
DIGITAL MEDIA COMMUNICATION

Wedding Organizer Marketing Communication Strategy @ngantenan.yuk Through Instagram Social Media

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Abstract

This study aims to determine the marketing communication strategy of Wedding Organizer @Ngantenan.Yuk through Instagram social media. With the Instagram social media Wedding Organizer @Ngantenan. Let's do marketing and promotion. Marketing and advancements made by Wedding Organizer @Ngantenan.Yuk are posting photos and videos of client weddings and information about weddings through Instagram. The research method used in this study is a qualitative descriptive method. Primary data is from information obtained from interviews with several informants. In comparison, secondary data is in the form of data obtained from books and other sources. The theory used in scientific writing research is New Media. Data collection techniques used are observation, interviews, and documentation. Based on the research results, the marketing communication strategy carried out by the Wedding Organizer @Ngantenan.Yuk was considered very good and appropriate. The marketing communication strategy carried out by Wedding Organizer @Ngantenan.Yuk is through Instagram social media by posting photos and videos of the client's wedding. Therefore, Wedding Organizer @Ngantenan.Yuk utilizes Instagram social media as a promotional tool to create the desired target. The advice that researchers can give is to be more consistent in marketing their services on the Wedding Organizer Instagram account @Ngantenan.Yuk to attract the attention of clients and face competition from other Wedding Organizers.

Keywords: Marketing Communications; Wedding Organizer; Social media; Instagram

Introduction

Communication is an important part that cannot be separated from human life as social beings. By communicating, humans can interact with each other wherever they are. But some obstacles occur due to differences in opinion between the communicant and the communicator. To understand the communication process, it can be seen the elements relating to the sender (communicator), what was said or sent (message), what communication channels were used (media), and to whom (communicant) (Giantika & Sitasi, 2019).

In connection with the emergence of New Media or New Media, social media was born from the existence of new media, which is a platform to find out the latest news developments and make it easier to socialize together (Jesslyn & Winduwati, 2021). New media or new media, as well as the internet today in modern companies, have been considered an essential requirement, aiming to carry out marketing promotions through social media.

The name Instagram comes from understanding this application's overall function. The word 'install' comes from the word 'instant,' like a camera better known as 'instant photo.' Instagram can also display photos instantly in view. Whereas the word 'gram' comes from the word 'telegram,' were the way Telegram works are to send information to other people quickly. It's the same as Instagram, which can upload photos online. Therefore, Instagram comes from 'Instant-telegram' (Giantika & Sitasi, 2019).

Through Instagram social media, @Ngantenan.Yuk is a wedding organizer in Bekasi City. Wedding Organizer @Ngantenan.Yuk, which has been running since early 2018. The strategy carried out by Wedding Organizer @Ngantenan.Yuk is based on media analysis that has been done; they have used Instagram since 2018. Instagram, which has the username @Ngantenan.Yuk already followed by 5,665 followers. Marketing and promotions made by Wedding Organizer @Ngantenan.Yuk are posting photos and videos of client weddings and information about weddings through Instagram social media to attract client attention. Wedding Organizer @Ngantenan.Yuk utilizes Instagram social media as a promotional tool to create the desired target.

Ngantenan Yuk also developed a marketing concept by utilizing New Media on Instagram. Marketing communication is a means companies use to inform, persuade and remind consumers, directly or indirectly, about the products and brands they sell. Marketing communication consists of a marketing mix strategy (marketing mix). According to Kotler and Armstrong (in Firmansyah, 2020), the marketing mix has 4 P's: Product, Price, Place, and Promotion.

The Ngantenan Yuk marketing concept aims to make the products and services provided compete with other wedding organizers and create avenues for promoting and developing the products or services of the wedding organizer itself. The marketing concept says the key to achieving marketing goals consists of determining the needs and wants of the target market and providing the expected satisfaction more effectively and efficiently than competitors.

