

Marketing Strategy In Ren Organizer Wedding Services Business

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ABSTRACT. This research aims to identify the current business conditions of REN Organizer using the Business Model Canvas (BMC) approach and then develop a new business model using SWOT analysis. SWOT analysis is used to determine internal conditions based on the service marketing mix and external conditions with economic, political, social, technological, environmental, and legal factors. The analysis results obtained in the form of REN Organizer's business conditions show that the business has strengths and several opportunities that have not been maximized. Therefore, the strategy formulation obtained includes increasing promotions through social media, improving products by increasing vendor collaboration according to client needs and adding other sources of capital to improve product quality and resources. This strategy aims to develop a new business model for REN Organizer to become a more developed Wedding Organizer.

Keyword: BMC; Service; SWOT; Wedding Organizer

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INTRODUCTION

The growth of the modern era cannot be separated from the service industry. Services are an important sector in the economy that is experiencing rapid growth and market development. Service marketing is one effort to bridge between service producers and service users (Priansa, 2017). Another definition of service marketing is the activity of producers in offering products to consumers in an intangible form and does not result in ownership (Suhendi et al., 2014). Concept planning, promotion, distribution of ideas, and prices are a process in marketing to satisfy individuals in accordance with company goals (David, 2008). Based on this opinion, selecting target markets, analyzing markets and segmentation have been designed to build profitable exchanges with the aim of achieving company goals. Marketing strategy is a pattern of decisions in a company to determine and express the intent and objectives that produce policies in detail the scope of the business that the company will achieve (Prastiyo et al., 2018). The marketing strategy approach in a company aims to deal with every change in market conditions and cost factors from several factors including environmental factors, markets, competition, consumer behavior, internal capability analysis, and economic analysis (Tjiptono, 2014). One of the marketing services that has experienced growth along with the demands of busyness and lifestyle changes in society is a wedding organizer or WO.

A wedding organizer is a wedding event organizer. A wedding organizer is an organization that aims to help with planning and organizing wedding events, such as selecting vendors and managing the money needed by clients for their wedding events. The arrangement of events carried out aims to ensure that both parties involved benefit from planning, budgeting to the implementation stage by the organizer and the family. Wedding organizer service providers are required to have a different concept from other service providers or competitors, because wedding organizers must have creative ideas that have good selling value (Latief, 2020).

The wedding organizer service business has opportunities in the current market share due to changes in culture, lifestyle and financial capabilities. Increasingly busy consumer behavior affects city life and often does not have enough time to meet their lifestyle needs, so people prefer instant things to meet their secondary needs. The level of welfare is growing and the lifestyle of today's society is increasing, which prefers practicality (Artarina and Ichsani, 2018). These changes in people's lifestyles create opportunities to build businesses that can meet consumer needs.

Along with the development of the wedding organizer service business, of course, this service business has competition in its market share. Surviving in this service business until the business can run in the long term and profitably is certainly a challenge for all wedding organizer business owners. This wedding organizer service is also starting to develop in Temanggung Regency. Of the several WOs in Temanggung today, competitive advantages and value propositions in facing competition must be possessed by every WO to face competition. A company will not run optimally if it does not have the right business model and does not apply it as a reference in making business strategies (Jackson and Harjanti, 2015). In practice, each company's business model is certainly different. REN Organizer was founded in 2021 by Dinda Lourensia in Temanggung Regency. REN Organizer focuses on 2 things, namely wedding organizers and wedding planners who are coordinators of an event for a wedding, both planning and on the wedding day until the event is finished. The main task of REN Organizer is to assist prospective clients starting from event preparation, finding vendors such as buildings or hotels where the wedding will be held,

catering, decoration, 3 invitations to all parties involved in the event starting from family, prospective bride and groom, vendors and all performers. The meeting schedule and dress rehearsal on the day of the event are also regulated by REN Organizer.

