

THE IMPLEMENTATION OF MARKETING STRATEGY WITH BUZZER INSTAGRAM IN KARAMAYA ENTERTAINMENT

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ABSTRACT

This research aimed at knowing the strengths, weaknesses, threats, and opportunities of instagram buzzer implemented by marketing event department at Karamaya Entertainment. In this research, data analysis technique used was qualitative descriptive analysis technique and SWOT analysis with data collection method using observation technique, interview, and documentation to get data. The result of SWOT analysis shows that marketing strategy by instagram buzzer was in accordance with the expectation to be applied to Karamaya Entertainment. The SWOT analysis performed from instagram buzzer on Karamaya Entertainment was as follows; first, Strengths in promoting an event can drag audience from a personal account instagram buzzer. Second, weaknesses of instagram buzzer system require buzzer to update any post on instagram. Third, Threats caused by online system disruptions which impact on buzzer performance. Fourth, instagram buzzer opportunities become a trend of young people in doing business online or promoting the event with the image or short video content uploaded into the instagram buzzer. The results of this study can be proven by the number of audience attending every event of Karamaya Entertainment from August 2017 to date exceeds set by the client using instagram buzzer.

Keywords: Marketing strategy, Instagram buzzer, SWOT Analysis.

I. INTRODUCTION

In the business competition companies that can produce quality goods or services are able to face competition. The key to succeed in achieving its goal is to develop better products or services than its others. Companies must be able to satisfy customers. If customers feel unsatisfied, then they will look for other companies and they will be the competitors.

Event organizer or event organizer service. Hermawan, et.al (2016: 1) stated that Event Organizer (EO) is a term for a professional provider of event services legally appointed by the client, to organize a whole series of events, from planning, preparation, execution to evaluation, in order to assist and achieve the goals that clients expect in making the event.

In organizing event by the event organizer, it must be in accordance with what is expected by the client from the planning until the expected event results. The strategy developed by the event organizer is by using media campaigns such as, Facebook, Instagram, Twitter, Website, Flyer, Billboards and videotron. In this case the purpose of doing a marketing strategy that will increase the audience's visits are usually targeted directly by clients at in each event held. For that reason, event organizer requires an effective and excellent promotion strategy in marketing an event which is by utilizing the trend in the society that is social media. In doing the promotion strategy which is related with use of social media is a buzzer.

Karamaya Entertainment is a company engaged in the services of event organizers which is quite popular in Bali. The Karamaya Entertainment existed since 2014 which was founded by Deva Trisna Duta as CEO of the Company. Karamaya Entertainment has several departments such as event conceptor, music producer forum, talent, photography, videographer and graphic designner. So it is a trusted event organizer in the regular event or any events which are regularly held every month and every year. Karamaya Entertainment has hosted events at various venues such as: Ocean27 Beach Club, Koa D 'Surfer Hotel, Black Pearl, Engine Room, Bark Bar and Café, Cugh House, Citadines Apart Hotel. Services offered by Karamaya Entertainment include wedding party, birthday party, event conceptor, talent, brand promotion and others. But at Karamaya Entertainment prefer to hold event party. Karmaya Entertainment marketing strategy is done by using social media that is instagram buzzer, because the form of marketing visually using instagram is considered more demanded.

Thus, Buzzer is a person who uses his social media accounts to spread information as well as do marketing and advertising of a product and service to a particular company. The activity done by buzzer is to promote of a product or service conducted by individuals, media or creators that are popular and influential on the internet and social media especially Instagram. In order to know the benefit as well as the challenge in implementing Instagram Buzzer as part of marketing strategy in promoting any event, the company must make observation in order to find out any existed situation in the implementation of this marketing strategy.

This research aims at knowing the strengths, weaknesses, threats, and opportunities of instagram buzzer by event marketing at Karamaya Entertainment and this research is expected to be a consideration for the company to be able to improve the quality of event marketing especially in the event marketing section.

II. THEORETICAL BASIS

Event Organizer

Hermawan, et al (2016: 1) stated that Event Organizer (EO) is a term for professional service providers of events that are legitimately appointed by the client, to organize a whole series of events, from planning, preparation, execution to evaluation, and finally to realize the goals that clients expect in making the event. The event organizer should prepare any appropriate marketing strategy, especially, in order to achieve the target audience expected by the clients. It can be considered that marketing and promotion strategy also belongs to a good planning and preparation before the event executed.

