

Utilization of Instagram Social Media Premiere Wedding Organizer In Promoting Activities

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ABSTRACT

The development of technology and the internet gave birth to social media, which today, almost everyone uses it as a medium in obtaining information, socializing, communicating, and doing business. At first, the Premiere Wedding Organizer sold conventionally, but sales did not increase, then the Premiere Wedding Organizer adapted to the changing times using social media. Premiere Wedding Organizer is a business that is engaged in wedding services that do promotions through Instagram to increase customer confidence through posting and customer testimonials. Premiere Wedding Organizer began to experience growth and use social media Instagram as its main promotional tool. The purpose of this study is to find out how to use the Premiere Wedding Organizer promotion on social media Instagram. The concept used in this research is the concept of social media in marketing communication theory. This research uses a qualitative approach with a case study method. The results of this study are promotional activities on Instagram Premiere Wedding Organizer derived from uploading interesting content such as making posts that use lots of images in explaining promotions and utilizing features provided by Instagram to interact with followers, then using Instagram ads and sales promotions, to attract attention its target market.

Keywords: marketing communication, Instagram Premiere wedding organizer, promotion

1. INTRODUCTION

The current era of globalization has greatly influenced the development of technology and the internet, with advances in technology and the internet giving birth to social media that is currently used by all people today. Social media functions as an intermediary in communication. in addition, social media can also be used to obtain information, socialize and many others. The emergence of social media is very helpful for the community in communicating because it can be used without geographical boundaries and time constraints.

Technological developments help make changes to the world of marketing such as in promotional and advertising activities. The internet has flexible and dynamic properties that make business people often use various public relations programs. The use of the internet in Public Relations activities has advantages, such as information delivered to the public. In addition, the use of the internet can also provide opportunities for direct marketing communications [1].

The age of marriage at present is generally at the productive age or at the age of 25 years for men while for women married between the ages of 20 and 21 years. Marriage is what everyone wants. Realizing and preparing a marriage according to your dreams is not a difficult thing to do alone, but for a busy prospective partner, it can cause the opposite, which causes stress or becomes a burden on the mind of the prospective partner. Therefore the best

choice to solve it by hiring a wedding organizer as a way out.

The use of a wedding organizer is the best way to manage a wedding, there are five reasons why you should use a wedding organizer, namely (a) it can reduce stress; (b) pay attention to details; (c) need help; (d) controlling costs; (e) time management. Wedding organizers also help the bride and groom in arranging costs to be in accordance with the budget of the bride and groom as well as helping in terms of time management. This is done by the wedding organizer team so they can schedule wedding dress fittings, test food catering, and others.

Currently almost all companies or business people use social media to promote their products, one of which is the Premiere Wedding Organizer. Premiere Wedding Organizer is a business that is engaged in services in the form of Wedding Organizer. At first the Premiere Wedding Organizer was selling conventionally through a wedding exhibition but there was no increase in sales. Then Premiere Wedding Organizer began to adapt to the development of the era by marketing online, Premiere Wedding Organizer began to experience growth since marketing online and using social media Instagram as its main promotional tool. The formulation of the problem in this study is how to use Instagram social media in promoting Premiere Wedding Organizer.

The purpose of this study, to find out how promotional activities carried out by Premiere Wedding Organizer on

social media Instagram. Premiere Wedding Organizer is experiencing growth due to marketing communications carried out by Premiere Wedding Organizer on social media Instagram. Marketing communication according to Priansa [2] is a marketing activity that uses communication techniques that aim to provide company and product information to its target market. Priansa [2] explains that marketing communication has three main objectives, namely, influencing making a purchase or attracting consumers' attention (persuasive communication), providing information (informative communication), and reminding the public to make a repeat purchase (reminding communication). Marketing mix according to Kotler and Keller [2] is a combination of marketing tools consisting of four components, namely products, prices, places, and promotions that are utilized by companies to get the response they want in the target market.

1.1 Related Work

Earlier research that would be presented would be a reference to this writing; what was written is something similar but not the same. Written in previous research was made as a source that could sustain this writing.

