



EVENT AS A FORM OF HANDICRAFT PRODUCT MARKETING COMMUNICATION STRATEGY

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ABSTRACT

Event marketing strategy can be known as a form of marketing strategy that is realized through organizing an event. The event marketing strategy itself includes all things equipment, technical, and promotional channels. Promotional channels here are intended to promote the event so that it is known to the general public. The goal is for the audience to come to the event held either by buying tickets or not for events that are open to the public. In 2021, exports of Indonesian handicraft products will reach USD 743.50 million or grow 16.48 percent per year. Meanwhile, in 2020 the value will reach USD 638.33 million as this shows that Indonesian handicraft products are resilient and adaptive to the Covid-19 pandemic. This paper aims to describe the strategies used in this Handicraft product marketing event. The research method used is a qualitative research method with a case study approach. The results of the study explain that Mediatama Binakreasi in making the Inacraft event strategy uses an important part of the marketing communication strategy, electronic Word of Mouth (e-WOM).

Keywords: *Event, strategy, marketing communication, handicraft*

INTRODUCTION

Marketing communication is a form of communication that aims to strengthen marketing strategies in order to achieve broad segmentation (Kusniadji, 2017). An event marketing strategy can be known as a marketing strategy realized through organizing an event. The event marketing strategy includes equipment, technical, and promotional channels. Promotional channels here are intended to promote the event so that it is known to the general public. The goal is for the audience to come

to the event held either by buying tickets or not for events open to the public. Meanwhile, quoted from Sutisna, marketing communication is an effort to convey messages to the public, especially to target consumers regarding the existence of products in the market (Chrismardani, 2016).

Fashion and crafts are the dominant sub-sectors in contributing to the economic system. those two sorts of industries come to be the locomotive in growing the country wide creative enterprise. The contribution of fashion and crafts some distance outperforms the contribution of other small industries, both in delivered cost, labour, quantity of agencies, and exports (Kemenperin, 2013). marketing this product, it's also accomplished by means of conducting marketing occasions or exhibitions. Exhibitions require less capital than starting a store permanently and may be moved to reach diverse markets. one of the significant activities in Jakarta is INACRAFT (Jakarta international Handicraft trade truthful), an international handicraft exhibition held annually. This event was prepared by way of the affiliation of Indonesian Handicraft Exporters and manufacturers (ASEPHI) in collaboration with PT. Mediatama Binakreasi as event Organizer.

The Inacraft exhibition is attended by big enterprises as well as micro, small, and medium industries. According to Praptiwi and Senda (2018), SMEs are one of the sectors that have only been slightly laid low with the global disaster. Craftsmen and different small industry join Inacraft to extend their community and market their products throughout Indonesia and the sector.

Inacraft became founded on the affiliation of Indonesian Handicraft Exporters and producers (ASEPHI) initiative due to the fact the idea of this exhibition is to collect all craftsmen during Indonesia and convey in visitors from various regions. This event has emerged as very prestigious in its field. It could be said that folks who succeeded in establishing a booth there had already taken numerous steps forward in placing foot within the international of Indonesian handicrafts.

In 2021 exports of Indonesian handicraft products will reach USD 743.50 million or grow 16.48% per year (YoY). Meanwhile, in 2020 the value will reach USD 638.33 million as this gives Indonesian handicraft products tough and adaptive to face the Covid-19 pandemic and between 2020 and 2021, the export value of Indonesian handicraft products permanently recorded positive growth. After two years of halt (2020-2021) due to the Covid-19 pandemic, Inacraft 2022 recommenced on 23-27 March 2022 online and offline. The implementation of Inacraft which has entered its 22nd year is clear evidence that Indonesian handicraft products continue to grow and develop. In the future, the Ministry of Trade along with the National Crafts Council (Dekranas) and ASEPHI will continue to encourage the digital transformation of handicraft product producers, increase promotions at home and abroad, and expand export market access for Indonesian handicraft products, said the Minister of Trade.

