



# Elevating Event Organizer Services: Innovative Marketing Communication Strategies

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**Abstract.** This study aims to analyze and explain the Marketing Communication Strategy of PTEkma 89 Communication Surabaya in Increasing Sales of Event Organizer Services. This research method uses descriptive qualitative. The location of this research is at PT Ekma 89 Communication Surabaya. Determination of informants of this research is the branch manager of PT Ekma-89 Communication Surabaya, the finance department, marketing staff and clients of PT Ekma 89 Communication Surabaya. Data collection was carried out by means of observation, interviews and documentation. The results of this study state that there is a marketing communication strategy of PT Ekma 89 Communication Surabaya in increasing sales of event organizer services, in this study the marketing communication strategies implemented by the company are advertising, personal selling, retail and shop signage media, this is applied to increase PT Ekma 89 Communication Surabaya event organizer services and to minimize competitors. The conclusion of this research is that it can be concluded that the marketing communication strategy implemented through advertising is spreading flyers, electronic media (radio), billboard media, midi billboards and banners. Direct sales carried out by the company are sampling where the company distributes free samples of its products to the target market, spreading, namely promotional activities that involve sales to kiosks that are difficult to reach by distributors such as shops in the village in the hope of generating interest in purchasing the product, demos, market redemptions held in traditional markets where consumers buy certain products and exchange them for prizes by pulling coupons and door to door.

**Keywords:** marketing communication strategy, marketing mix, event organizer

## 1 Introduction

The advertising industry in Indonesia is growing rapidly over time. The advertising world is dominated by advertisements on private television. Other advertising media such as magazines, newspapers, billboards and others have also experienced significant growth. Companies both local and multinational are competing to market their products. Major advertisers such as PT Unilever Indonesia, PT Philip Morris Indonesia, PT Indofood Sukses Makmur, PT Jarum, PT HM Sampoerna and others spend hundreds of billions of rupiah per year to advertise and introduce their products to the public. With advertising agencies growing like mushrooms in the rainy season, in Indonesia there are hundreds of advertising agencies from above the line and below the line. Along

with the development of advertising programs, promotions are also carried out intensively by producers as a supporting program or alternative to their marketing programs. Included in direct promotion to consumers are sampling, direct selling, spreading, regular SPG placement in supermarkets and other activities. With these promotional programs, producers can directly measure the impact generated because the program is directly related to consumers.

PT Ekma-89 communications sales was established in 1996 with their average employee is experienced. PT Ekma-89 communications is divided into two departments: Outdoor Department (outdoor media) and Sales Promotion Department (D.C.C., Direct Consumer Contact). Their employees have mastered field conditions such as licensing locations for billboard installation or the like and places for promotional activities such as supermarkets, schools, malls and traditional markets. PT Ekma 89 communications is more likely to engage in below the line activities. Below the line activity is a marketing activity that is applied at the retail or client level aimed at calling customers to be interested in an item. In the outdoor field, PT Ekma 89 communications has installed in locations spread almost throughout Indonesia. Outdoor media handled such as large billboards, midi billboards, shop signboards, tin plates, car painting or the like.

**Table 1.** List of clients of PT.Ekma 89 Communication Surabaya

No.	Client list
1.	PTWINGS SURYA INDONESIA
2.	PTGARUDA FOODS
3.	PTVITAPHARM (VIVA COMETIC)
4.	PTTORABIKA EKA SEMESTA
5.	PTMAYORA INDAH
6.	PTAGEL LANGGENG
7.	PTKOBAYASHI PHARMACEUTICAL INDONESIA

Source: Data processed by the author (2022)

This is reflected in the variety of event organizer businesses operating throughout Indonesia to big city areas and the competition for event organizer services is getting tougher. It can be seen in the client list of PT.Ekma 89 Communication Surabaya that it has collaborated with large companies. It can be interesting to see how the sales strategy of the event organizer services. In the development of event organizer services that are increasingly rapid, with fierce competitors between event organizer service distributor companies, each event organizer business has its own gaps and advantages that cannot be separated from its shortcomings.

Providing facilities to support more event activities, holding events that are not balanced with contracts. Marketing communication is the process by which applied communication will influence and persuade people to use the proposed service or product. Now a company connects and links these elements after patenting an understanding of the importance of consolidation. The success and failure of marketing communication measures relative to the industry scheme of things [1].

## 2 Research Methods

This research applies qualitative research. In this study, researchers used descriptive qualitative research. Qualitative is used by researchers as a type of research and the phenomenon is explained through data collection and data to be collected using interviews and observations. Thus the data obtained by researchers through documentation techniques in the form of images or photos that support research that is useful for knowing the marketing communication strategy of PTEkma-89 Communication Surabaya in improving event organizer services.

Researchers chose a place to study, namely PTEkma-89 Communication Surabaya because of the strong relationship of several large companies that work with the company, so researchers are interested in finding how the strategy of PTEkma-89 Communication Surabaya in increasing sales of event organizer services. The informants interviewed were the branch manager of PTEkma-89 Communication Surabaya, the head of the finance department, 1 marketing staff and 2 clients of PT Ekma 89 Communication Surabaya. All informants are male and female with an average age between 40 to 60 years.