Identification of marketing potential consists of how a service and potential service development, how much the price is set, distribution channels, and promotions carried out. Market potential and competitor threats are identifications that need to be carried out with the aim that REN Organizer can identify marketing potential to be developed, problems and expected solutions. Service businesses need to pay attention to elements in marketing such as market segments, service packages offered, promotions, potential development in order to become a more developed wedding organizer business.

SWOT analysis is an analysis of the Strength (strength), Weakness (weakness), Opportunity (opportunity), and Threat (threat) factors. This analysis aims to describe the internal and external factors of the company. Internal factors are strengths and weaknesses, external factors are opportunities and threats. The results of this description are used to formulate strategies. The purpose of this analysis is that the company can maximize strengths, take advantage of opportunities, minimize weaknesses and suppress threats. SWOT analysis can also be used to find solutions to company problems faced and to make policies for the company's future development. REN Organizer sebagai salah satu usaha jasa dibidang pernikahan memerlukan rencana bisnis (business plan). Business Model Canvas adalah metode yang bertujuan untuk melihat kondisi bisnis dan memberikan rencana bisnis sebagai gambaran kedepannya. Pengembangan kondisi bisnis dapat dilihat melalui pemetaan pada sebuah kanvas. Hal tersebut menjadi suatu kelebihan pada metode ini. Business Model Canvas terdiri dari beberapa elemen, yaitu (1) Value Proposition, (2) Customer Segment, (3) Customer Relationship, (4) Channels, (5) Key Activities, (6) Key Resources, (7) Key Partners, (8) Cost Structure, (9) Revenue Streams. Hal ini bisa diterapkan di REN Organizer untuk melihat kondisi perkembangan usaha bisnis pernikahannya serta memberikan gambaran bagi pemilik untuk merumuskan strategi bisnis agar menjadi usaha jasa yang lebih maju lagi.

Previous research conducted by Ade Putut discussed marketing strategies with SWOT and BMC analysis that focused on product marketing, Eny Setyariningsih discussed marketing strategies using IFE and EFE analysis, Makkulau discussed marketing strategies using QSPM analysis. Although this study has the same focus on a particular theme. However, in the research reviewed by the researcher, more emphasis is placed on business development with the BMC and SWOT analysis methods and applied to service marketing efforts. This confirms that this research is a development of previous research. Based on this, it is necessary to identify marketing factors including price, distribution channels, products, processes, promotions, physical evidence and people from the internal side (strengths and weaknesses), external conditions (opportunities and threats) through SWOT analysis, and implementation of the Business Model Canvas. The results of the study can be used as a guideline for business owners to formulate marketing strategies and develop their businesses.

METHODS

The research was conducted at REN Organizer, Temanggung Regency. This research was conducted for 4 months. It was implemented in January-April 2024. The research location was conducted purposively with the consideration that REN Organizer is one of the new wedding

organizers in Temanggung Regency but has one of the highest sales levels. The types of data used are primary data and secondary data. Primary data was obtained directly from several internal and external sources. Primary data was also obtained by conducting observations aimed at seeing conditions directly on the research object. Secondary data was obtained from journal literature, books, and government reports in this case the Temanggung Regency People's Welfare Indicator 2022-2023. The data used in this study were obtained based on observation data collection techniques, interviews and documentation studies. Interviews were conducted with several sources including Dinda Lourensia as the owner of REN Organizer, Anindara as the financial staff of REN Organizer, interviews with the head of the Temanggung Regency Cooperative and Trade Service and Anita as a client who had used REN Organizer services. Observations were made directly on how the REN Organizer service process was carried out or during the event, the facilities available and accessibility conditions. Documentation was carried out with the aim of obtaining secondary data. This research is a descriptive study where the Business Model Canvas and SWOT were applied with the aim of describing the conditions of the research object and formulating appropriate strategies. The collected data was identified based on 9 BMC elements to analyze current conditions, then a SWOT analysis was carried out to produce appropriate strategies applied to the development of a new business model which aims to make REN Organizer a more developed business. The research framework can be seen in Figure 1.

