

## WEDDING ORGANIZER MARKETING STRATEGY ANALYSIS VIA INSTAGRAM ON INTAN WISMA WEDDING ORGANIZER

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### Abstract

*The phenomenon of increasing use of social media as a marketing tool has changed the way businesses interact with audiences and potential clients, including in the wedding organizer industry. This study aims to analyze the marketing strategy implemented by Intan Wisma Wedding Organizer through Instagram as a digital platform. The focus of the research is on efforts to increase market reach, audience engagement, and client conversion. This research aims to analyze the marketing strategy carried out by Intan Wisma Wedding Organizer through Instagram as a digital platform to increase market reach, audience engagement, and client conversion. This study uses a qualitative approach with interview methods with digital marketing managers, social media teams, and clients. The results of the study show that Instagram is an effective marketing tool through visual features such as Reels, Stories, and paid ads, which can increase the attractiveness of the service and reach potential clients. However, the main challenge faced is maintaining consistency of quality content and adapting to changes in Instagram's algorithm. Suggestions are given to improve marketing success, such as content diversification, use of new features, and more optimal ad management.*

**Keywords:** marketing strategy, Instagram, wedding organizer, audience engagement, customer conversion

### Introduction

Digital marketing has become a dominant strategy in various industry sectors, including the service sector. Social media, particularly Instagram, has evolved into one of the most effective platforms for building relationships between businesses and consumers (Keller & Kotler, 2022). With over a billion monthly active users, Instagram allows businesses to leverage the power of visuals to capture the audience's attention directly (Statista, 2023). Wedding organizers (WOs) as part of the wedding industry take advantage of this platform to showcase their portfolios, build brand image, and reach out to potential customers at large.

In the ever-evolving wedding industry, customers are not only looking for professional services, but also a personalized and unique experience. This is where Instagram becomes important as a medium to convey the uniqueness and advantages of a wedding organizer. A study by Arora et al. (2021) shows that visual-based marketing on Instagram improves customer perceptions of trust and loyalty to brands. Therefore, marketing strategies through Instagram are an absolute necessity to compete in the digital era.

Intan Wisma Wedding Organizer (IWWO), which operates in the Purbalingga area, has become one of the leading players in the industry. However, the fierce competition with many new wedding organizers emerging, coupled with the challenge of maintaining existence in the digital era, requires IWWO to continue to innovate in its marketing strategy. Based on the company's internal data, more than 70% of new clients come from interactions through Instagram, both through paid ads and organic content.

Although IWWO actively uses Instagram, there are several challenges it faces, such as adapting content to audience preferences, maintaining consistency in visual quality, and increasing interaction with followers. This shows that optimizing marketing strategies through Instagram is still a relevant issue to be further researched. In addition, IWWO has not fully taken advantage of new features on Instagram such as live shopping to reach a wider audience.

Previous studies have discussed the importance of digital marketing on social media, but research specifically addressing wedding organizer marketing strategies through Instagram is still limited, especially in the Indonesian context. For example, a study by Nurhayati et al. (2020) highlights the use of Instagram by MSMEs in the creative sector but does not specifically explore the wedding organizer industry. In addition, existing research tends to focus on technical aspects such as increasing followers or

engagement rates, while an in-depth understanding of how marketing strategies through Instagram can influence customer decisions is still minimal (Putri & Santoso, 2021).

This study tries to fill this gap by analyzing the marketing strategies implemented by IWWO, both from the content aspect, interaction with customers, to the measurement of campaign effectiveness. Thus, this research is expected to provide a more comprehensive theoretical and practical contribution.

The uniqueness of this research lies in its approach that focuses on combining visual content-based marketing strategies with optimal use of Instagram features. The study not only evaluated the success of the strategies already implemented but also identified opportunities to increase customer engagement and loyalty through content innovation and the use of the latest technology on Instagram. In addition, this study also provides relevant practical recommendations for other wedding organizer industry players in Indonesia.

Through an in-depth analysis of IWWO's case, the study offers a new insight into how wedding organizers can leverage Instagram to create added value for customers, increase competitiveness, and achieve long-term success. It is hoped that the results of this research can be a reference for similar businesspeople in developing more effective digital marketing strategies.

### **Research Method**

This research uses a qualitative approach with the aim of deeply understanding the marketing strategy implemented by Intan Wisma Wedding Organizer (IWWO) through Instagram. The qualitative approach was chosen because it can explore social and behavioral phenomena comprehensively in a specific context (Creswell & Poth, 2018). The focus of this research is to analyze the marketing practices carried out by IWWO, starting from content creation, interaction with customers, to the effectiveness of marketing strategies on social media.

