

The Effectiveness of an Online Media as a Wedding Organizer Promotion Tool

B Kurniawan¹, A A Nova²

{bobi@unikom.ac.id¹, astdndnv@mahasiswa.unikom.ac.id²}

Fakultas Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia¹, Fakultas Ilmu Sosial dan Politik, Universitas Komputer Indonesia, Indonesia².

Abstract: The purpose of this study is to determine the extent of the influence of online media as a promotional tool used by Wedding Organizer. The method used was descriptive qualitative. The results of this study are to know how much social media influence to promote Wedding Organizer in the millennial community and to facilitate those who will face their happy days. The promotion of goods or services through online media is easier and more efficient in various aspects, which in turn will increase the production of goods or services at a very low cost. This applies to all businesses ranging from macro to micro. Thus, it can be concluded that using online media as a tool to promote goods or services is more effective for running the business itself.

Keywords: *Wedding, Social Media, Management, Organizer, Business*

1. Introduction

Wedding Organizer as a provider in the field of service is a service for brides for planning to implement the wedding day. The function of the Wedding Organizer itself also includes coordinating with vendors, bride candidates as well as the bride and groom's family starting from the invitation letter to the souvenir that will be given on the day of implementation. Many people questioning the benefit they will obtain by using a Wedding Organizer service. Wedding Organizer still involves in the wedding preparation for the bride's family to be used as a committee, but there are several roles of Wedding Organizer that cannot be replaced by the family regarding the allocation of funds wedding. The reason is Wedding Organizer has a channel to get a lower price than the bride and groom. Wedding Organizers start to work at least 2-3 months before the event because they need to prepare such as decorations, photographers, catering, and performers (music) on the wedding day.

With the rise of Wedding Organizers on this present day also has a greater opportunity for young entrepreneurs to start their business, the use of social media, in this case, is very important because it is considered to optimize the performance of the company to help disseminate information about the details of existing companies. With the existence of social media, it can be used as a promotional tool by displaying pictures, videos related to the performance of the WO in handling a wedding in which runs without significant obstacles.

Wedding planning guides treat the bride as a novice and instruct her in seeing wedding-related tasks and times as amenable to management [1]. With the right choice of career women, it is very difficult to set the time to prepare for marriage. Therefore, it is very necessary to hire a wedding organizing [2]. The wedding business can be a lucrative market for hotel food and beverage revenues; however, it often does not get the attention it deserves [3]. Both brides have the right to determine the concept of their wedding day; the wedding planner only helps in running the event so that there is no misunderstanding during the event.[4]. The wedding planner is one of the growing business years by year since 2008, because of the budget cost is increasing, it is also increasing the revenue of wedding planner or wedding organizer year by year. Wedding budgets have been increasing steadily since the economic downturn of 2008, and in 2013, couples spent a record-high average of nearly \$30,000 [5] A wedding that is taken care of by the family itself will cost less, but even the results will not be maximized if it does not do by the wedding planner [6]. Our professionals are required to design concepts for the bride so that their marriages run smoothly [7]. ICT-based business initiatives and e-commerce projects have been hailed as “potential goldmines” for women's empowerment [8]. In order to compete with the existing rivalries, the company should have sustained marketing objectives and strategies toward their target customers [9]. ICT stands for Information, and Communication Technology can be translated by a huge umbrella of terminology cover all technical equipment to process and deliver information. That is the short meaning of information and communication technology. The word technology derives from Greek “technological” or “techne” means “skill” and “logia” which means “knowledge.” In narrow meaning, technology is something that refers to the object which is used to the effectiveness of people activity, such as machine, utensil, hardware and the other. Information technology has changed the face of the world from the real world to cyber world. Three intensive growth strategies for Ansoff's marketing expansion consist of market penetration strategy, market development strategy and product development strategy [10].

The purpose of this study is to determine the effectiveness of social media as a Wedding Organizer promotion tool and more information about Agenda Marriage that can provide the best service in the other fields. The research method is a procedure carried out to obtain data or information to answers this research' problem that has been proposed. Therefore, the determination of the research stages and the techniques used must reflect the relevance of the research phenomenon.

2. 2. Method

This study used a descriptive qualitative method approach. Data collection techniques were carried out to obtain information by studying books, reading print media that were relevant to the research being carried out, searching for sources from literature or other relevant references to obtain the concepts or theories needed. Library study was a way to get resources by finding the right source of a particular specialist because the researchers explained the relevance of social media as a Wedding Organizing promotion tool. So that in the end, the researcher could find the thread that was the effectiveness of Online Media as a Wedding organizing promotion tool.

3. 3. Results and Discussion

Instagram is an online social media that is currently on the rise, the term of rising is considered appropriate because of the proliferation from individuals who have Instagram social media accounts, as Instagram content is filled with photos and videos about anything that lasts

for a minute which makes Instagram more attractive. Instagram users by one of the wedding organizing that is still relatively new in Bandung, namely Seatap Wedding, they attract the attention of consumers by presenting documentation of wedding events to gain trust from their customers.

