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ANALYSIS OF DIGITAL MARKETING ACTIVITIES ON EVENT ORGANIZER IN MARKETING SERVICES (DESCRIPTION STUDY OF GMP ORGANIZER & ENTERTAINMENT)

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ABSTRACT: The development of the Digital Age is increasingly making business people compete to market their digital products or services with a purpose. GMP Organizer & Entertainment is one of the event organizers and entertainment companies engaged in a variety of services for various segments. As a businessman who follows the changing times, GMP Organizer & Entertainment conducts digital marketing activities of its services in Indonesian society, especially Jabodetabek. This study uses the concept of digital marketing tools as a focus of research and is supported by the concept of computer mediated communication (CMC). The method used is a qualitative descriptive study which utilizes in-depth interview data collection techniques and is supplemented with secondary data from previous research, archives and news related to this research. In discussing the validity of the data, this study uses Data Triangulation. The results of this study show how digital marketing activities used by GMP Organizers & Entertainment in the form of online advertising such as Instagram, video marketing, social media, specifically Instagram and email marketing. The marketing of GMP Organizer & Entertainment services has been going well, as evidenced from the characteristics of services where GMP Organizer & Entertainment is able to answer the challenges of the service characteristics.

Keywords: *Digital Marketing Tools, Service Marketing, Event Organizer, Entertainment*

I. BACKGROUND

The development of the internet in the world, which is supported by increasingly sophisticated technology, creates a new breakthrough for companies and business actors in competing with the times to achieve company goals.

Based on the survey above, it can be concluded that internet users have reached 150 million people and will continue to grow. This makes everything digital, including marketing for business people and companies. Deegan and Tanner (2002, p. 38) argue that digitization is the process of converting all physical or analogue forms into digital form. Everything in every aspect of life is consumed and also produced digitally. Not only in the personal sphere, in the organizational sphere as well. The digital concept that does not recognize space and time, makes individuals, both personal and organizational, use everything in digital form because of all the conveniences they get.

The digital era that has been very developed in such a way with all uses in every aspect of life including in marketing products / services for business actors and companies. The marketing strategy carried out by business actors / product and service companies is marketing using digital where traditional marketing is slowly starting to fade.

According to Heidrick and Struggles with *"the rise of digital marketing via the web, mobile phones, and gaming consoles, offers advertisers unheralded new access to cunsomers and key influences. So why is it that marketers throughout Asia Resist the idea of shifting and spend from traditional TV, radio, and print to new, high tech and interactive channels?".* (2009, p.1)

1. According to Heidrick and Struggless (2009, p.1) The development of digital marketing through the web, mobile phones, and game devices, offers new access to advertising that is not heralded and is very influential. So why don't marketers across Asia shift their budgets away from traditional marketing such as

TV, radio, and print media towards new technology media and more interactive media.

2. Digital Marketing is a combination of marketing and digital. Marketing is very important for business actors and companies in promoting products and services. The most important and always discussed part in the marketing activity literature is promotional activities as a basic part of marketing. From this side, marketing communication develops according to the demands of the times that are so fast in the context of the digital era (Prisgunanto, 2014).

3. One example of a service business that uses digital marketing is the Event Organizer. Event Organizer or commonly referred to as an event organizer, a business which is a service business that is legally appointed by its client to organize the entire series of events, from planning, preparation, execution to evaluation in order to help realize the client's expected goals by making events . Meanwhile, according to Beatrix (2006), Event Organizer is a party that manages and organizes an event held at the request of the client. Event organizer or commonly called EO has many kinds of EO for music concerts, school activities, private events such as weddings, sweet seventeen, proposals.

4. The development of the Event Organizer is currently very increasing. According to the Founder of Backstagers Indonesia, Krisnanto Sutisman, the event organizer industry has a growth of around 15 to 20 percent with an industry value of more than 500 trillion.

5. GMP Organizer & Entertainment is a different and quite unique Event Organizer and Entertainment that accommodates and provides various kinds of complete services for various events such as Wedding, Engagement, Sweet 17th Birthday, Promnight, Kids Party, Gathering, Corporate Events that reach all ages from children to corporate which was founded on August 1, 2012 by Erick Tjitrahardja.

6. Marketing activities are needed by GMP Organizer & Entertainment in marketing their services to consumers so they can compete with other Event Organizer service actors using Digital Marketing. By carrying out a quite unique concept, namely "One Stop Event Organizer" making GMP a solution for every consumer who wants to find EO services where GMP is present as an Event Organizer that has various segmentation types of events. Another advantage of GMP is that EO provides entertainment services that can be used separately by consumers. This is the USP (Unique Selling Proposition) offered by GMP. GMP conducts digital marketing which is quite good, namely through Instagram Social Media to reach the small children market, for example Sweet Seventeen, Kids Party, school Promnight.