The subjects of this research are the branch manager of PTEkma-89 Communication Surabaya, the finance department, marketing staff and clients of PT Ekma 89 Communication Surabaya. In this study, the object of research is the marketing communication of PTEkma-89 Communication Surabaya.

Types and sources of data are obtained from primary data and secondary data. Primary data in the form of interviews and observations at PTEkma-89 Communication Surabaya. Secondary data collected by researchers are in the form of books, scientific journals, scientific articles, and the like that have a relationship with the research topic. [2].

## **3 Results and Discussion**

### **3.1 Marketing Communication**

Marketing communication is a process in which the communication applied will influence and seduce people to use the services or products proposed. PTEkma 89 Communication Surabaya is a business that is engaged in providing event organizer services that specifically organize outdoor advertising and sales promotion activities. Marketing communication is divided into 3 parts, namely:

#### **3.1.1 Geographic Segmentation**

From the geographical segmentation, the company chooses markets that have been designated by the client where there are stores or retailers. The consideration for the company to choose this segmentation is seen from its very high productivity, PTEkma 89 Surabaya controls a segment of 80 to 90 percent of sales success and makes this a priority. Because of the cooperation that has been built with consumers / clients, it has been well established. PTEkma 89 Surabaya sees that the market opportunity will come greatly, because of the activities of evaluating again what is lacking from the marketing team, then as much as possible fulfill the needs and desires of the client such as what and the possibility that in the future there will be new innovations that will be created. In a business,

differentiation is also needed, which is an effort to create significant differences from a business. [3].

### **3.1.2 Targeting**

Targeting is an ongoing segmentation process that chooses the right destination for the goods on offer. PTEkma-89 communication Surabaya chooses companies that are mostly engaged in food and beverages. Among others: PTWings surya indonesia, PTGaruda foods, PTTorabika eka semesta, PTMayora indah, PTAgel langgeng. flexibility in advertising is considered good because it can be used to communicate widely to target targets even though the costs incurred are also very high. [4].

In this case, PT Ekma 89 Communication Surabaya has not advertised with Instagram social media, but also sees a lot of enthusiasts and sees the inventory of goods that are fast moving or run out quickly by using shop signboards installed in retail stores. Personal selling also emphasizes direct meetings between sellers and customers to build understanding and agreements between sellers and customers[5].

### **3.1.3 Positioning**

Positioning is to make a product or brand appear superior to the competition. In service quality has a big influence on customer satisfaction. PTEkma-89 Communication Surabaya positions itself in society by always being friendly to anyone. Because it is an important thing that makes relationships build relationships with consumers running well until now. [6]. In this case, the way PTEkma-89 Communication Surabaya maintains the image built by improving service quality and trying to always listen if there are complaints from clients and find the best solution. PTEkma-89 Communication Surabaya also cooperates with radio broadcast media, namely working with Suara Surabaya radio. PTEkma-89 Communication Surabaya's strategy in inviting sponsors to work together is with joint gathering activities. Marketing communication strategy is a unique and interconnected step that a company seeks to achieve good marketing goals in order to realize total customer satisfaction [7].

## **3.2 Marketing Mix**

Marketing mix is a set of strategic tools that can be controlled and put together by the industry to achieve the expected response in the target market. The marketing mix is divided into nine parts, namely:

### **3.2.1 Products**

Product is an item offered from the seller to the buyer which can be in the form of services, physical, or services that can be traded. Companies need to identify what makes consumers want to buy a product. In another sense, product is important for the seller because it gets profit or profit from the buyer. The increasing choice of products that are marketed, the increasing number of customers and the increasing profit or profit of the company. [8]. PT Ekma 89 Communication Surabaya provides event organizer services in school areas, retail markets, government agencies and

others. In marketing these services PT Ekma 89 Communication Surabaya has not gone through social media. This is deemed less effective in marketing a wider product.

### **3.2.2 Price**

The main thing and becomes a position that must be determined in proportion to the mix of product variety, service, target market and competition between fellow traders. In this case PTEkma 89 Surabaya determines prices based on expenses from recruitment, operational and other costs. PTEkma 89 Surabaya also applies a discount of 5 to 10 percent for price quotes. Prices are also flexible, which means that they can change according to the surrounding environment. Prices can also change according to the provisions or wishes of the seller which will not necessarily be the same at today's prices or beyond.

### **3.2.3 Place**

A strategically aimed place that is a mature consideration in order to get satisfactory results. Places are widely associated with many liaisons or distributions and conditions tied to the point of sale. PTEkma 89 Communication Surabaya conducts a site survey to ensure that licensing is safe beforehand. PTEkma 89 Communication Surabaya shows coordination with several parties such as the police, licensing, spectators and so on. [9]. For the characteristics of the place, PTEkma 89 Communication Surabaya is usually close to the population and high purchasing power. In this case, it states that consumers will look for a place to shop that is comfortable and strategic. A strategic place will affect potential customers or those who have subscribed who give a good impression in their hearts and a place like that can be declared successful.