The initial appearance of the Instagram account contains initial information about the contact and the tagline of the Wedding Organizing. (Figure 1).

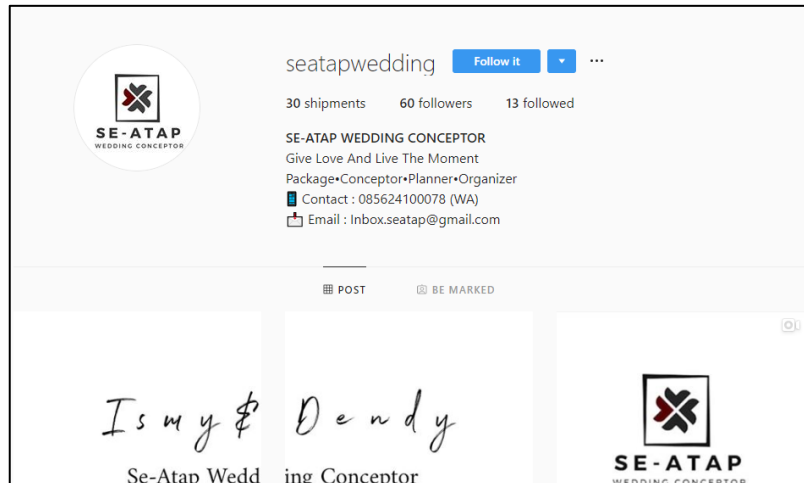


Fig 1. Main menu.

In the display of the feeds, Seatap Wedding puts the documentation of the event so consumers will gain the trust to work with them if the photos and videos displayed are also interesting to see. (Figure 2).

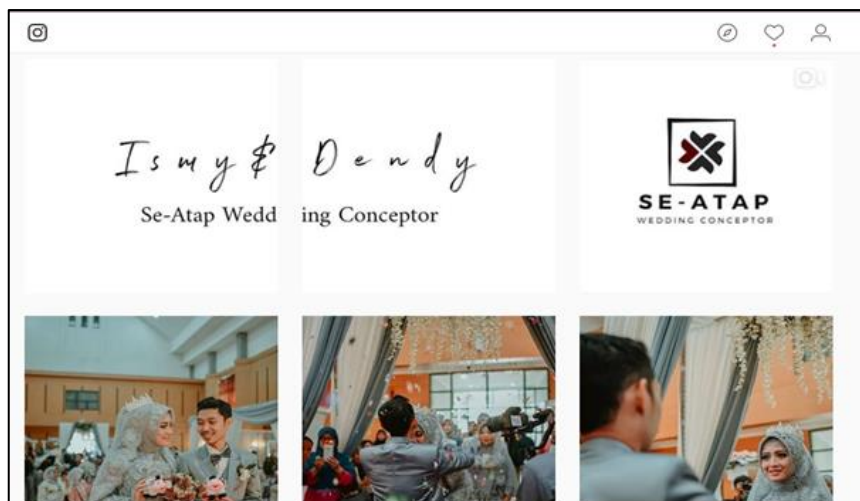


Fig 2. Display Instagram Feeds

When the book closes or when we need financial statements, users need to choose the general ledger submenu and choose the financial statement. Therefore, this software makes it easier for accountants because the use of this technology the financial statements will be arranged automatically (Figures 2 and 3).

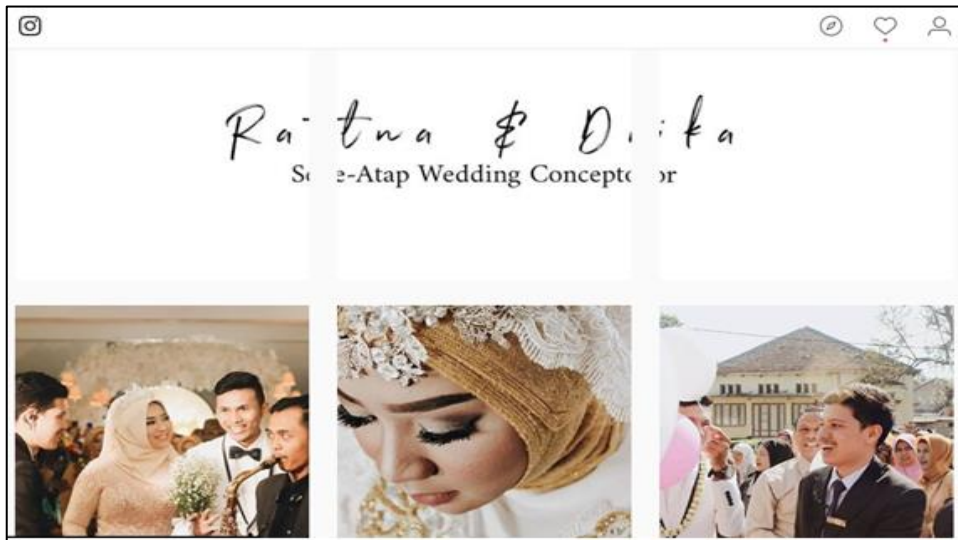


Fig 3 Display Instagram Feeds

It can be a benchmark for consumers to consider a wedding and work on more projects with the tagline "Give love and Live The Moment." (Figure 4)