Based on the explanation of the research background as described above, the formulation of the problem and also the objectives of this study are:

- How is the analysis of digital marketing activities on the Event Organizer in marketing services (descriptive study on GMP Organizer & Entertainment)?
- The purpose of this study is to find out how to analyze digital marketing activities at the Event Organizer in marketing services (descriptive study on GMP Organizer & Entertainment)

II.   PREVIOUS RESEARCH

The first research that is used as a reference in this study is a study entitled "The Impact of Digital Marketing Development on Startup's (Case Study on New Entrepreneurs)" This research was made by Sri Aliami, Ema Nurzainul Hakimah, Diah Ayu Septi Fauji who are students from Nusantara University PGRI Kediri in 2018. This study discusses the impact of digital marketing management on start-ups. The purpose of this research is to see whether the impact of digital marketing development on Start-ups. The results of in-depth observations and interviews in this study indicate that the impact of managing digital marketing on start-ups does increase start-up income, but due to the lack of ability to provide content and respond quickly to content that has been provided, new entrepreneurs (start-ups) not get the maximum results from the management of digital marketing.

The second research entitled "Digital Marketing as a Marketing Communication Strategy "Waroenk Ora Umum" in increasing the number of consumers ". This research was made by Ascharisa Mettasatya Afrilia who is a student from Tidar University. This study discusses Waroenk Ora Umum which is a business in the field of culinary services that is relatively new in Purwokerto. Waroenk Ora Umum has an unusual, unique and unique concept in the city of Purwokerto. So Waroenk Ora Umum does digital marketing to increase the number of consumers. The purpose of this study is to find out how digital marketing as a marketing strategy is implemented by Waroenk Ora Umum (WOU) in increasing the number of consumers. With descriptive qualitative research methods and data collection interviews, observations and documentation. The results of Waroenk Ora Umum's research carried out strategic mapping with Segmentation, Targeting, Positioning and determining the chosen digital marketing, namely Social Media. The use of digital marketing by WOU as a marketer can be said to have been maximized for now.

III.   DIGITAL MARKETING

Digital Marketing is an important part of an effective marketing strategy these days. Digital

Marketing (Digital marketing) is marketing that uses platforms on the internet in carrying out activities to reach target consumers, besides that digital marketing can also be referred to as "i-marketing, web marketing, online marketing, or e-marketing or e-commerce. is the marketing of products or services through the internet" (Hermawan, 2012, p. 206).

Digital Marketing or E-Marketing is marketing that has a broader scope because it refers to digital media such as the web, e-mail and wireless media, but also includes the management of digital customer data, and how the Internet can be used in conjunction with traditional media to obtain and deliver services. to customers. (Chaffey, 2009, p.9)

Benefits of Digital Marketing

Digital Marketing has many benefits according to Agus Hermawan in his book entitled Marketing Communication (Hermawan, 2012, p.21), namely:

The cost is cheaper, Marketing that uses digital marketing is much cheaper and also reaches potential consumers very broadly compared to conventional advertising. Digital marketing media allows consumers to check and compare products with each other more conveniently.

Large information content, the use of digital marketing is that digital marketing provides a large amount of information compared to conventional media such as print, radio and television media, digital marketing at a lower cost than other media is able to reach a very broad target consumer, as well as companies those who use digital marketing are able to store the data accurately required by the company.

Digital Marketing Tools

Rob Stokes and The Minds Of Quirk (2013, p.30) reveal several digital marketing tools used in Digital Marketing activities, including:

1. SEO (Search Engine Optimization)

SEO is a tool for optimizing a website to rank higher on search engine results pages for relevant searches. SEO involves creating relevant, fresh, and user-friendly content that is indexed and served by search engines when people enter search terms that are relevant to a product or service. SEO is suitable for customer retention and acquisition for a company.

2. Search Advertising

In search or pay-per-click advertising, the advertiser only pays when someone clicks on their ad. ads appear on search engine results pages. Search ads are keyword based. this means the ad will appear in response to the search term entered by the consumer. Therefore, the tools in this digital marketing activity play an important role in sales, acquisitions and retention.

3. Online Advertising

Search Advertising includes advertising in all areas of the internet - advertising in email, advertising on social networks and mobile devices, and display advertising on normal websites. it has the function of increasing brand awareness. Search Advertising can be targeted to physical locations, subject areas, past user behavior, and more.

4. Affiliate Marketing

Affiliate marketing is a reward system where a "finder fee" is given for every referral they make. Online affiliate marketing is widely used to promote e-commerce websites, with referrals being rewarded for every visitor, customer or customer that is awarded through their efforts.

5. Video Marketing

Video Marketing or Video Marketing involves creating video content. this can be a live video ad or it can be valuable, useful, content marketing. Video marketing is so interactive and engaging that it's great for capturing and keeping customers' attention.