### **3.2.4 Promotion**

Promotion is an activity based on material in its application with techniques. PTEkma 89 communication Surabaya through door to door. but for online media PTEkma 89 communication Surabaya has not implemented online media such as Instagram, Twitter and so on. But such sales are still fairly effective. Promotion mix components such as advertising, personal selling, direct marketing, and lifestyle consisting of activities and interests are things that management needs to pay attention to. Customer relations is a new strategy to bind consumers to a company. [10]. The purpose of customer relations is to create customers who are loyal and committed to the products or services produced by a company. In terms of promotion, for PTEkma 89 communication Surabaya's sales promotion takes 1 to 3 months, which is the right time to run promotions.

### **3.2.5 People**

The important role played by human resources in an industry in distributing services from quality products. Companies can provide offers to consumers that competitors cannot, both in terms of quality and economics. [11]. PTEkma 89 communication Surabaya selects employees through the selection stage carried out by hrd in accordance with the required job. PT Ekma 89 Communication Surabaya forms employees who are characterized by the company conducting training for each

employee. This activity is to build human resources that have the potential to benefit the company. In addition to these activities, the company also provides incentives or bonuses as a form of appreciation. The important role played by human resources in an industry in distributing services from quality products. If employees are deemed less supportive in sales, a thorough evaluation will be carried out and if it cannot be maintained, the company's action is to transfer the employee to a section that suits the employee's skills.

### **3.2.6 Process**

The entire system is used to deliver services, including convenience and accuracy, speed and understanding of customer complaints. PTEkma 89 communication Surabaya uses radio, billboards, midi billboards as sales promotion media. If the company gets a complaint from a client, the company listens slowly to what the problem is, then the company provides a solution to match the client's request. Advertising is not the same as advertising, advertising is a model of activity consisting of preparation, supervision, planning, carrying out advertisements. Meanwhile, advertisement is an activity that aims to inform information or influence individuals or potential consumers. [12]. The goal based on this model is to find a form that produces products and puts special value to complete the dreams and pleasures of potential customers and regular customers. The consumers complained about the promotional media used by PTEkma 89 communication Surabaya. The communication strategy is recognized that the strength of the strategy lies in the specialization and integrity of human resources and the segmentation stage is carried out by dividing customers into groups consisting of actors with different characteristics and needs. [13]. The company still has not appointed social media as the right promotional media and is easily accessible to the wider community. If the company uses social media for promotional media, the public can get to know the product better.

### **3.2.7 Packaging**

The process of protecting or securing products for distribution, delivery, sale and use, also relates to quality, design, evaluation and creation of packaging and organizational image. It can add evaluation and functionality to the product. In increasing sales, packaging is at a lower price. This is considered effective for marketing the product to be sold, because it is different from other competitors[14].

Companies also need physical evidence that clients get so that consumers understand the intent and purpose of sales. PT Ekma 89 Surabaya's company identity card is clearly visible and the equipment needed by the client has been prepared before the activity takes place. The company also conducts follow-up evaluation activities after the activity. Therefore, the company can apply the goods displayed so that they can beautify and maintain the durability of the product and increase consumer pleasure.

### **3.2.8 Payment**

A set of tools used by customers or the public for payment transactions of a specified amount that has been agreed upon. Payment is generally applied with a bank account or in cash. The client

makes payment for services at the time of the event or the event is completed. [11]. As in the payment system PTEkma 89 Communication Surabaya applies 50 percent prepaid then the remaining 50 percent is paid after the activity is completed. The scope of its reach and nature is determined by the complexity of the division of labor and the distribution of knowledge in the social environment it occupies or what in this case is referred to as externalization. [15]. This is considered effective to minimize fraud from both parties. The agreed payment period is from 2 weeks to 1 month after the invoice is received. The payment demand is for consideration of service delivery which affects the relief of trade and can change consumer behavior.

## 4 Conclusions

Based on the results of the analysis and discussion in this study, the marketing communication strategies implemented by the company are advertising, personal selling, retail and shop signage media, this is implemented to increase PT.Ekma 89 Communication Surabaya event organizer services and to minimize competitors. From the results of research conducted through interviews with the Head Office of PT.Ekma 89 Communication Surabaya and employees of PT.Ekma 89 Communication Surabaya, it can be concluded that the marketing communication strategy implemented through advertising is spreading flyers, electronic media (radio), billboard media, midi billboards and banners. Direct sales carried out by the company are sampling where the company distributes free samples of its products to the target market, spreading, namely promotional activities that involve sales to kiosks that are difficult to reach by distributors such as shops in the village in the hope of generating interest in purchasing these products, demos, market redemptions held in traditional markets where consumers buy certain products and exchange them for prizes by pulling coupons and door to door.

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