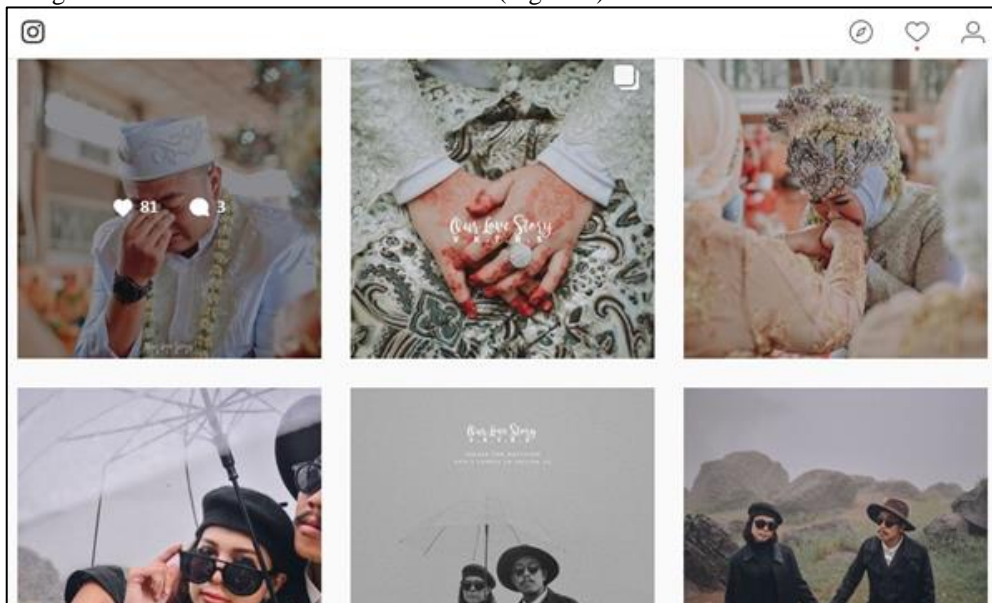


Fig 4. Showing Beautiful Documentation

As for supporting information about the details of the event such as Photos and Videos, Venues, Makeup, Mc, and Programmers (Music). (**Figure 5**)



Fig 5. Shows The Captions

4. Conclusion

Social media makes it easier for the service seller and the consumer, where promotional activities can be carried out without spending high costs. They need to advertise their product on the radio, television, or even print media. It is expected that the use of social media will help their business, especially from a small-to-medium business. Social media also can be used in developing entrepreneurs' in foreign countries.

References

- [1] McKenzie, P. J., & Davies, E.: Documentary tools in everyday life: the wedding planner. *Journal of Documentation*, 66(6), 788-806. (2010)
- [2] Blakely, K.: Busy brides and the business of family life: The wedding-planning industry and the commodity frontier. *Journal of Family Issues*, 29(5), 639-662. (2008)
- [3] Adler, H., & Chienm, T. C.: The wedding business: a method to boost food and beverage revenues in hotels. *Journal of foodservice business research*, 7(1), 117-125. (2005)
- [4] Lanjouw, J. O., Pakes, A., & Putnam, J.: How to count patents and value intellectual property: The uses of patent renewal and application data. *The Journal of Industrial Economics*, 46(4), 405-432. (1998)
- [5] Francis-Tan, A., & Mialon, H. M.: "A diamond is forever" and other fairy tales: The relationship between wedding expenses and marriage duration. *Economic Inquiry*, 53(4), 1919-1930. Kapur, J. (2009). An "Arranged love" marriage: India's neoliberal turn and the Bollywood wedding culture industry. *Communication, Culture & Critique*, 2(2), 221-233. (2015)

- [6] Fisch, M.. The rise of the chapel wedding in Japan: Simulation and performance. *Japanese Journal of Religious Studies*, 57-76. (2001)
- [7] Maier, S., & Nair-Reichert, U.: Empowering women through ICT-based business initiatives: An overview of best practices in e-commerce/e-retailing projects. *Information Technologies & International Development*, 4(2), pp-43. (2007)
- [8] Adler, H., & Chienm, T. C.: The wedding business: a method to boost food and beverage revenues in hotels. *Journal of foodservice business research*, 7(1), 117-125. (2005)
- [9] Oosterbeek, H., Van Praag, M., & Ijsselstein, A.: The impact of entrepreneurship education on entrepreneurship skills and motivation. *European economic review*, 54(3), 442-454. (2010)
- [10] Burgoyne, C. B., Reibstein, J., Edmunds, A. M., & Routh, D. A.: Marital commitment, money and marriage preparation: What changes after the wedding?. *Journal of Community & Applied Social Psychology*, 20(5), 390-403. (2010)