Marketing

According to Wijayanti (2017: 3), the general meaning of marketing is a system of business activities designed to plan, price, promote, and distribute goods that can satisfy the hope and achievements of the target market and in accordance with the business objectives of the company. Marketing will play a very important role to the success of event.

Event Marketing

According to Wijayanti (2017: 80) Marketing event or public relations activities (PR) is a company activity that aims at improving the company's image in the public's perspective. The public relation (PR) tasks are having relationships with local related clients and staff, local government; fostering relationships with agencies directly or indirectly related to the company; establishing good relations with the entity related to the company's main business and maintaining relationships and improving corporate image in the perspective of the public and related institutions, especially with local authorities.

Instagram

According to (Bambang, 2012: 53) the Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a polaroid camera that in its time is better known as "instant photo". Instagram can also display photos instantly, like polaroid inside its appearance. As for the word "gram" comes from the word "telegram", where the workings of telegram itself is to send information to others quickly. Similarly with Instagram that can upload photos using the internet network, so the information to be conveyed can be received quickly by others.

Buzzer

Buzzer comes from English word which means bell or alarm. The meaning of buzzer is literally interpreted as a tool used in giving announcements or announcing something to gather people in a place. Indonesia itself, this term has the meaning of "*kentongan*". It is one of the traditional tools often used to gather citizens when there is an announcement or important news.

III. RESEARCH METHODS

This research was conducted at Karamaya Entertainment with the object of research was on implementation of marketing strategy using instagram buzzer by the marketing event department. Sources of data gathered by using observation, interview and documentation method. Data analysis technique used was descriptive qualitative analysis, the data was collected and described in detail in order to describe the event marketing process with instagram buzzer completely.

IV. DISCUSSION

Event Marketing Activities at Karamaya Entertainment

Karamaya Entertainment is an event organizer company that has been established for about four years. Then, promotional activities is an activity that is very important to be done by the company so that all products services produced by Karamaya Entertainment can be well known by costumers. Without any suitable promotion, costumers will not know or get familiar with the product and event of Karamaya Entertainment. Based on the

results of interviews with Karamaya Entertainment Event Marketing, the promotional activities implemented by Karamaya Entertainment which includes promotions usually consist of:

1. Personal selling.

Promotional activities with Personal Selling are the most frequent promotional activities by Karamaya Entertainment. Sales promotion activities are done by direct promotion with face to face communication and promotion which includes the activities of informing directly to the intended target customers. The purpose of this personal selling activity is to convey information about Karamaya Entertainment products and events, so that they will feel interested and use the services of Karamaya Entertainment to meet their needs

2. Advertising.

Karamaya Entertainment performs advertising activities through internet media in this case is using the website of the company. By using this media Karamaya Entertainment has a wide range of coverage area of the promotion and the cost is also relatively cheaper. The information provided in the website is quite complete and adequate.

3. Alternative Marketing Strategy.

Karamaya Entertainment has an alternative marketing strategy that consists of: Alternative A: By increasing the marketing activities that have been done by similar companies; Alternative B: By advertising activities both in print and electronic media; Alternative C: By increasing publicity and public relations activities and Alternative D: By having doing some cooperate activities with media partners.

Marketing with Instagram Buzzer

Karamaya Entertainment does an event marketing by implementing instagram buzzer. It is implemented to attract customers or target audience to attend events. By doing this marketing strategy Karamaya Entertainment has advantages over other competitors because it can cover more people and even faster. In choosing the buzzer the Marketing Event has a special standard for the selection of the buzzer itself who is very active in social media, especially Instagram. He or she must have the ability to create

and attract costumers through the caption in it, and furthermore the buzzers should have a minimum of 30K followers. The stage in doing the event marketing by buzzer are as follows: Have interesting feeds in the perspective of the consumer or audience, Make Photo of flyer event, Make a caption in accordance with what is in the event starting from the ticket price, place, date, month, guest star, sponsor, hastag related to event and facility at event, Post in the instagram once, all is well detailed, Post the event 3 days before the event, on the day of the event held and one day after the event. The table below showed the number of expected attendance to join the event with the actual number of attendance attending the events, can be seen as follows:

