

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

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ABSTRACT: This study analyzes the digital marketing communication strategy of ABE Management Wedding Organizer through the Instagram platform to understand the applied marketing communication strategy, types of content produced to attract prospective clients, and methods of building engagement with audiences. The research employs a netnographic approach with non-participant data collection techniques to maintain the authenticity of online interactions. Data were collected through systematic observation of the Instagram account @abemana.weddingorganizer during the period from July to September 2025, encompassing posts consisting of Reels and static photos. The data collection process included digital documentation through screenshots and metadata recording, visual analysis using visual semiotics approach, and textual analysis of captions, hashtags, and comments. Research validity was ensured through data triangulation and peer debriefing, while data analysis utilized qualitative content analysis models with categorization based on content type, visual themes, verbal strategies, and engagement strategies. Research findings indicate that ABE Management implements an Integrated Marketing Communication strategy with visual, verbal, and strategic consistency across all digital touchpoints. Content produced consists of four main typologies: portfolio, promotional, behind-the-scenes, and educational, designed to address audience needs at various stages of the customer journey. The engagement strategy is executed through multidimensional activation of cognitive, emotional, and behavioral dimensions by optimally leveraging various Instagram features. These findings provide theoretical contributions in contextualizing the IMC framework within the Indonesian local wedding organizer industry and practical contributions in the form of digital marketing communication best practices for service-based SMEs.

KEYWORDS: digital marketing communication, Instagram, wedding organizer, content strategy, customer engagement

1. INTRODUCTION

The development of digital technology has fundamentally transformed the landscape of marketing communication, particularly in service industries that rely on visual and emotional aspects such as wedding organizers. Instagram has emerged as a dominant platform for wedding service providers to build brand awareness and reach prospective consumers [1]. This transformation requires wedding organizer industry practitioners to not only rely on conventional marketing but also optimize digital marketing communication strategies capable of creating engagement with target audiences [2]. This phenomenon becomes increasingly relevant considering that the majority of prospective brides and grooms today come from millennial and Generation Z cohorts who exhibit information-seeking behavior through social media before deciding to engage wedding organizer services [3]. Therefore, an in depth understanding of digital marketing communication strategies through Instagram has become crucial for the sustainability and competitiveness of the wedding organizer industry in the digital era.

The wedding organizer industry in Indonesia has experienced significant growth alongside increasing public awareness of the importance of professional wedding event management. Prospective couples' decisions in selecting wedding organizer services are influenced by various factors, including brand awareness, customer engagement, and the effectiveness of marketing channels employed [4]. Research by Prastiwi et al. (2023) demonstrates that the viability of wedding organizer services post-pandemic heavily depends on brand image constructed through social media marketing, promotion, and service quality. In the context of service marketing, the marketing mix plays a strategic role in shaping consumer decisions, whereby promotional elements through digital media serve as determining factors [6]. The complexity of this industry necessitates wedding organizers to develop marketing communication strategies that are measurable, consistent, and capable of building emotional connections with the target market.

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

Instagram, as a visual-based social media platform, has proven effective in building brand awareness and purchase intention, particularly for products and services requiring aesthetic elements [7]. Instagram's characteristics, which prioritize visual content, storytelling, and interactivity, make it an ideal medium for wedding organizers to showcase portfolios, client testimonials, and construct compelling brand narratives. Research by Dwivedi et al. (2021) emphasizes that social media marketing has evolved into a complex ecosystem requiring profound understanding of engagement, creative content, and integrated communication strategies. In the Indonesian context, social media marketing trends indicate a shift from hard-selling approaches toward more emotional, authentic, and community-based strategies [2]. This phenomenon necessitates wedding organizer practitioners to not only maintain active presence on Instagram but also understand how to design content, build interactions, and measure the effectiveness of their digital marketing communication strategies.

