

THE IMPLEMENTATION OF MARKETING MIX STRATEGY AT EVENTA ORGANIZER

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Abstract

The event product marketing strategy is one of the marketing strategies implemented through organizing events that aim to promote brands, products, or services. By knowing the marketing strategy, it is hoped that the marketing activities carried out can achieve goals effectively and efficiently. Companies must know the stages of implementing marketing strategies, starting from external and internal factors, to identify factors that become opportunities, threats, strengths, and weaknesses. The purpose of this study is to examine how Eventa Organizer implemented the 4P marketing mix strategy. This study used the descriptive qualitative method. Data collection was carried out using observation, documentation, and interviews. In this study, the objects of research were two, namely the director and employees of the marketing division of the event organizer. The results of this study show that the 4P marketing mix strategy used by Eventa Organizer is good. In the implementation of the marketing mix strategy, Eventa Organizer has had stable sales since the company was initiated so the products produced by Eventa Organizer make successful events, where the objectives of the event are achieved and the participants or guests are satisfied with the experience they get.

Keywords — Marketing mix strategy, Event organizer, Marketing strategy.

INTRODUCTION

An event product marketing mix strategy is one of the marketing strategies carried out by organizing events to promote a brand, product, or service. Usually, a company holds an event to introduce its new product to the public. A good marketing policy is almost always associated with a mix of variables, including product, price, promotion, and place. In this case, we also understand the importance of these variables as a marketing tool, especially as a marketing strategy that spearheads the company in marketing its products. In marketing their products, companies often carry out marketing activities such as product planning, pricing, and

promotional activities. In marketing their products, companies often present the advantages of their products so that consumers know the quality of these products. These activities can be in the form of sales promotion, advertising, and personal selling.

An event organizer is a professional service provider involved in organizing various formal and informal events. An event organizer will make events better and smoother. This is supported by a team that is experienced in handling various events. The growth of event organizers in the city of Makassar has recently been very rapid with the formation of a new event organizer company, so many event organizer businesses are competing to offer their business products to clients and build trust with them. Based on previous research from Clarita and Karsa (2020), in carrying out marketing strategy activities it is essential to maintain communication with customers and event marketing carried out by PT. Kilau Indonesia carries out various promotions to attract customer attention.

As stated by Rohman and Pranata (2019) in previous research, in organizing an event from pre-event to post-event, one must carefully prepare such as themes, concepts, purposes, and objectives of the idea of an event to be held and the expected outputs for the future. It aims to not only earn a profit but also to attract many customers and have an impression on customers. In organizing events, the marketing strategy carried out by the Indonesia Tourism Development Corporation is through making flyers, installing billboards at specific points, and roadshows, making presentations to travel agents and posting via social media (Instagram, Facebook) with the aim of to increase the number of visits in the Nusa Dua Tourism Area.

Meanwhile, according to previous research by Zuliani (2009), the result of the marketing strategy carried out by Gray Magazine is to set affordable prices for students, students get merchandise from sponsors as an attraction for students to participate in events and promote events. products by making visits to potential customers at schools. It can be concluded that the price of a product, promotion, and attraction have a significant influence, meaning that the better the marketing strategy implemented, the higher the sales of event products in Gray Magazine.

Duncan (2005) stated event marketing is a form of financial support from an organization, individual or activity in exchange for publicizing brands and companies. Therefore, this study aims to determine the marketing strategy of Eventa Organizer products and whether these marketing strategies can increase sales results significantly with positive effects or sales with negative effects. (Case Study at Eventa Organizer Makassar.

In this study, the research question is: How is marketing mix strategy be implemented at Eventa Organizer?

METHODS

The type of data used in this study is qualitative data. The purpose of using this type of research is to provide a qualitative description of Eventa Organizer's strategy to the event organizer. The data used in this study is primary data. Primary data is data that provides data directly to data collectors. In other words, primary data is data obtained from field investigations by conducting interviews that are directly related to the subject under study so that they have clear information on the research topic. In this research, the main data obtained using this technique is in the form of face-to-face interviews and questions and answers with the Eventa Organizer team to obtain the necessary information.

The subject of this study is an informative source of data depending on the research problem. The origin of the data in this study is the subject from which the data came from. To get the right data and relevant and competent topics based on data needs. The data sources in this study amounted to two people, namely the main director and sales marketing staff at Eventa Organizer.

This study is a descriptive study, with more research and research results from the documentation. The data analysis technique used is a taxonomic analysis technique, which is an analytical technique that collects information or data decomposition that focuses on the problem or research objective. The data that has been obtained will be analyzed qualitatively and described in descriptive form.

RESULTS

The marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering basic information about it, the next step is the direction of market programming, which is to decide upon the instruments and the strategy to meet the needs of the customers and the challenges of the competitors. It offers an optimum combination of all marketing ingredients so that companies can realize goals for example profit, sales volume, market share, and return on investment. The marketing mix is grouped under four elements, product, price, place, and promotion. A profitable formula of marketing operations is that most marketing mix changes

as per marketing conditions and with changing environmental factors. By implementing an accurate marketing strategy through taking advantage of opportunities and increasing sales, the position or position of the business in the market can be improved or maintained. This can be seen from promotions, various kinds of products, and pricing offered by Eventa Organizer to consumers. The marketing mix was used by the company to pursue corporate goals. The marketing mix is an important factor that is needed by a company or entrepreneur to produce a market share that is in accordance with the company's expectations. The marketing mix is a set consisting of product, price, promotion, and place that can determine the level of marketing success in order to get the desired response from the target market.

