

Marketing Communication Strategy Of Sakha Wedding Organizer Through Digital Communication Media In The New Normal Era

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Abstract: This study analyzes and describes the marketing communication strategy of Sakha Wedding Organizer through digital communication media in the new normal era. Sakha Wedding Organizer, also known as Sakha Catering & Wedding Planner, is one of the providers of Catering Service and Wedding Planner Services in Bogor, which was founded during the pandemic era but was able to survive and continue to develop its business when the economy was experiencing a decline due to the Covid-19 Pandemic. The research method used is descriptive qualitative, using Marketing Communication, IMC, Digital Communication, and New Media Theory. Data collection is done through observation, documentation, and interviews. The results of this study indicate that the marketing communication strategy of Sakha Wedding Organizer in the new normal era uses various marketing communication mixes by utilizing various communication media, starting from the mass communication media Radio and digital communication media Tiktok, Website, Instagram, and WhatsApp. The most influential digital communication media in Sakha Wedding Organizer's marketing communication strategy in the new normal era are Instagram and WhatsApp, where the two digital communication media are interconnected and complement one another. In addition, good relations between owner of Sakha Wedding Organizer and staff, vendors, clients, and other partners were involved in the success of the Sakha Wedding Organizer's marketing communication strategy in the new normal era.

Keywords: Marketing Communication Strategy, Digital Communication, New Media, Wedding Organizer

1. Introduction

In building and managing a business, the right strategy is needed so that the business can continue to grow, develop and generate profits for the company, one of which is its marketing communication strategy. According to Efendy (2007), strategy is essentially planning and management to achieve a goal. To achieve this goal, the strategy does not only function as a map that shows direction but must also show how the operational tactics are. Likewise, the communication strategy is a combination of communication planning and communication management to achieve one goal. Kotler simplified marketing strategy as a marketing logic by which a business unit hopes to achieve its objectives. Where the communication strategy has the function of spreading informative, persuasive, and instructive messages systematically to targets to get optimal results (Musyari and Putri, 2021). In the current era of communication, it is undeniable that there are many choices of marketing media that can be used by companies. Not only have the forms of media varied but so has society. Society is flooded with various kinds of information from various directions that come from various media. Not only traditional media but also new media (new media), including social media. This is in line with what Estaswara (2008:7) said that the world has changed, and human civilization has entered an era of communication. The rapid development of information technology has created globalization. A world without borders, where digital technology has a major role with cross-border multimedia and internet capabilities, has changed the face of civilization to become increasingly complex. On the other hand, the facts also show that internet and social media users continue to increase, including in Indonesia. Based on the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. Whatsapp is the most widely used social media by Indonesian people. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with respective percentages of 84.8% and 81.3%

(dataindonesia.id, 2022).



Number of Active Social Media Users in Indonesia 2015-2022

Source: <https://dataindonesia.id> (2022)

The use of the internet and social media continues to increase every year, including in the new normal era. The Ministry of Communication and Information (Kemenkominfo) stated that currently, Indonesia is moving towards the era of digital sovereignty. Internet users in Indonesia have increased significantly after the Covid-19 pandemic. The effects of this pandemic have had a significant impact on internet usage in Indonesia. This large number of internet users allows the public to take advantage of digital innovation and disruption products, this was stated by the Minister of Communication and Informatics (Menkominfo) Johnny G. Plate at the “Indonesia Digital Outlook 2022” event which was held in Jakarta. Therefore, many business practitioners use digital media as a marketing tool to promote their business (nasional.okezone.com, 2022). Microsoft and IDC Asia Pacific research show that 74% of companies in Indonesia are accelerating digitalization due to the corona pandemic. President Director of Microsoft Indonesia Haris Izmeel at the Microsoft Cloud Innovation Summit 2020 said that companies digitize their business so they can survive amid the Covid-19 pandemic, they adapt to new conditions and innovation becomes a necessity, not an option (Katadata.com, 2020). As we know, one of the goals of building a business is to make a profit, how to use the right strategy to maintain the business and prevent the business from experiencing losses. Especially during the pandemic in 2020, the Indonesian economy experienced a decline, including business people or companies that were affected. The results of a survey by the Ministry of Manpower stated that around 88% of companies affected by the pandemic in the last 6 months were generally in a state of loss. It was stated that 9 out of 10 companies in Indonesia were directly affected by the Covid-19 pandemic (kemnaker.go.id, 2020). The Central Statistics Agency (BPS) that the impact of the Covid-19 pandemic also revealed the results of a survey on the impact of the Covid-19 pandemic which was conducted on 34,559 business actors as much as 82.55% of business actors experienced a decrease in income, said the BPS Director of Population and Employment Statistics Mrs. Nurma Midyanti 8 of 10 companies experienced a decline (Kompas.com, 2020). The Covid-19 pandemic has had an impact on decreasing the income of business operators and such as the service industry. The following is a table of the 6 business sectors that were most affected during the Corona Pandemic. Based on the results of a BPS survey, it was recorded that 82.85 companies were affected by the Covid-19 coronavirus pandemic (Katadata.co.id, 2020).

No	Nama	Nilai / Persen
1	Akomodasi dan Makan/Minum	92,47
2	Jasa Lainnya	90,9
3	Transportasi dan Pergudangan	90,34
4	Konstruksi	87,94
5	Industri Pengolahan	85,98
6	Perdagangan	84,6

The Business Sector Most Affected During the Corona Pandemic

Source: katadata.co.id (2020)

Based on the sector, accommodation and food/drink businesses experienced the most decline in income, namely 92.47%. Other services became the sector that experienced the second largest decline in revenue, namely 90.90%. This position was followed by the transportation and warehousing, construction, processing industry, and trade sectors. The BPS conducted a survey of 34,559 business actors on 10-26 July 2020. From the data above it can be concluded that sectorally, the accommodation and food and drink sector was the sector that had the most impact during the Covid-19 pandemic, then the transportation and warehousing sector as well as other services. However, in 2021-2022 Indonesia's economic growth will begin to increase.

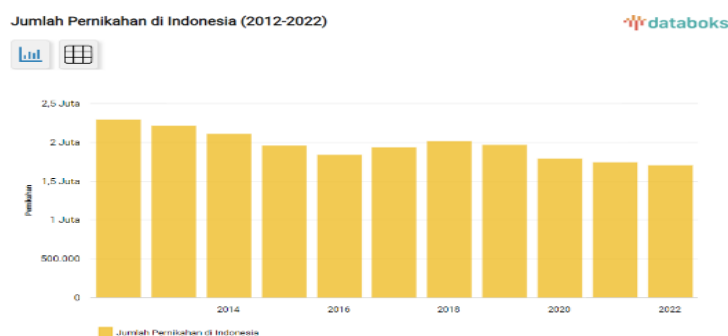


Indonesia's Economic Growth in the Last 10 Years

Source: cnbcindonesia.com

The national economy is slowly starting to grow back positively, as evidenced by the fact that in 2021 GDP began to increase by 3.69% and began to improve in the range of 5% to be exact 5.4% in 2022. From the data above it can also be seen that Indonesia's economy in 2020 experienced a growth contraction of 2.07% when the Covid-19 pandemic also hit the economy (cnbcindonesia.com, 2023). The Covid-19 pandemic that hit the country in early 2020 dealt a heavy blow to various sectors, one of which was the wedding industry business. This is acknowledged by the Indonesian Association of Wedding and Dress Entrepreneurs (APPGINDO). Kompas.com reported Wednesday (24/6/2020), in the first four months of Covid-19 hitting Indonesia, the association, which consists of various companies in the wedding sector, admitted that they lost around Rp. 300 billion in turnover per month. This is because there is no reception held by the community due to large-scale social restrictions (PSBB) (money.kompas.com, 2022). This is in line with marriage data in Indonesia which continues to decline from 2018-2022. The decline in the number of marriages in Indonesia continues to occur, including in the new normal era.

