

PT Angkasa Gema Nusantara Wedding Vendor Marketing Strategy to Build Customer Interest

Riski Dwi Kasanah^{1*}, Zulistiani²

^{1,2} University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

riskidwi3102@gmail.com^{1*}, zulistiani@unpkediri.ac.id²

*corresponding author

| Article Information | | Abstract |
|---------------------|------------|---|
| Submission date | 02/01/2025 | <p>Research aim : The purpose of this study is to identify marketing strategies, internal and external environmental conditions and analyze the most effective strategies in marketing.build customer interest.</p> <p>Design/Method/Approach : Data collection uses a qualitative approach, data collection uses observation, interview and documentation techniques and data analysis used is descriptive analysis techniques. By applying informant selection techniques according to 5R (relevance, recommendation, rapport, readiness, reassurance).</p> <p>Research Findings : To evaluate the strengths, weaknesses, opportunities and threats faced by the company. The findings show that the main strengths lie in the quality of service and relatively affordable prices, while weaknesses include limited marketing budget and quite expensive transportation. Opportunities arise from the increasing use of social media as a promotional platform, while threats come from tight competition in the wedding industry.</p> <p>Theoretical contribution/Originality : There has not been much research in the area related to wedding vendors.</p> <p>Practitioner/Policy implications :Useful as a way to increase customer interest.</p> <p>Research limitations : The limitations of this study include sampling only from this company, so the results cannot be generalized to other vendors.</p> <p>Keywords : Marketing Strategy, Wedding Vendors, Customer Interest, SWOT Analysis</p> |
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1. Introduction

In an increasingly competitive business world, marketing strategies are a crucial element for companies to attract customers and maintain the sustainability of a business. The importance of an effective marketing strategy is not only to increase sales but also to build long-term relationships with customers [1].Sales or marketing today has entered the digital era and is in the spotlight of many people because it is considered an effective step and provides great opportunities for sellers of goods or services to introduce their products to more people, but because digital marketing media is something new and taboo for many people, there are many problems with digital marketing media [2].

In the context of the company must implement the right marketing strategy to help the company differentiate itself from competitors and attract the attention of prospective brides and grooms who are looking for wedding services. This is in line with the opinion of Philip Kotler who stated that marketing is about creating value for customers and managing relationships with them. Marketing communication is one way that can be applied to survive in the midst of competition, marketing communication has an important role in business continuity with the aim of conveying... information, influence, and attract consumer interest [3]. The marketing communication process carried out through social media is currently the main choice for people, because it minimizes... *budget* which they will issue and the message that will be sent can be spread quickly. Marketing communication is one way for companies to utilize and prioritize a strategy, planning, implementation, and evaluation in the business world [4].

In 2023, the number of child marriages in East Java experienced a significant decline, with 12,334 marriage dispensations recorded, down from 15,095 in 2022 and 17,151 in 2021. The proportion of women aged 20-24 who married before the age of 18 also decreased, from 10.44% in 2021 to 8.86% in 2023. However, as of November 2023, the latest data on marriage in the Kediri area shows a significant phenomenon of early marriage. According to the Population Control, Family Planning, Women's Empowerment, and Child Protection Service (DP2KBP3A) of Kediri Regency, there were 429 cases of early marriage recorded throughout 2023. Of that number, around 50% were caused by pregnancy outside of marriage. Despite the challenges in the form of early marriage, the use of wedding vendor services in Kediri remains relevant. Wedding vendors play an important role in providing services that can help couples plan their weddings in a more mature and organized manner. In this context, wedding vendors can offer a variety of services ranging from providing locations, decorations, to catering that can be adjusted to the needs and budget of the couple.

One of the wedding service rental companies named PT Angkasa Gema Nusantara located on Jl. An Nahar, Pogar, Tunglur, Badas District, Kediri Regency was founded in 2022, under the auspices of the Vivi Group which has been established since 1997. This business was founded as a family business led by Alvino Hunandhika as Marketing Director. Although the number of employees working at PT Angkasa Gema Nusantara is quite low, the company's management remains dedicated and committed to providing superior customer service. Prospective couples or clients can easily contact PT Angkasa Gema Nusantara to meet their needs. PT Angkasa Gema Nusantara is active on social media such as LinkedIn, Tiktok, Instagram and YouTube, providing information about wedding decoration services and other special events.