Table 1. Audience data in january 2017 until march 2018

Number	Date	Event	Expected Audience	Actual attended audience	Percentage
1	21 January 2017	Sunburn Electronic Music Session	500 <i>pax</i>	295 <i>pax</i>	0.59 %
2	26 May 2017	Bikini Party	350 <i>pax</i>	267 <i>pax</i>	0.77%
3	8 June 2017	Malam Ini Party Vol. 1	500 <i>pax</i>	340 <i>pax</i>	0.68%
4	9 June 2017	Bass The Wobble	700 <i>pax</i>	550 <i>pax</i>	0.78%
5	23 June 2017	Malam Ini Party Vol. 2	600 <i>pax</i>	375 <i>pax</i>	0.62%
6	24 June 2017	Malam Ini Party Vol.3	700 <i>pax</i>	480 <i>pax</i>	0.68%
7	10 August 2017	Seasky Tropiccan Pool Party	300 <i>pax</i>	198 <i>pax</i>	0.66%
8	17 August 2017	Independence Day #001	600 <i>pax</i>	325 <i>pax</i>	0.54%
9	8 September 2017	Suara Disko	600 <i>pax</i>	650 <i>pax</i>	1.083%
10	24 December 2017	Golden Summit	600 <i>pax</i>	756 <i>pax</i>	1.26%
11	31 December 2017	Pirates Eve	700 <i>pax</i>	787 <i>pax</i>	1.124%
12	12 january 2018	Urbnite	700 <i>pax</i>	813 <i>pax</i>	1.161%
13	1 march 2018	Urbnite part 2	700 <i>pax</i>	845 <i>pax</i>	1.207%
14	31 march 2018	Suara disko vol.13	1000 <i>pax</i>	1253 <i>pax</i>	1.253%
Average			285.5 <i>pax</i>	315.14 <i>pax</i>	1.103%

From Table 1 can be seen the level of attendance in January 2017 to August 2017 which had not used instagram buzzer showed that the events did not meet with the number of audience attended the events. While in September 2017 to March 2018 there was an increasing number of the attendance from the target audiance, because the marketing strategy implemented instagram buzzer system. The average result of the audience increased every event organized by Karamaya Entertainment from January 2017 to March 2018 that is equal to 1.103% which exceeds the target clients.

Marketing Strategy Event Implemented Karamaya Entertainment

The SWOT analysis was used to extract the data collected in this study, selected based on Strengths, Weaknesses, Opportunities, and Threats. Then the strategy is determined in increasing the number of audience. After doing the SWOT analysis that includes Strength, Weakness, Opportunity, and Threat of Karamaya Entertainment. Based on that analysis there are also four alternative strategies that can be formulated to increase the number of Karamaya Entertainment audience visits.

1. S-O Strategy.

This strategy is based on the company's way of thinking, namely by utilizing all the power to seize and take advantage of opportunities as much as possible. Increase the promotion of each event and expand the network of event market to be achieved. Expands the network of relations to get the client.

2. W-O Strategy.

This strategy is implemented based on the utilization of existing opportunities by minimizing the existing weaknesses by cooperating and expanding the network among clients that can increase the promotion to add audience attending every event held by Karamaya Entertainment.

3. S-T Strategy.

This strategy uses the power that the company has to address threats. More innovative by updating and adding something unique to the concept of the event. Have a dynamic price to the loyal event (customers) as a form of anticipation of competition so as to attract the client.

4. W-T Strategy.

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats. It is applied by utilizing technological advances to promote promotion and marketing. Especially with the optimization on social media. With the development of information and communication technology, Karamaya Entertainment needs to utilize this opportunity to market the event through Buzzer.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the breakdown from the previous elaboration, it can be concluded as follows. The implementation of marketing activities in doing Karamaya Entertainment events using instagram buzzer has a major impact in achieving profit. The impact generated by the buzzer in marketing an event that gradually increased the audience by 1% increased steadily.

Suggestion

Based on the conclusions that have been mentioned above, it can be taken suggestions as follows. For the company; the management should be able to consider the potential calculation of costs in accordance with the activity and event. In addition, in order to provide accurate calculation of the activities occurred and further increase the company's sales according to the current high market, and increase promotional activities for corporate goals and objectives can be achieved, the effective marketing strategy should be well considered and implemented. Then any further research should be taken into consideration in order further expand and deepen insights on other strategies for event organizer marketing.

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