The 22nd Jakarta international Handicraft change truthful (Inacraft) 2022 exhibition has simply been inaugurated by using President Joko Widodo. The continued pandemic situation has pushed the most important craft exhibition in Indonesia to innovate by means of packaging the occasion in a hybrid way. Within the annual exhibition held at the Jakarta conference center conference middle (JCC), Senayan, South Jakarta, also enlivened many MSME players with their numerous advanced

merchandize. One of the MSME actors, Anton Haryadi with his advanced product inside the form of true leather, opened a booth to exhibit his products with the label "Mazana". In line with Anton Haryadi, this is the sixth time he has participated in the Inacraft event. He usually gives advanced products made of true leather. Anton stated he become satisfied and proud so one can constantly take part inside the Inacraft event, which is thought to be very strict in product choice so that he can be protected in this prestigious event. He admitted that his products continually skip the selection from the Inacraft group.

As the owner of "Mazana", Anton explained that he could benefit by participating in the Inacraft event. During this Covid-19 pandemic, he can also compete positively with other products. "Participate in products during the pandemic by following the Government's rules to maintain the Health Protocol. Positive product competition, whether creative, innovative, or smart during the current pandemic. Economic growth and promotion of product knowledge to visitors both from within and outside the country." He said. Anton admitted that there was a great number of people visited "Mazana" stand, locals and foreigners including tourists from Canada.

"So there are Canadians who buy my leather bag products. Of course, this is a matter of pride for me because foreigners who are clearly selective in choosing products, want to buy this Mazana product. Once again, this makes me proud as an MSME player. Hopefully, in the future, my products will be more attracts people both at home and abroad." Close Anton Haryadi.

Based on this background, this paper aims describe the strategies used in this Handicraft product marketing event that possibly increase consumer brand awareness of a product so it is expected to increase product purchases.

THEORETICAL FRAMEWORK

Marketing communication strategy according to Mahmud Machfoedz in his book entitled "Modern Marketing Communications", that is: "The determination of a promotional goal and promotional objectives made by a company, by making a design messages and media through the development of a promotional mix for budget provision, so as to achieve an evaluation and control of appropriate and useful marketing plans." (Machfoedz, 2010:11)

This can be interpreted that marketing communications are all elements in marketing that give meaning and communicate value to consumers and stakeholders of a company. While integrated marketing communications is a more popular approach applied by marketing and communications professionals to coordinate various consumer experiences with marketing communications for a particular brand.

Marketing communication affects brand awareness if all the elements involved in it play a role and function optimally. Marketing communication elements that include all marketing-mix 'tools' and their derivative elements have the same role: optimizing their function to introduce goods and services to all customers. Some marketing mix tools that do not function and play a role will reduce the optimal movement of the marketing communication function. In turn, fading the emergence of brand awareness (Amanah & Harahap, 2018).

According to The American Marketing Association (AMA) cited by Kotler and Keller (in Haryanti, Mursito, & Sudarwati, 2019) marketing is a function of the or-

ganization where there are a series of processes for creating, communicating, and managing consumer relationships in a way that benefits the organization and its stakeholders. interest. Marketing has an important role in a company because the principle of marketing is not just selling, but how to provide satisfaction to consumers. Therefore, every company needs to pay special attention to it (Chakti, 2019).

Event is an activity held to commemorate important things throughout human life, either individually or in groups related to custom, culture, tradition and religion which is held for a specific purpose and involves the community environment which is held at a certain time. (Noor, 2013)

Special events also include all activities of human life, special events are very large and complex activities. Special events can range from simple and small individual events to large ones. Because of the type of activity, every event that has its uniqueness from the event can support the implementation of a special event.

Based on the above definition, the event is divided into four categories: leisure, cultural, personal and organization. events held by NIION are included in the category of organization events. Because organization events constitute a significant activity in every organization, in this category the form of events organized is adapted to the organization's goals such as trade shows for companies to introduce their new products.