The new normal is a change in behavior to continue with normal activities by adding health protocols to prevent transmission of Covid-19. In simple terms, this new normal only continues the habits that were carried out during the implementation of regional quarantine or Large-Scale Social Restrictions (PSBB). With the enactment of the new normal, people can start doing activities outside the home while still adhering to the health protocols set by the government, namely wearing masks when leaving the house, washing hands frequently with soap, and maintaining distance and avoiding crowds of people to prevent transmission of the virus. corona (djkn.kemenkeu.go.id, 2020).



Number of Marriages in Indonesia 2012-2022

Source: <https://databoks.katadata.co.id>

In the new normal era, which is still limited, business people innovate using various methods and innovations that are displayed in the products or services they produce to be competitive and survive, one of which is the Wedding Organizer (WO) service. A wedding Organizer (WO) is a service that uses the services of organizing all activities related to the needs of a wedding party. Advances in technology also have an impact on wedding organizers. The use of modern technology as a forum for marketing its products is an example of the use of digital media. Sakha Wedding Organizer is a wedding organizer that uses digital media as a promotional tool. Sakha Wedding Organizer started to open their business during the Pandemic Period, namely early 2020, and has still survived to this day. Therefore, researchers are interested in conducting in-depth research regarding the Sakha Wedding Organizer Marketing Communication Strategy Through Digital Media in the New Normal Era.

2. Literature Reviews

2.1 Marketing Communications

Soemanagara (2014) in Laili and Nurfebriaraning (2021: 55) defines marketing communication as a communication activity that aims to convey messages and information to consumers through various information channels and media which will provide three changes, namely changes in attitudes, changes in actions, and knowledge change. Kotler and Keller (2013: 498) also define marketing communication as a means by which companies try to inform, persuade, and remind consumers - directly or indirectly - about the products and brands they sell. Marketing communications can tell or show consumers how and why the product is used, by what kind of people, and where and when. Marketing communications allow companies to connect their brands with people, places, events, brands, experiences, feelings, and other things (Amanda et al, 2016).

Kotler and Keller (2013) mention eight main communication models in the marketing communication mix, namely:

1. Advertising are all paid forms of non-personal presentation and promotion of ideas, goods or services, through explicit sponsorship.
2. Sales Promotion is a variety of short-term incentives to encourage the trial or purchase of products or services.
3. Events and Experiences are company-sponsored activities and programs designed to create daily or brand-related interactions.
4. Public relations and publicity (Public Relations) are various programs designed to promote or protect the image of a company or its products.
5. Direct Marketing is the use of mail, telephone, facsimile, e-mail, or the internet to communicate directly with or solicit a response or dialogue from certain customers and prospects.
6. Interactive Marketing is online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or generate sales of products and services.
7. Word of Mouth Marketing is oral, written, and electronic communication between communities related to excellence or the experience of buying or using a product or service.
8. Personal selling is face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and placing orders.

2.1.2 Integrated Marketing Communication (IMC)

According to Kotler and Armstrong (2005) in Hariyati and Sovianti (2016:72) Integrated Marketing Communication (IMC) is a concept in which a company integrates and coordinates various communication channels to send clear, consistent, and convincing messages regarding the company and its products. Integrated Marketing Communication (IMC) according to Kliatchko in Solsolay (2016:89) IMC is the concept and process of strategically managing audience-focused, channel-centered, and results-driven brand communication programs over time. Based on this definition, IMC focuses on and is differentiated by three elements which are referred to as IMC pillars, namely audience-focused, channel-centered, and result-driven. Audience-Focused, meaning that the IMC Program must be addressed to all markets (multiple markets) that have interactions with the company; Channel-Centered means involving an integrated approach to planning and managing appropriate and varied channels from various elements of communication – such as advertising, public relations, direct marketing, sales

promotions, internet and all other sources of information and brand touchpoints – to build and relate in harmony with the target audience. Result-Driven, meaning that the IMC program must be measurable and calculated as business results through a process of evaluating consumers in identified markets based on estimates of consumer investment (ROCI-Return on Customer Investment). Researchers use the theory of Integrated Marketing Communication (IMC) which was coined by Jerry Kliatchko in the International Journal of Advertising "Towards a New Definition on Integrated Marketing Communication (IMC). According to Estawara, (2008: 90) that Integrated Marketing Communication (IMC) is a concept and process that strategically manages brand communication based on audience, media, and results approaches over time.

2.1.3 Digital Communications

Digital communication or online communication is computer-based communication for sending and receiving messages or exchanging news via digital platforms. The concept of digital communication is always evolving depending on the inventions of internet technology-based tools. With the existence of digital communication technology can communicate indirectly or face-to-face with a person or many people. As technology progresses, various communication applications are made, such as WhatsApp, Facebook, Instagram, line, and others (Ramadan, 2021). According to Tuen in Nasrullah (2015: 160), the presence of the Internet provides a new virtual environment for marketing practices. The presence of social media in marketing in the current digital era can be seen from two sides, namely the side of advertisers or marketers and the side of social media users. Kotler and Keller (2016) in Edy and Sudiarta (2018: 148) explain that social media has advantages, namely as an interactive medium providing an interesting experience in communicating because media users can actively participate in interacting with the information content provided. Interesting content and providing information in the form of text, images, audio, and video can also be done so that users can know the products and services provided.

2.1.3.1 Instagram

Instagram is a combination of the words instant and telegram. Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a Polaroid camera, which at that time was better known as "instant photo". Instagram can also display photos instantly, like Polaroid in appearance. The word "gram" comes from the word "telegram" which works to send information to other people quickly. It's the same as Instagram which can upload photos using the Internet network so that the information you want to convey can be received quickly (Untari & Fajariana, 2018). According to Lee et al (2015) Instagram functions as a channel for users, both consumers, and brands, to communicate with others through images rather than text. Images and visual content allow consumers to understand information better and it is a way for brands to provide all the information to consumers who are constantly exposed to them on the Internet every day. Instagram has been widely used as a social media channel. Because of this, marketers need to understand the specific motives consumers have about their use of Instagram, and how a brand can satisfy consumer needs and thereby strengthen consumer-brand relationships.

2.1.3.2 WhatsApp

According to Anjani et al (2018), Whatsapp is a cross-platform messaging application that has the function of sending and receiving messages for free without being charged SMS fees, this is because the same internet data package for email, web browsing, also applies to WhatsApp usage. According Kominfo (2019) in (Wuriyanti & Febriana, 2022) of the many communication media that are present along with advances in communication technology that are developing in Indonesia, WhatsApp is the largest communication medium. Based on data from the Ministry of Communication and Informatics (Kominfo), there are 171 million internet users in Indonesia, or 64.4 percent using the internet, of which 83 percent of the 171 million are Whatsapp users. WhatsApp has supporting features, such as sending messages, photos, videos, voice messages, calling fellow WhatsApp users, and even video calls that allow users to meet face to face even though they are far apart. The diversity of these features is an advantage that can be optimized as a communication medium in the digital era

2.1.4. New Normal

New Normal is a new order so that productivity is maintained amid the Covid-19 pandemic. In the new normal era, the government has three main priorities in its implementation, namely health, social and economic. The government divides into five stages in the new normal era, namely Stage 1 on 1 June 2020 to Stage 5 on 20 and 27 July 2020. This stage takes into account the health protocols set by the World Health Organization (WHO). The new normal is a phase where changes in human behavior occur during the COVID-19 pandemic, where humans will limit all forms of physical touch and tend to limit contact with other individuals (Fitri et al, 2020). President Joko Widodo announced that the government officially revoked the status of the Covid-19 pandemic in Indonesia on Wednesday, 21 June 2023, Indonesia was declared to have switched from a pandemic to an endemic period (covid19.go.id).