The success of a business is largely determined by how to manage marketing management itself. Marketing is a process that includes understanding, recognizing, stimulating, and fulfilling the needs of a defined target market. This process also involves

strategically allocating organizational resources to meet the needs of that market [5]. There are many ways and methods to develop strategies that can enable business actors to maintain their business image, one of which is Social Media Marketing which is a form of direct or indirect marketing to form a brand through social media [6]. The opinion that strategy is a decision in a company that determines and reveals targets, intentions and goals that produce the main policies and plans for achieving goals and detailing the scope of the business that the company will pursue [7].

Every company has a goal to seek the most optimal profit. To achieve this goal, each company has different strategic management. Companies will choose a strategy that is considered capable of developing their respective companies [8]. Although many studies have been conducted on marketing strategies in the wedding industry, specific research on how PT Angkasa Gema Nusantara implements marketing strategies to attract customers is still limited. This creates an opportunity to explore more deeply the effectiveness of the various marketing methods used by this company, especially in the context of increasingly competitive wedding services market. In addition, previous studies have focused more on the general aspect of marketing communication, without considering the unique factors that influence consumer decisions in the wedding sector. Thus, this study aims to fill this gap by analyzing the marketing strategies implemented by PT Angkasa Gema Nusantara and their impact on customer interest.

SWOT analysis is a systematic approach to identifying various factors that can help formulate a company's strategy [9]. Practically, SWOT Analysis is considered as a strategic planning method used by companies to evaluate the elements of factors that have an influence on the company's movement in achieving its vision. The factors in question include strengths (*strengths*), weakness (*weaknesses*), opportunity (*opportunities*), and threats (*threats*). By conducting a SWOT analysis, companies can obtain a comprehensive picture of their business conditions. Using SWOT analysis can help companies identify strengths, weaknesses, opportunities, and threats. This allows companies to formulate more effective strategies by utilizing strengths and opportunities, and addressing existing weaknesses and threats. With this analysis, companies can set clear marketing goals and increase competitiveness in the market. On the other hand, SWOT analysis can also determine what factors can help an organization to achieve its goals, and grouping the obstacles anything that dominates or must be minimized to achieve the desired result [10].

The author would like to provide further explanation on the topic in this scientific paper considering how important marketing strategy is to increase company sales. Seeing marketing as one way to increase service sales, this study focuses on marketing strategy and how to build customer interest with the title "PT Angkasa Gema Nusantara Wedding Vendor Marketing Strategy To Build Customer Interest".

1.1. Statement of Problem

1. How is the analysis of strengths, weaknesses, opportunities and threats at PT Angkasa Gema Nusantara?

2. What is an effective marketing strategy to attract customer interest?

1.2. Research Objectives

1. Analyze the strengths, weaknesses, opportunities and threats at PT Angkasa Gema Nusantara.
2. Analyzing the marketing strategies implemented by PT Angkasa Gema Nusantara as a wedding vendor to find out how these strategies can build customer interest effectively.

2. Method

This research uses the approach method qualitative descriptive, where the orientation uses SWOT analysis which includes the strengths, weaknesses, opportunities and threats faced by the company PT Angkasa Gema Nusantara. This research is used to understand social interactions supported by reliable data and also research results on the history and development of the company. This research was conducted by looking at the phenomenon that occurred in the company PT Angkasa Gema Nusantara which has many competing products with the same type and product, but PT Angkasa Gema Nusantara can still maintain its market and attract customer interest. This is what makes researchers interested to make observations by observing directly for conduct exploration.

This type of research uses a case study approach model. Research using a case study model includes in-depth and contextual analysis of almost the same situation experienced by other companies, where the nature and definition of the problems that occur are similar to the problems being experienced, with the assumption that in the object of research there are cases that need to be resolved, which results in the need to dig deeper and seek information that can help resolve the case.

This research was conducted at PT Angkasa Gema Nusantara in Tunglur Village, Badas District, Kediri Regency, which rents out decoration and tent services for special events, especially weddings. The location used as the researcher's observation site is warehouse and office where all the equipment is located. The data sources used in conducting this research are primary data sources originating from the company owner, employees and clients, then data sources secondary obtained from other media such as articles and company websites. The data collection procedure used in this study was interviews, observation and documentation with a source who is none other than the company owner, employees and clients. In determining information or respondents for research this is based on the following criteria:

1. **Relevance:** Informants must have a direct relationship with the object and subject of the research, namely PT Angkasa Gema Nusantara and the marketing activities of wedding vendors. So for the informants I chose, there are Alvino Hunandhika as the owner, Laily as an employee and Eka as a service user.
2. **Recommendation:** Researchers seek or obtain recommendations from trusted parties to determine who is worthy of being an informant. For that, Alvino as the owner of PT Angkasa Gema Nusantara recommends Laily as an employee and Eka as a service user.
3. **Rapport (Close Relationship):** There is closeness and good relationship between researchers and informants so that the information obtained is more in-depth and open. Establishing a

