

## **ABSTRACT**

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### **MARKETING COMMUNICATION STRATEGY OF SAKHA WEDDING ORGANIZER THROUGH DIGITAL COMMUNICATION MEDIA IN THE NEW NORMAL ERA**

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*Keywords: Marketing Communication Strategy, Digital Communication, New Media, Media Richness Theory.*

*(xv + 102 + attachment)*

*This research analyzes and describes Sakha Wedding Organizer's marketing communication strategy through digital communication media in the new normal era. Sakha Wedding Organizer is one of the Catering Service and Wedding Planner providers in Bogor which was founded in the pandemic era but can survive and continue to develop its business when the economy is experiencing a decline due to the COVID-19 pandemic. The research method used is descriptive qualitative, using Marketing Communication, IMC, Digital Communication, New Media, and Media Richness Theory. Data collection was done through observation, documentation, and interviews. The results of this study indicate that Sakha Wedding Organizer's marketing communication strategy in the new normal era uses various marketing communication mixes by utilizing various communication media. It can be concluded that Sakha Wedding Organizer can make good use of new media as information media, this can be seen from the suitability of the four criteria in media richness theory. The digital communication media used are Instagram and WhatsApp, utilized as information media that are interconnected and complement each other. In addition, the good relationship between the owner of Sakha Wedding Organizer and the staff, vendors, clients, and other partners involved, has an impact on the success of Sakha Wedding Organizer marketing communication strategy.*

*Bibliography (2015-2022)*