a portfolio post, the Giara team immediately reaches out by sending a personal message with a warm greeting and a digital *price list attached* .

Master Wedding Organizer: Master WO implements *direct marketing* in a more integrated manner by utilizing customer database *marketing* . They regularly send targeted offers (*broadcasts*) to a contact list of potential customers obtained from visitor forms at *wedding expos* . This direct marketing includes information on the latest packages, consultation invitations , or limited-time promotional coupons to encourage conversion from the information search stage to a contract agreement .

Analysis of field findings shows differences in the maturity models of marketing communication strategies between Giara Wedding Organizer and Master Wedding Organizer . This phenomenon can be analyzed theoretically through the lens of *Integrated Marketing Communication (IMC)* and its impact on consumer behavior .

#### **IMC Channel Integration in Addressing the Intangible Nature of Services**

The products offered by *the wedding organizer industry* have unique characteristics because they are intangible *and* have a very high level of decision-risk involvement (*high-involvement product*) . Prospective brides and grooms cannot try or see the tangible results of their once-in-a-lifetime sacred ritual before purchasing it . Master WO has proven to be better prepared to face this challenge by coordinating all elements of its marketing mix consistently . Face-to-face exhibitions ( *Public Relations & Sales Promotion* ) supported by a massive visual portfolio of paid digital advertising ( *Advertising* ), have proven effective in building perceptions of professionalism and public trust (*trust-building*) . On the other hand, Giara WO, which has not yet integrated its IMC formula firmly, is vulnerable to fluctuations in consumer conversions . Giara's reliance on organic social media without the support of a conventional presence (such as exhibitions) makes the reach of its marketing messages tend to be monotonous and easily drowned out amidst tight industry competition (*hyper-competition*).

#### **Personal Selling Approaches : Conversion vs. Retention**

Based on the research results, the direct communication aspect (*personal selling*) in both study objects plays a crucial role but has different psychological dualism functions depending on the characteristics of the audience :

To Potential Consumers (Prospects): Direct communication is directed as an instrument of education, persuasion, and conversion . The two-way interaction approach implemented by Master WO through offering personal solutions to conceptual anxiety has been proven to have a higher *closing success rate than Giara WO's approach which tends to only provide standard*

price information . This is in line with William G. Nickles' theory that persuasive information exchange is necessary for marketing activities to run efficiently .

To Clients (Deal): Communication patterns have completely shifted to a long-term relationship *maintenance function (customer relationship management)* . The intensive use of WhatsApp coordination groups and empathetic *technical meeting procedures* by both WOs act as a binding service commitment . When interpersonal relationships between field crews and clients are built on the basis of openness, honesty, and trust, customer satisfaction will be achieved . This post-event satisfaction is what then drives existing consumers to transform into the most organic marketing agents through positive *Word of Mouth (WOM)* .

### Analysis of Supporting and Inhibiting Factors

The effectiveness of the implementation of marketing communication strategies at Giara and Master WO is also influenced by the dynamics of internal and external factors in the field :

Supporting Factors: The main strength lies in having a solid work team, using an interactive visual portfolio in the digital era via Instagram/TikTok, and the crew's ability to build responsive circular (two-way) social communication with clients during event preparation .

Inhibiting Factors: Technical barriers such as delays in responding to digital messages, network fluctuations, inconsistencies in package information between media, and gaps in expectations due to consumer budget constraints are real obstacles in the negotiation and sales conversion process .

Here are some photos of the Giara Wedding Organizer crew together with vendors-other vendors.



Figure 1 & 2 Group photo after the wedding event with other vendors.

Source: Giara Wedding Organizer's personal Instagram @Giaraweddingorganizer



Picture 1 Client Testimonial after the Wedding event.

