

# ANALYSIS OF THE PROMOTIONAL MIX IMPLEMENTATION IN ONE OF SMES IN BANDUNG CITY

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## ABSTRACT

*It is undeniable that the Covid-19 pandemic, starting from March 2020 until now, will impact all aspects of life, and one of them is the economic aspect. The wedding industry is a profitable business because of the demands from the bride and groom in preparing for their wedding. Facing the existing competition, as the entrepreneur that running companies must analyze the promotion mix. The method in this research is descriptive qualitative with case studies. The results obtained from the promotional mix carried out are advertising, sales promotion, and direct marketing. The main obstacle is the absence of particular costs for promotion and placement of appropriate human resources in the promotion mix arrangement, especially on social media. So, the solutions given are the placement of content admin staff for social media, making wedding packages more attractive, and making a particular budget for promotions, especially digital marketing.*

**Keywords:** *entrepreneurial marketing, promotion mix, the wedding industry*

## INTRODUCTION

Broadly speaking, business development in Indonesia has progressed very rapidly before entering 2020. However, it is undeniable that the Covid-19 pandemic, starting from March 2020 until now, will have an impact on all aspects of life, and one of them is the economic aspect. Based on BPS data for 2021, Indonesia's economic growth was minus 0.74% in the first quarter of 2021. This makes the owner of the company as an entrepreneur must make various innovative breakthrough changes to survive. As an entrepreneur has make the right decision to revamp its strategy, so that the wheels of business can run based on the new economic situation in 2021.

Many fields of business or business in Indonesia are experiencing a decline in their development due to this pandemic. One of the businesses or business fields that have been affected is the hospitality industry, including the wedding industry, which has now become a promising sector for the affected Indonesian economy. The decline in the development of the wedding industry, this industry is still a profitable business because of the requests from the bride and groom in preparing for their wedding and not only the interest from the community, but also supported by the increasing number of new places or locations to hold wedding events. Although, it

cannot be denied that there were many cancellations of cooperation contracts that had been carried out at the beginning of the pandemic. This includes catering, decoration, and others. However, according to Gandi, the General Chairman of the Association of Wedding Organizers (Hastana) Gandi Priapratama, the wedding industry business in Indonesia is predicted to continue to grow, which is estimated to increase by 20-30% in the coming year. Gandhi said, as an illustration, this is to hold a wedding reception at least spend more than hundreds of millions of rupiahs per one event. In fact, for the upper class, it can reach billions of rupiahs. Most of as much as 70-80 per cent of the reception funds are intended for food or catering, and the rest is just for other wedding reception equipment.

According to [1] the development of the wedding industry proves that Indonesia has a wedding organizer that is not inferior to other countries. Where wedding organizers can introduce quality products and events and always prioritize customer satisfaction. Consumer satisfaction is essential because this industry is a service industry, which prioritizes excellent service so that the positive influence will spread to other potential consumers.

Furthermore, concerning the business of the wedding industry, do not close your eyes too that there are many players as wedding organizers/planners in it, both those who have been in this industry for a long time and those who have recently arrived. As we all know, the development of any business will lead to sharper competition. The competition between wedding organizers or called wedding organizers/planners is a development in the last eight years, wedding organizer (WO) business actors in the city of Bandung are proliferating. Based on the Chairperson of the Committee, Cussi Dwi Yonanti, said that in the early 2000s, the number of wedding organizers in Bandung was only 5. Still, now it has reached 110, which are a WO successfully record. The number of real estates in the field could be more because they have not yet registered data on the outskirts of Bandung. With so many similar companies, therefore, companies are required to maintain their survival and develop according to their future vision, mission, and goals. To overcome the existing competition, one of them is by conducting marketing promotions.

In carrying out marketing promotions, the company can attract, influence, and direct consumer desires. It aims to express opinions by providing information about the services and promotional activities offered. Where promotion is one of the most potent elements in the marketing mix. This means to communicate and persuade the target market by identifying the target segment's needs—to buy the company's products [2]. One of the companies involved in the wedding industry is Artez Wedding Planner, established in 2008 until now. Artez has experienced ups and downs in running this business, and various promotions have been carried out by this company to win the existing competition. However, based on interviews with the owners, net profit income has decreased in the last three years, especially entering the pandemic period. The decline in the prospective bride and groom clients has reduced by 50%.

Based on the description above, it is necessary to analyze the implementation review of the promotional mix carried out by Artez Wedding Planner so that the obstacles they experience can be known. As well as from the analysis of the evaluation can be given solutions to existing barriers.

### **LITERATURE REVIEW**

According Kraus et al in [3], entrepreneurial marketing is a marketing activity with entrepreneurial mindset. Where according to [4] entrepreneurial marketing activities are such as the innovation of a product, identifying a new opportunity, marketing products in the marketplace, being able to meet consumer needs, as well as other marketing aspects.