Customer engagement has become a central concept in contemporary digital marketing, wherein the relationship between brands and consumers is no longer transactional but relational and emotional. Hollebeek et al. (2014) define consumer brand engagement as the level of cognitive, emotional, and behavioral consumer involvement with brands through social media interactions. Effective engagement not only enhances brand loyalty but also generates positive word of mouth that impacts purchase decisions [10]. In the wedding organizer industry, engagement through social media assumes a strategic role due to the high-involvement nature of purchase decisions requiring elevated levels of trust. Research by Lim & Rasul (2022) underscores the importance of revisiting customer engagement strategies on social media to comprehend the continuously evolving dynamics of consumer behavior. Consequently, an in-depth analysis of how wedding organizers build and maintain engagement through Instagram becomes urgent to examine.

Although research on digital marketing and social media has been extensively conducted, specific studies on the digital marketing communication strategies of local wedding organizers in Indonesia, particularly through Instagram, remain limited. Research by Aziza & Adikara (2023) examined wedding organizer marketing communication strategies in attracting consumers but did not comprehensively analyze content patterns, visual branding, and engagement strategies on Instagram. Tamba & Afriani (2024) analyzed word of mouth strategies of wedding organizers but did not comprehensively explore digital marketing aspects. This research gap creates a need to holistically understand how local wedding organizers optimize Instagram as a marketing communication medium, ranging from content strategy, visual storytelling, copywriting, to techniques for building audience engagement. This research becomes important given that local wedding organizers possess limited resources compared to larger competitors, making the effectiveness of digital marketing communication strategies key to differentiation and business sustainability.

This research aims to analyze the digital marketing communication strategies implemented by ABE Management Wedding Organizer on Instagram, identify content types produced to attract prospective clients, and describe methods of building engagement with audiences. The analysis employs a qualitative approach using case study methodology, wherein data are collected through in-depth observation of Instagram content and supported by interviews to obtain management perspectives. This research utilizes the theoretical framework of integrated marketing communication [14], [15], the concept of social media marketing mix [2], and customer engagement theory [9] to analyze the investigated phenomenon. Practically, the findings of this research are expected to provide insights for wedding organizer practitioners and other service based SMEs in designing effective and efficient digital marketing communication strategies on Instagram, while contributing to the development of communication studies literature, particularly in the context of digital marketing for service industries in Indonesia.

2. RESEARCH METHODS

This research adopts a netnographic approach, a qualitative research method that adapts ethnographic techniques to examine online communities and cultures [16]. The primary focus of this study is the digital content analysis of ABE Management Wedding Organizer's Instagram account, employing non-participant data collection techniques to preserve the authenticity of online interactions. The netnographic approach was selected because it enables researchers to observe digital marketing communication phenomena naturally without direct intervention, thereby ensuring that the data obtained reflects authentic communication practices within the social media context [17]. This method also facilitates in-depth exploration of content strategies, interaction patterns, and brand identity construction established through Instagram as a digital marketing communication space [18].

The data collection process in this study encompasses several systematic stages. First, systematic observation was conducted by examining all Instagram posts from ABE Management Wedding Organizer (@abemana.weddingorganizer), documenting posting frequency, content types, hashtag usage, and audience interaction patterns [19]. Second, during the digital documentation phase, researchers employed screenshot techniques and metadata recording to archive posts, comments, Instagram Stories, and engagement data (likes, comments, shares) for further analysis [20]. Third, visual analysis was performed on visual content such as photos and videos by applying a visual semiotics approach to identify prominent elements in branding strategy and digital marketing communication [21]. Fourth, textual analysis was conducted on captions, hashtags, and comments to understand verbal communication strategies, tone of voice, and persuasive techniques employed in building engagement with prospective consumers

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

[22]. The observation period was established from July, August, and September 2025 to obtain current insights into the consistency and patterns of digital marketing communication strategies implemented over the past three months. The selection of a three-month period was deemed adequate for identifying content patterns, visual branding strategies, and consistent engagement patterns within the context of netnographic qualitative research [16].

To ensure the validity of research findings, researchers implemented data triangulation by comparing findings from various content types (text, images, videos) and sources (posts, comments, hashtags, Instagram Stories) that complement each other [23]. Additionally, peer debriefing was conducted by involving other researchers experienced in social media analysis to validate data interpretation and minimize subjective bias in the analytical process [16]. Data analysis employed a qualitative content analysis model encompassing content categorization stages based on type (portfolio, testimonials, education, promotion), visual themes (color, composition, filters), verbal strategies (storytelling, call to action, hashtags), and engagement strategies (responsiveness, interaction, community building) [24]. The analytical process was conducted iteratively, moving back and forth between empirical data and theoretical frameworks of integrated marketing communication, social media marketing, and customer engagement to generate valid and reliable interpretations [25].