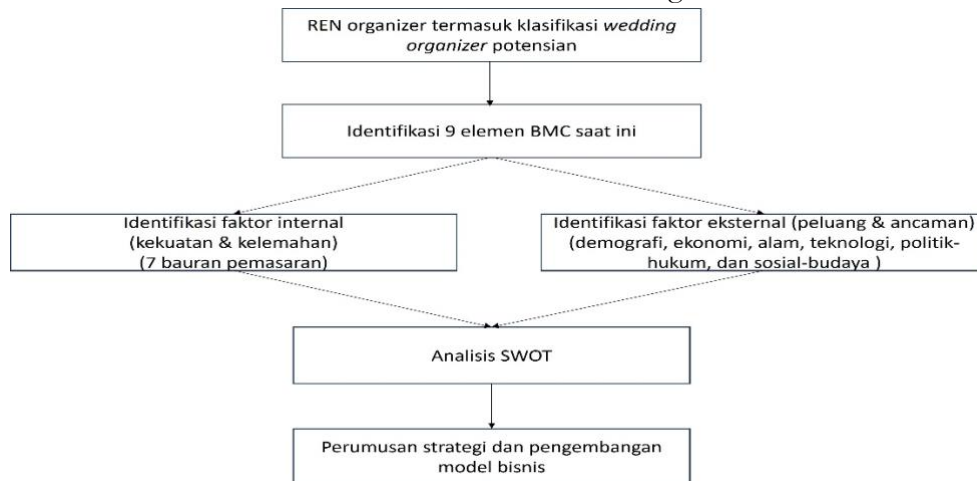


Figure 1. Research thinking framework

RESULT AND DISCUSSION

REN Organizer is an event and wedding organizer service business in Temanggung Regency located at Jl. Gajah Mada No. 51, RW.01, Maron, Sidorejo, Kec. Temanggung, Temanggung Regency. Founded in 2021, the period when Covid-19 had just started was a challenge in itself because all activities were restricted. Starting with three core teams recruiting five people as initial freelance employees, over time it has grown to 23 freelance employees until now, accompanied by graduates of old employees. REN Organizer offers its products directly and on social media Instagram and TikTok. This business also collaborates with various vendors as a package they offer. The following are the results of the identification of REN Organizer's business conditions based on the Business Model Canvas analysis:

Business Model Canvas		REN Organizer		
<p>KEY PARTNERS:</p> <ol style="list-style-type: none"> 1. Vendor dokumentasi 2. Vendor dekorasi 3. Vendor catering 4. MUA 5. MC 	<p>KEY ACTIVITIES:</p> <ol style="list-style-type: none"> 1. Sebelum acara (<i>technical meeting</i> & gladi resik) 2. Saat acara yang terdiri dari 7-10 orang dengan jobdesc masing-masing 3. Setelah acara yaitu evaluasi 	<p>VALUE PROPOSITION:</p> <ol style="list-style-type: none"> 1. Team REN yang masih berusia muda 2. Pendampingan lebih terhadap keluarga seperti pemilihan vendor 3. Mengesampingkan persaingan harga dengan Mengutamakan kualitas pelayanan 	<p>CUSTOMER RELATIONSHIPS:</p> <ol style="list-style-type: none"> 1. Layanan pribadi 2. Media sosial Instagram, tiktok 	<p>CUSTOMER SEGMENTS:</p> <ol style="list-style-type: none"> 1. Masyarakat Temanggung dan sekitarnya 2. Usia 18 tahun ke atas yang siap menikah secara ekonomi 3. Mapan
	<p>KEY RESOURCES:</p> <ol style="list-style-type: none"> 1. Pekerja (4 orang inti & 23 orang <i>freelance</i>) 2. Inventaris seperti alat komunikasi HT, seragam, kamera, parfum, alat tulis, sign marketing dan sign contract 3. Brand dan ciri khas pelayanan 		<p>CHANNELS:</p> <ol style="list-style-type: none"> 1. Pelayanan langsung saat <i>event</i> 2. Membuka <i>stand</i> Ketika ada festival <i>wedding</i> atau <i>workshop</i> 	
<p>COST STRUCTURE:</p> <ol style="list-style-type: none"> 1. Gaji karyawan 2. Pembayaran vendor 3. Operasional 4. pemasaran 		<p>REVENUE STREAMS:</p> <ol style="list-style-type: none"> 1. Fee client 2. Upah vendor 		

