

IMPLEMENTATION OF EVENT AND EXPERIENCE STRATEGY IN MARKETING COMMUNICATION AT TAMO VENUE SURABAYA

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ABSTRACT

Article history

Received : April, 14, 2025

Revised : April 22, 2025

Accepted : May 1, 2025

Keywords

Event

Experience

Tamo Venue

Venue Surabaya

Integrated Marketing

Communication

The event and experience strategy is one of the applications of Integrated Marketing Communication (IMC) activities that allow direct interaction with consumers. This activity can also provide an interesting experience for consumers so as to increase brand recognition and business performance. Amidst the increasing demand for venue rental services to accommodate various events Tamo Venue, held a kids birthday showcase event which is an implementation of the event and experience strategy. This research is the first study to examine the experience strategy at children's events in the Surabaya venue industry. This study aims to explore how a newly established venue uses event and experiment strategy as a branding tool within the IMC framework . This research uses a qualitative case study method with data collection through structured interviews, documentation, and literature study. Interviews were conducted with the CEO, Head of event and marketing team, and an event attendee. Data was analyzed using NVivo 15 and validated through source triangulation. The results showed that Tamo Venue successfully implemented six strategic elements: alignment with MICE trends, original event concepts, non-repetitive execution, creation of tangible and intangible experiences, ambience and service quality, and an adaptive service approach. This research can enrich marketing communication studies by showing that event and marketing strategies can effectively create positive visitor experiences and offer practical guidance in the venue industry in Indonesia.

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1. Introduction

The economy in Indonesia is currently growing rapidly. Surabaya as the capital city in the East Java region is certainly experiencing rapid economic growth with GRDP figures continuing to increase from year to year. With Surabaya's economic growth, many new companies have sprung up. According to Dewi, Pandin, and Daeng (2022), it was recorded that in 2021 the number of existing MSMEs reached 40 thousand, where there were 29 thousand new MSMEs compared to the previous year. With so many new MSMEs, this creates a huge opportunity for

the business of providing multipurpose venues. Venues are a major requirement for companies and the general public in organizing various types of activities, such as product launches, internal meetings, company birthdays. Apart from corporate events, venues are also needed for birthdays, proposals, and weddings.

The use of event-based venues is now showing an increase compared to the previous year. In this context, choosing the right venue is a crucial factor in attracting participants and determining the success of an event (Kaviraj, Nakul, Paranthaman, & Subburaj, 2021). Faced with these opportunities, competition among service providers has intensified, so a clear differentiation of services is needed to win the market. One popular form of venue usage is for weddings, which continues to experience significant growth (Respati, Basyari, & Kurniawan, 2022). Therefore, we often encounter wedding fairs as a form of venue marketing. Not only wedding fairs, Surabaya also often holds exhibitions such as job fairs, travel fairs, education fairs, food fairs, and so on.

Of the many types of exhibitions that have been held, researchers found an interesting exhibition, namely a children's birthday exhibition. This is because there has never been a similar exhibition event held before. Kids birthday showcase is an event that is made to resemble a child's birthday event by inviting various best event vendors in their fields. This event was first organized by a company in Surabaya. The company that first organized the kid's birthday showcase event was Tamo Venue.

Tamo Venue is a newly built venue in the West Surabaya area. Established in late 2023 in the West Surabaya area, Tamo Venue offers a flexible modern concept and carries a "blank canvas" approach for various event needs. Although the venue is relatively newly opened, Tamo Venue has been used in various events organized, such as Kapsoora's brand launching, Miracle's 28th anniversary, and Ferrari Surabaya community lunch and dinner. Tamo Venue has also successfully organized a children's birthday event that became a public spotlight. This event became a medium for Tamo Venue to introduce a strategic approach based on customer experience as part of its marketing communication activities.

As a new company, Tamo Venue actively carries out Integrated Marketing Communication (IMC) activities as an effort to maximize the use of all communication channels with the aim that the messages conveyed can be received clearly and can attract the attention of the audience (Prahastoro et al., 2021). This strategy has an important role in marketing activities and business sustainability (Smith & Zook in Stepanus & Wono, 2024). According to Situmeang (2022), there are 8 strategies in IMC including advertising, direct marketing, events and experiences, sales promotion, public relations, interactive marketing, word of mouth, and personal selling. According to the CEO of Tamo Venue, Chang (2024), the IMC activity that has the most impact on public recognition and can increase revenue is the provision of events and experiences, where Tamo Venue organizes children's birthday events.

Through this event, Tamo Venue managed to sell 9 children's birthday packages in just 3 days. Tamo was also able to be better recognized thanks to this event. This is in line with the findings from Event Marketer (2015), which noted that as many as 65% of consumers purchase products or services that are promoted by organizing events. Firmansyah (2020) added that event and experience is one of the strategies in IMC that relies on direct interaction and customer experience as a means to build brand awareness. This strategy allows companies to create direct experiences and deeper interactions with consumers, thereby increasing the effectiveness of the messages conveyed. Therefore, event and experience procurement will be the focus of this research.