3. RESULTS AND DISCUSSION

3.1 Digital Marketing Communication Strategy of ABE Management Wedding Organizer on Instagram

ABE Management Wedding Organizer is a wedding organizer service provider based in Semarang, Central Java, Indonesia with an active digital presence through the Instagram platform under the username [@abemana.weddingorganizer](#). Based on observations conducted from July to September 2025, this account has accumulated 742 posts with a follower count reaching 124,000 accounts and following 526 other accounts. The account profile displays a comprehensive brand identity with the bio "ABE MANAGEMENT WEDDING ORGANIZER SEMARANG" and emphasizes integrated services through the tagline "ALL IN PACKAGE - WEDDING PLANNER - WO ONLY - EVENT ORG". The contact information includes a physical address at Jl. Bringin Ngaliyan Semarang 50189 and a WhatsApp link to facilitate direct communication with prospective clients, reflecting an omnichannel strategy aligned with the concept of integrated marketing communication [15].



Figure 1. Screenshot of Instagram Profile @abemana.weddingorganizer
Source: Instagram account of the ABE Management Wedding Organizer Semarang

The digital marketing communication strategy implemented by ABE Management demonstrates a profound understanding of the Integrated Marketing Communication (IMC) concept as defined by Kliatchko (2008), which emphasizes four main pillars: stakeholders, content, channels, and results. In the stakeholder dimension, ABE Management specifically targets prospective brides and grooms from millennial and Generation Z demographics who actively use Instagram as a platform for searching wedding information and inspiration [3]. The content dimension is evident through the diversification of content types encompassing portfolio, promotional, behind the scenes, and educational content, each designed to address information needs at various stages of the customer journey. The channel dimension is optimized through the integration of Instagram as a brand awareness platform with WhatsApp as a conversion channel, creating a seamless customer experience. The results dimension is reflected through the systematic organization of content in Highlights that facilitates measurement and evaluation of communication effectiveness.

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

The implementation of IMC in the context of ABE Management's digital marketing also aligns with the firm-wide IMC perspective proposed by Porcu et al. (2017), which emphasizes the importance of an organizational approach in integrating marketing communications. The visual identity consistency observed through the use of an elegant serif typography logo and warm color palette reflects a strategic intention to create a unified brand image across all touchpoints. Batra & Keller (2016) affirm that marketing communication integration requires consistency not only in visual elements but also in strategic messaging and brand positioning. In the case of ABE Management, the positioning as "premium yet affordable" is consistently communicated through high quality visual content combined with a friendly conversational tone and price transparency, creating a coherent brand narrative that resonates with the target audience seeking quality services with an approachable brand personality.

The communication in use perspective proposed by Finne & Grönroos (2017) provides an additional framework for understanding ABE Management's communication strategy, where marketing communication is viewed not as one-way message transmission but as a customer-integrated process involving active audience participation. ABE Management's strategy in organizing content through Highlights with clear categorization facilitates customer-integrated communication, whereby prospective clients can independently navigate to access information relevant to their specific needs and stage in the decision-making process. Behind-the-scenes content and the use of client quotes in copywriting also reflect the integration of customer voice in brand communication, transforming customers from passive message recipients into active co creators of the brand narrative. Finne & Grönroos (2017) assert that customer-integrated marketing communication is more effective in creating value and building relationships compared to traditional broadcasting approaches.

Analysis of ABE Management's digital marketing communication strategy also reveals alignment with social media marketing mix trends in Indonesia as identified by Anggreni et al. (2024). The first trend is the shift from hard-selling to emotional storytelling, which is clearly evident in ABE Management's portfolio content that does not merely showcase decorations but narrates stories of celebration and important moments. The second trend is the emphasis on authenticity, implemented through behind the scenes content and transparent pricing information that avoids misleading claims. The third trend is the adoption of community-based strategies, evident through testimonial content and engagement tactics that foster a sense of belonging among followers. Anggreni et al. (2024) emphasize that brands that successfully adapt to these trends tend to achieve superior engagement and brand loyalty, particularly among millennial and Generation Z consumers who highly value authenticity and meaningful brand interactions.