Figure 2. Current BMC

Current Business Model Canvas

Value Propotion: REN Organizer is one of the new Wedding Organizers in Temanggung Regency, with its members being young people who are quick to grasp and agile in the field because they have good physical and stamina. The uniqueness and excellence that REN Organizer offers is in terms of quality, not price. The price set is a fixed price by setting aside competitor prices because of the quality of service they maintain, in this case service. The excellence of the service offered is more care and attention to the family, by providing assistance such as choosing food, decorations or pre-wedding. The value proposition offered by REN Organizer does have its own idealistic value, but this is what will make it superior because it will gain consumer trust with the guarantee of maximum service provided.

Customer Segment: The customer segment targeted by REN Organizer uses the mass market segment type, namely the community in Temanggung Regency and its surroundings. The targeted customer segment is all people aged over 18 years and are economically established. In this case, even though it has a clear segment focus, this is a drawback for the service owner.

Customer Relationships: REN Organizer in building relationships with customers can be done by communicating directly, social media or WhatsApp. Current technological advances make it easier for REN Organizer with consumers to be more flexible and provide detailed information to consumers. One of the things given to consumers is unlimited consultation about what needs to be done and prepared from before to the wedding day. The services provided make consumers feel safe about the preparations. REN Organizer also maintains relationships with customers through social media such as Instagram, TikTok where customers simply ask about the services offered, besides also providing WhatsApp to communicate with customers.

Channels: REN Organizer in distributing services to consumers is directly or through social media. Consumers can be impressed with the services provided by REN Organizer. This is what makes consumers recommend to their family members or friends, in addition, prospective consumers can access service results and testimonials on Instagram or TikTok. Participating in festivals or workshops by opening a stand so that prospective consumers can ask directly. The channels used

by REN Organizer can be said to be cost-effective because satisfied consumers voluntarily recommend new prospective consumers.

Key Activities: REN Organizer activities include before the event, during the event and after the event. Pre-event activities include technical meetings and dress rehearsals attended by all families of the bride and groom along with seven to ten freelancers from REN Organizer. During the event, there are seven to ten freelancers from REN Organizer with different tasks including event manager, assistants for the groom and bridegroom, family coordinators for the groom and bridegroom, catering coordinator, photo coordinator, guest table coordinator and checker. Post-event activities include evaluation with the aim of finding errors during the event so that they are not repeated in the next event. The weakness of key activities is during the evaluation, namely that mistakes that have been made can happen again in the next event because the difficulty of each event is different.

Key Resources: REN Organizer's main resources are divided into tangible and intangible goods. Tangible resources include workers and inventory. There are 4 core people in the financial, vendor relations, marketing and content director divisions and 23 freelancers. Inventory items such as HT communication devices, uniforms, marketing signs, cameras, perfumes, stationery, and sign contracts. Intangible resources include the distinctive brand of REN Organizer's service.

Key Partnerships: REN Organizer collaborates with several vendors or co-workers such as photographers, decorations, consumption, make-up and clothing. In maintaining relationships with co-workers, REN Organizer always provides points of the tasks given so that they feel cared for, send greeting cards or gifts when there are big events such as holidays, and promote products and services offered by other co-workers. REN Organizer is quite firm in responding to relationships with co-workers such as not following procedures and initial agreements will reduce or recommend other vendors because they are directly related to consumers.

Cost Structures: The costs incurred by REN Organizer come from consumer payments. The cost for consumption is IDR 30,000,000, -, the cost for the photographer is IDR. 4,500,000,-, decoration fee Rp.10,000,000,-, music and entertainment fee Rp.5,000,000,-, costume and makeup fee Rp.3,000,000,-, Wedding Organizer service fee REN Organizer Rp.7,000,000,-. The total spent by the consumer is Rp.59,500,000,-. In practice, the costs incurred by consumers are still flexible and can be adjusted to the selected package. The costs incurred by REN Organizer come from consumer service payment money which is used to pay workers, add inventory items and is saved for REN Organizer's internal events. The cost to pay workers is Rp.2,000,000,-, and the remaining money will be set aside for REN Organizer's future needs.

