

Implementation of Social Media as a Digital Marketing Strategy using Aida Analysis in Event Organizers

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ABSTRACT

In introducing the Creative Industry Business, Mahar Agung Organizer uses digital promotion strategies through social media such as YouTube, Instagram, TikTok, and Websites to carry out promotions. This research aims to describe strategies for how an event organizer business can develop social media such as Instagram and TikTok as the main promotional media to get clients. Through AIDA analysis (attention, interest, desire, action). The method in this research is descriptive qualitative by describing in detail and analyzing the results of field observations, literature studies, interviews and documentation. This research shows the results that social media has a big influence on clients' interest in using the professional services of Mahar Agung Organizer which always has attractive offers and informative content regularly.

INTRODUCTION

The competition that occurs in every business company in Indonesia shows the strategic efforts made by each company to strengthen the quality of the company they are building so that the wider community can see the existence of the company. Every company has a mission to win marketing strategies according to market needs and can achieve the desired goals by the company's vision. The company's focus in winning marketing strategies is to clearly understand the needs of the target market or community objects that have the opportunity to be offered professional services (Ubaidillah, 2018). People tend to choose the services of professional companies or event organizers that have a good image based on testimonials from clients who have used their services so that they know prices that suit the budgets of various levels of society, and maximum results so that clients can choose wisely a company that has a good reputation. Companies that have tough competition in the current era are event organizers because more and more creative ideas are emerging to help make customer desires come true. The success of an event organizer can be seen from the event organizer's crew working together to provide services by the client's ideas and wishes. To develop, the event organizer business must pay attention to creating fashion or becoming a trendsetter as a superior form of creativity and promotion to achieve the desired targets so that Mahar Agung Organizer focuses on promoting social media content in the form of stories, advertisements, posts, broadcasts and others.

In this research, there is an important concern to examine, namely how an Event Organizer can develop. First, there is the intensity of posts that have been uploaded on Instagram and TikTok with the username @maharagung.organizer which can help reach target followers, so that Mahar Agung Organizer has a regular intensity of posts and prime time to upload content every week, there are five to seven interesting pieces of content audience's attention and posting at potential hours to be seen by the audience. Second, there is a type of viral video post with various very interesting content themes, one of which is the quotes of the day content which has reached 1,070 comments and 58k likes, so that it can build the audience's emotional closeness to Mahar Agung Organizer's content. Mahar Agung Organizer is a subsidiary of PT. Maha Perkasa Indonesia is located in Surabaya and provides professional event organizer services. Even though it is located in the Surabaya area, Mahar Agung Organizer is also trying to develop its professional services in other cities throughout Indonesia. This professional services business can be reached by all levels of society because it can be adjusted to the client's ability to finance personal desires so that their dreams can still be implemented according to the client's budget. The right marketing strategy is to pay attention to global fashion, even though it is not the same as other event organizers, Mahar Agung Organizer must have a distinctive identity so that it is easily recognized by the public.

The focus of Mahar Agung Organizer's performance in increasing the acquisition of insight from client interest is a form of digital marketing carried out by the digital content team using AIDA (attention, interest, interest, action) analysis, aiming to achieve what the client wants and increase company profits. The AIDA concept is a concept that can be used by a company's marketing to help plan a promotion as a whole, and this concept can be applied to a promotion (Nia Kania & et al, 2022). Mahar Agung Organizer has a priority to study because the team's work can be remote controlled, meaning it can be done anywhere, for example, when a client wants to consult, it can be adjusted to a mutually agreed location and can even be done online, so that trust between the client and the service provider can be established and the company has a good reputation as well as satisfied clients because their wishes have been achieved.

LITERATURE REVIEW

Previous Research

Previous research is needed as reference material for applying new research and as a benchmark in determining the correct procedures when developing theories so that the basic concepts can be implemented. In this research, there are two journals used as references because both journals have similarities in focusing on social media strategies for marketing products or services. The first research reference is the research journal (Vyan, Ria, Fera & Instianti, 2022) of Nusa Mandiri University students with the title "Implementation of Marketing Strategy Using Marketing Mix at the Cipayung Event Organizer, East Jakarta". In their research, researchers applied qualitative methods based on primary and secondary data. The data used uses a collection of observations, interviews and documentation studies. This method has a list of questions that explain the effective influence of implementing promotions using mixed marketing by offering product services according to client requests. In contrast to this research, it uses owned media and has many concepts so that clients can choose according to their wishes.

The second research reference is a research journal (Anisa, Muhammad Fahreza, Sri Dewi & Moch. Armien, 2023) of Telkom University students with the title "Instagram Social Media Content Management as a Digital Marketing Strategy for Dafam Express Hotel Jakarta Attorney". In this research, the researcher applied descriptive qualitative methods. The data used uses a collection of observations and interviews. This method focuses on the use of digital media with a modern writing style so that the audience can get information, health protocols implemented by hotels, tutorials on using self-check-in machines, and commemorations of religious and national holidays. This is different from research entitled "Implementation of Social Media as a Digital Marketing Strategy Using AIDA Analysis for Event Organizers" which does not emphasize the writing style but rather the content of the video content.