The integration of social media within the broader IMC framework, as conceptualized by Valos et al. (2016), requires consideration of the unique characteristics of social media platforms that are fundamentally different from traditional media. Instagram as a visually-centered platform requires a content strategy that prioritizes aesthetic appeal, storytelling capability, and interactive features. ABE Management's strategic focus on high-quality visual content, utilization of Reels format to maximize algorithmic reach, and systematic organization of Highlights to facilitate information access demonstrates sophisticated understanding of platform-specific best practices. Valos et al. (2016) assert that successful social media integration within the IMC framework requires not merely adding social media as an additional channel, but fundamentally rethinking communication strategy to leverage the unique affordances of social platforms such as two-way communication, user-generated content, and viral potential. In the context of ABE Management, this integration is evident through the seamless coordination between content strategy on Instagram and conversion strategy through WhatsApp, creating a cohesive customer journey that optimizes the strengths of each platform.

This comprehensive digital marketing communication strategy also reflects an understanding of the complexity of the decision-making process in the wedding organizer industry, which is a high-involvement service category. Shimp & Andrews (2013) affirm that effective marketing communication must be tailored to the level of product involvement and characteristics of consumer decision processes. In the context of wedding organizers, purchase decisions involve high perceived risk due to the emotional and financial significance of wedding events, requiring an in-depth evaluation process and strong trust in service providers. ABE Management's strategy in providing comprehensive information through various content types, building credibility through an extensive portfolio, creating emotional connections through behind-the-scenes content, and reducing perceived risk through price transparency and client testimonials all respond to the characteristics of this high-involvement decision process. This holistic approach demonstrates the application of mature IMC principles adapted to the specific industry context and target audience needs.

3.2 Types of Content to Attract Prospective Clients

Analysis of posts consisting of Instagram Reels and static photos during the observation period reveals four main content typologies produced by ABE Management: portfolio content, promotional content, behind-the-scenes content, and educational content. This distribution pattern aligns with the characteristics of the wedding organizer industry, which requires visual proof of capability as a primary factor in building trust and credibility [12]. This content proportion allocation strategy reflects an understanding of the marketing funnel, where brand awareness content dominates to reach a broad audience, while consideration and decision content is strategically placed to drive conversion [8]. Kliatchko (2008) emphasizes that content is one of the four fundamental pillars in IMC, where content quality and relevance become primary determinants of marketing communication effectiveness.

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)



Figure 2. Content Grid Display Showing Variation in Content Types
Source: Instagram account of the ABE Management Wedding Organizer Semarang

The content type diversification undertaken by ABE Management enables the brand to address diverse needs and preferences of the target audience at different stages of the customer journey. Batra & Keller (2016) affirm that consistency does not mean uniformity, but coherence in strategic messaging that allows tactical variation in execution. In the case of ABE Management, despite variation in content types and formats, there is fundamental consistency in the core message emphasizing quality, accessibility, and trust. Anggreni et al. (2024) identify that customer-centric storytelling approaches are more effective in creating engagement and emotional connection compared to product-centric factual presentations, particularly among young consumers who value experiential aspects and emotional resonance

Content format diversification among Reels, static posts, and Stories reflects sophisticated understanding of platform dynamics and algorithmic preferences. Valos et al. (2016) emphasize that effective social media integration within the IMC framework requires optimization of platform specific features and formats to maximize reach and engagement. ABE Management's intensive utilization of the Reels format leverages Instagram's algorithmic priority while capitalizing on video's superior capability in showcasing venue atmosphere, decoration details, and dynamic elements. The implemented strategic content mix also facilitates various objectives within the IMC framework, from building brand awareness to fostering relationships and generating advocacy, creating synergistic effects whereby exposure to various content types reinforces the overall brand message [14].