6. Social Media

Social Media or social media is media that consists of text, visuals and audio that are made to be shared. it has changed the face of marketing by enabling collaboration and connection in such a way that no other channel is capable of offering. Social media platforms also play a role in building awareness, as they are shareable and can be talked about as viral word of mouth in social media. they can also provide crowdsourced feedback and allow brands to share valuable content directly to audiences.

7. Email Marketing

Email Marketing is a form of direct marketing that sends a commercial, content-based message to an audience. Email marketing is highly cost effective, highly targeted because it is direct to the customer, scalable at mass scale and fully scalable. Marketing via email is one of the most powerful digital marketing challenges because with this we can build relationships with potential and existing customers through valuable content and promotional messages. Targeted and segmented email databases mean that a brand can direct messages at specific sectors of their customer base to achieve the best results.

IV.　　SERVICE

According to Lupiyoadi (2014, p.7) Service is any action or activity that can be offered by one party to another which is essentially an intangible service and does not result in any transfer of ownership, the production of services may or may not be related to physical production. In simple terms, the term service may also be interpreted as "doing something for others" (Tjiptono, 2014, p. 17) Service is any action or performance offered by one party to another which is essentially intangible and does not cause a transfer of ownership. (Hurriyati, 2010, p. 27)

According to Tjiptono (2014, p. 28) Service characteristics consist of intangibility, inseparability, variability/heterogeneity/inconsistency, perishability and lack of ownership. The following is an explanation of the service characteristics

1. Intangibility

Services are different from goods. If the goods are an object, tool or object, then the service is an act, action, experience, process, performance or business. Therefore, services cannot be seen, tasted, smelled, heard or touched before they are bought and consumed.

2. Inseparability

Goods are usually produced then sold and then consumed. While services are generally sold first, then produced and consumed at the same time and place.

3. Heterogeneity/variability/inconsistency

Services are highly variable because they are non-standardized outputs, meaning that there are many variations in form, quality and type, depending on who, when, and where the service is produced.

4. Perishability

Perishability means that services cannot be stored and do not last long

5. Lack of Ownership

This is the basic difference between goods and services. In purchasing goods, consumers have full rights to the use and benefits of the products they buy. They can consume, deviate or sell it. On the other hand, when purchasing services, customers will only have personal access and for a limited period of time

V.　　SERVICE MARKETING

In running a business or business, marketing is very important and must be done by every company or business person in goods and services. Business actors in the service sector carry out marketing for the smoothness and purpose of their business.

Marketing itself according to Kotler and Keller is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. (Keller, and Kotler, 2009, p.38)

According to Kotler & Keller (in Tjitptono, 2014, p. 26) Service can be defined as any act org can be offered by one party to another which is essentially intangible and does not result in ownership of anything

According to Payne (in Hurriyati, 2015, p. 42) service marketing is a process of preparing, understanding, stimulating and meeting the needs of a specially selected target market by channeling an organization's resources to meet those needs.

Based on the quotes above, it can be concluded that Service Marketing is a planning process carried out to market and meet the needs of the target market for something that is intangible and does not result in any ownership.

VI.　　COMPUTER-MEDIATED COMMUNICATION

CMC (Computer Mediated Communication) can be simply interpreted as communication that occurs between people using computer media or through computers (Arnus, 2017, p.19).

Computer Mediated Communication began to develop in 1987, in the context of CMC computers are meant not only personal computers or laptops, but all computer-based tools such as PDAs, smartphones, tablets, and the like. communication (Arnus,2017,p.19)

According to Stephen W. Littlejohn and Karen A. Foss (2009, p. 163) in their book entitled Encyclopedia of Communication Theory In a broad sense, computer-mediated communication such as Computer Mediated Communication can be in the form of any form of communication mediated by digital technology. A telephone conversation can be said to be computer mediated if each speech act is digitally coded, transmitted, and then decoded for the listener.

Based on the statements above, it can be concluded that Computer Mediated Communication is a communication process carried out using computer technology and also the internet in digital form. Researchers interpret that humans will communicate by forming an online media so that communication is faster and more effective.

VII. RESEARCH METHODS

The research method used by the researcher in this study is a qualitative research method with a descriptive study approach. Qualitative research is a study in which researchers are placed as key instruments in data collection techniques carried out by combining and inductive data analysis (Sugiyono, 2012, p. 9). Descriptive research is research that collects data based on factors that support the object of research, then analyzes these factors to look for their role (Arikunto, 2010, p. 151).

In conducting research, it is very necessary to have supporting data. Data is important to support the truth in research, of course, in collecting data, many methods and techniques are needed. The following data collection techniques carried out by researchers are divided into two, namely:

A. Primary data

Primary data is data obtained by researchers directly (from first hand). The primary data used by researchers in collecting data are as follows:

1. In-Depth Interview

In-depth interviews or In-Depth Interviews are unstructured interviews and are conducted freely. In writing, it does not use systematic and structured interviews but only uses interview guidelines as an outline or research questions asked. (Sugiyono, 2012, p. 74)

The author will conduct in-depth interviews with key informants and informants involved with the analysis of Digital GMP Organizer & Entertainment marketing activities.