(Jesslyn & Winduwati, 2021) conducted research entitled "Utilization of Instagram Social Media at the Online Shop @Ivoree.id in marketing products." This study examines how the online shop @Ivoree.id uses Instagram to market its products. The study results show the effect of using Instagram in selling its products because it has many features to attract attention and get consumers. This research also aims to provide information about @Ivoree.id products, how to interact with customers to establish good relationships, and build customer trust in the products being sold.

Marketing communication is an activity that seeks to disseminate information, influence and persuade and remind the target market of the company and its products so that they are willing to accept, buy and even be loyal to the products offered by the company. The word "Marketing Communication" has two main elements: Communication: The process by which thoughts and understandings are conveyed between individuals or between organizations and individuals. Communication is the process of getting messages that are the sender's ideas or information through a medium to the recipient to understand the sender's intent. Marketing: A set of activities in which companies or other organizations transfer values (exchanges) regarding product information,

services, and ideas between themselves and their customers (Firmansyah, 2020).

To create a good relationship, the first thing that must be maintained is good communication. Good interaction between sellers and buyers will develop a sense of comfort and trust obtained from the customers. The marketing communications objectives conveyed by Priansa (2017) are persuasive, informative, and reminder communication.

Marketing communications aim for companies to interact with customers to maintain communication connections and create avenues to promote services and build brand awareness. Basu Swastha (in Aprilya, 2017) says marketing communication can be defined as a communication activity by buyers and sellers. It is an activity that assists in decision-making in the marketing field and directs exchanges to be more satisfying by awakening all parties to do better. Marketing communication is at the core of how companies utilize a strategy, planning, implementation, and evaluation in maintaining or developing companies in the business world (Reza, 2016).

The marketing communication strategy is how the company realizes the mission, goals, and objectives that have been determined by maintaining and striving for harmony between the various purposes to be achieved, the capabilities possessed and the opportunities and threats faced in the market for its products (Adisaputro in Rahman & Panuju, 2017). According to Nugroho (in Aprilya, 2017), marketing communication strategies are usually directed at increasing the likelihood or frequency of consumer actors, such as growing certain stores or purchasing specific products.

The marketing communications process will run well if the seller can provide an overview of the functions, benefits, and uses of a product or service offered to consumers. Decisions taken by consumers to buy a product are generally influenced by reasons for the need to consume these goods. According to Kotler (in Firmansyah, 2020), there are five stages in the buying process: problem recognition, seeking information, several alternative assessments, buying decisions, and behavior after buying.

The process of marketing communication begins with the sender, the company that arranges marketing messages to target audiences. The success of marketing goods or services requires the role of marketing communications to market products or services. The communication process's main component, context, is influenced by the context in which the contact occurs. This context may be physical, social, chronological, or cultural, Sender, Message, Media, Recipient, and Feedback.

Theoretical Framework

New Media Theory

The new media theory was developed by Pierre Levy, which means that new media is a theory that discusses the development of conventional media towards digital. There are two views. In new media theory, the first is the view of social interaction, which distinguishes media based on its proximity to face-to-face interactions. In recent media theory, there are two views:

1. The view of social interaction, which can distinguish a medium based on its proximity to face-to-face interaction.
2. The view of social integration is a picture of the media not only in the form of information and interaction or its dissemination. But in the form of rituals or how humans use a medium to create society.

New media itself is a new media formed due to the interaction between humans and technology. Recent media examples are the internet, computers, mobile phones, and the web, which are connected to the digital world. It is because most of the new media is dominated by digital technology products, which often have characteristics that are networked, solid, accessible, interactive, and impartial (Aprilya, 2017).

New Media is online media that is technology-based, flexible, and interactive, functioning publicly and privately using the internet. New Media (online media) is defined as a technology-mediated communication product; the new media market can be seen from the emergence of Media

Cyber or in the network. Inter-network connections via computers, more popularly known as the internet, provide choices for audiences not only in seeking and consuming information but audiences can also produce that information.