This type of research is a case study. Yin (2018) explained that case studies are very suitable to be used to explore complex and contextual phenomena, such as the use of Instagram by wedding organizers. This study delves into IWWO's specific cases to understand how marketing strategies through Instagram are applied in the context of the wedding services business. Data collection is carried out through three main methods:

#### **In-Depth Interviews**

Semi-structured interviews are conducted with marketing managers, marketing staff, and some IWWO clients. This interview is designed to dig into information about the process of planning, implementing, and evaluating marketing strategies through Instagram. The interview guide covers themes such as the type of content created, the purpose of the campaign, and the use of Instagram features such as stories, reels, and IG live (Kvale & Brinkmann, 2015).

#### **Observation**

Researchers conducted direct observation of IWWO's Instagram activity for three months, recording the type of content uploaded, the frequency of posts, and interactions with followers. This observation aims to understand how marketing strategies are applied in daily practice. This technique also helps identify certain patterns or trends in interactions on social media (Angrosino, 2012).

#### **Secondary Document and Data Analysis**

Researchers analyzed data such as social media performance reports, Instagram insights, and IWWO's digital portfolio. In addition, the analysis also includes customer reviews and comments on Instagram posts to evaluate the audience's perception of the uploaded content. Secondary data from journal articles, books, and related industry reports are also used to strengthen the analysis (Bowen, 2009).

#### **Data Analysis Techniques**

The data was analyzed using a thematic analysis approach. Braun and Clarke (2006) suggest that thematic analysis allows researchers to identify key patterns or themes that emerge from qualitative data. The analysis steps include:

1. Familiarization with data through re-reading interview transcripts and observation notes.
2. Data coding using NVivo software to make it easier to organize information.
3. Identify key themes such as the effectiveness of visual content, the role of interaction with the audience, and the influence of Instagram features on customer loyalty.
4. Preparation of thematic narratives based on the themes found.

### **Validity and Reliability**

The validity of this study is maintained through data triangulation, namely by comparing information from various sources (interviews, observations, and document analysis). Lincoln and Guba (1985) suggested this technique to increase the credibility of qualitative findings. Reliability is maintained by documenting each step of the research in detail and using consistent interview guidelines across all respondents.

### **Results and Discussion**

#### **Result**

This study aims to analyze the marketing strategy carried out by Intan Wisma Wedding Organizer (WO) through the Instagram platform. Based on interviews with three categories of informants (Digital Marketing Manager, social media team, and Client or Service User), the following results were obtained:

#### **Instagram Marketing Goals**

Digital Marketing Manager Intan Wisma WO said that the main purpose of using Instagram is to expand the market reach and showcase the service portfolio. "Instagram is very visual, so it is suitable for displaying the beauty of the bridal makeup and the wedding moments that we manage," said the Digital Marketing Manager. This shows that Instagram was chosen because of its excellence in visually conveying the aesthetic value of the service.

#### **Marketing Strategy**

Marketing strategies are focused on creating high-quality content and active interaction with the audience. According to the social media team, the theme or concept of the content is determined based on the wedding season and the visual trends that are currently popular. "If there is an intimate wedding trend, tik-tok trends, we will adjust the content to follow the taste of the market," explained a member of the social media team. In addition, Intan Wisma WO routinely posts three times a week at optimal times such as afternoons or weekends to maintain interaction with the audience.

#### **Use of Instagram Features**

Instagram features that are often used are Stories and Reels. Stories are used to share daily content, while Reels help reach new audiences. "Reels helps us reach new audiences because Instagram's algorithm often prioritizes Reels," says the Digital Marketing Manager. From a client's perspective, Stories highlights are a favorite feature because they are well-organized so that they make it easy to access important information.

#### **Response to the Audience**

Quick and friendly responses to comments and direct messages are a priority for the social media team. This is important to build trust and create good relationships with potential clients. One member of the social media team stated, "We always try to respond to comments and messages quickly and amicably, after which we switch directly to the WhatsApp admin section".

#### **Marketing Strategy Effectiveness**

The success of a marketing strategy is measured through engagement rate, growth in the number of followers, and the number of service-related questions. Paid advertising has also been used, especially to promote discount packages. "The results were quite effective, with a 40% increase in traffic to our profiles over the course of the campaign," said a member of the social media team.

#### **Challenges Faced**

The main challenge in marketing through Instagram is maintaining consistency in uploading quality content as well as facing algorithm changes and stiff competition. "The biggest challenge is maintaining consistency in uploading quality content, especially since Instagram's algorithm changes frequently," said the Digital Marketing Manager.

#### **Client's View of Marketing Strategy**

The client said that Instagram content was very helpful for them in deciding to use the services of Intan Wisma WO. One client stated, "I can see their various service packages directly from the content on Instagram without having to come directly to their office". In addition, video testimonials and elegant decorations and attires are the main attraction of Intan Wisma WO's Instagram account.