In this study, the key informant used to provide accurate information for this research is the Founder & Marketing Director of GMP Organizer & Entertainment. Worker at GMP Organizer & Entertainment as a second informant, and the author also interviewed clients as additional informants.

B. Secondary Data

Secondary data is complementary data to primary data obtained indirectly. According to Umar (2013, p.42) Secondary data is primary data that has been further processed and presented either by primary data collectors or by other parties, for example in the form of tables or diagrams. Examples of secondary data used are:

1. Documentation

According to Umar (2013, p. 30) Documentation is data collection carried out by examining the documents contained in the company.

In this study, the researcher will mainly use the triangulation technique in checking the validity of the existing data. According to Lexy J. Moleong (2012, p. 330) triangulation is a data validity checking technique that utilizes something other than the data to check or as a comparison of the data. Researchers will re-check for any data obtained from interviews with documentation studies fig primary data, April 30, 2020) this also agrees with social media experts who feel that what is being done is correct that such as kids birthday, sweet seventeen and anniversary events, weddings do not use email, but if emails to companies must pay attention to delivery times email, so it should be adjusted (Nugraha, primary data interview, 13 may 2020)

Digital Marketing Activities carried out by GMP Organizer & Entertainment to carry out its goal of marketing its services. According to Tjiptono (2014, p. 18) in his book entitled service marketing, services have five unique characteristics that have an impact on a number of specific challenges that need to be addressed in service marketing.

From the results of the analysis associated with Tuhu Nugraha as a Social Media Expert, the tools for digital marketing activities that have been carried out by GMP Organizer & Entertainment include online advertising, video marketing, social media, email marketing. In carrying out the marketing activities of GMP Organizer & Entertainment, it is related to the concept of Computer Mediated Communication (CMC) where Digital Marketing is carried out through a computerized context and is carried out with a network of computer devices, namely the internet. Communication that occurs in the digital marketing of GMP Organizer & Entertainment with the target market or the client is mediated by computers as a form of response to GMP Organizer & Entertainment's digital marketing is also mediated through computers. This is evident from one of the Organization's GMP clients who said that he knew about GMP Organizer & Entertainment from Social Media Instagram, which means via the Internet.

By conducting Marketing Activities through Digital, GMP Organizer & Entertainment can benefit from the use of Digital Marketing according to Hermawan (2012, p.21), namely the relatively low cost and large information content, this is in accordance with GMP Organizer & Entertainment Digital Marketing according to Erick Tjitrahardja as Founder and Marketing Director of GMP Organizer & Entertainment whose aim is that GMP Organizer & Entertainment Marketing must indeed be done online and must be digital so there is no need to spend a lot of money and get wider and better marketing. (tjitrahardja, primary data interview, 30 April 2020)
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VIII. CONCLUSION AND SUGGESION

This research is about the description of digital marketing activities through digital marketing tools carried out by GMP Organizer & Entertainment in Indonesian society. The development of the digital era that is growing and increasingly fierce competition in the field of services, especially in the field of Organizer & Entertainment makes GMP Organizer & Entertainment market their services through digital.

Of the Seven Digital Marketing Tools, GMP Organizer & Entertainment uses Online Advertising, Affiliate marketing, Video marketing, social media and email marketing. Social Media, Video Marketing and Online Advertising are the most frequently used digital marketing tools by GMP Organizer & Entertainment. The most frequently used social media is Instagram. In Instagram, Video Marketing and Online Advertising also play a role in marketing GMP Organizer & Entertainment services. This is because social media Instagram is the most appropriate social media and strongly supports the marketing of GMP Organizer & Entertainment services according to Erick Tjitrahardja as Founder and Marketing Director of GMP Organizer & Entertainment. Marketing tools that are not used too much are Affiliate Marketing and Email Marketing because they have difficulty getting the right database and want to focus on three tools such as Online Advertising, Video Marketing and Social Media.

According to Erick Tjitrahardja, there are two tools that are still not used by GMP Organizer & Entertainment, namely Search Engine Optimization and Search Advertising because he thinks that these two tools are still not needed and their scope is still too broad.

However, according to Tuhu Nugraha as a social media expert, there are 3 tools that have not been used by GMP Organizer & Entertainment, namely Search Engine Optimization, Search advertising and the last is Affiliate Marketing. This is due to the difference in meaning regarding Affiliate Marketing that occurs between Erick Tjitrahardja as the Founder and Marketing Director of GMP Organizer & Entertainment and Tuhu Nugraha as a social media expert.

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