Integrated Marketing Communication

Integrated Marketing Communication (IMC) is "integrated marketing communication is the process of implementing and developing various forms of persuasive communication programs to customers on an ongoing basis. This strategy aims to influence consumers' thoughts, attitudes, and behavior according to company goals. Integrated marketing communication considers all sources that can connect customers with goods or services from a brand and or company as potential channels to convey messages in the future. In other words, an integrated marketing communication strategy begins with the customer. Then it turns to the company to determine the forms and methods to be used and developed for the communication programs that are carried out.

Schultz argues that "IMC is a marketing communication planning concept that appreciates the importance of the added value of a comprehensive plan used to evaluate various communication disciplines' strategic roles. It combines advertising in general, direct response, promotion, sales, and public relations, and combines all fields to provide clarity, consistency, and maximum communication impact (Soefijanto & Idris, 2012).

Meanwhile, the American Association of Advertising Agencies (Kotler & Keller, 2009) define integrated marketing communications (IMC- Integrated Marketing Communication) as a marketing communication planning concept that recognizes the added value of a comprehensive plan. Such a plan evaluates the strategic role of various communication disciplines, for example, general advertising, direct response, sales promotion, and public relations, and combines these disciplines to provide clarity, consistency, and maximum impact through the seamless integration of disparate messages.

The purpose of IMC is to influence or directly affect the behavior of its target audience. IMC considers all sources that can connect customers or prospective customers with products or services from a brand or company are potential channels to convey messages in the future.

Promotion in the marketing mix concept relates to the field of communication. The promotion mix is a set of tools in which the elements complement and support each other, namely advertising, public relations, personal selling, and sales promotion. Integrated Marketing Communications (IMC) can be used for marketing personnel to develop and implement more consistent and effective marketing communications. This method is expected to create a brand image, increase sales volume, and expand the company's target market. In addition, IMC is seen as a planning process and evaluating the company's strategic and synergistic roles in considering the best way to integrate various communication disciplines. Therefore IMC plays a strategic role in managing the intangible side of the business by creating relationships with customers and other stakeholders to create positive perceptions, attitudes, and behaviors toward the brand. A company cannot be separated from communication (Priansa, 2017).

1. Stakeholders: This takes a stakeholder-centered perspective, on the outside, with a particular focus on consumers/customers.
2. Content: Customize unique, relevant, and consistent content through technology-based IT to recipients.
3. Channels: Using connected strategic management to integrate all possible brand touchpoints related to stakeholders.
4. Results: The main objective of IMC is to produce measurable results for the company. These four principles are an integral part of stakeholders; product users get the main proportion as marketing targets because they will assess satisfaction or dissatisfaction. Content and channels must be presented properly and correctly so that the public only accepts a good product due to unethical marketing content or inappropriate channels or media; this will undoubtedly harm all parties. Aspects of objectives need to get special attention so that messages from marketing reach consumers

Integrated Marketing Communication (IMC) characteristics are as follows (Shimp, 2007).

1. Influence Behavior. The goal of IMC is to move people to take action. IMC aims to influence

audience behavior so that they are aware of a brand being marketed, then instill positive values (support) for the product and hopefully lead to brand usage (consumption).

2. Starting from Customers and Prospective Customers (prospect) The second feature of IMC is that it starts with customers. The point is that the approach begins by looking at what the audience needs. Then the company as a marketer (communicator) adjusts communication to meet what the customer or prospective customer wants.

3. Doing One Or Many Ways to Make Contact In its process, IMC uses all available forms of communication and all contacts that can connect brands with customers as message delivery channels. Contact here is intended as a channel or medium for delivering information.

4. Trying to Create Synergy IMC requires synergy between all communication elements used in marketing. Because if one component does not work together, it will not achieve synergy.

5. Establishing Relationships The last characteristic of IMC is that successful marketing communications require established communication or relationships.