2.1.5. Wedding Organizer (WO)

According to Mulyati (2018: 30), a wedding organizer is a special service that personally assists the bride and groom and their families in planning and implementing a series of wedding events according to a predetermined schedule. Wedding organizers help provide information about various things related to weddings including catering services, make-up and clothing, florist and decoration, building, photography and video shooting, master of ceremonies and entertainment as well as invitations and souvenirs needed at a wedding.

2.2 New Media

The term New Media has been used since the 1960s and has developed and varied (McQuail, 2011:42). According to McQuail (2011: 148) New Media are various communication technologies with digitization and wide availability for personal use as a means of communication. In his book *Theory of Mass Communication*, McQuail explains that New Media are various communication technology devices that share the same features which besides being new is made possible by digitalization and its wide availability for personal use as a means of communication. According to Denis McQuail (2011: 43), the main characteristics of new media are their interconnectedness, their access to individual audiences as recipients and senders of messages, their interactivity, various uses as open characters, and their ubiquitous nature. The most important claim to status as a new media and perhaps also as a mass media is the internet. However, the characteristics of the mass are not the main characteristic. Castells in McQuail (2011: 42) argues that initially, the Internet began as a non-commercial communication tool and data exchange between professionals, but subsequent developments are the internet as a provider of goods and services, and as a personal and interpersonal communication tool.

Dennis McQuail (2011: 157) also mentions several characteristics of new media from the perspective of its users, namely:

1. Interactivity: communicators and communicants communicate directly face-to-face.
2. Social presence (sociability): use of media creates personal communication with other people (social media, blackberry messenger, line, WhatsApp, etc).
3. Media Richness: This allows the media to involve more people and more senses.
4. Autonomy: users can control content and be independent without any control.
5. Playfulness: new media, has elements of entertainment and fun.
6. Privacy: personal-related content.
7. Personalization: content and use to be personal and unique.

3. Research Design

This research was conducted at the Sakha Wedding Organizer head office located at Tanah Baru Permai Housing Complex, Kemuning Street No. 56, RT. 03/RW. 08, Tanah Baru, North Bogor Subdistrict, Bogor City, West Java. This research was systematically carried out starting in February 2023, by taking field data, literature studies, observations, and interviews. The research method used is qualitative research with a descriptive type of research that seeks to describe, summarize, and analyze the Sakha Wedding Organizer Marketing Communication Strategy Through Digital Communication Media in the New Normal Era. This research uses descriptive research with a

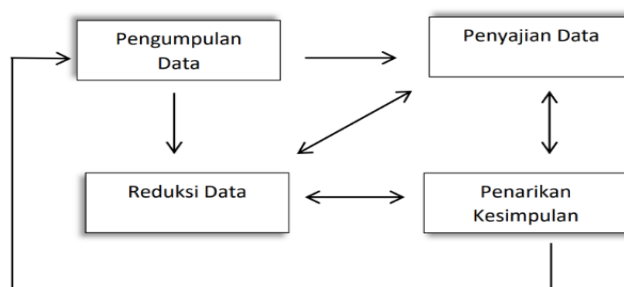
qualitative approach. Descriptive qualitative research is research using a case study method or approach. Case study data can be obtained from all parties concerned, in other words, this study collected from various sources (Aulia and Samatan, 2020). Data collection techniques with a qualitative approach are carried out through triangulation, and data analysis is inductive, emphasizing meaning rather than generalization (Sugiyono 2015: 9). According to Lofland (Moleong, 2007: 157), the main data sources in qualitative research are words and actions, the rest is document data and others. Qualitative data is the most important data or information extracted and collected and studied for this research (Solsolay, 2016). Data collection methods are techniques used by researchers to collect data. The data collection technique is a strategic step in research. Without knowing the right data collection techniques, researchers will not get data that meets established standards and obtain accurate data (Sugiyono, 2016: 224). Sugiyono in Samatan (2018: 9) mentions four techniques in collecting qualitative research data, namely observation, interviews, documentation, and combination/triangulation.

3.1. Data Validity Check Techniques

Checking the validity or validity of the data, in this study using triangulation techniques. According to Sugiyono (2013: 241), triangulation is a data collection technique that combines various data collection techniques and existing data sources. Sugiyono also said that by using the triangulation technique, the researcher collected data and at the same time tested the credibility of the data, namely checking the credibility of the data using various data collection techniques. Researchers used participatory observation, in-depth interviews, and documentation to simultaneously source the same data.

3.2. Analysis Techniques

The data analysis technique used in this research is the flowing data analysis model proposed by Miles and Huberman in Rusmini (2021: 105). In principle, this data analysis activity is carried out throughout the research activity (during data collection), and the most core activities include data simplification (data reduction), data presentation (data display), and verification/consensus (concluding).



Analysis Model Proposed by Miles and Huberman

Source: Miles and Huberman in Rusmini (2021: 107)

4. Result

4.1. Sakha Wedding Organizer

Sakha Wedding Organizer has various services and services, namely Wedding & Event Team, One Stop Wedding Package (Wedding Reception), Catering Service, Wedding Decoration, and Photography & Videography. Sakha Wedding Organizer is part of PT Sakha Abadi Sejahtera with its head office at Jalan Pangeran Sogiri, No.373, RT.03/RW.08, Tanah Baru, North Bogor City, Bogor City, West Java 16154. Sakha Wedding Organizer stands under the auspices of a legal institution named Pt.Sakha Abadi Sejahtera in 2019. PT. Sakha Abadi Sejahtera has handled hundreds of weddings and corporate events with various concepts. At first PT. Sakha Abadi Sejahtera consists of Sakha Wedding Organizer, Sakha Catering, and Sakha Decoration, but over time PT. Sakha Abadi expanded its business by opening Sakha Photography, Sakha Sound System, and also working with El Rayyan Decoration. In addition, Sakha Wedding Organizer also has partnered with various vendors, so that they can complement and expand their services and services, especially in wedding packages that are made, offered, and

sold to prospective brides or clients.

4.1.1 Strategy for Utilizing Sakha Wedding Organizer Media in the New Normal Era

The marketing communication strategy used by Sakha Wedding Organizer in the new normal era is to utilize mass communication media and digital communication media. The mass communication media used is radio, which is specifically used to promote the wedding expo held by the Sakha Wedding Organizer to audiences. Radios that have collaborated with Sakha Wedding Organizer are Kisi 93.4 FM Bogor and Megaswara Bogor.