- good relationship with informants and researchers is also one of the employees of PT Angkasa Gema Nusantara.
4. Readiness: Informants must be ready and willing to be interviewed without any coercion. The informants interviewed yes that's the owner, employees and service users who are willing to be interviewed, before making a visit for the interview the researcher first confirms with the informant.
 5. Reassurance (Guarantee of Answer Security): Researchers provide assurance to informants so that they can answer questions honestly and without manipulation. Uefforts made by researchers to provide assurance to informants so that informants feel safe, comfortable, and confident in answering questions during the data collection process.

3. Results and Discussion

Based on the research that has been conducted at the service company PT Angkasa Gema Nusantara, there are strengths, weaknesses, opportunities and threats in marketing wedding vendor services, for that the researcher uses SWOT analysis. So from this discussion it is expected to find a meeting point to create the right marketing strategy. The following is a table of interview results regarding SWOT analysis at the company PT Angkasa Gema Nusantara:

Interview

Table 1. Informant Description

| No. | Informant Name | Information |
|-----|-------------------|---|
| 1. | Alvino Hunandhika | As the Owner of PT Angkasa Gema Nusantara |
| 2 | laily | As an Employee of PT Angkasa Gema Nusantara |
| 3. | Eka | As a user of vendor services |

Table 2. Strength Table

What powers are possessed this is PT Angkasa Gema Nusantara in mebuild customer interest?

| Informant of the owner of PT Angkasa Gema Nusantara | Employee Informant | Service User Informant |
|--|---|--|
| 1. Flexible to the client's budget, so it can be adjusted from the client to the budget they have, from PT Angkasa Gema Nusantara itself for its calculations using invoices that can be | 1. Having a friendly down payment so it doesn't burden potential clients. 2. There is a direct survey to the location that does not require any costs. 3. Payment and down payment are very easy, no need to go to the office, you can directly | 1. Communicative and responsive service, able to understand customer desires. 2. Professional in service, can provide recommendations to customers. 3. Be flexible in making a |

| Informant of the owner of PT Angkasa Gema Nusantara | Employee Informant | Service User Informant |
|--|---|--|
| <p>changed according to the needs of prospective customers.</p> <p>2. Utilize social media as a tool for digital promotion as best as possible to attract potential customers.</p> | <p>make a down payment to an account in the company's name, so the admin cannot take the down payment rights from prospective customers.</p> <p>4. The choice of decoration and tent is free and can be customized according to the wishes of prospective customers.</p> <p>5. From the admin of PT Angkasa Gema Nusantara to attract customers is to use an emotional approach so that prospective customers and admins are not rigid in discussing marriage.</p> <p>6. Find out the client's budget so that you can find recommendations that suit the client's wishes.</p> | <p>budget.</p> <p>4. In terms of price and bundling, it is very appropriate and relatively affordable.</p> |

Table 3. Weaknesses

What are the weaknesses experienced? PT Angkasa Pura Iin mebuild customer interest?

| Informant Owner of PT. Angkasa Gema Nusantara | Employee Informant | Service User Informant |
|--|--|---|
| <p>1. The company name is quite new, which makes PT Angkasa Gema Nusantara not yet as well known as other vendors.</p> <p>2. Complaints from clients that have not all been resolved because sometimes the time is quite tight on the wedding day.</p> | <p>Transportation costs are sometimes not cheap, so potential customers take this into consideration more.</p> | <p>1. Lack of improving relations with several other vendors such as master of ceremonies, bands and others.</p> <p>2. Lack of response speed, because it was only responded to after 1 hour while the maximum limit is 30 minutes.</p> |

Table 4. Opportunities

What opportunities are there? PT Angkasa Pura Iin build customer interest?

| Informant Owner of PT. Angkasa Gema Nusantara | Employee Informant | Service User Informant |
|--|--|---|
| 1. Improve cooperation between vendors such as MUA, photographers, etc. 2. Improve the work of responsive admins and provide a maximum response time limit of 30 minutes, so that prospective customers can immediately get certainty from the company. 3. Collect as many external references as possible to be submitted to the client, so that when the client wants a tent or decoration like the example brought, PT Angkasa Gema Nusantara is ready to produce it. | 1. Following existing market trends. 2. Provide good service to potential customers. 3. Can provide recommendations to clients, to suit what the client wants. | 1. Creating a trend for outdoor weddings and working more with venues that rent out locations for outdoor weddings. 2. Added wedding planner celebration consultation. |