Torang & Syamsir (2014) say that management is process-oriented, which means that management requires human resources, knowledge, and skills so that activities become more effective or can result in actions to achieve success.

According to Goldblatt (2013), Event Management is a professional activity of gathering and bringing together a group of people for celebration, education, marketing and reunions, and is responsible for conducting research, designing activities, planning and carrying out coordination and supervision to realize the presence of activity.

George R. Terry in his book Principles of Management (in Sukarna, 2011: 10) divides four basic functions of management, namely planning (planning), organizing (organizing), actuating (implementing), and controlling (supervising). These four management functions are abbreviated as POAC:

Planning (Planning). According to George, planning is the selection of facts, linking the facts, and using estimates or assumptions for the future by describing and formulating the activities needed to achieve the desired results.

Organizing. Organizing is the determination, grouping, and arrangement of the various activities needed to achieve goals, the placement of people (employees), for these activities, the provision of relevant physical factors for work needs and the appointment of authority relationships, which are delegated to each person about his work. with the implementation of each expected activity.

Actuating (Implementation / Movement). Mobilization is to arouse and encourage all organization contributors to try difficult to reap dreams in reality and in harmony with the making plans and organizing efforts of the leadership. planning and organizing is only a strong foundation for the existence of directed movement closer to the supposed target. movement without making plans will not work efficiently because it is in planning that goals, budgets, requirements, paintings methods, methods and programs are determined. (Sukarna, 2011: 82-83).

Controlling (Supervision). Control has a vital role or role in control, thinking about that it has a function to check whether the implementation of work is orderly or not.

Event advertising and marketing is whilst a employer can pay money to sponsor an event or program (Clow Baack, 2014). meanwhile, consistent with Belch (2012) occasion advertising is a type of advertising in which a enterprise or brand is related to an occasion or pastime with a theme to create an enjoy for consumers and sell a product or service. Event marketing has numerous functions, specifically:

1. Introducing a selected product logo
2. preserve and growth consumer loyalty
3. Introducing the blessings of a product
4. there may be a sale for the duration of the event
5. Strengthening the logo positioning and photograph of a emblem
6. to attract competition' customers (brand switching)
7. display advantages over competition
8. growing high and on the spot emblem recognition.

The function of event advertising is to maintain and increase purchaser loyalty, introduce the blessings of a product, create sales packages, refer products to others, add website users, get consumer enter, and bring the organization in the direction of the intended target. the primary characteristic of event marketing is to introduce a selected brand.

According to Humaira & Wibowo (2017), electronic word of mouth (EWOM) is the digitalisation of traditional WOM. WOM is delivered directly from one party to another while the delivery of E-WOM requires an intermediary medium, namely through electronic media. Utami et.al., (2014) in Zaenab et al., (2019) that word of mouth (WOM) is known as the most powerful tool for marketing or promoting a product or company at no cost or minimal cost. In addition, word of mouth is the most powerful, inexpensive, effective promotional strategy that can be used in business.

Gruen (2006) in Sindunata & Wahyudi (2018) defines Electronic Word of Mouth (E-WOM) as a communication medium to share information about a product or service that has been consumed between consumers who do not know each other and have met before. Goldsmith (2008) suggests electronic word of mouth (E-Wom) namely internet-based social communication where web users can interact with each other send or receive product-related information by online. Another opinion from Gruen (2006) is electronic word of mouth (E-Wom) has a meaning as a communication medium to share information related to a product or service that has been consumed by consumers who did not know each other and met before. From the theoretical explanation above, it can be concluded that electronic word of mouth (E-Wom) is a communication from between social media users to provide information to people other It is explained that Electronic Word of Mouth (E-WOM) can increase marketing effectiveness and is also able to destroy the company's brand image, when there is a mismatch between consumer desires and the reality they receive (Chan and Ngai, 2011 in Purwaningdyah, 2019).