Material and Methodology

The research object will be examined and become research material to find a solution. The meaning of the research object is the variable that the researcher at the research location reviews. The object of this research is the target to get answers to the problems that occur. The research object studied here is the Wedding Organizer Marketing Communication Strategy @Ngantenan.Yuk through Instagram social media. (Arikunto, 2016)states that the 'subject' is an object, thing, or person of research. In this study, the research subject was the Owner of the Wedding Organizer @Ngantenan.Yuk as the key informant, and marketing, employees, and service users of the Wedding Organizer @Ngantenan.Yuk supplemented the data. This research uses qualitative methods, which according to Moleong (2007), is research that intends to understand phenomena about what participants experiences, such as behavior, perceptions, motivations, actions, and others. This study uses the constructivism paradigm because the data obtained is obtained from sources that can be directly determined in this study.

Result and Discussion

Ngantenan.Yuk is a wedding organizer founded in 2018 by a young entrepreneur, Helmi Hidayat. Helmi Hidayat's reason for making Ngantenan. Come on, because, at that time, the Wedding Organizer was still quiet. In the beginning, Ngantenan.Yuk's Wedding Organizer was formed because Helmi Hidayat worked at a studio that rented out clothes for weddings, then he became a Wedding Organizer crew at the studio. However, many of Helmi's ideas were rejected by the studio. Helmi gave the view so that the wedding organizer of the studio could be better. Because of this, Helmi Hidayat decided to make a Wedding Organizer in 2018 whose office location is located in Kemang Pratama with ideas that Helmi had, which the studio previously rejected.

Wedding Organizer Ngantenan. Let's use that name because, according to him, the term is unique and can be easily remembered by people. Wedding Organizer Ngantenan.Yuk promotes Wedding Organizer services on Instagram social media with the username @Ngantenan.Yuk. Wedding Organizer @Ngantenan.Yuk promotes services on social media and Instagram by posting photos and videos on the wedding day. Wedding Organizer @Ngantenan.Yuk promotes their services using Instagram because they can reach a broad audience without cost, and the benefits are excellent.

By promoting on Instagram social media and utilizing features from Instagram such as feeds, stories, and IG TV, as well as posting photos and videos of clients' weddings and carrying out paid promotions, the effect of Wedding Organizer @Ngantenan.Yuk is. The result of promoting on social media Instagram can be seen from the Instagram account; the account admin is diligent enough to upload photos and videos to attract followers. Many prospective clients follow Instagram and contact Wedding Organizer @Ngantenan.Yuk. It's also easy to get him just by clicking the link in the bio,

and the contact is listed as the Wedding Organizer @Ngantenan.Yuk.

This study aims to know how @Ngantenan.Yuk use Instagram as an online marketing communication medium. @Ngantenan.Yuk utilizes features from Instagram such as feeds, stories, and IG TV, posting photos and videos of clients' weddings, and carrying out paid promotions. This method is also used for marketing their products.

Analysis Situational

In this study, the researchers discussed that the Wedding Organizer @Ngantenan.Yuk had implemented a marketing communication strategy on Instagram social media to introduce their services and to face competition from other Wedding Organizers. They were facing competition and raising their services on Instagram social media

. Wedding Organizer @Ngantenan.Yuk uses the New Media Theory because sending information is the media's primary function. Clients at Wedding Organizer @Ngantenan.Yuk need information about weddings, promotions being carried out, customer testimonials such as chat evidence and photos and videos of wedding results, and budgets when using services.

According to the first informant, Helmi, using social media on Instagram provides clear information and advantages.

"In my opinion, Ngantenan. Come on with promotions through Instagram social media, they have provided clear information, starting from admin info, information on wedding venues and other vendors, to client testimonials. One of the advantages is that once a post can reach a wide area, however, there are also disadvantages in promotion on Instagram social media, namely only covering people who use Instagram "(Interview, Helmi 2022).