A. Implementation

The definition of implementation is the application of new ideas, concepts and activities carried out by other people as a form of making changes (Alifia Handayani, 2022). This understanding shows that implementation is an appropriate process for considering whether a policy is appropriate to the relevant situation and conditions so that it can be seen whether the program needs improvement or not.

B. Strategy

Strategy is the planning of work programs by company leaders in developing the company according to the objectives of the company's formation (Vyan, Ria, Fera & Instianti, 2022). Meanwhile, Agustinus Sri Wahyudi "Strategy is a form of company management regulation that influences on the company's financial performance because it is connected to key resources" (Rahmat, 2018). The existence of several definitions above shows that strategy is a long-term agenda to achieve the company's big goals.

C. Marketing

Marketing means distributing products or services from producers to consumers to fulfill needs and desires which is referred to as exchange (Sedjati, 2018). Meanwhile, the definition of marketing according to Basu Swatha "Marketing is a company's process of qualifying prices, distribution and marketing to meet customer needs" (Vyan, Ria, Fera & Instianti, 2022). These various definitions lead to the conclusion that marketing is a step taken by a company to increase sales of products and services.

D. Social media

Social media is a form of technological development that allows users to interact with each other in a network, and introduce themselves because it can connect people from long distances to feel close (Elda Prawinda, 2021). With current technological developments, social media is very much needed. Social media users use sophisticated technology to record daily activities consistently on various existing platforms so people prefer to work mobile which is supported by technology or online because it is easier to reach anything and its accessibility.

METHODOLOGY

This research method uses qualitative data. This method was chosen to make it easier to answer the problem formulation so that it is known about the use of digital marketing as an effort to introduce and brand through social media for Mahar Agung Organizer to increase clients. This research method is research with descriptive data that shows facts in the form of social phenomena that can be observed and patterns found so that solutions are provided related to these conditions (Ascharisa, 2018). The qualitative descriptive method can explain the components of Mahar Agung Organizer's marketing strategy in detail. The data collected is the result of observations in the field through literature study, observation, interviews, and documentation connected to the research content selected according to the problem that is the research objective.

RESEARCH RESULT

Effectiveness of Social Media as a Promotional Strategy

Mahar Agung Organizer has a mission to increase insight so that social media content management is optimized for spreading the promotion of professional services that have been designed. Promotions are carried out using conventional media such as brochures and flyers distributed through exhibitions and social media Instagram and TikTok. The expected strategy aims to carry out branding so that potential clients choose it. Promotions can be more effective if information aimed at potential consumers can be conveyed well so that potential consumers are interested in visiting promotional media (Wanda & Anna, 2019). In achieving the effectiveness of social media as a promotional medium for Mahar Agung Organizer, some factors influence the success of promotions which can be carried out through AIDA analysis, as shown in the picture below:



Figure 1. AIDA model

[Source : qwords.com]

Attention, is an effort to get the client's intention regarding actions that influence the client's behavior. With this attention, Mahar Agung Organizer can make people interested in various creative ideas that strengthen Mahar Agung Organizer's identity, through content on social media, where Instagram and TikTok posts provide video clips with fill in the exciting content of the wedding event that is managed, to attract the attention of potential consumers to the services offered.



Figure 2. @maharagung.organizer content collage

Interest, is an effort to attract consumer attention. In this interest, consumers show feelings of interest in the services offered. Being interested means showing a consumer's tendency to choose Mahar Agung Organizer as the organizer of their dream wedding event. After succeeding in attracting consumers' attention, the digital marketing and sales teams convey the benefits, advantages and services offered clearly to consumers so that they want to know

more. In this case, the digital marketing and sales team succeeded in increasing potential consumers' knowledge of information regarding event organizer services that have various kinds of services.

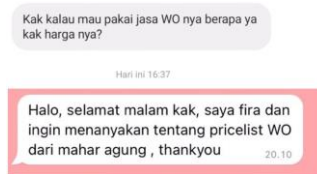


Figure 3. Collage of Potential Consumer Interests
[source : marketing perusahaan]

Disire (desire), is an effort to increase the desires of prospective clients. Clients are influenced to choose the services that have been offered. In this case, Mahar Agung Organizer's digital marketing and sales teams can work together to promote premium and masterpiece wedding price packages, by explaining each of the advantages of the wedding price packages to potential consumers so that they can determine the concept and costs according to their wishes. Mahar Agung Organizer has a wedding marketplace platform, namely Bridestory, which can make it easier for prospective clients to find out schemes or pricelist info, chat features and deal with vendors in choosing without having to meet face to face.

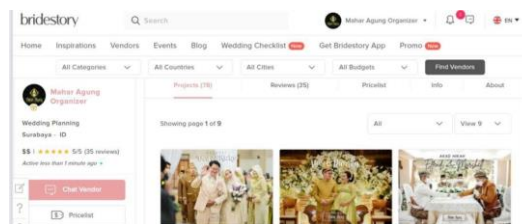


Figure 4. Mahar Agung Organizer Wedding Marketplace Platform

Action, is the final stage where the digital marketing and sales teams invite potential consumers to take the first purchasing action for the services that have been offered. Not only will they buy, but potential consumers are expected to provide feedback to the company by providing testimonials or helping with promotions. This stage is a trial stage where consumers will decide that having an event organizer service will help run the event.