Source: WhatsApp (Chat Owner with Client)

### Giara Wedding Organizer's Marketing Communications for Clients and Potential Consumers

IMC theory proposed by experts *Philip Kotler and Don E. Schultz* (2016: 422), marketing communications must be designed in an integrated manner so that each communication channel does not operate independently but rather forms an effective strategic whole. The following is an explanation of each marketing tool:

- 1) Advertising is a crucial element in the marketing communications mix, serving as a means of delivering a planned message to a wide audience. Advertising can be understood as a form of non-personal communication delivered through specific media with the goal of introducing services, building an image, and persuading consumers to use the services offered. For *wedding organizers*, advertising is not solely oriented toward sales promotion, but also toward shaping perceptions of the professionalism, creativity, and quality of the services provided.
- 2) Promotion is a crucial element of marketing communications, aiming to attract, persuade, and encourage consumers to use the services offered. Promotion in the wedding organizer business serves not only as a short-term sales boost but also as a communication strategy to strengthen the brand's image, build relationships, and create emotional attachment to the services provided.
- 3) *Public Relations* Public relations is an essential part of marketing communications, building, maintaining, and strengthening harmonious relationships between *wedding organizers* and various parties, including clients, potential consumers, and partners such as vendors and communities. Unlike advertising, which is directly persuasive, *public relations* emphasizes building a positive image, reputation, and long-term trust through strategic and ongoing communications.
- 4) *Personal Selling* can be understood as a form of marketing communication conducted directly and face-to-face (or through interactive communication such as *video calls* and private *chats*) between a *wedding organizer* and a potential client. Personal selling is an important element in the concept of *Integrated Marketing Communication (IMC)* because it allows for more persuasive, personal, and in-depth two-way communication.

*Direct marketing* can be understood as a marketing communications strategy delivered directly to potential clients without the use of mass media, with the goal of obtaining an

immediate response or building long-term relationships. *Direct marketing* is one element of the *Integrated Marketing Communication (IMC) concept* , which emphasizes targeted, personalized, and interactive communication.

## CONCLUSION

Based on the results of data analysis and interviews, the research concludes that the marketing communication strategies implemented by Giara and Master Wedding Organizer (WO) focus on digital media integration, service quality, and strong interpersonal relationships. The primary media or communication channels used by both WOs include Instagram, TikTok, WhatsApp, and Facebook, where these social media are utilized to disseminate sales promotions in the form of the latest package information, special price offers (situational discounts), and attractive bonuses to attract the interest of potential consumers. In addition, the *public relations function* is carried out organically by leveraging the power of reviews, real testimonials, and positive reviews from previous clients in the form of videos or digital screenshots; these reviews are managed openly on social media as a primary marketing tool to erode the intangible nature of wedding services *while* building high trust *for* potential new consumers. The process of delivering information and marketing communications is carried out through an interactive consultative approach from the initial stage when prospective clients contact (via DM or WhatsApp) to inquire about *the price list* , followed by a presentation of budget solutions, until a cooperation agreement is reached (*deal*) .

Once an agreement is reached, communication with the client and related vendors is maintained intensively and circularly through a WhatsApp coordination group and a series of regular *technical meetings* to monitor progress and minimize miscommunication leading up to the event. Regarding the evaluation of marketing effectiveness, the owner of Master WO emphasized that the main metric for the success of a marketing communication is not seen at all by the number of *followers* , but rather measured by the client's final satisfaction when the event runs smoothly, which automatically has implications for the high number of final agreements ( *contract deals* ). Finally, to ensure the existence of WO remains relevant, innovative, and competitive in the next few years, both parties are committed to always being aware of the latest wedding trends, daring to offer fresh new ideas, and placing consistent service quality as a key pillar of their business operations. Master Wedding Organizer has a competitive advantage because its marketing communication strategy has implemented an integrated IMC model that combines paid digital advertising, *bundled package promotions* , physical exhibition presence, and database-based *direct marketing tactics* . On the other hand, Giara Wedding Organizer as a new business actor must immediately formulate the consistency of its marketing message, optimize the *marketing* team's negotiation presentation techniques , and not only rely on one-way organic social media interactions in order to increase the conversion rate of potential consumers in a competitive market

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