Table 5. Threats

Anything threat experienced PT Angkasa Pura Iin mebuild customer interest?

| Informant Owner of PT. Angkasa Gema Nusantara | Employee Informant | Service User Informant |
|---|---|--|
| The emergence of new competitors who can reach more areas, so that the market for PT Angkasa Gema Nusantara is limited. | There are still many potential customers who compare prices with other competitors. | 1. The affordable price made me hesitate to book, because with an affordable price you can get everything that customers need. 2. Doubt in price to add needed items. |

Discussion Results

To find out the internal conditions and PT Angkasa Gema Nusantara Internal factor analysis is carried out which includes strengths and weaknesses. The following is a summary of the factors for PT Angkasa Gema Nusantara:

Table 6. Internal Factor Analysis Summary (IFAS)

| Internal Factors | Information |
|--------------------------|--|
| Strength | |
| 1. Experience | Having sufficient experience in the wedding industry, gives confidence to customers. |
| 2. Wide Network | Having a wide network of vendors and partners, which can facilitate collaboration in providing services. |
| 3. Product Innovation | Offering a variety of innovative service packages that can be tailored to customer desires. |
| 4. Customer Service | Commitment to good customer service, increasing customer satisfaction and loyalty. |
| Weakness | |
| 1. Brand Awareness | Still less known in the market compared to other major competitors. |
| 2. Dependence on seasons | Sales may fluctuate depending on the wedding season. |
| 3. Limited Resources | Limited resources in terms of digital marketing and promotions compared to competitors. |

Analysis used to evaluate external opportunities and threats faced by the company. Here is a summary of the factors for PT Angkasa Gema Nusantara:

Table 7. External Factor Analysis Summary (EFAS)

| External Factors | Information |
|--------------------------|---|
| Opportunity | |
| 1. Market Growth | The increasing interest in unique and personal brides and grooms provides an opportunity for wedding vendors to grow. |
| 2. Social media | Using social media as a marketing tool can increase visibility and attract new customers. |
| 3. Strategic Cooperation | Opportunity to collaborate with other service providers such as photographers, Make Up Artists, and other wedding venues. |
| Threat | |
| 1. High competition | There are many competitors in the wedding industry offering competitive prices and similar services. |
| 2. Market Trend Changes | Rapid changes in market trends can make the services offered unattractive if they do not adapt quickly. |
| 3. Economic Crisis | Unstable economic conditions can affect |

consumer purchasing power towards
marriage.

Table 8. SWOT Analysis

| Internal SWOT Outside | Power (strength) | Weakness |
|--|--|--|
| Strength : 1. Have a good reputation. 2. Extensive network of cooperation. 3. Product innovation. 4. Affordable prices. Weakness : 1. Dependence on the season. 2. Resources are limited. Opportunity : 1. Market growth 2. Digitalization Threat : 1. High competition 2. Changing Trends. | 1. Have a responsive service, with a maximum delay limit of 30 minutes. 2. Prices can be adjusted to suit the customer's budget. 3. Accepting all requests from tent shapes to decorations. | 1. The name of the company is still new. 2. Transportation is quite expensive. |
| Opportunity 1. Improve cooperation between wedding vendors. 2. Can provide recommendations to customers, so that customers are not confused in choosing a vendor according to the budget provided. 3. Following existing market trends. 4. Increase admin speed to respond to customers. | SO Strategy 1. Leverage vendor partnerships that can strengthen service offerings. 2. Make the best use of social media to reach more customers. 3. Providing free consultations as a strategy to attract customer interest. | WO Strategy 1. Tight competition has resulted in many new competitors offering competitive prices. 2. Rapid changes in tastes and wedding trends can impact demand. |

| Threat | ST Strategy | WT Strategy |
|---|---|--|
| <ol style="list-style-type: none"> 1. Tight competition makes PT Angkasa Gema Nusantara's network increasingly limited. 2. The rapid changes in trends mean that PT Angkasa Gema Nusantara must adapt quickly as well. 3. Customer tastes that have not been met due to limited production constraints have made many customers consider booking with the company. | <ol style="list-style-type: none"> 1. Leveraging strengths: using a good reputation and a fairly extensive network to face threats from competitors. 2. Service innovation: Developing friendly, responsive and non-awkward services to differentiate from competitors. | <ol style="list-style-type: none"> 1. Internal improvements: improving service quality and training to address weaknesses. 2. Product diversification: adding variety and accepting requests according to what customers want to reduce the risk of unstable market threats. |