Radio Marketing Sakha Wedding Organizer

Source: <https://www.instagram.com/sakha.weddingbogor/>

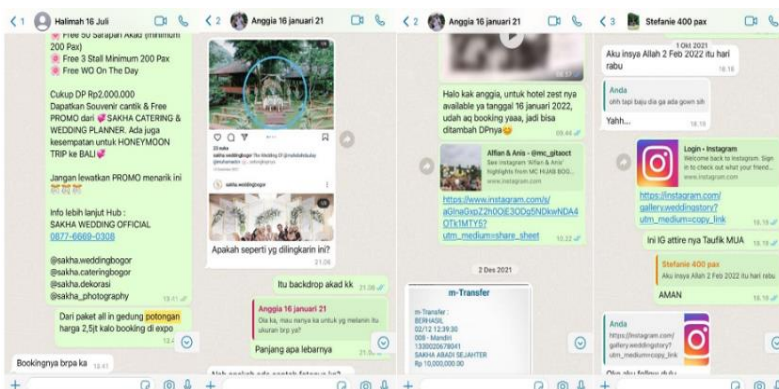
Sakha Wedding Organizer also uses various digital media, namely websites, TikTok, WhatsApp, and Instagram. The official website of the Sakha Wedding Organizer is sakhawedding.com, which contains information regarding documentation of events that have been held by the Sakha Wedding Organizer, information, and services available at the Sakha Wedding Organizer. In addition, the website also provides further information such as a map of the office location and contacts for the Sakha Wedding Organizer. Sakha Wedding Organizer also uses social media as a digital communication medium in its marketing communication strategy in the new normal era. Sakha Wedding saw an opportunity for the community to be active in using social media so they chose to promote their Sakha Wedding Organizer through social media. Sakha Wedding Organizer's TikTok is @sakhaweddingbogor containing a variety of content ranging from wedding video tips, events that have been handled, wedding package promotions, various wedding decorations, vendors who work with Sakha Wedding Organizer, to activities carried out by Sakha Wedding Organizer and others. Another social media used by the Sakha Wedding Organizer is Instagram with the account @sakha.weddingbogor which is one of the most influential social media in the marketing communication strategy of the Sakha Wedding Organizer in the New Normal Era. Instagram is used as a medium to promote, starting from advertisements, sales promotions, events and experiences, and so on. Instagram @sakha.weddingbogor which shows that Instagram can reach a wide audience. Within 3 months Instagram @sakha.weddingbogor reached 14,998 accounts and most were in the age range of 20 years and over according to Sakha Wedding Organizer's target market. Instagram is used because it can connect and interact with audiences and prospective clients more broadly. Sakha Wedding Organizer also actively uses Instagram and takes advantage of various features available on Instagram, starting from Direct Messages (DM), Reels, Stories, Feeds, and so on in its marketing communication strategy. Sakha Wedding Organizer does not only use the @sakhaweddingbogor account but every division that is part of PT. Sakha Abadi has each Instagram account. These accounts are created to make it easier to provide information to prospective clients so that clients have an idea of how the desired wedding concept will be used. For example, like the Instagram account @sakha.dekorasi, if a prospective client needs an idea for the decoration concept. For the Instagram account @sakha.weddingbogor, the focus is on the event organized by the Sakha Wedding Organizer and as a means of promoting the wedding organizer. But for more details, Sakha Wedding Organizer focuses on each item. Sakha Wedding Organizer actively promotes their wedding organizer via Instagram, including the events that have been held. But even so, Sakha Wedding Organizer does not carelessly post every event that has been held. Before posting the wedding event, Sakha Wedding Organizer asked permission from the client to post the wedding event. If the Sakha Wedding Organizer is not permitted, only the decorations will be posted or anything that does not mention or display the client's face.



Instagram Sakha Wedding Organizer

Source: Instagram.com (2023)

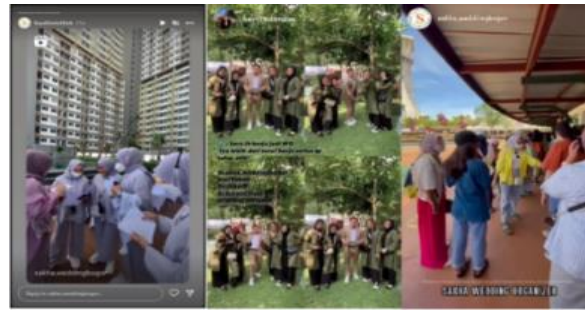
Instagram is also used by Sakha Wedding Organizer to provide descriptive information to prospective clients regarding matters needed related to their wedding by using the quick reply feature on WhatsApp where the message is attached to Sakha Wedding Organizer accounts, starting from @sakha.weddingbogor, @sakha.cateringbogor, @sakha.dekorasi and @sakha_photography. Sakha Wedding Organizer also uses Instagram accounts of vendors who work with prospective clients by providing Instagram links, so that prospective clients have an overview of the partners and vendors that will be used at their wedding.



Utilization of Instagram by Sakha Wedding Organizer

Source: WhatsApp Sakha Wedding Organizer (2023)

Instagram is also used by Sakha Wedding Organizer to get in touch with both internal and external parties. For good internal relations, it can be seen that the Sakha Wedding Organizer often posts their activities and togetherness while working or even during events organized by the Sakha Wedding Organizer's internal team. It can be seen that the closeness within the Sakha Wedding Organizer team posts and tags each other on their respective Instagram, both from the owner, PIC WO, admin, and sales marketing so that it gives a positive image that the Sakha Wedding Organizer team is on good terms with one another. Internal relations are needed and influential in supporting Sakha Wedding Organizer's marketing communication strategy through digital communication media in the new normal era. In establishing good relations within the internal environment, the owner of the Sakha Wedding Organizer often holds activities outside of wedding events or outside the scope of work. These activities are in the form of gathering events, iftar events, watching together, and so on. This activity was made by the owner of the Sakha Wedding Organizer to establish relationships and cohesiveness between the Sakha Wedding Organizer team. In addition, these activities are also posted on social media which can serve as branding that the Sakha Wedding Organizer team is compact and has a good relationship with one another.



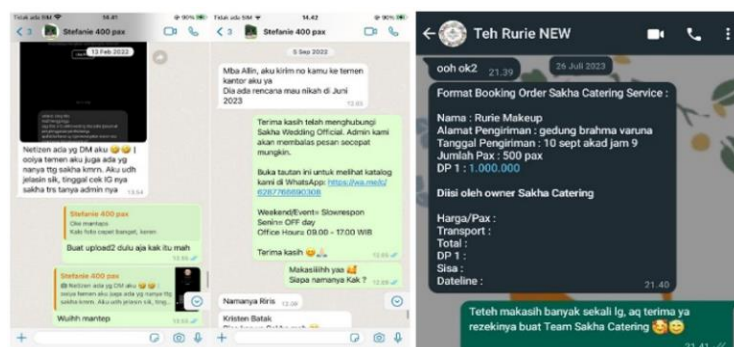
Good Relations Internal Sakha Wedding Organizer
Source: Instagram Sakha Wedding Organizer

Sakha Wedding Organizer also maintains good relations with external parties, namely vendors and clients who have worked together. Good relations can be seen from each other's Instagram marking each other and posting their activities, especially when the wedding event is being held with the Sakha Wedding Organizer. These activities are posted starting from the technical meeting when the event takes place until after the wedding event.



Good Relationship Between Vendors and Clients with Sakha Wedding Organizer
Source: Instagram Sakha Wedding Organizer

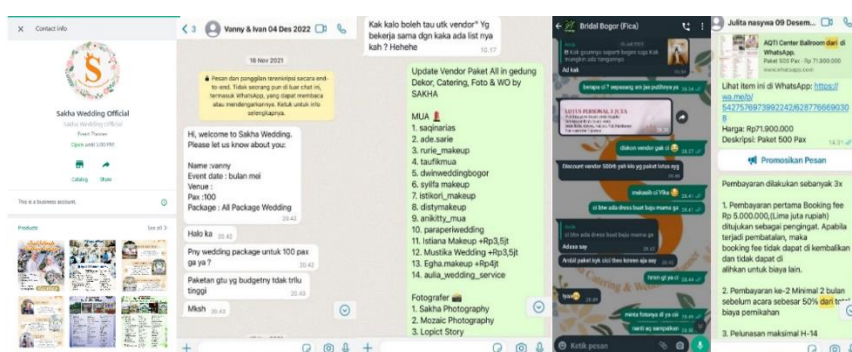
The good relationship between Sakha Wedding Organizer and vendors is established not only within the scope of work. The owner of the Sakha Wedding Organizer also held joint activities between the Sakha Wedding Organizer and vendors who collaborated with these activities in the form of gatherings and iftar events, which of course were also posted on Instagram, both Instagram Sakha Wedding Organizer or Instagram of the vendors involved. In addition to showing mutual respect, namely by tagging each other's Instagram accounts, such as vendors who work with Sakha Wedding Organizer. This also has an impact on branding and promoting Sakha Wedding Organizer where followers from the vendors involved can be an opportunity to get clients.