Figure 5. Client Testimonials from Mahar Agung Organizer

Mahar Agung Organizer has social media as promotional media, namely Instagram and TikTok. Instagram and TikTok have become the most popular social media throughout the world because users can share photos and videos, as well as connect with the lives of their idol artists. In research (Dian, Sudiah & Abdul, 2021). Stated that social media is quicker to attract consumer attention and interest in event organizers. However, it is not easy to attract the desires and actions of potential consumers to take the services offered. (Ardianti, 2020) states that Instagram and TikTok are important media for sharing recommendations related to service companies. In this case, the recommendations can be in the form of mentions, shares, reposts and hashtags.

Characteristics of @maharagung.organizer Social Media Content as a Promotional Strategy

The results of this research show that the use of social media can identify market opportunities. The social media application used by Mahar Agung Organizer is very effective as a promotion as technology develops.

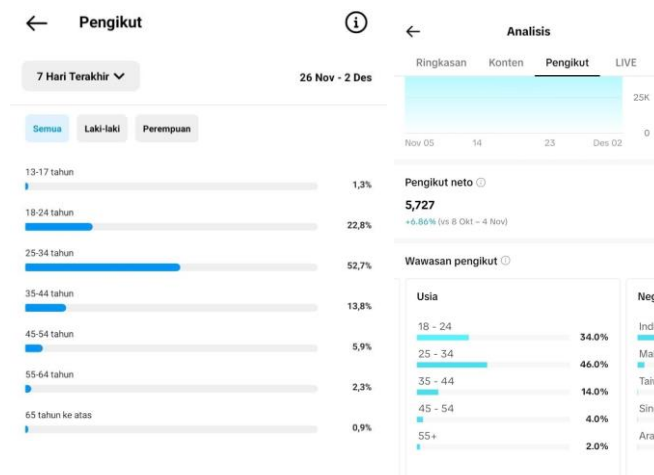


Figure 5. Percentage of Social Media Followers
 [source : marketing perusahaan]

From the picture above, it can be seen that Mahar Agung Organizer is very good at implementing social media as a digital marketing strategy so social media Instagram and TikTok @maharagung.organizer has quite a lot of followers of 89.2K for the TikTok account with a percentage of 34% of followers aged 18-24 years, 46% aged 25-34 years, 14% aged 35-44 years, 4% aged 45-54 years, and 2% aged 55 years and over. 69.8K followers for Instagram accounts with a percentage of 1.3% aged 13-17 years, 22.8% aged 18-24 years, 52.7% aged 25-34 years, 5.9% aged 45-54 years, and 2.3% aged 55 years and over. So it can be said that social media from Mahar Agung Organizer understands The content uploaded by @maharagung.organizer contains photos, videos and information about the excitement of wedding events from influencer to officer-level weddings, as in the following picture:



Figure 6. Contents of TikTok and Instagram @maharagung.organizer

Mahar Agung Organizer's social media account manager has used this account to access information related to event organizers and the excitement of wedding events managed by Mahar Agung Organizer by using the hashtag (#) feature added to keywords such as #maharagungorganizer #serahinkitaaja #weddingorganizer # weddingplanner #eventorganizer #partyplanner, etc. The hashtag feature using additional keywords is very necessary to provide access to information for social media users who want to find information about event organizers according to the keywords created by @maharagung.organizer. In this case, the audience or consumers will be encouraged to use event organizer services from Mahar Agung Organizer, especially the people of Surabaya and its surroundings. But if you research it well, the content looks quite varied.

CONCLUSIONS AND RECOMMENDATIONS

1. The implementation of social media as a digital promotion strategy by Mahar Agung Organizer is very effective at the attention, curiosity and desire stages. At the action stage, Instagram and TikTok social media are in the quite effective category.
2. The interest stage and the interest stage greatly influence the success of the promotional strategy which includes the advantages of using event organizer services to make an event a success, and the advantages of the price packages offered to potential consumers.
3. Mahar Agung Organizer's social media account manager has used this account as access to information related to event organizers and the excitement of wedding events managed by Mahar Agung Organizer.
4. Event Organizer PT. Maha Perkasa Indonesia still leads the market in the East Java region, especially the Surabaya region and its surroundings. Strategy for promotion and good service quality using bride story to get good feedback from clients.

The digital marketing team can maintain social media management as an effective promotional medium by improving the attention, interest and attraction factors so that it can generate good action from the client. In the desire, researchers provide advice to the digital marketing and sales teams to remain united and collaborate in increasing client desires and communicating marketing well to clients, so that they can bind clients' desires to buy the services that have been offered. In terms of attention, the digital team should provide more

interesting photo and video content and upload content regularly at effective times.

ADVANCED RESEARCH

Still conducting further research to find out the Implementation of Social Media as a Digital Marketing Strategy Using Aida Analysis for Event Organizers.

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