According to Kotler in [5], the promotional mix is a special ingredient of advertising, personal selling, sales promotion and public relations that companies

use to achieve marketing goals. According to [5] stated, "Promotion mix (marketing communications mix) is the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships", which means the promotion mix (marketing communication mix) is a specific mix of promotional tools that companies use to persuasively communicate customer value and build customer relationships According to [6] "Promotional tools that include advertising activities, personal selling, sales promotion, public relations, direct marketing, and marketing publications".

According to [6], the promotion mix is related to efforts to direct someone to get to know the company's products and then understand them, change attitudes, like, believe then finally buy and always remember the product. The promotion process consists of several components such as advertising, personal selling, sales promotion, direct marketing, and public relations. All of these components come together to create a promotional mix aimed at achieving the organization's marketing objectives. Advertising is the most potent element of the promotional mix because of its involvement in developing a product image in the market or positioning the product in customers' minds [7].

### **RESEARCH METHOD**

The research method in this study is descriptive qualitative, in the form of research using a case study method or approach. Methods of data collection using interviews, observation, and literature study. Data sources are primary and secondary.

### **RESULT AND DISCUSSION**

Based on the results of interviews and observations in the field, the implementation of the promotional mix that has been carried out by the company so far is a promotion by using advertising with social media. Advertising is used by companies to communicate and convey information about the products or services offered. By doing advertising, of course, there are costs incurred by the company to persuade consumers to use or consume the products and services provided by the company. In this case, advertising is an effective way to inform the products or services offered. The advertising that this company does is with social media; this is also related to the company's financing, which will be more efficient. Social media provides more opportunities for marketers and consumers to interact with each other. The social media used is Instagram with the new account name @artezwedding, which has approximately 500 followers and is filled with posting photos and stories.

When it comes to posting on Instagram, photo posting is rare, and there haven't been any recent photos for a while. Posting stories is also a little more frequent, but the content is repeated more than by displaying the latest stories about Artez wedding or marriage. Next is to use a Facebook page with an account <https://en-gb.facebook.com/ArTez-Wedding-Planner>, but this is also the same that the company is not very active to fill content on this platform.

Next is sales promotion, which is intended to increase buyer interest in the product and is carried out only at certain moments. The promotion carried out by this company is to provide complete wedding packages at competitive prices so that the bride and groom can choose according to their budget. This wedding package is usually added with bonuses such as extra food and a honeymoon, especially in the month after Eid al-Fitr. The following sales promotion is giving price discounts from existing packages if the bride and groom are recommendations from previous consumers. Finally, the promotion carried out by this company is direct marketing, whereas reported by Investopedia, direct marketing is a marketing technique by communicating directly to customers, both new and potential customers, without going through third-party intermediaries, such as media or advertisements. Direct communication here has a meaning as introducing or selling products or services.

Direct marketing is done by sending a list of wedding packages in the catalogue and sending it via email.

In connection with the implementation of the promotion mix that has been carried out by Artez Wedding Planner above and the obstacles in its implementation, it is necessary to have solutions to deal with these obstacles. The solutions that need to be done are the first in advertising on social media to update their social media accounts. The most important thing is working with celebrity endorsers, commonly known as selebgrams, for celebrity endorsers' Instagram accounts. A social media profile is a quick, cheap and straightforward way for Artez Wedding Planner to establish an online presence. This should be the first step to help customers engage with Artez wedding planner and their business. After Artez Wedding Planner has set her social media profile, there can then look at longer-term investments such as building a mobile app, which could help customers find out more information and place orders.

Second, for sales promotion, we are collaborating with wedding vendor partners to get prices for attractive packages that will be offered to potential consumers. Third, for direct marketing, an attractive e-catalogue must be made to be directly interactive between consumers and the information they will get. As stated by Zulkifli regarding the wedding planner, to survive in conditions such as the current COVID-19 pandemic, one must also take an active role in the Indonesian WO association. Participating in any association, the wedding planner will be given an official guidebook for organizing a wedding, especially during this time. The event will be made as safe as possible and protect the family, guests, and the WO itself. In this pandemic era, WO must also be innovative. Like making the event in one package, namely the day of the wedding ceremony and the reception into one to not cause many meetings.

### **CONCLUSION**

Based on the discussion above, it can be concluded that the promotional mix carried out by Artez Wedding planner is advertising, sales promotion, and direct marketing. Some obstacles occur in every promotional mix carried out by Artez, and solutions are made for every existing block, namely being active on social media, collaborating with vendors, and innovative catalogues. Concerning social media, it is hoped that it will reach existing and potential customers. Use these channels to get your messages to as many people as possible. Social media is a popular way to increase brand awareness to both new and existing customers. It provides a platform to express your values, personality and engage with your audience.

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