Sakha Wedding Organizer Gets Jobs from Clients and Vendors.
Source: WhatsApp Sakha Wedding Organizer

Sakha Wedding Organizer also has a good relationship with her clients. Clients who have worked together also gave their testimonies to the Sakha Wedding Organizer, where some of them also gave gifts to the owner and the Sakha Wedding Organizer team for working together in running their wedding. A good relationship between the client and the Sakha Wedding Organizer also continues and is sustainable, where the client can participate and also play an active role in promoting and marketing the Sakha Wedding Organizer.

The next digital communication used by Sakha Wedding Organizer as a digital communication medium which is very influential in its marketing communication strategy in the new normal era is WhatsApp. WhatsApp features are also utilized, such as the quick reply feature, WhatsApp stories, product features, and so on. The product feature is useful in attaching various kinds of packages sold by the Sakha Wedding Organizer, with this feature it makes it easier for the Sakha Wedding Organizer to provide detailed price details to prospective clients. WhatsApp is used as a digital communication medium for Sakha Wedding Organizer in marketing and offering wedding packages to prospective clients in a more detailed and personal manner. Via messages on WhatsApp, Sakha Wedding Organizer can carry out marketing communications to prospective clients in more detail, starting from existing promos, and available services to various packages sold by Sakha Wedding Organizer, including offering and discussing vendors who will be involved and selected by prospective clients in the event. WhatsApp is also used to remind clients to make payments, information on technical meetings, and also to communicate and negotiate with the vendors involved to adjust and set prices to be offered to prospective clients.



WhatsApp Sakha Wedding Organizer
Source: WhatsApp Sakha Wedding Organizer

4.1.2. Digital Communication Media Strategy for Sakha Wedding Organizer in the New Normal Era

The Digital Communication Media Strategy for the Sakha Wedding Organizer in the New Normal Era is to use social media Instagram as a communication and marketing medium in promoting the Sakha Wedding Organizer to a wider audience, then follow up by the Sakha Wedding Organizer admin using WhatsApp for more communication personally and in detail, until in the end the client agrees and makes payments and uses the Sakha Wedding Organizer at his wedding.



WhatsApp as a Marketing Communication Media
Source: WhatsApp

After analyzing the most influential digital communication media that is often used actively by Sakha Wedding Organizer in the new normal era and is still used today, Instagram and WhatsApp. Therefore, this research focuses on digital communication media, namely Instagram and WhatsApp, which are used by Sakha Wedding Organizer in analyzing their marketing communication strategy in the new normal era.

4.1.3. Implementation of Integrated Marketing Communication of Sakha Wedding Organizer in the New Normal Era

A. Audience-Focused

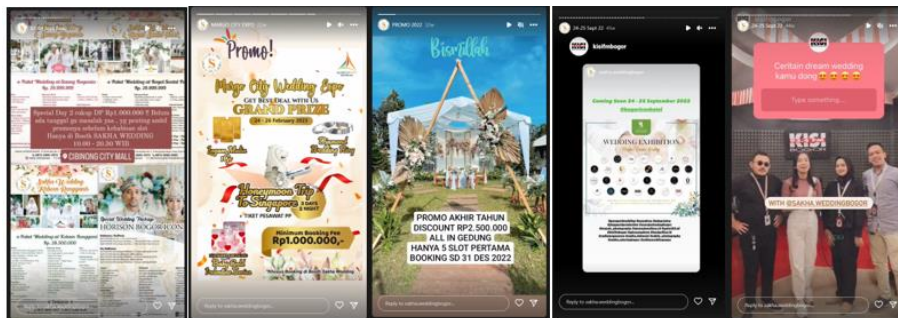
Audience-Focused, meaning that the IMC Program must be addressed to all markets (multiple markets) that have interactions with the company. Audience-focused in this pillar is not only limited to the relationship between the company and consumers but also with both internal and external parties related to the company. Internal parties here can be in the form of owners, PIC (Person In Charge) WO, admin, to sales marketing can be called internal parties. Good relationships within internal parties create a positive atmosphere within the company's internal environment and will create loyalty for the company which will make it easier to build a positive image in the eyes of external audiences. Then the external parties referred to here can be clients, other vendors who work with Sakha Wedding organizers who also have an important role for the company, but come from outside the company. In this case, based on the observations of researchers, Sakha Wedding Organizer carried out their first audience-focused in terms of segmentation where indeed the segmentation was young people 20 years and over, during which during a pandemic they often held various wedding package promos so that the bride and groom can adjust to the available funds or limited funds. Sakha Wedding Organizer also often helps and makes packages specifically for the bride and groom based on budget adjustments to find the right budget so that the wedding can be carried out properly. Do not forget that the Sakha Wedding Organizer also offers and provides bonuses for the bride and groom which of course can help with the needs and smooth running of the wedding ceremony. Then, with the development of technology and social media, clients often capture glorious moments from the preparation of events, events, and until the wedding is over, they post them on social media by not forgetting to mark Sakha Wedding Organizer's Instagram, even other vendors who are involved in the moment of the wedding also took part in posting the moment. Apart from that, client satisfaction is also shared, stored, and perpetuated by the Sakha Wedding Organizer in the form of testimonials which of course can be concrete proof of client satisfaction when using the services of a Sakha Wedding Organizer which can attract other prospective clients who want to use the services of a wedding organizer. Apart from clients, other vendors outside of PT. Sakha Abadi also captures each other's moments and posts on social media, especially Instagram by tagging Sakha Wedding Organizer accounts, other vendors involved, or even Sakha Wedding Organizer clients themselves, as one form of mutual support and pleasure to have worked with Sakha Wedding Organizer. Therefore there is feedback and good relations with the clients or other vendors involved with the Sakha Wedding Organizer via Instagram or other social media.

