

## HANAN WEDDING PLANNER'S MARKETING COMMUNICATION STRATEGY FOR INCREASING SALES IN THE COVID-19 PANDEMIC ERA ON THE TIKTOK APP

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### ABSTRACT

Many marriages have been made difficult by the phenomenon of prohibiting large-scale gatherings in order to halt the spread of Covid-19. To survive and grow, wedding planners must change their marketing communication strategy. The goal of this study is to look into Hanan's TikTok marketing communication strategy for increasing sales during the Covid-19 pandemic. To obtain concrete information, this study used descriptive qualitative data collection techniques such as interviews, documentation, and literature studies involving key informants and expert informants. Hanan's marketing communication strategy for increasing sales, according to the study's findings, is carried out using TikTok as the primary media in marketing communications in the pandemic era, with three types of content: education, entertainment, and promotion, all packaged in a creative message with an informational and emotional approach. Using TikTok's prime time is an attempt to select the most popular videos.

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## 1. INTRODUCTION

The Covid-19 pandemic altered all social, economic, and community life systems. This is also shared by the majority of creative economy industry workers, one of whom works as a wedding planner. Wedding Organizer is a creative economy industry that has been impacted by Covid-19, according to Radius News (Imamah, 2021). The sensations are quite diverse. According to Aprina Murwanti, Covid-19 affected 226,586 creative workers. According to a survey conducted by the Media and Creative Industries Workers' Union for Democracy (SINDIKASI), 61.35% of the 139 people polled experienced cancellations.

Work or a project Aprina added that the situation is becoming more difficult because many arts communities and organizations continue to bear expenses that must always be incurred, such as rent for space, electricity, and employee salaries (Knowledge Sector Initiative, 2021).

Furthermore, the existence of a regulation made by the Indonesian National Police Chief's Notice Number Mak/2/III/2020 concerning Compliance with Government Policies in Handling the Spread of the Corona Virus has backfired on Wedding Organizer business actors because the contents of the edict contain a prohibition on holding social activities that cause mass gatherings. in large quantities (Putra, 2020)[1]. The impact of these regulations makes it difficult for most wedding planners to obtain permission to hold a wedding with a large number of invited guests. As a result, many clients sought annulment of marriage and postponement of the wedding date. As a result, many wedding planners go bankrupt because they have to lose clients and suffer losses as a result of having already paid advances to several vendors, the majority of which cannot be returned if the event is canceled (Indraini, 2020)[2].

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During the pandemic, wedding planners created a new trend of being able to hold weddings with a limited number of invited guests, such as intimate weddings, virtual weddings to drive through weddings, and utilizing digital media technology, particularly social media such as TikTok as a marketing communication tool in introducing branding to be able to attract consumer interest through creativity (Dewa & Safitri, 2021)[3]. Hanan Wedding Planner

Hanan Wedding Planner, founded on October 22, 2019, is a wedding organizer service company that has been in business for 12 years. Hanan Wedding Planner has assisted over 1,500 couples with 15 different types of weddings, ranging from traditional to international to modern. Hanan has his own office on Jl. Stone Fruit No. 92A, Malabar, Kec. Lengkong, Bandung, West Java 40262. This company has connections with over 100 wedding vendors. This demonstrates that Hanan is one of the wedding organizer services on which many vendors and the general public can rely when planning weddings in Bandung.

Hanan uses Instagram and TikTok as marketing communication platforms for his services, and he already has tens of thousands to hundreds of thousands of followers. Hanan received an offer to become a wedding organizer vendor at BrideStory, a trusted platform in Indonesia that discusses marriage, as a result of her persistence in running her wedding organizer services. According to other platforms, Hanan Wedding Planner is one of the best wedding planners in Bandung. Hanan Wedding Planner is a wedding planner who can be trusted and has a wealth of experience in his field.

According to Alifia Meta, the owner of Hanan Wedding Planner, the company had 100 clients in 2021 and 2020. Based on these figures, Hanan has maintained the same number of clients and has not seen a decrease in clientele in 2021. This is in contrast to several other wedding planners in Bandung, who have seen a decrease in the number of clients, resulting in lower profits and bankruptcy during the pandemic. Hanan, on the other hand,

Hanan was able to maintain the number of clients he gained during the Covid-19 pandemic by using social media as a marketing communication medium. Media Hanan's preferred social media platform is TikTok, where he uses all of the platform's features to create creative videos to promote his services. Hanan has created over 100 videos to date, one of which has been viewed by 10.4 million users. Hanan currently has over 158 thousand followers and 3.4 million likes on her Facebook page.

In the uploaded content, Hanan includes information on wedding organizer services offered, promotions, price discounts, and marriage-related information. Hanan's use of TikTok media allows him to keep his business and clients running during the Covid-19 pandemic.

This phenomenon entices researchers to delve deeper into Hanan Wedding Planner's marketing communication strategy via the TikTok application in increasing sales of wedding organizer services through analysis of message strategies and media strategies using descriptive qualitative methods. This study is expected to provide information about marketing communication strategies in the TikTok app.

