

Effectiveness of Marketing Strategies for Bridestory Market 2023 by PT Cerita Bahagia

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ABSTRACT

This journal examines and analyze the effectiveness of the marketing strategies for Bridestory Market 2023 exhibition. The research methods used are descriptive qualitative, interviews, and documentation. The research results show that marketing strategies which include the use of social media, influencer, email marketing, collaboration with vendors, and other promotion have succeeded in increasing the number of visitors and booths significantly. This research is important because it helps the wedding industry stay competitive with effective marketing strategies, implementation of new technologies, and eco-friendly support.

Keyword: Exhibition, Wedding, Marketing, Strategies

INTRODUCTION

COVID-19 pandemic in 2020 had a major impact on the economic sector, including MICE (Meeting, Incentive, Conference, and Exhibition). Restrictions on activities have caused many events to be postponed or cancelled. The IVENDO survey (Wordsmith, 2022) shows that 96.43% of events in 17 provinces were postponed and 84.20% were canceled during 2020.

As the pandemic subsides, the MICE industry is starting to recover with the return of national and international events. The industry is important for economic growth, contributing around

30% to national tourism. MICE provides an opportunity for businesses, professionals and stakeholders to interact and build working relationships.

Those who benefit from the MICE sector include Event Organizers (EO), Professional Conference Organizers (PCO), hotels, travel agencies, transportation and SMEs. Exhibitions, as part of MICE, are an effective way to do business. ASPERAPI data shows that there will be 164 exhibitions throughout 2022 in Indonesia.

One popular exhibition is a wedding exhibition, which gives consumers many choices in one location.

In 2022, according to several sources researched and found by the author, there were approximately 30 wedding exhibitions held throughout Indonesia.

Bridestory Market is an annual wedding exhibition that has been held for five years by PT Cerita Bahagia (Bridestory). In 2023, there will be two events, namely March 2-5 and October 5-8. This paper discusses the second event in October.

Located in Halls 3 and 3A Indonesia Convention Exhibition (ICE), BSD, this exhibition offers a variety of wedding packages with attractive promotions and discounts from hundreds of wedding vendor booths, including photography, wedding dresses, venues, decorations, and others. The booth decoration follows the "Rays of Light" theme.

This research aims to develop an efficient marketing strategy for Bridestory Market 2023, with a focus on increasing visitor attraction and participation through promotions and innovation. By analyzing the success and challenges of the Bridestory Market 2023 event, this study will identify the effectiveness of marketing tactics from organizer. The results of this research are expected to provide practical guidance for wedding

exhibition to improve their marketing campaigns in the future.

RESEARCH METHOD

This journal was created based on the results of experience and direct observation experienced by the author using three research methods, namely the observation method, which according to (Abdurrahman Fatoni, 2011) is a data collection technique carried out through observations, accompanied by notes on the condition or behavior of the target object. In this case, observations were made by observing the Bridestory Market 2023 marketing campaign process. Then the author used the interview method which according to Mulyana (2001, p. 180) is a form of communication between two people, involving someone who wants to obtain information from someone else by asking questions- questions, based on specific goals. This data collection was carried out by interviewing Bridestory Market 2023 key persons by asking questions to sources regarding the exhibition marketing campaign process. Last, author used a documentation method which according to Sugiyono (2018: 476), documentation is a

method used to obtain data or information in the form of books, archives, documents, writing and also images. In this case, documentation is carried out by obtaining data in the form of documents and images from Bridestory Market 2023.

RESULTS AND DISCUSSION

To gather information on marketing strategies at Bridestory Market 2023, the author interviewed key person of PT Cerita Bahagia. The following is the implementation of marketing strategies or campaign from Bridestory Market 2023:

1. Above the line: refers to marketing and advertising activities that aim to reach a wide audience and typically use mass media channels.

a. Television and Radio Advertising: Airing ads on national television and radio channels to reach a wider audience.

b. Print Media: Place advertisements in wedding magazines, newspapers and tabloids.

c. Billboards: Install billboards in strategic locations in big cities or close to event the venue.

2. Below the line: refers to marketing and advertising activities that are more targeted and focused on specific groups of

consumers.

a. Social Media: Active campaign on platforms like Instagram, Facebook page, and TikTok (@bridestory) with creative content, teaser videos, and live streaming of the event.

b. Email Blast Marketing: Sending emails to Bridestory's customer database and community members with detailed information about the exhibition.

c. Influencers and Brand Ambassadors: Collaborate with wedding influencers and celebrities to promote events through their social media accounts.

d. Event Marketing: Hold pre-event events such as meet and greet sessions with wedding vendors, workshops and giveaways.

3. Digital Marketing

a. SEO and SEM: Optimizing websites and using Google/Facebook/Instagram ads to increase online visibility.

b. Content Marketing: Create blog content, videos and articles related to wedding preparations and Bridestory Market events.

d. Retargeting Ads: Retarget website visitors who have shown interest in the event through digital advertising.

4. Sales Promotion

a. Special Discounts, Packages, and Souvenirs: Offers exclusive discounts, packages, and souvenirs for couples who register or come early.

b. Giveaways and Contests: Hold giveaways and contests on social media with great prizes, such as luxury electronics or merchandise.

5. Collaboration and Sponsorship

a. Collaboration with Related Vendors and Brands: Collaborating with wedding vendors, hotels and fashion brands to become event sponsors and partners.

b. Media Partnership: Collaborate with the media to get broader and in-depth coverage of events.

6. Public Relations (PR)

a. Press Release and Media Coverage: Send press releases to mass media and invite journalists to cover events.

b. Interviews and Talkshows: Hold interview sessions with key Bridestory figures on various media platforms to discuss the event and provide further information.

By combining these various promotional strategies, Bridestory can

increase awareness and participation in the Bridestory Market 2023 event, as well as attract more couples who are planning their wedding.

CONCLUSIONS

Marketing strategies campaign for the Bridestory Market 2023 exhibition, held from October 5th to 8th, 2023, involved various model such as above the line: television, radio advertising, print media, billboards, below the line: social media, email blast marketing, influencer and brand ambassadors, event marketing, retargeting ads, sales promotion: special discounts, packages, and souvenirs, giveaways and contests, collaboration and sponsorship: collaboration with related vendors and brands, media partnership, public relations: press release and media coverage, interviews and talk shows.

Based on Bridestory Quarterly Statistics, The Bridestory Market 2023 wedding exhibition held on October 5-8 at ICE BSD managed to attract more than 100,000 visitors. This number is certain to increase by 18% compared to Bridestory Market 2023 in March. There were more than 420+ booths and 300+ wedding vendors who

participated in the exhibition in order to offer their superior products and services to prospective brides and grooms with various best offers.

From the results of the increase in the number of visitors and booths, the marketing campaign strategy carried out by PT Cerita Bahagia at the Bridestory Market 2023 exhibition has proven to be successful and efficient.

SUGGESTIONS

The event organizers can introduce VR and AR technology so that guests can attend the exhibition virtually as a form of implementation of technology 5.0 in MICE sector. Apart from that, create an application or digital platform that allows visitors to collect points or stickers from various booths. Then organizers can enhance the visitor experience by paying attention to multisensory elements, such as lighting, aromas and music that are tailored to the wedding theme. They can also promote vendors who offer sustainable products or services as part of a green wedding campaign. Lastly, engage with visitors after the event ends, such as through satisfaction surveys.

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