3.2.1 Portfolio Content as Visual Storytelling

Portfolio content, displays visual documentation of ABE Management's work across various wedding decoration themes utilizing professional cinematography techniques. This visual storytelling strategy reflects implementation of principles articulated by Fatanti and Suyadnya (2015) regarding how Instagram creates destination brands through visual narratives, where venues and decorations are presented as aspirational "destinations" for wedding celebrations. Each image or video is carefully crafted to capture the essence of celebration, joy, and romance associated with wedding events through dramatic lighting, balanced composition, and consistent color grading. Consistency in the predominant color palette featuring warm and romantic tones (pink, peach, gold, white) creates a

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

cohesive and easily recognizable visual identity, aligned with Kliatchko's (2008) argument that visual consistency enables cumulative effects that strengthen brand recall and facilitate brand differentiation in competitive markets.



Figure 3. Portfolio Content Example - Elegant-Themed Wedding Venue
Source: Instagram account of the ABE Management Wedding Organizer Semarang

The sophisticated cinematography techniques in portfolio content serve functional purposes beyond mere aesthetic appeal, whereby wide shots display the scale and completeness of decorations, medium shots demonstrate attention to detail, and close-ups showcase material quality and finishing. Haidar & Martadi (2021) affirm that different shot types serve distinct communication functions, and systematic use of varied compositions creates more comprehensive and persuasive visual narratives. The integration of portfolio content with copywriting strategies such as the caption "PESAN & NASIHAT KUA" (Religious Officer's Message and Advice), which incorporates religious and spiritual dimensions of marriage, transcends pure aesthetic presentation to touch deeper values and meanings. Shimp & Andrews (2013) emphasize that effective communication must resonate with the target audience's cultural values and beliefs, and copywriting strategies that combine emotional, spiritual, and cultural elements with visual presentation create richer and more meaningful brand narratives.

Strategic use of various Instagram features in presenting portfolio content optimizes engagement potential, where carousel posts enable exposure of multiple angles from the same event, Reels format allows dynamic presentation of venue transformations, and regular photo posts maintain feed aesthetic consistency. Valos et al. (2016) assert that effective social media integration requires utilization of platform-specific features aligned with content objectives and audience preferences. Portfolio content based on actual executed events rather than staged promotional shoots provides credible proof of capability and track record, addressing inherent skepticism in service marketing. Porcu et al. (2017) emphasize the importance of ensuring consistency between promised brand experience and actually delivered experience, and portfolio content based on actual events ensures that visual communication accurately represents brand capabilities.

3.2.2 Promotional Content with Price Transparency

Promotional content, constituting 25% of the content mix, demonstrates a strategic approach in balancing persuasive messaging with information transparency, particularly through explicit presentation of pricing information such as "WEDDING PACKAGE PROMO ALL IN 79 million." This price transparency represents significant differentiation that addresses a key pain point in the customer journey, where prospective clients are often frustrated by difficulty obtaining clear pricing information for budget planning [6]. This strategy aligns with contemporary consumer expectations, particularly millennials and Generation Z who demonstrate preferences for direct access to comprehensive information without needing to initiate direct contact with vendors [3]. Anggreni et al. (2024) affirm that social media marketing trends in Indonesia show a shift toward transparency and authenticity as key values in brand communication, where brands that openly share information build stronger trust with consumers.



Figure 4. Promotional Content Example - All-In Wedding Package
Source: Instagram account of the ABE Management Wedding Organizer Semarang

Visual presentation in promotional content is strategically designed to communicate value proposition, where high-quality venue imagery with intricate decorations juxtaposed with explicit pricing information creates favorable perceived value and communicates "affordable luxury" positioning. Batra & Keller (2016) emphasize the importance of clarity in marketing communication, and typographic treatment with bold text overlays ensures key information is immediately visible even during rapid scrolling behavior. Copywriting strategy employs the principle of specificity with figures such as "79 million" and measurable benefits "400 Guests" to enhance credibility, aligned with Shimp & Andrews (2013) argument that specificity in claims increases trust because specific information is perceived as more honest and verifiable. The soft-sell approach relying on attractive value propositions combined with easy WhatsApp access respects social media etiquette and the communication-in-use philosophy emphasizing customer agency [29].