## 2. LITERATURE REVIEW

### Effective Marketing Communication Strategy

According to Machfoedz (2010:27-30), an effective marketing strategy consists of two components: message strategy and media strategy. Both have a strong relationship with each other to make marketing more effective.

Marketing communication strategies play an important role in the process of developing effective marketing communications. The company will design information in marketing communications as well as possible with the goal of producing things that are of maximum benefit to the company. Of course, this plan must be effectively and efficiently prepared before it can be implemented in marketing activities (Saraswati and Afifi 2022)[4]

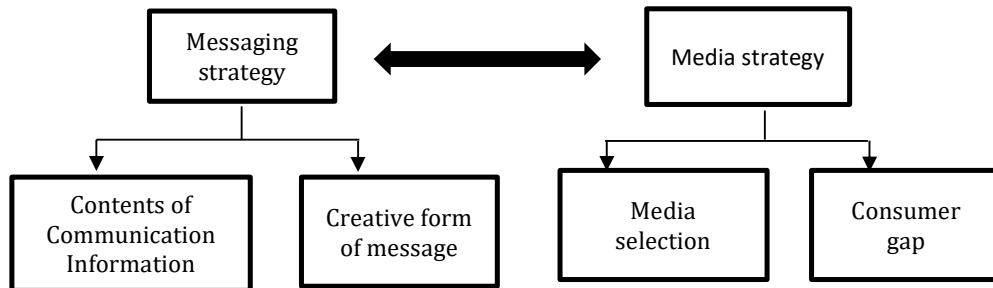


Figure 1. Marketing Communication Strategy Components  
Sumber: Machfoedz (2010)[5]

An effective marketing communication strategy includes two components: message strategy and media strategy. Message strategy is a technique used by businesses to create interesting messages in order to elicit responses from customers in the form of product purchases. The message strategy consists of two parts: the content element of communication information, which contains information about the products or services offered based on the information needs that consumers desire, and the creative form of the message, which contains the company's method of making messages as creative as possible in order to attract consumers' attention and encourage future purchases (Primasari et al., 2021).

While the media strategy includes the use of media in communicating messages and bridging consumer gaps. In order for the message to be properly conveyed, the media used to convey messages or product promotions must be tailored to the needs of the consumer. Then, companies must pay attention to the elements of the consumer gap, where companies must choose the right time and place to convey messages in order for the messages conveyed to reach a larger number of target markets (Yuniarti et al., 2020)[6].

As a result, Hanan must adjust the information requirements for this research based on the objectives and objects. Hanan must be able to communicate messages to potential customers in a creative, interactive, and communicative manner even when disseminating information. So that the message conveyed can capture and persuade the audience.

### TikTok

TikTok is a Chinese music video platform. This app allows users to make short videos starting at 15 seconds long using music, filters, and other creative features. This encourages everyone to become creators by expressing their creativity for brief periods of time. TikTok itself went viral in 2018 and was widely used by Indonesians. This platform is in high demand because it includes audio visuals, which are popular among Indonesians, and it is one of the most effective social media platforms for information dissemination.

TikTok also has several features that can assist creators in creating creative content for social media. One of the reasons Hanan Wedding Planner chose TikTok as a medium for communicating creative messages to prospective clients is because of this. The TikTok theory is used by researchers to analyze the opinions of several consumers and supporters regarding the elements used by Hanan in conveying messages via TikTok.

### 3. METHOD

The descriptive qualitative research method, as well as the constructivism paradigm, were used in this study. According to the constructivism paradigm, reality exists in various forms depending on social experience and the nature of those who do it. According to the constructivist paradigm, everyone tries to understand the world in which they live and work by increasing subjective meanings based on previous experiences (Creswell, 2015)[3]. The constructivism paradigm is applied to Megrasy's marketing communication strategy via social media TikTok by the researcher.

The information gleaned from qualitative research is not numerical. The information gathered is

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not numerical, but rather the result of interviews, observations, field notes, personal or official documents, and notes from relevant sources (Herdiansyah, 2010)[7]. Interviews, observations, field notes, and documentation were used by researchers to collect research data.

Hanan Wedding Planner is the subject of this investigation. This study focuses on Hanan's marketing communication strategy using the TikTok app. The researcher employs the Miles and Huberman analysis model to analyze the data, which includes data collection, data reduction, data presentation, and data conclusions.

#### 4. RESULT AND DISCUSSION

According to the findings, Hanan Wedding Planner's marketing communication strategy for increasing sales was carried out through two strategies: message strategy and media strategy. The explanation is as follows:

##### 4.1. Message Strategy

Hanan Wedding Planner's message strategy for increasing sales was implemented by compiling the information content of the communication and the creative form of the message. Hanan Wedding Planner's communication information is carried out by planning the contents of messages on TikTok content and observing what information is required by consumers. As a result, the uploaded content will later be in line with what consumers require on the social media platform TikTok.

The marketing team plans and observes the contents of communication messages on TikTok content in advance, which is then approved by the Megashy Wedding Planner owner. The communication information on the TikTok Hanan Wedding Planner content is divided into three categories: education, entertainment, and sales promotions. Educational content about wedding preparations and marriage tips and tricks. Entertain content includes information about the Hanan Wedding Planner crew, wedding activities, and TikTok trends. Hanan's Wedding Planner services and package promotions are detailed in promotional content. Hanan's content is delivered in a clear, relaxed, and not stuffy manner, and clients who have used Hanan's services like it.