DISCUSSIONS

Appropriate and effective marketing strategies must be implemented by the company so that its products remain in demand by the market. Marketing strategies must be made to determine products and markets, prices and promotions, companies must be able to provide satisfaction to consumers if they expect efforts to continue. Kotler and Armstrong (2012) argue that a marketing mix is a tool used by companies in marketing products so that company goals are achieved. There are four items in the marketing mix namely product, price, promotion, and place or better known as 4P. The application of the marketing mix is expected to influence consumers to buy, to increase the volume of product sales. According to Hidayah, Ariefianto, and Nugroho's research (2020), marketing strategies that use 4P, namely product, price, place or location, and promotion have a significant effect on purchasing decisions.

The marketing strategy implemented using the marketing mix or 4P at Eventa Organizer can offer a variety of products and precipitate quality products according to the wishes of the client. In setting prices based on the value attached to the product or adjusting the client's request. The strategy for placing services by Eventa Organizer is carried out in the millennial studio office by paying attention to comfort, availability, saving space and time, so that it will affect client behavior in using the services of an Eventa Organizer located in Kompleks Perumahan Villa Megasari, Blok F No. 12 A, Makassar, Sulawesi Selatan.

A marketing mix is a combination of several marketing elements used by the company to achieve marketing objectives. These objectives include: conquering the market, gaining a larger market share, gaining a strong competitive position, increasing sales results, and generating high-profit margins for the company. The implementation of the marketing mix is carried out

by planners by developing the products used by the marketing mix to ensure that the company has determined the target offering. The components of the marketing mix or in general 4P (marketing mix) are a combination of product properties, price, promotion, and place. The 4Ps can be explained as follows:

1. Product

A product is something that can be produced by a company, created with certain advantages, and able to compete in the market. Successful sales in a competitive market are based on the products and services produced, whether they can fulfill the wants and needs of consumers or not. Something that can be offered to a market to attract attention. According to Kotler (1997:9-10) "Used or consumed to satisfy a want or need". Product refers to a physical product or service that consumers are willing to pay for. This includes tangible goods such as furniture, clothing, and wholesale goods and intangible products such as services purchased by consumers. Product is a key element of any marketing mix. Tjiptono argues that a product is a form of service provided by a company that aims to fulfill the company's goals by fulfilling the needs and desires of its customers. Products can be defined as production results that include the overall concept. This concept contains goods, packaging, brands, labels, services, and warranties. Products must be seen as a bundle of activities between core service products and their supporters, to produce an optimal total offering, so that it can meet consumer needs, desires, and expectations (Fatihudin & Firmansyah, 2019: 53). The core products owned by Eventa Organizer are outbound, wedding, party planner, conference, and exhibition while supporting products are event services (professional work teams that assist in arranging events to run smoothly and successfully) and technical services (such as IT equipment services or presentations).

2. Price

Price refers to the cost of producing services and is determined by market demand. Competitive product imaging influences price purchase decisions (Vellas & Becherel, 2008: 142). Pricing of products at Eventa Organizer is according to the request of prospective clients and is carried out based on several considerations, namely the bid limit which refers to the price level offered up to the price limit of the mutual agreement. Price and other costs of the service sector show the management of various costs endured by customers in achieving the advantages of generating the services (Davis, 1997). In consumer cooperatives, the first and main aim is to

satisfy members which should be considered in pricing followed by achieving profit, sales increase, more share in the market, survival, and development of the company (Mostaani, 2005).

3. Place

Place refers to the place where contact occurs between the service provider and those who receive the service, in the form of owning property, managing other properties, or renting (Kumar, 2010: 47). Place is the managerial decisions on where customers should be provided with services and it may include electronic/physical distribution channels (Davis, 1997). Eventa Organizer has built its own studio that can provide services for its clients which are in the Kompleks Perumahan Villa Megasari on Jalan Jipang Raya, Makassar, Sulawesi Selatan.

4. Promotion

Promotion consists of all the product communication methods offered to the target market. Equipment including advertising, TV media. (Vellas & Becherel, 2008: 142). The main objective of promotional activities is to create and develop the image of a product in the market. It is one of the important competitive tools that maintain industry dynamism. Promotion determines the position of the product in the target market. The importance of promotion for service organizations is in the benefits achieved from buying their services. (Davis, 1997). Where the purpose of marketing efforts is to increase sales to generate profits by meeting market needs in the long term. Eventa Organizer product promotion methods are carried out offline and online. Promotion online through social media, namely Instagram, TikTok, and the website www.suryabuanathtc.com. Offline promotions are carried out by personal selling and working with government and private agencies.

CONCLUSIONS

The implementation of the event product marketing strategy is by implementing the marketing mix or 4P, namely the products offered in the form of aisle services, party planners, outbound, conferences, and exhibitions while the prices offered are relatively cheaper. affordable depending on the client's choice or client's request, while Eventa Organizer has an office where clients can consult about the services they want to use, and for promotion use through social media and personal selling. Social media is used such as Instagram and TikTok.

This research has good results for tourism services, marketing mix strategy, time management, communication skills, and collaboration. Eventa Organizer has had stable sales since the company was started by implementing a good 4P marketing mix strategy so that the products produced by Eventa Organizer make successful events, where event goals are achieved and participants or guests feel satisfied. the experience they get.

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