Based on the above opinion, it can be concluded that E-WOM is communica-

tion in internet media networks to find and evaluate a product, brand on a platform using reviewing, rating, liking and sharing so that it has an impact on brand image, companies need to prioritize product suitability in order to get a review. Positives and recommendations. Communication channels through the internet to conduct marketing with electronic word of mouth can reach layers of consumers without boundaries and space and at low costs.

In this study, a framework of thought is needed that is used as a guide in the fundamental research. Based on several essential theories and concepts or definitions such as event strategy, promotion strategy, marketing strategy, POAC management concept a, strategic thinking is formed. The forms of event strategy are related parts and work together in synergy to produce a successful event.

In this study, the researcher used the event strategy theory to see the stages carried out by PT. Mediatama Binakreasi as the event organizer. They are starting from pre-event, event to post-event. Then connect the promotion and marketing strategies in applying the stages of the event. Then the researcher wants to see how far the POAC management concept in the strategy affects or is used by PT. Mediatama Binakreasi is in the process of the Inacraft event. Researchers are interested in using this theory because they assume that these steps are explained in detail. In the steps carried out event strategy. Researchers also look at strategy whether there is a relationship between strategy and management as the goal of the organization.

METHODOLOGY

In this study, the object of research was conducted on an event held by an event organizer, namely, PT. Mediatama Binakreasi with the event name Inacraft. The selection of Inacraft is done purposively (deliberately) for certain reasons. Inacraft event is an event organized by PT. Mediatama Binakreasi. The event features the largest International Crafts Trade Show for the arts and crafts industry.

The paradigm that the researcher uses in this research is the interpretive paradigm. Newman (2000) in (Muslim, 2018: 78) reveals the interpretive paradigm sees facts as something unique and fluid that is attached to the system of meaning in an interpretive approach. Interpretive states that social situations contain great ambiguity so behavior and statements can have multiple meanings so that they can be interpreted in various ways. In general, the interpretive approach is a social system that interprets behavior in detail by directly observing it.

The approach of this research is qualitative research, namely research whose findings are not based on statistical procedures or other quantification tools. For example, some research data may be quantified data from census data, but the analysis itself is a qualitative result.

The method used in this research is a case study. According to Kriyantono (2020. p. 234) case studies are research methods that use various data sources that can be used to research, describe, and comprehensively explain various aspects of individuals, groups, programs, organizations, or events in a structured manner. This research method requires various data sources from various data collection instruments. Therefore, this research can use in-depth interviews, participant observation, documentation, surveys, recordings, physical evidence, and others.

As a research effort, according to Robert K. Yin (2018) case studies can add val-

ue to unique knowledge about individual, organizational, social, and political phenomena. Case studies also enable researchers to retain the holistic and meaningful characteristics of real-life events, such as a person's life cycle, organizational and managerial processes, changes in the social environment, international relations, and industrial maturity.

By studying an individual, a group, or an event as much as possible, the researcher aims to provide a complete and in-depth description of the subject being studied. What will be achieved in this research is an explanation of how the event was chosen as a marketing communication strategy for handicraft products. This is done by finding out the event strategy by Mediatama Binakreasi as the event organizer in the marketing communication strategy for handicraft products.

Zuldafrial (2012: 39) mentions "technique" direct observation is a method of collecting data directly where the researcher or research assistant directly observes the symptoms studied from an object of research using or without research instruments that have been designed.

Data analysis technique in this research is the qualitative analysis technique. According to Ronny Kountor (2007: 191), qualitative data is generally in the form of a statement of words or a description of something that is expressed in the form of an explanation with these words or writings. Ronny Kountor also explained that qualitative data analysis involves identifying what is of concern and what are the problems in doing this identification, several processes need to be carried out, namely:

Categorization Process, is the process of rearranging notes from observations or interviews into a more systematic form. Reports are made in several systematic categories.

Priority Process, that is, if there are a lot of categories, it is necessary to prioritize which categories can be displayed and which ones do not need to be displayed because too many categories will actually make it difficult to interpret.