Hanan's goal in compiling messages for each TikTok content is to raise awareness and sales of wedding organizer services. The content is made as appealing as possible in order for the audience to accept it. However, expert informants believe that, while the planning of the message content, message content, and purpose of the message information conveyed in Hanan's content is going well and is accepted by the audience, the content of Hanan's TikTok still needs to be improved so that the message conveyed is not wordy and must maintain audiovisual from uploaded content. This is done so that Hanan's business portfolio on social media TikTok can maintain the beauty of the images, which is critical for attracting the attention of the audience.[8]

Hanan Wedding Planner then focuses on the creative form of the message that will be conveyed in each TikTok content to attract consumers' attention after planning the message content and the purpose of the message content. Hanan Wedding Planner employs an informational appeal by including information on product benefits in all types of content, particularly promotional content. This appeal is made so that the information conveyed can be received rationally by the audience. In practice, Hanan performs visual equalization by copywriting in uploaded content, so that the audience can indirectly capture the message to be conveyed in the content, as well as displaying details of the services that the audience can get when using Hanan Wedding Planner's services.

Meanwhile, Hanan Wedding Planner uses content with a relaxed, informative, and communicative message delivery style to encourage the audience to trust Hanan's wedding planner services more and more. Hanan's emotional appeal in his TikTok content makes consumers feel at ease while also nurturing and assisting clients in obtaining the information they require, which is supported by conveying messages in a creative way using music and visuals that are currently trending on TikTok. Hanan needed to improve the clarity of the images and videos, according to the expert informant.

In general, Hanan's creative message was well received by the audience. As evidenced by the

##### 4.2. Strategi Media

Hanan Wedding Planner complements the message strategy with a media strategy. The two media strategies employed are the media selection strategy and the consumer gap. Hanan considers these two factors to ensure that the message conveyed is well received by the audience.

Hanan selects media that is widely used by his target market. Instagram and TikTok are popular

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today. Hanan uses both social media platforms, but TikTok is his primary mode of communication. This was done because TikTok media became popular among Hanan's audience during the Covid-19 pandemic. TikTok, from an academic standpoint, is a medium appropriate for the Asian market, which requires entertainment during a pandemic, and TikTok is here at the right time and place to meet that need.

Hanan tries to use all of TikTok's features, such as trending music features, to convey messages through TikTok content. Hanan makes use of features other than music, such as the LIVE feature and the TikTok Shop. Hanan can communicate with his customers in real time by utilizing all of TikTok's features. Customers said Hanan's music and TikTok LIVE features were good, but Hanan needed to improve the image quality of the content

Hanan must pay attention to consumer gaps after discussing the media used, so that marketers can capitalize on this opportunity. This means that the consumer gap seeks to identify the target audience, time, day, and location so that message delivery can be optimized (Machfoedz, 2010). Hanan uses prime time to ensure that all uploaded content is seen by a larger audience and that the information conveyed reaches as many people as possible. Hanan, according to the data, takes advantage of his TikTok account's prime time, which is at night and every weekday at lunch and after office hours. Customers also believe that all of Hanan's content is always uploaded during the hours he opens TikTok and sees that nearly all of Hanan's content is always included in his FYP TikTok.

Academics see Hanan's actions as positive, with Hanan stealing a start by exploiting his consumer loopholes to boost Hanan's TikTok content viewership. This opportunity was also created to entice the audience to watch and interact with Hanan's LIVE TikTok.

Unfortunately, Hanan owners and Content Creators give different answers when it comes to determining the age of the target market. This is considered extremely dangerous for writers because it can result in missing information when compiling content that is age-appropriate for the target market. This should be evaluated

## 5. CONCLUSION

According to the research, the information in Hanan's content is divided into three categories: educational information, health information, and religious information. Promotion as well as entertainment Hanan incorporates these three types of data into all of his content, including Live TikTok.

Hanan attempts to differentiate his product by using emotional appeal in his message delivery style. This is done to instill trust in prospective clients, and eventually a purchase is made between the client and the services provided by Hanan.

Hanan chose TikTok media during the Covid-19 pandemic because it is a popular social media platform among Indonesians, including Hanan's prospective clients. As a result, Hanan began actively creating TikTok content to convey messages in the form of product information, services offered, and promotions in order to persuade potential clients. Hanan uses TikTok's other features, such as the TikTok Shop and TikTok Live, in addition to creating content. Hanan can be more comprehensive in conveying messages for the purpose of selling wedding organizer services by utilizing these two features.

Hanan also takes advantage of consumer gaps that are specific to TikTok. Hanan's prime time is weekday lunchtime, office hours, and weekend nighttime. Hanan's use of the consumer gap moment enables Hanan to capitalize on clients' ability to watch even more uploaded and LIVE TikTok content, allowing the uploaded content to go viral and enter FYP. However, because many wedding planners are still unaware of their clientele.

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