### **Improvement Suggestions from Clients**

The client suggested that the WO share more behind-the-scenes content from the decoration process or event preparation. "I think it will make the content more interesting and authentic," said one client.

### **Discussion**

#### **The Influence of Instagram in Service Marketing through Digital Social Media to Increase the Number of Intan Wisma Wedding Organizer Client Bookings**

Social media has become a very effective marketing tool for various businesses, including wedding organizer (WO) services. Instagram, as one of the visual-based platforms, has a significant role in helping Intan Wisma Wedding Organizer increase the number of client bookings. This is because Instagram can expand the reach of the audience, display the portfolio attractively, and increase interaction with potential clients.

#### **Expanding Audience Reach**

Instagram allows Intan Wisma WO to reach more potential clients geographically and demographically. With features like Explore and Hashtags, their content can be found by users who have an interest in weddings or WO services. According to Intan Wisma WO's Digital Marketing Manager, the platform was chosen because it was "suitable for showcasing the beauty of the décor and wedding moments that we manage". Instagram's features also provide an opportunity for businesses to reach new audiences, specifically through algorithms that prioritize Reels content.

#### **Attractive portfolio presentation**

Attractive and relevant visual content is Intan Wisma WO's main strategy in building a positive image and increasing the interest of potential clients. Photos and videos of wedding decorations, the atmosphere of the event, and testimonials from previous clients are displayed consistently on their Instagram accounts. Research shows that aesthetic portfolio visualization can increase potential customers' confidence in the services offered (Kotler & Keller, 2019). One of Intan Wisma WO's clients revealed that Instagram content is very helpful in making decisions. "I can see their various service packages directly from the content on Instagram without having to come directly to their office," he said.

#### **Interaction with the audience**

Instagram makes it easier to interact directly between Intan Wisma WO and the audience through comments, direct messages (DMs), and the Instagram Live feature. This helps increase engagement and build good relationships with potential clients. Intan Wisma WO's social media team stated that they are trying to "respond quickly and kindly to comments and messages to build trust". According to a study by De Vries et al. (2017), good interaction through social media can increase customer loyalty and encourage them to make a purchase of services.

#### **Paid Advertising Effectiveness**

Paid advertising through Instagram also has a significant influence on the increase in the number of clients. Intan Wisma WO used this feature to promote discount packages, which proved to be effective in increasing traffic to their Instagram profile by up to 40% during the campaign. Additionally, these ads allow them to target specific audiences based on age, location, and interests, resulting in more targeted and relevant results.

#### **Measurement of Success**

The effectiveness of their marketing strategy is measured through the growth of the number of followers, the engagement rate, and the number of service-related inquiries that come in through DMs. These indicators provide a clear picture of Instagram's influence on the increase in popularity and bookings of their services.

Previous research has examined the influence of Instagram in marketing services through digital social media to increase the number of bookings. A study by Alfajri, Adhiazni, and Aini (2019) highlights the use of Social Media Analytics on Instagram in increasing marketing effectiveness. The results show that Instagram's Insights feature, which includes activity, audience, and content, plays an important role in helping business users improve the effectiveness of marketing their products and services.

Another study by Berutu (2022) analyzed the influence of promotions through Instagram social media on the buying interest of guests at the Sunlake Hotel Jakarta after the COVID-19 pandemic. The study

found that promotions through Instagram had a significant influence on guests' buying interest, with an adjusted  $R^2$  value of 0.353, which means that 35.3% of the buying interest variables were influenced by promotions through Instagram.

In addition, a study by Widiastuti and Djajalaksana (2022) discusses the analysis of the use of Instagram social media as a promotional medium in libraries. The results of the study show that the marketing of goods or services through social media can be more optimal compared to conventional methods, emphasizing the importance of Instagram as an effective marketing tool.

These findings confirm that the use of Instagram as a digital marketing platform can increase the effectiveness of promotions and consumer buying interest, which in turn has the potential to increase the number of bookings for service providers.

### **The Effectiveness of Using Instagram as a Marketing Platform for Wedding Organizers in Reaching and Attracting Potential Clients**

Instagram has become a very effective digital marketing platform for service businesses, including Wedding Organizers (WOs). Its ability to display engaging visual content, direct interaction with the audience, and flexibility in using paid marketing features make Instagram a strategic tool for reaching and attracting potential clients.