The strategic frequency of promotional content reflects understanding of the balance between maintaining visibility and avoiding follower fatigue. Kliatchko (2008) emphasizes the importance of appropriate content mix balancing various communication objectives, where over emphasis on promotional content risks causing engagement decline. Integration of promotional content with the broader IMC strategy is evident in message consistency, where value propositions emphasized in promotional content (comprehensive services, quality execution, fair pricing) are implicitly reinforced through other content types. Porcu et al. (2017) assert that firm-wide IMC requires consistency across all customer touchpoints and brand communications, and holistic consistency in ABE Management's content strategy ensures promotional messages are supported by a comprehensive evidence base creating a more persuasive overall brand narrative.

3.2.3 Behind the Scenes Content for Humanizing the Brand

Behind the scenes content, serves a strategic function in humanizing the brand and building emotional connection with audiences through exposure of crew activities, team celebrations, and candid moments from event execution. Text overlays such as "When client said 'just arrange it, I trust you' Ready!" communicate enthusiasm, dedication, and warm relationships with clients, creating a sense of familiarity and relatability. Hollebeek et al. (2014) emphasize the emotional dimension as a critical component in customer brand engagement, where emotional connection significantly influences loyalty and advocacy behaviors, and behind the scenes content is specifically designed to activate emotional engagement through authentic depictions of team culture and genuine care for client satisfaction. Integration of client voice through quotations represents sophisticated use of social proof principles that possess superior credibility compared to brand-originated promotional messages [10].

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)



Figure 5. Behind-the-Scenes Content Example - Crew Team in Action

Source: Instagram account of the ABE Management Wedding Organizer Semarang

The conversational tone and informal language used in behind-the-scenes content represent a deliberate positioning strategy, where use of informal expressions, emojis, and everyday language creates an approachable brand personality resonant with millennial and Generation Z audiences [3]. Shimp & Andrews (2013) emphasize the importance of tone, style, and format choices in creating desired brand perceptions, and the warm informal tone positions ABE Management as a friendly partner rather than a transactional service provider. The relatively unstaged and candid visual aesthetics create authenticity cues that build trust, aligned with Anggreni et al. (2024) identification that authenticity is a key trend in Indonesian social media marketing. Strategic variation in production values polished portfolio content demonstrates professional capability, authentic behind the scenes content demonstrates genuine human connection creates a balanced brand image combining competence with warmth.

Integration of behind the scenes content in the broader IMC strategy serves brand differentiation objectives by creating a more dimensional brand story. Finne & Grönroos (2017) emphasize that customers engage with brands as participants in ongoing relationships, and behind-the-scenes content facilitates this participatory engagement by inviting audiences into the organization's inner circle. The 10% frequency of behind the scenes content reflects understanding of optimal content mix that maintains human connection without overwhelming the feed with internal organizational content, aligned with Kliatchko (2008) emphasis on strategic balance in content allocation. This strategic moderation ensures humanizing benefits are achieved without sacrificing professional brand image or diverting attention from core service value propositions.

3.2.4 Educational Content as Value-Added Content

Educational content, serves a strategic function in building thought leadership and long-term relationships with audiences through provision of valuable information about wedding planning, decoration trends, and vendor selection tips. This positioning is particularly valuable in high-involvement purchase categories where consumers seek expert guidance in navigating complex decisions [4]. Dwivedi et al. (2021) emphasize the shift from transactional mindset toward relationship-focused approaches that recognize lifetime customer value, and educational content strategy exemplifies this orientation by investing in value creation for audience members regardless of their immediate commercial potential. Integration of educational content in the social media marketing mix reflects alignment with inbound marketing philosophy that prioritizes value provision over promotional messaging, consistent with Anggreni et al. (2024) identification that Indonesian audiences increasingly expect brands to provide useful information.

Content topics in the educational category are strategically selected to address common questions, concerns, or challenges experienced by the target audience in the wedding planning process, such as budget allocation strategies, venue selection criteria, or vendor coordination tips. Batra & Keller (2016) emphasize the importance of understanding customer needs and designing communication that addresses those needs rather than merely broadcasting brand messages, and customer centric topic selection in educational content exemplifies this approach. Distribution strategy for educational content potentially leverages various formats such as carousel posts, videos, or Stories with interactive elements to accommodate different learning preferences, aligned with Valos et al. (2016) emphasis on the importance of leveraging platform-specific features to enhance communication effectiveness.