B. Channel-centered

Channel-Centered means involving an integrated approach to planning and managing appropriate and varied channels of various elements of communication – such as advertising, public relations, direct marketing, sales promotions, internet, and all other sources of information and brand touchpoints to build and relate harmoniously with the target audience. This pillar emphasizes which channels will be used by an organization or company to build interaction with its consumers, these channels will later be used in an integrated manner so that they can reach prospective clients on a large and comprehensive scale. With the existence of communication through various activities, it is hoped that it can build a harmonious bond for the company to its clients. The progress of the current era is characterized by increasingly advanced technology which of course adds a platform for companies to communicate with their consumers by adding to existing containers such as traditional media, such as television, radio, print media, and so on. Sakha Wedding Organizer in its efforts to build a relationship with prospective clients using several communication channels. The digital communication media used in the new normal era and are still being used today are Instagram and WhatsApp. Instagram and WhatsApp are used by the Sakha Wedding Organizer as a forum for communicating with cooperating vendors, clients, or prospective clients who wish to use the services of a Sakha Wedding Organizer. The researcher found several activities that had been carried out by the Sakha Wedding Organizer for promotion, namely through the following activities:

A. Advertising

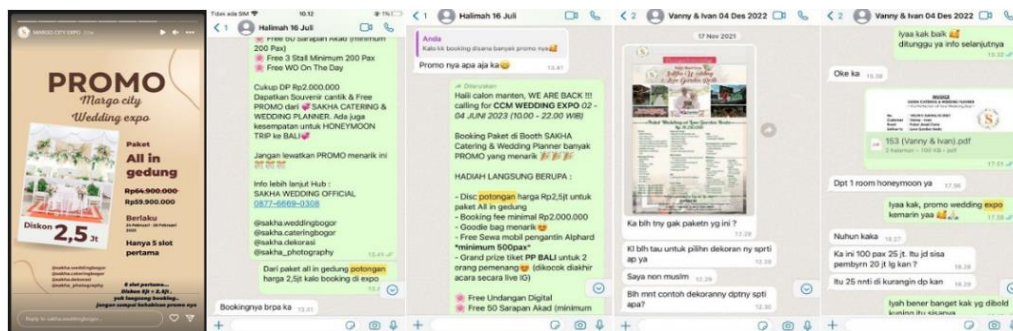
Advertising is one of the main types of communication in the marketing communications mix that is most widely known by the public. Advertisements are used by Sakha Wedding Organizer to attract prospective clients and promote Sakha Wedding Organizer with messages about product information, services, activities, services and programs made by Sakha Wedding Organizer so that prospective brides choose and use Sakha Wedding Organizer. Sakha Wedding Organizer uses advertising in the form of posts on social media, either Instagram or WhatsApp. In addition to digital communication media in promoting their programs, Sakha Wedding Organizer also uses mass media, namely radio, namely Kisi FM and MegaSuara FM to promote events that will be held then activities during recording and events that are being promoted with digital communication media, namely Instagram and WhatsApp. As a digital media promotion using Instagram, Sakha Wedding Organizer no longer needs to pay a fortune when they want to post-marketing for their products and services. Therefore, Sakha Wedding Organizer chose this social media as digital media marketing, which is a very appropriate choice compared to websites or other media.



Advertisement of Sakha Wedding Organizer
Source: Sakha Wedding Organizer (2023)

B. Sales Promotion

Sales promotions carried out by the Sakha Wedding Organizer are in the form of price discounts, various wedding packages whose package prices match what is being promoted, procurement of door prizes, and bonuses given by the Sakha Wedding Organizer if the client purchases certain wedding packages. More diverse sales promotions when the Sakha Wedding Organizer holds an event or expo. In determining the price, Sakha Wedding Organizer also negotiates in advance with the partners and vendors involved to get the right price, both for the clients, vendors, or even for the Sakha Wedding Organizer itself, especially in the new normal era, where the economy decreased and clients who have limited funds to hold weddings. The sales promotion is carried out through digital communication media, namely Instagram as a promotional medium and WhatsApp which is used as a continuation of promotions on Instagram. WhatsApp is used by clients or vendors and partners involved in sales promotions.



Sales Promotion Sakha Wedding Organizer
Source: Sakha Wedding Organizer

C. Events and Experiences

and Experiences have been carried out several times by the Sakha Wedding Organizer, especially in the New Normal Era, starting as the organizer to participating in events organized by other parties. Events and experiences aim to promote Sakha Wedding Organizer to the wider community by posting the event on mass media or social media. The most influential media are WhatsApp and Instagram. Where Instagram is used as a media promotion and branding to the public when the event is promoted, held and after it's finished then WhatsApp is used as a media promotion for the event and also as a follow-up for prospective clients to buy wedding packages at the event being held, where there are lots of promo prices specifically at the event. Promos at events are usually in the form of bundling package promos, price discounts, gifts when the client purchases certain wedding packages, and so on.



Gambar 4. 27 Events and Experiences Sakha Wedding Organizer

Source: Sakha Wedding Organizer

D. Direct Marketing

Direct marketing of the Sakha Wedding Organizer is carried out at the Sakha Wedding Organizer offline office and opens a booth at the event. Every event that Sakha Wedding Organizer participates in will be posted before the event takes place, during, or after the event is held. Every prospective client who wants direct interaction will be directed to come to the stand when there is an event or if there is no event directed to the Sakha Wedding Organizer offline office. Direct marketing is one of the marketing activities by communicating between marketers and clients, either with new or potential clients. In this direct marketing, Sakha Wedding Organizer also uses chat via Whatsapp with customers directly. To communicate directly with prospective customers to elicit a response in a sales transaction. The function of this direct marketing is to communicate directly with prospective customers about the needs and desires of the client at the wedding, everything that is needed is discussed in detail via WhatsApp to generate responses and sales transactions. This is also done by Sakha Wedding Organizer to remind potential clients of payments.

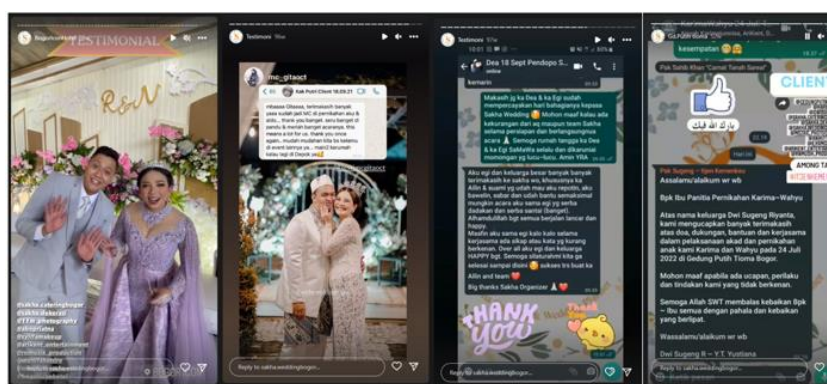


Direct Marketing Sakha Wedding Organizer

Source: Sakha Wedding Organizer

E. Word of Mouth Marketing

Sakha Wedding Organizer conducts word-of-mouth marketing through digital communication media, namely Instagram and WhatsApp by posting client testimonial videos after the event, and testimonials from chat clients who have used Sakha Wedding Organizer which can be used as a portfolio on Instagram. In addition, these testimonials are posted and tagged with the clients and vendors or partners involved, so that mutual tagging makes the audience reach a wider audience. Word-of-mouth marketing is a communication strategy for the Sakha Wedding Organizer in which external parties also participate in promoting the Sakha Wedding Organizer and provide opportunities to get clients. Word-of-mouth marketing in Sakha Wedding Organizer is like continuous promotion, for example, clients and vendors who have worked with Sakha Wedding Organizer will automatically promote to others from their personal experiences who have used Sakha Wedding Organizer. Word-of-mouth marketing or word-of-mouth marketing helps Sakha Wedding Organizer's marketing because through word-of-mouth marketing it can reach more prospective clients who may not be in direct contact with promotions with the Sakha Wedding Organizer. In addition, Sakha Wedding Organizer also uses word of mouth in the form of testimonials, either video recordings or chats from clients to convince prospective clients or audiences about the quality of Sakha Wedding Organizer and are interested in using their services.