Based on the table above, the analysis using SWOT produces conclusion as follows:

1. Strategy that uses strengths to take advantage of existing opportunities (SO).
 - a. Leveraging the power of bundling package offerings to reach new markets.
 - b. Develop digital promotions and collaborate with other vendors to attract wider customers.
2. Strategy that uses strengths to overcome threats (ST).
 - a. Adding variety to wedding packages to appeal to different market segments.
 - b. Improve the quality of products and services to differentiate from competitors.
 - c. Maximize the use of social media for promotion and reach more customers.
3. Strategy to minimize weaknesses by taking advantage of opportunities (WO)
 - a. Optimizing digital marketing by utilizing social media and websites to attract customer interest.
 - b. Provide training or conduct annual evaluation meetings to improve skills in marketing and customer service.
4. Strategies that minimize weaknesses and anticipate threats (WT)
 - a. Improving service quality through employee training.
 - b. Conduct regular market and competitor evaluations.
 - c. Improve supporting facilities to enhance customer experience.

Based on research conducted at the service company PT Angkasa Gema Nusantara, there are effective marketing strategies to attract customers include:

Maximizing the Use of Social Media

PT Angkasa Gema Nusantara actively uses various social media platforms such as LinkedIn, TikTok, Instagram, and YouTube to promote wedding decoration and event services. Social media is chosen because:

- a) Relatively low promotion costs.
- b) Fast and wide dissemination of information.

- c) The ability to reach a more specific target market, especially young prospective brides and grooms who are active in the digital world.

Collaboration with Other Vendors

Collaboration strategies with other wedding support vendors such as make-up artists, photographers, and MCs (Master of Ceremony) help expand the network and provide more complete and attractive service packages for customers. Bundling this package is also an attraction for potential customers.

Compelling and Consistent Promotional Content

Creating engaging and relevant content regularly on social media, such as decoration photos and videos, customer testimonials, and promotional information, increases engagement and builds trust with potential customers.

Fast and Responsive Customer Service

Quick response to customer inquiries (maximum 30 minutes after the message is received) is essential to maintain customer interest and trust. Friendly and professional service is also an added value.

Product Innovation and Varied Package Offers

Offering a variety of innovative service packages according to customer needs and budget, so as to attract various market segments and overcome tough competition.

Using SWOT Analysis to Develop Strategy

PT Angkasa Gema Nusantara uses SWOT analysis to:

- a) Leveraging internal strengths (such as reputation and product innovation) to capture market opportunities (e.g. digital marketing trends and increasing demand for wedding vendor services).
- b) Address weaknesses (such as limited resources) with regular training and evaluation.
- c) Anticipate threats from competition by improving service quality and product variety.

The effective marketing strategy implemented by PT Angkasa Gema Nusantara to attract customers is a combination of optimal use of digital marketing, strategic collaboration with other vendors, fast and responsive service, product innovation, and a SWOT analysis approach to develop a targeted strategy. This approach not only increases customer interest but also helps the company survive and thrive in the competitive wedding service market. If you want, I can help you create a summary of this strategy in the form of a presentation, report, or other document.

4. Conclusion

This study uses a SWOT analysis by considering the strengths, weaknesses, opportunities, and threats of PT Angkasa Gema Nusantara. The company's strengths include experience, good reputation, product innovation, and affordable prices, while weaknesses lie in limited resources and dependence on the season. Opportunities can be found in the increasing demand for vendor rental services and digital promotions, while threats come from intense competition in the wedding industry.

To attract customers, PT Angkasa Gema Nusantara has a powerful strategy, namely by routinely promoting through social media, creating interesting content and establishing good cooperation with other vendors such as make-up artists, master of ceremonies, photographers and other vendors who are still related to the wedding event. In addition, good service and fast response are also included in the strategy carried out by PT Angkasa Gema Nusantara where the company admin is slow to respond a maximum of 30 minutes after the customer leaves a message, this means that customers do not have to wait long for consultation and there is no gap in finding other vendors.

These findings show the importance of understanding customer preferences so that marketing strategies can be tailored to market needs. The contribution of this study is not only to provide an understanding of marketing, but also to offer practical recommendations for wedding vendor industry players. The novelty of this study lies in the holistic approach that combines market analysis with effective marketing practices, so that it is expected to provide added value to the development of marketing policies in the wedding vendor industry sector. However, this study has several limitations, especially in terms of the scope of the data used. This study only relies on respondents from one region, so the results may not fully reflect conditions in other regions.

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