The second informant is the marketing wedding organizer @Ngantenan.Yuk, namely Andri Septahadi. He stated that:

"The effect that was made when promoting the Ngantenan.Yuk Wedding Organizer through Instagram social media. many prospective clients follow Instagram and contact Nganten Yuk. For the advantages, it can reach a wide range of existing markets, and for the drawbacks, it can only be seen by people who use Instagram (Interview with Septa, 2022).

Andri Septahadi said that the development of Instagram @Ngantenan.yuk is good from year to year, the number of followers is constantly increasing, and many clients are dealing with contact via Instagram.

The following are the results of an interview with Diva Alkhadia Rana as Crew Wedding Organizer @Ngantenan.Yuk.

"The promotions carried out by ngantenan yuk are not only promos related to selling services, but we also provide information regarding marriage, before and after marriage, and we provide footage related to WO work on the D-day, indirectly this is included as a promotion for our team to guiding customers" (Interview with Diva, 2022).

According to the crew from Wedding Organizer @Ngantenan.Yuk, some developments are stated in this interview:

"Developments during my time at work, let's have a lot of improvements, starting from the vendors who work together to the quality of the WO itself, of course it is always improving" (Interview with Diva, 2022).

The following are the results of interviews with wedding organizer service users @Ngantenan.Yuk, and Inaka Putri, on situational analysis.

"With the Instagram Wedding Organizer Ngantenan. Come on, help me in getting information. complete information on Ngtenan.Come's Instagram account, starting from wedding info,

contact admin, wedding venue, to documentation when the team is on duty. However, for information regarding the price list, consumers must directly contact the admin number available on Instagram." (Inkana Interview, 2022).

Marketing Communication Strategy

A strategy is needed in marketing communications because it can be used to introduce the services of a @Ngantenan.Yuk Wedding Organizer to clients, the goal is that the services offered can compete with other services so that the seller gets a profit. According to the Owner of Wedding Organizer @Ngantenan.Yuk, a marketing communication strategy is essential.

"The marketing communication strategy on social media Instagram is very important, because nowadays who doesn't use Instagram. My job as an owner in dealing with competition is that Instagram must be active, every day something must be uploaded, be it photos in feeds, stories and reels. And I also help promote through my own personal Instagram. "(Helmi, Interview 2022).

Helmi Hidayat, as Owner of Wedding Organizer @Ngantenan. Let's apply a marketing communication strategy by Responding to client DMs, replying to prospective clients' comments, posting photos of client events, and posting content about weddings. And so far there have been no obstacles in carrying out a marketing communication strategy via Instagram. The following are the results of the interview transcript from the second informant, marketing wedding organizer @Ngantenan.Yuk, regarding marketing communication strategies.

"It is very effective to promote via Instagram because you don't need to spend a lot of money, but the results can reach a lot of clients. My way as Marketing is to promote @ngantenan. Let's post wedding day events for clients and create content that contains Q&A and education about the world of weddings. And of course, I also promote through personal Instagram social media" (Septa Interview, 2022).

Septa as Marketing Wedding Organizer @Ngantenan.Yuk uses all the features from feeds, stories, IG TV, and the uses paid ads feature on Instagram.

"My way as marketing is in dealing with competition in promotion through Instagram social media to other wedding organizers. By always updating by uploading photos in feeds and stories and reels, we always upload the best quality pictures and videos. The way we advertise is by making attractive promotional materials such as providing information on the world of weddings and also giving discounts to clients." (Septa Interview, 2022).

While the Wedding Organizer crew @Ngantenan.Yuk, Diva Alkhadia Rana, said that the marketing strategy is used to provide educational and informative content. The marketing communication strategy on Instagram delivers the benefits we receive; we can get clients from social media because social media is comprehensive.

On the communication strategy through Instagram social media, According to Inkana Putri, a user of the Wedding Organizer service, @Ngantenan.Yuk marketing strategy is excellent and appropriate.