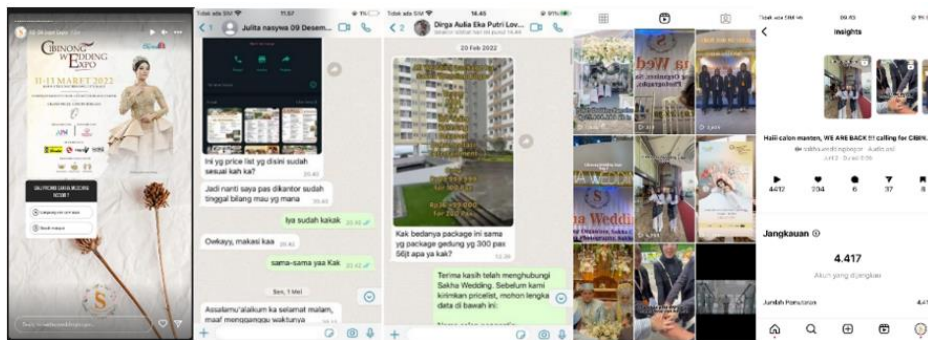


Word of Mouth Marketing Sakha Wedding Organizer

Source: Sakha Wedding Organizer

F. Interactive Marketing

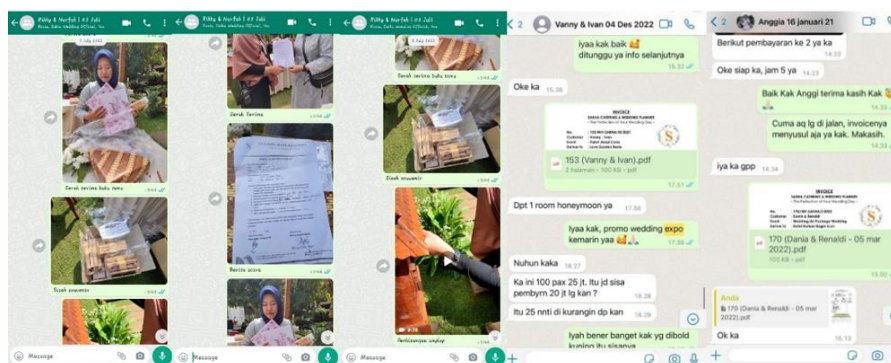
Sakha Wedding Organizer also conducts interactive marketing to audiences by utilizing Instagram media as an interaction between the Sakha Wedding Organizer and prospective clients. Instagram was chosen by Sakha Wedding Organizer because it can summarize many things and is a place for interaction with audiences. In addition, Instagram has various features that Sakha Wedding Organizer can use for free, such as snapgrams, rails, feeds, highlights, direct messages, and so on. Interactive marketing on Instagram by Sakha Wedding Organizer is like using the story feature, such as making interactive Q&A about the packages being promoted aiming to attract clients. Apart from that, interactive marketing is also carried out by posting wedding tips through the reels feature, utilizing the live Instagram feature during events or expos, and so on to reach a wider audience. Instagram features are used because they are more interactive in promoting Sakha Wedding Organizer. Besides being posted on Instagram, interactive marketing is also done using WhatsApp, what is posted on Instagram will be reposted on Sakha Wedding Organizer's WhatsApp Story. Instagram is used to reach a wide audience and to follow up on Sakha Wedding Organizer using WhatsApp as interactive marketing which is more detailed and more personal focused on the wedding event that the prospective client wants.



Interactive Marketing Sakha Wedding Organizer
Source: Sakha Wedding Organizer

C. Result-driven

The last pillar is to evaluate as a whole for an organization or company to measure whether the strategy they have compiled has been successful or not. Sakha Wedding uses an invoice as a result of the marketing that has been done. The invoice is data from the wedding package including things needed and selected by the client and agreed with the Sakha Wedding Organizer. The invoice is used as proof and reference for payment so that the wedding event goes according to the conditions agreed upon by both parties. After making payments and events have been carried out, the result is in the form of a handover, that what has been paid and what is received is by the initial invoice agreed upon by both parties.



Invoice before the Event and Proof of Handover After the Event
Source: Sakha Wedding Organizer

4.2. Analysis Based on New Media Theory

Based on the characteristics of New Media from the perspective of its users, it consists of seven categories by Dennis McQuail (2011: 157), first, Sakha Wedding Organizer is carried out through interactivity with both internal and external parties through digital communication media, namely Instagram and WhatsApp which are most often used in the marketing communication strategy of Sakha Wedding in the New Normal Era. The second is the social presence (sociability), where social presence is also intertwined, namely by using Instagram and WhatsApp media which give rise to personal communication between one another. The Sakha Wedding organizer is involved in personal communication with fellow Sakha Wedding Organizer staff, vendors, and partners who work together, prospective clients, and clients who have worked together. The third is Media Richness, Sakha Wedding Organizer involves many people in marketing communications through digital communication media in the new normal era, namely WhatsApp and Instagram which also involve many senses. Fourth, namely Autonomy, Sakha Wedding Organizer in its marketing communication strategy through digital communication media that can control content and be independent without any control from other parties. Neither the Internal Sakha Wedding Organizer nor external parties who work together with the Sakha Wedding Organizer, the researchers did not see any coercion between one another. All parties involved have full control in terms of communication, especially communication

carried out through digital communication media, namely WhatsApp and Instagram in the new normal era. The fifth is the element of playfulness, namely where the Sakha Wedding Organizer uses Instagram media not only to focus on marketing but also to share activities and activities that Sakha Wedding carries out. Not only Sakha Wedding, the vendors and partners involved also create entertainment content with the Sakha Wedding Organizer. Where content is made for entertainment and fun for the Sakha Wedding Organizer and partners involved, such as sharing on social media when gathering activities are carried out, either with the Sakha Wedding Organizer team or with vendors and partners involved with the Sakha Wedding Organizer. This content is created as content with the theme of entertainment and playfulness, which at the same time aims to build an image that cohesiveness is established by internal and external parties at the Sakha Wedding Organizer. Where on social media, tagging and posting to each other. Sixth, namely privacy, my Sakha Wedding Organizer and Instagram are also held by the direct owner, where the owner personally also often deals directly with the content posted, for example, as activities or activities the owner is currently carrying out, not only during technical meetings but activities personally beyond the concept of marriage, which is one example by posting when carrying out the Umrah pilgrimage, where when creating and posting the content, it is at the same time to establish interactions with internal and external parties, where it is also seen that both internal and external parties from the Sakha Wedding Organizer relate well with the owner. The seventh and last one is Personalization, the researcher also sees that Sakha Wedding Organizer in its Marketing Communication Strategy through Digital Communication Media in the New Normal Era, where both internal and external displays their content uniquely adapted to what is there and by each - each private.

4.3. Analysis Based on Data Triangulation

The marketing communication strategy carried out by Sakha Wedding Organizer in the new normal era through digital communication media, namely Instagram and WhatsApp, which researchers observed and found that there was a link between the communication media and the marketing mix with one another. The strategy is to build communication and create brand communication activities with teams, vendors, clients, or even the public who have a direct relationship with all activities and creativity in building Sakha Wedding Organizer, then through radio mass media and digital media such as Instagram which are then followed up using WhatsApp to stimulate audiences or prospective clients as well as ensure decisions such as using the services of a Sakha Wedding Organizer or buying a Sakha Wedding Organizer package and participating in brand building and being result oriented with long term targets.