Revenue Streams: The income earned by REN Organizer comes from the agreed price list according to the package chosen by the consumer. In addition, income also comes from marketing wages from other vendors. The income earned by REN Organizer has been managed well by always adding inventory items by setting aside money from the income earned.

SWOT Analysis

Table 1 shows the SWOT matrix. SWOT analysis is used to analyze internal and external factors of REN Organizer. Internal factors consist of strengths and weaknesses based on the 7 elements of the marketing mix (product, place, promotion, price, physical evidence, process and people). External factors consist of opportunities and threats analyzed based on social, economic, political, environmental, technological and legal conditions. The results of the strategy formulation are then applied to the new canvas business model. The following is an explanation of internal and external factors:

Strengths: REN Organizer in running its business has several advantages including having service standards used in the service process that have been adjusted to the REN Organizer SOP and still prioritizing client satisfaction. REN Organizer collaborates with various vendor partners with the aim of making it easier for clients so that they do not need to make more effort in finding other vendors. The vendors that have been chosen by REN Organizer are of course selected vendors who are trusted, their work results are in accordance with the quality of service that will be provided to clients. Routinely provide promotions that they upload on social media Instagram and TikTok which can be used and accessed by anyone. **Weaknesses:** REN Organizer, although always prioritizing the quality of service provided to clients, in reality the products or service packages they offer are still the same as other competitors. This makes the competitiveness on price tend to be weak because the products they offer are the same but can be obtained from other competitors at a cheaper price. The center of REN Organizer's activities is in Temanggung Regency, although some of the clients they handle come from outside Temanggung Regency, but that is only a small part. This is because REN Organizer does not yet have a distributor who offers their services outside the city. Most of the employees are freelance workers who are only temporary in nature which will make the transfer of knowledge to all teams not run quickly because it needs to be gradual. **Opportunities:** Along with the rapid development of technology such as social media Instagram and TikTok can be used to gain market share even globally. REN Organizer's capital sources only come from clients and vendor wages, the laws and regulations of the Indonesian central government in Law No. 20 of 2008 concerning MSMEs regulate how an MSME constrained by capital problems can apply for capital assistance through bank credit. The social class of people who follow the prestige of wanting to get married or marry off their children by holding a luxurious event.

Threats: In a National Economic Survey (SUSENAS) in 2023, data was obtained that the level of consumption for non-food in the Temanggung community, especially for wedding receptions, was the lowest. When the event takes place, external conditions such as weather will greatly affect the success of the event, for example when the event rains, we must also have other ways to deal with this problem. Many competitors or owners of similar service businesses.

Faktor Internal	<i>Strength</i> 1. Promosi rutin melalui sosial media 2. Terdapat SOP dalam kualitas pelayanan 3. Menggunakan mitra vendor yang berkualitas	<i>Weakness</i> 1. Daya saing harga lemah 2. Belum punya distributor resmi 3. Produk cenderung sama dengan kompetitor 4. Sebagian besar karyawan berupa <i>freelance</i>
Faktor Eksternal		
<i>Opportunity</i> 1. Peraturan perundang-undangan dalam pasal 7 No.20 tahun 2008 tentang peluang pendanaan modal 2. Perkembangan teknologi yang bisa menjangkau pasar global 3. Kelas sosial gaya hidup masyarakat yang ingin menikah mewah	Strategi SO 1. Meningkatkan promosi melalui media sosial (S1&O2) 2. Menambah vendor kerjasama sesuai kebutuhan klien (S3&O3) 3. Pengajuan kredit perbankan untuk meningkatkan modal dalam pengembangan produk (S2&O1)	Strategi WO 1. Menawarkan harga yang sebanding dengan kualitas (W1&O3) 2. Bekerjasama dengan distributor luar daerah Temanggung (W2&O2) 3. Mengembangkan produk yang memiliki unique selling point (W3&O2, O3)
<i>Threats</i> 1. Konsumsi masyarakat Kabupaten Temanggung untuk perhelatan acara rendah 2. Banyak kompetitor di bidang yang sama 3. Kondisi cuaca (hujan) berpengaruh	Strategi ST 1. Membuat konten promosi yang berbeda dari pesaing (S1&T2) 2. Membuat SOP penanganan acara wedding pada kondisi cuaca tertentu (misal hujan) (S2&T3)	Strategi WT 1. Memberikan harga paket bundling (W1, W3&T1) 2. Menawarkan paket promosi yang berbeda dari kompetitor (W1, W3&T2) 3. Membuat pelatihan karyawan agar paham tata cara setiap acara pernikahan (W4&T2)