1.2 Theories and Assumptions

This research aims to find out Premiere Wedding Organizer utilizing Instagram social media in promoting its products, especially in increasing product sales and brand awareness. In meeting these research objectives, the authors use research methods that are tailored to the problem under study. As for the research method used by the author is a case study. Case study according to Creswell in Gunawan [3] says that the research used on an object, which is said to be a case, is carried out in its entirety, thoroughly and deeply by using various data sources. Case studies in this study are used to test theories, explain the causes of events, and answer research problems, namely knowing how to use social media Instagram Premiere Wedding Organizer in conducting promotional activities. Data collection methods used by the writer are interview, observation, literature study, and documentation. The author made observations on Premiere Wedding Organizer social media and interviewed the owner of Premiere Wedding Organizer, Premiere Wedding Organizer social media, and Premiere Wedding Organizer sales manager, as well as three general informants who are customers, observers of technological development, and employees who have experience in the field of wedding organizer. To get information about promotional activities carried out by Premiere Wedding Organizer on Instagram social

media and the effects obtained after using Instagram social media as the main promotional media. Literature study is carried out by gathering information and data through reference books, scientific journals and publication materials available in the library. Documentation is supporting data in the form of pictures or photos relating to research in this case, the author collects images or photos relating to promotional activities carried out by Premiere Wedding Organizer on Instagram social media. The author uses data analysis and processing techniques using data presentation, data reduction, and drawing conclusions or verification. The author gets information and collects data from various sources by observing, interviewing, documenting, and studying literature. After all data has been collected successfully, the writer will reduce the data, namely summarizing, processing, focusing on important matters, sorting out the main points, looking for themes and patterns, and thus the reduced data will give a clearer picture and make it easier for writers to understand the data so that there is no difficulty in collecting further data. Presentation of data that has been obtained can be used as a reference to draw conclusions about promotional activities carried out by Premiere Wedding Organizer using social media Instagram.

1.3 Our Contribution

The author believes that every wedding has its own constraints. These obstacles can cause various problems when preparing events and preparing the event's needs. weding organizer is the best choice to deal with the problem. the author hopes that potential users can consider using a wedding organizer to control the problems faced.

2. BACKGROUND

2.1 Overview of Premiere Wedding Organizer

Content uploaded on Premiere Wedding Organizer is a marketing communication activity carried out by Premiere Wedding Organizer to prospective customers and followers on Instagram social media, it has the purpose to provide information about Premiere Wedding Organizer to customers and followers on Instagram social media. In accordance with marketing communication theory, Priansa [2] said Marketing communication is a marketing activity using communication techniques that have the aim of providing company information to its target market. Marketing communication conducted on Instagram Premiere Wedding Organizer generally deals with people who want to use the services of Premiere Wedding Organizer and want to find out information about Premiere Wedding Organizer.

In making a good relationship must be based also with good communication, because with the occurrence of good communication between prospective customers and sellers will create mutual trust and comfort by obtaining from the services provided. In accordance with the objectives of marketing communication delivered by Priansa [2] there are three marketing communication objectives namely informative communication, persuasion communication, reminding communication

Marketing communication is done through social media Instagram Premiere Wedding Organizer has the aim to provide, inform about available products, interact with customers from Premiere Wedding Organizer so that there is a good relationship, by building customer confidence in the products sold by Premiere Wedding Organizer.

The content created by Premiere Wedding Organizer on Instagram social media aims to look for engagement, uploaded content is not always about selling, Premiere Wedding Organizer needs to increase engagement because the Instagram algorithm looks for accounts with good engagement. Content posted by Instagram Premiere Wedding Organizer to attract the attention of followers and customers, namely motivational content, education, and information about products and Premiere Wedding Organizer also build content that can increase the trust of customers and followers by uploading content uploaded by clients and vendors who provide testimonials on their products.

Premiere Wedding Organizer initially found several problems such as increasing traffic on Instagram social media Premiere Wedding Organizer, searching for markets on Instagram social media, promotional materials and creating content, and developing packages owned by Premiere Wedding Organizer. To solve these problems, Premiere Wedding Organizer must be clear and precise in reaching its target market. The marketing mix according to Kotler and Keller in Priansa[3] is a collection of marketing tools consisting of four components namely products, prices, places, and promotions that companies use to produce the responses they want in the target market.

Premiere Wedding Organizer increases awareness about Premiere Wedding Organizer in the community through uploading interesting photos and videos about customer testimonials, photos when holding a customer's wedding, and uploading Instagram Stories at the time of the blessing event in order to inspire the next bridal couple.

3. CONCLUSION

Based on research conducted by the author, it can draw the conclusion that, brand development and sales increase obtained by Premiere Wedding Organizer is formed due to active interaction through Instagram social media and Premiere Wedding Organizer's consistency in creating interesting content in Instagram social media and the use of Instagram's features in conducting promotional activities such as using Instagram ads every day so as to create engagement that increases traffic on Instagram Premiere Wedding Organizer. From the writer's interview to Premiere Wedding Organizer customers, most customers and followers of Instagram Premiere Wedding Organizer know that Premiere Wedding Organizer from using Instagram ads or paid advertisements on Instagram and Premiere Wedding Organizer do use Instagram ads more in promotion compared to other promotional activities, because Instagram ads have a great effect in reaching the target market. This is consistent with the statement made by the owner of Premiere Wedding Organizer and Premiere Wedding Organizer's social media officer, which was obtained from the results of the author's interview.

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