First, the Sakha Wedding Organizer Marketing Communication strategy through Digital Media in the New Normal Era, namely through the IMC Audience-Focused pillar activities. In the Audience-Focused pillar, according to researchers, the use of Instagram media is the most frequently used by Sakha Wedding Organizer. Instagram is used as a communication media link between Sakha Wedding Organizer and vendors, clients who have worked together, or other partners who have participated in supporting Sakha Wedding Organizer's marketing communication strategy. Instagram as a digital communication medium is also used by the Sakha Wedding Organizer in building good relationships with internal and external parties, where the relationship is posted which indirectly has an impact on building a positive image of the Sakha Wedding Organizer in the eyes of the public. Good relationships are one of the supporting factors that greatly influence the success of the marketing communication strategy at Sakha Wedding Organizer, especially in the new normal era, so that it can survive and continue to grow today. Good relationships are very well implemented and maintained by the Sakha Wedding Organizer, especially by the owner of the Sakha Wedding Organizer which is the key from the start to implementing the strategy in marketing the Sakha Wedding Organizer by maintaining good relations, both internal and external parties. Researchers observed that the owner of the Sakha Wedding Organizer played an important role in designing and implementing his marketing communication strategy. Good relations within internal parties create a positive atmosphere within the company's internal environment and create loyalty for the company which makes it easier to build a positive image in the eyes of external audiences. Internally the Sakha Wedding Organizer has started from itself by being actively involved in integrated marketing communication (IMC) activities by going through various communication activity programs and routines carried out by the owner, staff, vendors, and clients who have used the services of the Sakha Wedding Organizer, thus reflecting the commitment that makes Sakha Wedding Organizer a Wedding Organizer that can be trusted in helping prospective brides plan and make their weddings successful. Then the external parties referred to here can be clients, other vendors who work with Sakha Wedding organizers who also have an important role for the company. Based on the observations of

researchers, Sakha Wedding Organizer conducts audience-focused where they first do segmentation. The Sakha Wedding Organizer segmentation is young people aged 20 years and over, where in the new normal era the use of social media continues to increase in Indonesian society, where most users are aged 20 years and over. Based on the data that has been obtained, the Sakha Wedding organizer has succeeded in reaching its target market, namely according to Instagram insight @sakha.weddingbogor where most people who visit Instagram Sakha Wedding organizer are aged 20 years and over. Therefore, Sakha Wedding Organizer often holds various wedding package promos so that young brides and grooms can adjust to available funds or limited funds, especially in the new normal era, when the economy is experiencing a decline. Sakha Wedding Organizer also often helps and makes packages specifically for the bride and groom based on budget adjustments to find the right budget so that the wedding can be carried out properly. Sakha Wedding Organizer also offers and provides bonuses for the bride and groom which of course can help with the needs and smoothness of the wedding ceremony. The researcher also found that before setting prices, cooperation and price negotiations were established with related vendors, to get the right price for both the Sakha Wedding Organizer, the vendors involved, and also for prospective clients, so that an agreement was made was profitable for all parties and maintaining good relations internally and externally. Then, with the development of technology and social media, clients often capture glorious moments from the preparation of events, events, and until the wedding is over, they post them on social media by not forgetting to mark Sakha Wedding Organizer's Instagram, even other vendors who are involved in the wedding moment also participated in posting the moment. Apart from that, client satisfaction is also shared, stored, and perpetuated by the Sakha Wedding Organizer in the form of testimonials which of course can be concrete proof of client satisfaction when using the services of a Sakha Wedding Organizer which can attract other prospective clients who wish to use the services of a wedding organizer. Apart from clients, other vendors outside of PT. Sakha Abadi also captures each other's moments and posts on social media, especially Instagram. The clients and vendors involved also marked the Sakha Wedding Organizer's Instagram, even the Sakha Wedding Organizer's clients themselves participated in creating the content of the event and tagged the Instagram Sakha Wedding Organizer and the vendors involved, as a form of mutual support and joy. has collaborated with Sakha Wedding Organizer. Therefore, there is feedback and good relations with the clients or other vendors involved with the Sakha Wedding Organizer through Instagram.

Furthermore, the second is the Channel-Centered Integrated Marketing Communication (IMC) pillar. Sakha Wedding Organizer in an integrated manner has carried out Channel-Centered Integrated Marketing Communication (IMC) pillar activities using digital communication media, namely Instagram and WhatsApp through the main communication model in the marketing communication mix. The researcher found six marketing communication mixes in the marketing communication strategy used by Sakha Wedding Organizer whose main focus was reaching audiences and getting clients in the new normal era by using digital communication media via Instagram and WhatsApp. Researchers found six out of eight existing marketing communication mixes, namely Advertising, Sales Promotion, Events, and Experiences, Direct Marketing, Word of Mouth Marketing, and Interactive Marketing. Researchers found that each marketing communication mix has a relationship with one another. Of the six marketing communication mixes, the researchers saw that the most influential in Sakha Wedding Organizer's marketing communication strategy through digital communication media in the new normal era were advertising on Instagram, direct marketing on WhatsApp, and word-of-mouth marketing carried out by cooperating vendors. as well as clients who have used the services of a Sakha Wedding Organizer. Word-of-mouth marketing is very helpful for marketing Sakha Wedding Organizer because through word of mouth marketing it can reach more prospective clients who may not be in direct contact with promotions and can convince prospective clients about the quality of Sakha Wedding Organizer.

The concepts and processes in IMC Sakha Wedding Organizer are built by building communication and creating brand communication activities with the vendors involved and clients who have a communication relationship with all activities and creativity shared by utilizing digital communication media in building and promoting the wedding organizer. The Digital Communication Media Strategy for the Sakha Wedding Organizer in the New Normal Era is to use social media Instagram as a communication and marketing medium in promoting the Sakha Wedding Organizer to a wider audience, then follow up by the Sakha Wedding Organizer admin using WhatsApp for more communication personally and in detail, until in the end the client agrees and makes payments and uses the Sakha Wedding Organizer at his wedding. After analyzing the most influential and actively used digital communication media by Sakha Wedding Organizer in the new normal era and still being used today are Instagram and WhatsApp.

In closing, the analysis of marketing communication strategies in the new normal era through digital communication media that has been carried out and used by Sakha Wedding Organizer is an invoice. Invoice as a result of marketing that has been done. Invoice, namely wedding package data including things needed at the wedding event that has been chosen by the client and agreed with the Sakha Wedding Organizer. The invoice is used as proof and reference for payment so that the wedding event goes according to the conditions agreed upon by both parties. After making payments and events have been carried out, the result is in the form of a handover, that what has been paid and what is received is by the initial invoice agreed upon by both parties. Invoices and handovers are stored and also given to the client after the event is over. However, if the researcher finds that it does not mean that the invoice has been issued and the client event has been completed, the marketing communication process has stopped. In the marketing communication strategy of the Sakha Wedding Organizer, clients, vendors and other partners who have used the services of the Sakha Wedding Organizer will continue marketing communications or what is commonly called Word of Mouth Marketing. So there is marketing communication with results all the time. As stated by Kliatchko in Solsolay (2016: 89) Integrated Marketing Communication (IMC) is the concept and process of strategically managing audience- focused, channel-centered, and results driven brand communication programs over time.

5. Conclusion

The Sakha Wedding Organizer Marketing Communication Strategy in the New Normal Era Through Digital Communication Media is by utilizing Instagram as a communication and marketing medium in promoting the Sakha Wedding Organizer to a wider audience, then following up is carried out by the Sakha Wedding Organizer admin using WhatsApp as the communication method. more personally and in detail, until in the end, the client agrees and makes payments, and uses the Sakha Wedding Organizer at his wedding. In addition, a well-established relationship approach between the owner of the Sakha Wedding Organizer and staff, vendors, clients, and other partners who are involved, has had an impact on the success of the Sakha Wedding Organizer's marketing communication strategy in the new normal era. Therefore, until now this strategy is still implemented by Sakha Wedding Organizer because it is proven to be able to reach a wide audience, so that the chances of getting clients are even greater and they can continue to expand their business.

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