Figure 3. SWOT Analysis

REN Organizer Business Development

Figure 4 shows the Business Model Canvas matrix after development. Strategy recommendations based on the results of the SWOT analysis are adjusted in the BMC matrix to develop the REN Organizer business model to become a more developed service business. The following are the results of the development of the new business model:

Business Model Canvas		REN Organizer		Bold: enhanced Underline: created	
KEY PARTNERS: 1. Vendor dokumentasi 2. Vendor dekorasi 3. Vendor catering 4. MUA 5. MC 6. <u>Influencer & brand ambassador</u>	KEY ACTIVITIES: 1. Sebelum acara (<i>technical meeting & gladi resik</i>) 2. Saat acara yang terdiri dari 7-10 orang dengan jobdesc masing-masing 3. Setelah acara yaitu evaluasi	VALUE PROPOSITION: 1. Team REN yang masih berusia muda 2. Pendampingan lebih terhadap keluarga seperti pemilihan vendor 3. Mengesampingkan persaingan harga dengan Mengutamakan kualitas pelayanan 4. <u>Memiliki vendor sendiri</u> 5. <u>Berbadan Hukum PT</u>	CUSTOMER RELATIONSHIPS: 1. Layanan pribadi 2. Media sosial Instagram, tiktok 3. <u>Website</u> 4. <u>Akun fanbase</u>	CUSTOMER SEGMENTS: 1. Masyarakat Temanggung dan sekitarnya 2. Usia 18 tahun ke atas yang siap menikah 3. Mapan secara ekonomi	
	KEY RESOURCES: 1. Pekerja (4 orang inti & 23 orang freelance) 2. Inventaris seperti alat komunikasi HT, seragam, kamera, parfum, alat tulis, sign marketing dan sign contract 3. Brand dan ciri khas pelayanan		CHANNELS: 1. Pelayanan langsung saat event 2. <u>Membuka stand</u> Ketika ada festival <i>wedding</i> atau <i>workshop</i> 3. <u>Konten yang sifatnya interaksi dengan klien</u>		
COST STRUCTURE: 1. Gaji karyawan 2. Pembayaran vendor 3. Operasional 4. Pemasaran		REVENUE STREAMS: 1. Fee client 2. Upah vendor 3. <u>Kredit perbankan untuk menambah modal</u>			

Figure 4. Business model development

Value Propotion: REN Organizer's current services are still focused on WO services but by collaborating with various other vendors. Building vendors under the auspices of REN Organizer itself is something that can be done in an effort to develop products in addition to increasing income and market share will also increase the existence of REN Organizer because prospective clients do not need to make more effort to find other vendors because everything has been provided by REN Organizer. The next thing that can be done after having several service branches under the name of REN Organizer itself is to form a PT legal entity to improve the quality of the company.

Customer Segment: REN Organizer's customer segment is in the Temanggung Regency area and its surroundings such as Magelang, Purworejo, Kendal, Semarang which are still in Central Java. Expanding the customer segment is something that can be done, namely areas outside Central Java. As the customer segment area increases, of course, they will find different difficulties with different cultures and habits that will make REN Organizer grow even more.