#### **Ability to Display Attractive Visual Content**

As a visual-based platform, Instagram offers a variety of features to display services and portfolios in an attractive way. For Wedding Organizers, visual content such as event decorations, client testimonials, and wedding moments are the main attraction. Intan Wisma Wedding Organizer's Digital Marketing Manager emphasized that "Instagram is very visual, so it is suitable for displaying the beauty of the decorations and wedding moments that we manage". According to Kotler and Keller (2019), aesthetic visual content can increase the attractiveness of the services offered, especially in creative industries such as WO.

Features like Reels, Stories, and regular posts help Wedding Organizer reach a wider audience. Reels, for example, are often prioritized by Instagram's algorithm so that they can increase the visibility of content to new users. Additionally, Stories are used to share daily or promotional content, while Stories highlights allow potential clients to view important information in an organized manner.

#### **Increase Interaction with Potential Clients**

Instagram's effectiveness also lies in its ability to create direct communication between WOs and potential clients. Interaction through comments, direct messages (DMs), and Instagram Live allows Wedding Organizers to answer questions, provide special offers, or demonstrate their services in person. The Intan Wisma Wedding Organizer's Social Media team explained that they "always try to respond to comments and messages quickly and in a friendly manner". According to De Vries et al. (2017), responsive communication through social media can build trust and strengthen relationships with customers, ultimately driving the decision to purchase services.

#### **Audience Targeting with Paid Features**

Instagram also provides a paid advertising option that allows Wedding Organizers to reach specific audiences based on location, age, and interests. These ads are effective in attracting the attention of potential clients, especially for those who are looking for WO services. Intan Wisma Wedding Organizer, for example, reported a 40% increase in traffic to their profile during an ad campaign for the promotion of a discount package. With this feature, businesses can maximize their marketing budget and ensure their message reaches the right people.

#### **Measuring Marketing Effectiveness**

The effectiveness of Instagram as a marketing platform can also be measured through various indicators, such as the growth of the number of followers, the engagement rate, and the number of questions that come in through DMs. These indicators provide a clear picture of how effective the digital marketing strategy implemented by the Wedding Organizer is.

### **Advantages and Disadvantages of the Instagram Platform in Supporting Wedding Organizer Marketing Strategies**

Instagram has become one of the main platforms in digital marketing strategies for Wedding Organizers (WOs). With a range of features that support audience engagement, reach, and customer



conversion, Instagram has its advantages and disadvantages that affect its effectiveness as a marketing tool. Here is an in-depth analysis based on these three aspects.

**Table 1. Advantages and Disadvantages of the Instagram Platform in Supporting Wedding Organizer Marketing Strategies**

It	Aspects	Excess	Deficiency
1.	Engagement	<ol style="list-style-type: none"> <li>Interactive features such as comments, direct messages (DMs), polls, and questions improve direct communication with potential clients.</li> <li>Quick responses to comments and messages build customer trust (Kotler &amp; Keller, 2019).</li> <li>Reels and live encourage active engagement.</li> </ol>	<ol style="list-style-type: none"> <li>Non-transparent algorithm changes can reduce engagement.</li> <li>Competition with content from other accounts in the same industry.</li> </ol>
2.	Reach	<ol style="list-style-type: none"> <li>The Reels feature is prioritized by algorithms, allowing for new audience reach.</li> <li>Explore and use the hashtag (#) expands the market beyond the geographical area of operations.</li> <li>Helps reach a global audience more easily.</li> </ol>	<ol style="list-style-type: none"> <li>Engagement-focused algorithms can limit the reach of certain audiences.</li> <li>The risk of reaching users who are not relevant to the target market (De Vries et al., 2017).</li> </ol>
3.	Customer Conversion	<ol style="list-style-type: none"> <li>Paid advertising allows targeting specific audiences based on age, location, and interests.</li> <li>Increase profile traffic by up to 40% according to the report of the Intan Wisma Wedding Organizer social media team.</li> <li>The chances of customer conversion become greater.</li> </ol>	<ol style="list-style-type: none"> <li>Instagram is not a direct transaction-based platform, so conversions require additional effort such as special offers.</li> <li>Paid advertising costs can be an additional burden if the results do not meet expectations (Kotler &amp; Keller, 2019).</li> </ol>

### Conclusion and Suggestion

Based on the results of research on the influence of human resources on employee performance, it is recommended that companies focus more on developing a comprehensive HR management program. Continuous training needs to be made a priority to improve the skills and competencies of employees so that they can contribute optimally in achieving organizational goals. In addition, companies must create a conducive work environment by providing strong managerial support, facilitating a work-life balance, and implementing relevant digital technologies to improve efficiency. It is also important to consider a supportive and participatory leadership approach, where employees feel valued and supported in the decision-making process. By integrating all of these aspects, companies can improve employee motivation and overall productivity, which will ultimately have a positive impact on the organization's performance and success.

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