

ABSTRAK

Industri *wedding organizer* di Indonesia mengalami pertumbuhan signifikan dengan generasi milenial sebagai segmen pasar dominan yang memiliki karakteristik unik dalam mengonsumsi layanan pernikahan. ABEMANA *Wedding Organizer* Semarang menunjukkan pertumbuhan pesat sejak 2023 dengan memanfaatkan media sosial sebagai kanal komunikasi strategis. Penelitian ini bertujuan mendeskripsikan strategi komunikasi pemasaran ABEMANA *Wedding Organizer* dalam meningkatkan keterlibatan pelanggan milenial dan mengidentifikasi faktor-faktor kunci keberhasilan *brand engagement* pada segmen tersebut. Penelitian menggunakan paradigma konstruktivis dengan metode kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipasi, dan dokumentasi. Pemilihan informan menggunakan purposive sampling dengan kriteria owner, admin media sosial, content creator, dan pengguna jasa kategori milenial. Analisis data menggunakan model Miles & Huberman meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber. Hasil penelitian menunjukkan ABEMANA *Wedding Organizer* menerapkan strategi komunikasi pemasaran terintegrasi melalui enam pendekatan: optimalisasi media sosial, implementasi bauran promosi, personalisasi pengalaman pelanggan, penciptaan konten berkualitas, membangun kepercayaan melalui transparansi, dan pemanfaatan *word of mouth* marketing. Keberhasilan *brand engagement* ditopang oleh enam faktor kunci: konsistensi identitas merek, responsivitas interaksi pelanggan, keaslian dan transparansi komunikasi, personalisasi layanan dengan kecerdasan emosional, adaptasi digital dan inovasi berkelanjutan, serta pembangunan komunitas dan advokasi pelanggan.

Kata Kunci: strategi komunikasi pemasaran, *brand engagement*, pelanggan milenial, wedding organizer, media sosial

ABSTRACT

The wedding organizer industry in Indonesia has experienced significant growth with millennials as the dominant market segment possessing unique characteristics in consuming wedding services. ABEMANA Wedding Organizer Semarang has demonstrated rapid growth since 2023 by utilizing social media as a strategic communication channel. This study aims to describe the marketing communication strategies employed by ABEMANA Wedding Organizer in enhancing millennial customer engagement and to identify key success factors of brand engagement within this segment. The research employs a constructivist paradigm with a descriptive qualitative method. Data collection techniques were conducted through in-depth interviews, participant observation, and documentation. Informant selection utilized purposive sampling with criteria including the owner, social media administrator, content creator, and millennial service users. Data analysis employed the Miles & Huberman model comprising data collection, data reduction, data presentation, and conclusion drawing. Data validity was tested using source triangulation. The findings indicate that ABEMANA Wedding Organizer implements an integrated marketing communication strategy through six approaches: social media optimization, promotional mix implementation, customer experience personalization, quality content creation, trust building through transparency, and word-of-mouth marketing utilization. The success of brand engagement is supported by six key factors: brand identity consistency, customer interaction responsiveness, communication authenticity and transparency, service personalization with emotional intelligence, digital adaptation and continuous innovation, as well as community building and customer advocacy.

Keywords: marketing communication strategy, brand engagement, millennial customers, wedding organizer, social media