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

The long-term strategic value of educational content lies in the compound effect of consistent value provision that builds brand equity over time, where each educational post contributes to incremental improvements in brand reputation as a knowledgeable source. Permatasari & Fauziah (2025) highlight the importance of consistent and integrated communication in building strong brand associations, and educational content strategy contributes to broader IMC objectives by creating additional touchpoints for value creation and differentiation from competitors. Despite being the smallest proportion in the content mix, the strategic impact of educational content extends far beyond its numerical representation by functioning as a key differentiator that positions ABE Management as an industry thought leader and trusted advisor, reinforcing overall brand equity in the competitive marketplace.

3.3 Building Engagement with Audiences

The engagement strategy implemented by ABE Management demonstrates a multidimensional approach that systematically activates three dimensions of customer engagement: cognitive, emotional, and behavioral engagement as conceptualized by Hollebeek et al. (2014). Cognitive engagement is activated through presentation of informative and well organized content, particularly through utilization of Instagram Highlights that categorize content based on themes such as "Testimonial," "Dealing Client," and "Crew On Duty." This systematic information organization facilitates information processing and knowledge acquisition by audiences regarding the brand's services, capabilities, and track record. Detailed portfolio content and transparent promotional content provide comprehensive information enabling prospective clients to conduct informed evaluation and comparison. Prasetya et al. (2022) affirm that brand awareness and customer engagement are significant antecedents to purchase intention in the wedding organizer context, where cognitive engagement functions as the foundation for deeper forms of engagement.



Figure 6. Instagram Highlights with Organized Categories

Source: Instagram account of the ABE Management Wedding Organizer Semarang

The customer engagement framework proposed by Hollebeek et al. (2014) provides a robust theoretical lens for analyzing ABE Management's engagement strategy, emphasizing that engagement is a multidimensional construct encompassing interrelated cognitive, emotional, and behavioral dimensions. The cognitive dimension refers to the level of mental processing and attention consumers dedicate to brand-related activities and communications, which in ABE Management's context is facilitated through content richness and systematic information architecture. Lim & Rasul (2022) in their comprehensive review of customer engagement literature emphasize that cognitive engagement lays the foundation for emotional and behavioral engagement, where understanding and knowledge precede emotional connection and active behavior. The emotional dimension, representing affective responses and emotional connections with the brand, is systematically cultivated through portfolio content that creates emotional resonance, behind-the-scenes content that fosters feelings of warmth and trust, and conversational tone that creates a sense of approachability. Hollebeek et al. (2014) emphasize that emotional engagement is highly influential in determining loyalty and advocacy behaviors, where emotionally connected customers are more likely to become brand advocates who voluntarily promote the brand through word of mouth.

The behavioral engagement dimension, manifested in active participation actions such as liking, commenting, sharing, saving, and transitioning from passive followers to active inquirers, represents the ultimate goal of engagement strategy. Various tactical elements contribute to behavioral engagement activation, including content variation that prevents monotony, posting frequency that maintains regular presence in followers' feeds, and clear pathways for action through WhatsApp links that provide frictionless mechanisms for translating engagement into commercial inquiry. Finne & Grönroos (2017) in their articulation of the communication-in-use concept emphasize the importance of facilitating customer agency in the communication process, where effective engagement strategies create opportunities and motivation for customer-initiated action rather than relying solely on brand-initiated push communication. Integration of the three engagement dimensions creates synergistic effects where activation of one dimension facilitates activation of others in a virtuous cycle, aligned with Kliatchko (2008) emphasis on the importance of understanding interrelationships among communication elements and their cumulative effects.