"In my opinion, Ngantenan.Yuk's marketing communication strategy is very good. Apart from displaying complete documentation and information for consumers, Ngantenan.Yuk also displays testimonials from its customers so that new consumers become more trusting or interested in using the services. And the promotion is appropriate because apart from displaying specific information related to services, Instagram Ngantenan. Come on, we also often educate our followers with interesting content related to weddings." (Inkana Interview, 2022).

From the discussion above, the researcher concluded that the strategy successfully utilized Instagram social media as a marketing communication strategy.

Corporate Image

Image in the company is needed because the client requires a good corporate image to trust its service. By utilizing paid ads, displaying client testimonials, and responding well to comments or messages from prospective clients, Wedding Organizer @Ngantenan.Yuk has a good reputation in clients' eyes.

"So that we are better known by clients, we use paid ads, post or promote on personal accounts. So that we have a good reputation in the eyes of consumers on social media, namely by displaying client testimonials and responding properly to comments or messages from prospective clients" (Interview with Helmi, 2022).

The @Ngantenan.Yuk Wedding Organizer has a distinctive feature: post several event snippets through IG stories. It is their trademark so that clients can look back at the moments at their event on D-day. Peliti asked the second informant Septa as Marketing from Wedding organizer @Ngantenan.Yuk.

"My job as marketing is to make Ngantenan. Let's be known by clients by creating interesting material and content, and promoting ads on Instagram, and so that we have a good reputation, namely with Nganten. Let's always ask for testimonials from our clients, and we will provide these testimonials. upload it on social media Ngantenan Yuk" (Interview with Septa, 2022).

From the discussions carried out by Marketing in building the company's image, it has been very good. Because with testimonials and making interesting material Wedding Organizer @Ngantenan.Yuk can be known and have a good reputation. The researcher again asked the third informant, @Ngantenan.Yuk's Wedding Organizer Crew, Diva Alkhadia Rana.

"My way as a crew in building the company's image is on the D day of the wedding by always maintaining an attitude towards each other and towards the client. And so far, thank God, there have been no problems or complaints from the client." (Diva Interview, 2022).

From the discussion, @Ngantenan.Yuk always maintains an attitude toward each other, and the attitude toward clients is very effective. Because maintaining the perspective of the reputation of @Ngantenan.Yuk will be very good, there are also no complaints from clients or obstacles. The researcher again asked the fourth informant, Inkana Putri, a wedding organizer service user @Ngantenan.Yuk. The reason why Inkana uses this service is that besides having a discount promo, Ngantenan.Yuk is also trusted, and the price is also affordable.

"The reason I use the services of Wedding Organizer @Ngantenan.Yuk Apart from the discount promo, Ngantenan.Yuk is also trusted. It can be seen from the many events that have been handled and the way their team handles their customers. And the prices are quite affordable, the services provided are satisfactory, the management team is good and professional." (Inkana Interview, 2022).

Inkana Putri is also satisfied because her event went well, and Wedding Organizer @Ngantenan.Yuk has a reputation for excellent and professional service.

"Wedding Organizer Ngantenan.Yuk has an excellent reputation. I am delighted. I am satisfied because my event went well and smoothly, and the service was excellent and professional. Very helpful for client needs and ensures that all events on the D-day run smoothly according to the rundown." (Inkana Interview, 2022).

Conclusions

@Ngantenan.Yuk has used a marketing communication strategy to build and develop his Wedding Organizer service business. Regarding the marketing communication strategy carried out by Wedding Organizer @Ngantenan.Yuk using New Media theory, it makes it easier for Wedding Organizer @Ngantenan.Yuk to promote or market their services on Instagram social media. A promotional strategy in which Wedding Organizer @Ngantenan.Yuk displays specific information related to services, Ngantenan.Yuk's Instagram also often educates its followers with interesting content related to weddings and displays complete documentation and information for clients. This research found that building a business is a challenging thing. The marketing communication strategy of @Ngantenan.Yuk was carried out to face other Wedding Organizer competitors, facilitate information for clients, and build a good image for the company.

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