Completeness Determination Process, where the number or type of categories is considered appropriate if the series of categories is logically acceptable. In other words, the problems that arise can be explained by the resulting categories. However, if the resulting categories cannot answer the problem of concern, the categories collected are insufficient.

In this study, the method used by researchers in analyzing data is through research procedures that produce data in the form of written or spoken words from people involved in the Inacraft event strategy and will be discussed in Chapter IV, namely the results of research and discussion. The data obtained through literature and the internet, as well as supporting documents, are then analyzed in depth to research events as a marketing communication strategy for handicraft products in the Inacraft 2022 event. The purpose of the qualitative data analysis conducted by the researcher is to explain the situation: "How did the event become the choice as a marketing communication strategy for handicraft products?" and "knowing the reasons why the event was chosen as a form of marketing communication strategy for handicraft products".

Using triangulation will test the validity of the data carried out in this study. According to Moleong (2017), triangulation means the best way to eliminate differences in the construction of reality that exist in the context of a study when collect-

ing data about various events and relationships from various perspectives. In this study, the researcher uses triangulation with sources, which means comparing and restoring the degree of trustworthiness of information obtained through different times and tools in qualitative research.

RESULT AND DISCUSSION

Based on the results of the research above, it's far regarded that Mediatama Binakreasi in making Inacraft event techniques entails marketing communicate strategies the usage of digital word of mouth and also related to event strategies, Inacraft makes event making plans. In making event planning includes numerous steps taken by way of Inacraft, particularly determining the event's motive, the location of implementation, goal traffic, book plans to gain the goal variety of traffic, and choice of tenant/booth individuals, occasion concept.

The starting stage starts with a assembly, which includes the shipping of thoughts or ideas in figuring out the subject matter of the occasion. Making plans can also be interpreted as the choice or determination of organizational dreams and the determination of the policy strategies, programs, systems, budgets and requirements needed to achieve desires. This is in keeping with what changed into found out through Inacraft's senior promotion.

Pre-Event

In planning event activities, the first thing to look at is to determine the time planning, where the time planning is divided into three parts: before, during, and after the event. The division of time is shown to help the organization organize the steps and activities carried out, so that its activities are based on priorities.

Before making plans, Inacraft first looks at the goals to be achieved, in this case it is an event that will be carried out. For example, suppose the event will be held at the bazaar. In that case, the organization /company must plan the location to be used for the event, the committee's formation, target consumers, budget preparation, event arrangement, sales force, publications and others. In addition, there is a need for time planning, where Inacraft must determine when is the right time to plan the event and cooperate with other parties, such as sponsors if needed.

After forming the event plan, Inacraft makes the composition of the event committee. In every event, a team is needed to make the event a success so that it runs according to the organisation's goals and desires during the planning process. In order to be well coordinated, it is necessary to create a committee structure with details of the duties and responsibilities of each, so that each individual knows what must be done and his duty.

The head of the event selects the field team, which determines who is involved in various activities during the event and who is in charge of each part. In this stage, work assignments are determined for all parts of the Inacraft event. In addition, there is also the determination of resources and activities, the assignment of certain responsibilities and then the delegation of authority needed by each individual to carry out their duties, such as the determination of the chairman of the event, the publication team, consumption, coordinator of the show, coordinator of games, ticketing, security, etc.

Then in the preparation stage of the committee and all those related to the preparation of the Inacraft event down to the smallest things such as their identity. At the pre-event stage, a rundown was also carried out. This stage aims to realize the planning and organizing that has been formed so that planning and organizing are not in vain.

The thing that is no less important to do before the event takes place is the Press Release. Prospective visitors can get general information such as the location of the event, when the event takes place, what events are in the event.