Strategic utilization of Instagram platform features optimizes engagement potential across dimensions, where feed posts provide the primary vehicle for cognitive information delivery, Stories offer ephemeral content that lowers engagement barriers, Highlights preserve valuable content in accessible archives, and Reels leverage algorithmic prioritization to maximize reach. Valos et al. (2016) emphasize in their discussion of social media integration in IMC that effective strategies leverage the unique affordances of each

Analysis of Digital Marketing Communication Strategies for Wedding Organizers through Instagram Social Media (Case Study: ABE Management Wedding Organizer Semarang)

platform feature to optimize communication effectiveness. ABE Management's comprehensive utilization of Instagram's feature suite demonstrates sophisticated platform understanding that maximizes engagement opportunities across cognitive, emotional, and behavioral dimensions. Measurement and optimization of engagement strategy requires attention to quantitative metrics such as likes, comments, shares, saves, and profile visits as well as qualitative indicators such as comment sentiment that provide insights into emotional engagement. Porcu et al. (2017) emphasize the importance of establishing clear metrics and evaluation systems to assess communication effectiveness and guide optimization efforts, where systematic engagement measurement enables data driven content strategy refinement for continuous performance improvement.

Long-term engagement strategy also requires consideration of community building and cultivation of ongoing relationships with audiences, where successful strategies create a sense of community among followers who interact not only with the brand but also with one another. In the wedding organizer context, this may involve creating spaces for prospective couples to share experiences, previous clients to provide recommendations, or community members to offer mutual support through the wedding planning process. Permatasari & Fauziah (2025) in their IMC analysis for brand awareness emphasize that consistent and integrated communication not only builds awareness but also creates loyal brand communities. Although explicit community building elements are not directly observable in this research data, the presence of Highlights dedicated to testimonials and client dealings indicates foundations for community building that can be further developed through facilitation of peer to peer interaction and creation of platforms for client experience sharing.

ABE Management's overall engagement strategy demonstrates mature implementation of contemporary customer engagement principles integrated within the broader IMC framework. Systematic activation of cognitive, emotional, and behavioral dimensions through diverse content, strategic information organization, authentic communication, and comprehensive platform feature utilization creates a holistic engagement ecosystem that supports the customer journey from initial awareness to conversion and potential advocacy. Batra & Keller (2016) affirm that effective marketing communication integration requires strategic coordination of various communication elements to create cumulative impact greater than the sum of individual tactics, and ABE Management's engagement strategy exemplifies this principle by integrating various engagement dimensions in a coherent and synergistic approach that maximizes digital marketing communication effectiveness in the wedding organizer industry context.

4. CONCLUSION

The digital marketing communication strategy implemented by ABE Management Wedding Organizer on Instagram demonstrates mature implementation of Integrated Marketing Communication principles with visual, verbal, and strategic consistency across all digital touchpoints. The organized Instagram profile with clear bio, easily accessible contact information, and systematically categorized Highlights reflects profound understanding of customer journey mapping and prospective clients' information needs. The omnichannel strategy integrating Instagram as a brand awareness platform with WhatsApp as a conversion channel creates a seamless customer experience, while visual identity consistency through logo, warm color palette, and cohesive content aesthetics reinforces brand recognition and differentiation in the competitive marketplace.

The types of content produced to attract prospective clients consist of four main typologies with strategic distribution: portfolio content functioning as visual storytelling to demonstrate capabilities and create aspiration, promotional content implementing price transparency as significant differentiation, behind-the-scenes content humanizing the brand and building emotional connections, and educational content positioning the brand as a thought leader. Each content type is designed with professional cinematography techniques, strategic copywriting, and varied formats among Reels, static posts, and Stories to optimize reach and engagement, while addressing audiences' informational and emotional needs at various decision-making stages from initial awareness to conversion.

The approach to building engagement with audiences is conducted through a multidimensional approach that activates cognitive, emotional, and behavioral engagement dimensions simultaneously and synergistically. Cognitive engagement is facilitated through systematic information organization in Highlights and provision of informative and comprehensive content. Emotional engagement is cultivated through resonant visual storytelling, authentic content humanizing the brand, and warm, conversational communication tone. Behavioral engagement is driven through content variation preventing monotony, consistent posting frequency, and seamless integration with direct communication channels. Strategic utilization of various Instagram features maximizes engagement potential across dimensions while optimizing the platform's algorithmic preferences to increase organic visibility and reach.

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