Customer Relationships: REN Organizer needs to improve customer relationships by improving personal services such as WA or social media Instagram and TikTok which can serve and be contacted at any time, even just for consultation. Another way is to create a website as a place for the official REN Organizer portfolio that can be accessed by anyone. Creating a fanbase account as a place for people who like the same thing is also one of the steps in increasing promotion and developing REN Organizer products.

Channels: REN Organizer needs to improve the quality of service directly during the event. This will make clients, families and guests who attend feel satisfied with REN's performance which will have a positive impact because they will tell and even promote their experiences when using REN Organizer's services. Sincere, friendly and wholehearted service is something that can be done by the teams on duty. The world of technology such as social media is currently very important for every business owner. Creating content for existing materials on social media will have an impact on REN Organizer's appeal to the public. Clients and prospective clients will definitely feel happy and appreciated when branding an account unconsciously involves them. Therefore, creating

interactive content from the business owner's account to prospective clients is very important to do. Key Activities: Key Activities do not need to be added specifically to the REN Organizer service business, but in the implementation of the event, the quality and understanding of all teams on duty need to be improved in order to maximize service and increase direct promotion.

Key Resources: REN Organizer has main resources in the form of workers, inventory and brands. Always improving the quality of workers by increasing their knowledge and experience and also always increasing the inventory needed for each different event will be a convenience for REN Organizer for the next client.

Key Partnerships: Working partners that need to be added are by using influencers as brand ambassadors as an effort to increase promotion and increase vendor cooperation by introducing REN Organizer to a wider customer segment.

Cost Structures: Increasing costs that have been incurred by REN Organizer will also have an impact on other components. Operational costs increase to add inventory that is not yet owned, website creation costs, becoming a volunteer for large-scale events, having your own vendor, and changing REN Organizer to a PT legal entity. Marketing costs such as promotions increase to pay for brand ambassador services, content creation costs and fanbase account creation costs with the aim of increasing promotion and developing products.

Revenue Streams: REN Organizer's current source of income is only from client payments and wages when successfully marketing other vendors. The government has made it easier for every MSME to grow and seek capital as another source of income such as bank credit is a way that can be tried.

Managerial Implications

Based on the results of the improvement of BMC REN Organizer, managerial implications can be created in making a decision in order to increase competitiveness in improving business strategies, namely creating other vendors that stand under the name of REN Organizer in order to increase sales. Changing the company to a PT legal entity with the aim of developing the REN Organizer service business to the global market. Social media promotion through brand ambassadors. In an effort to increase public awareness that by using WO services. Increasing content that is two-way interactive to attract interest. Using bank credit to help capital with the aim of expanding market share and developing products.

CONCLUSION

The SWOT analysis produces strategic recommendations that can be implemented by REN Organizer. The formulation of the strategy affects the mapping of the canvas business model. The strategy includes improving the product by adding aspects to the value proposition by creating its own vendors that are directly under REN Organizer and making REN Organizer a legal entity, increasing Key Resources by maximizing the resources owned by 12 both workers and investment goods owned, and adding aspects to Key Partners, namely collaboration with influencers or contracts with brand ambassadors that are in line with the objectives of the marketing strategy, namely increasing promotion to increase the REN Organizer Customer Segment, namely outside Temanggung Regency. Efforts to increase promotion can be done by adding aspects to Customer Relationships by creating websites and fanbase accounts and improving services through personal services or social media. Adding Channels aspects by creating interactive content to increase promotion. All aspects that have been implemented will certainly add to the burden on the Cost

Structure aspect, therefore there needs to be an increase in the amount of operational and marketing costs incurred, but still adding to the Revenue Streams aspect, namely submitting additional capital through banking can be one solution to increase capital in developing all elements that will be implemented. Meanwhile, the advice that can be recommended to REN Organizer business owners is to maximize the use of digital platforms, communities and increasing cooperation as a promotional media while expanding market reach. Developing existing resources, both human resources and all inventories to support service quality. Update the type of service according to client requests in order to increase value propositions.

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