"The specialty of implementing INACRAFT this year, apart from being held offline at JCC, it will also be held online through virtual exhibitions and e-commerce, as well as live streaming of interesting flagship programs as part of the Insight Program such as Craft Forum Webinar, Talkshow Craftpreneurs, Online Workshop, Virtual Business Matching, and INACRAFT & Emerging Awards Awarding Night, with SMART (Simple, Mobile, Accessible, Real-time, Trustworthy) Exhibition, as implementation of the development of INACRAFT GO Digital". (Umi Noor Wijiati as Director of PT. Mediatama Binakreasi – yofamedia.com 2022)

Event

This stage is the stage of implementing the event in accordance with the plans that have been made previously. In this implementation stage, it will be seen whether the plans that have been made are in accordance with the goals and expectations of the organizers or not. In the implementation of the incraft event, all parts are checked before the event starts, including: checking equipment, checking performers, security, booth tenants.

The 22nd Jakarta International Handicraft Trade Fair (Inacraft) 2022 which was held at the Jakarta Convention Center (JCC) from 23 to 27 March 2022 was very lively, held Hybrid. This year's exhibition is different from previous years, especially after two years of being canceled due to the COVID-19 pandemic

At this event, Jokowi was present at the same time as opening the event accompanied by Minister of State Secretary Pratikno, Minister of Trade Muhammad Lutfi, Minister of Tourism and Creative Economy Sandiaga Uno, and Minister of Cooperatives and SMEs Teten Masduki. He congratulated Inacraft on the return of Inacraft, which had been on hiatus for 2 years due to the COVID-19 pandemic.

"I would like to congratulate you on the re-organization of Inacraft, Inacraft in 2022, which showcases handicraft products that have good quality from the creations of our craftsmen," (Jokowi in the Presidential Secretariat YouTube Channel – 2022)

Post Event

Every event this is completed desires to be evaluated to discover what shortcomings are within the implementation of the event, in order that these deficiencies will no longer be repeated within the next event. Inside the implementation of an event, it's far necessary to behavior an assessment to find out and solution various questions that you need to recognise the answer to, inclusive of: did the event reap its objectives, did the event advantage the organizers, did the event supply satisfaction to traffic and different questions.

"During the implementation of 1999, we as businessmen were trying to recover from the monetary crisis experienced by Indonesia. We hope that the presence of

this exhibition will support Indonesia's economic revival during the pandemic, which is the hope of various parties." (Muchsin Ridjan as General Chairperson of ASEPHI – marketeters.com 2022)

Muchsin said that implementing INACRAFT 2022 led by ASEPHI was like entering a new era. The biggest change that occurred was the implementation of the event with a hybrid system. ASEPHI combines offline exhibitions at JCC, opens programs, and utilizes virtual technology to showcase participants' products.

In its implementation, PT. Mediatama Binakreasi has carried out an excellent event management. that is indicated by way of the stages of management capabilities that are executed professionally starting from planning (planning), organizer (organizing), actuating (implementation) and controlling (supervision). As a result, PT Mediatama Binakreasi is considered to have correctly executed the activities. this may be visible from the signs of the hobby's fulfillment thru the variety of site visitors, contributors, the level of buy (consumer), trade contracts and retail sales which are growing yearly.

CONCLUSION

The event as a form of advertising communiqué approach, carried out through ASEPHI and Mediatama as EO, aims to introduce the nation's creative businesses, grow brand awareness of craft products and expand the network of local entrepreneurs and national products. This event was held to increase prices and enhance the image that national products have comparable quality to foreign products.

Electronic Word of mouth (e-WOM), part of marketing communication, turns out to be very valuable in determining the success of an event. Inacraft would not be known without e-WOM. The use of communication media used in Inacraft activities is from all types of media because this event is at least in collaboration with 47 media partners, such as magazines, radio, television, online media.

Inacraft contributors and visitors use online media a lot. Based on this, in Inacraft activities, online media is one of the reliable media that effectively promotes and markets Inacraft event activities.

In marketing communication at the Inacraft event, there are several techniques used by Mediatama Binakreasi to increase brand awareness of local craft products such as webinars, craft discussion forums, suggestions from craftpreneur speakers, online workshops, business matching, Inacraft & Rising Awards, and various other interesting events.

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