The success of the kid's birthday showcase event held by Tamo Venue attracted the attention of researchers. This is because the kid's birthday showcase event is an event that was held for the first time and can run successfully. Therefore, this research was conducted to

understand how the process of managing Tamo Venue's event and experience activities, so that it can become a model for similar venues or businesses.

Events and experiences are also closely related to the rapidly growing MICE (Meeting, Incentive, Convention, Exhibition) industry. One of the MICE activities that will be discussed is the Exhibition. According to Noor (2020), exhibitions provide an opportunity for businesses to introduce their business, introduce new products, and promote products. He added that the success of an event is influenced by six main elements, namely the suitability of the MICE industry in the event strategy, the concept of the first time the event is held, the event cannot be repeated in the same way, tangible and intangible experiences, the quality of the atmosphere and services, and the customization of the service approach.

Tamo Venue as the object of this research displays an interesting strategic approach in adopting the experiential event trend. The event they organized was the first event in Surabaya and was able to have a significant impact on their brand position in the midst of venue market competition and company revenue. Thus, the procurement of events and experiences is an effective effort for Tamo Venue in marketing.

Based on the explanation above, the title of this research is Implementation of Event and Experience Strategy in Marketing Communication at Tamo Venue Surabaya. The formulation of the problem in this study is "How is the Implementation of Event and Experience Strategies in Marketing Communication at Tamo Venue Surabaya?". This research aims to explore how a newly established venue designs and implements event and experience strategies as part of the IMC framework.

The main focus of this research is to examine the planning process, implementation, and results of the events held, as well as analyzing the role of customer experience as part of the communication strategy. Although event marketing strategies have been widely discussed, research that specifically discusses the application of the event and experience approach to new venues is still limited. Previous research tends to focus on end results such as increased brand awareness, without explaining how the elements of event strategy are designed and executed.

This research offers a deeper understanding of how new venues such as Tamo Venue utilize event and experience strategies as part of marketing communications. This study also enriches the development of marketing communication theory by raising the topic of organizing showcases by venue providers, which is still rarely explored in previous literature. In addition to theoretical contributions, the results of this study are also a practical reference for event industry players and venue managers in designing strategies that are effective, customer-oriented, and in line with evolving market trends.

Marketing communication is a term used in the marketing world. Marketing communication has an important role in marketing a company. According to Firmansyah (2020), marketing communication is a means used by companies to inform, persuade, and remind consumers, both directly and indirectly related to the products and brands being sold. This statement is also supported by Rabbani, et al. (2022), which states that marketing communication is a process of providing and exchanging information in two directions between sellers and buyers or consumers. One of the most common forms of marketing communication is Integrated Marketing Communication (IMC). According to Kotler and Keller (2016), IMC is an activity used by companies to inform, persuade, and remind potential customers or consumers about the products and brands being sold.

From the IMC concept put forward by Kotler and Keller (2016), this research focuses on event and experience procurement. According to Firmansyah (2020), this event and experience is carried out through promotional events that focus on getting the attention of consumers and involving consumers directly in the event. This statement is also supported by

Candra and Yasa (2023), that events and experiences are brand or company promotional activities with the aim that consumers continue to remember the brand with the events they create. Events created by companies usually include social activities, sports, culture, and others. Furthermore, events and experiences are organizing events to reach out and build interactions with customers through various activities, such as food festivals, entertainment, social events, and others.

The purpose of providing events and experiences is to introduce products to customers and make products top of mind for customers (Widyastuti, 2017). Through events, new brands can be recognized by the public, provide information related to brand features and benefits, and create a positive brand image. Mulawarman, Jati, and Hayati (2023) added, event procurement is carried out to build networks with external parties and bring in new consumers. According to Noor (2020), event and experience procurement must have its own characteristics. This aims to distinguish one event from another. The following are event characteristics: the suitability of the MICE industry in the event strategy, the concept of an event that is being held for the first time, events that cannot be repeated in the same way, tangible and intangible experiences, the quality of the atmosphere and services, and adjustments to the service approach.

2. Method

The type of research used in this research is a qualitative case study design approach using descriptive analysis of existing data. According to Bungin (2022), this approach is a research model from the post-positivism paradigm. Qualitative case study design research refers to existing theories, where the theory becomes the theoretical basis for research. This approach combines qualitative principles with systematic thinking that approaches quantitative approaches. Supported by Sari and Sutapa (2024), qualitative case study design research contains a literature review of research with the aim of being able to find out the existence of research gaps or gaps in research.

The research design used in this research is Simple Research Design (SRD). According to Bungin (2020), in a study, the role of researchers and supervisors is very influential on the final results of credible research. SRD research is a simple research design because it only requires 5 main steps, namely: social context and research questions, literature review, research methods and data collection, data analysis, reporting results.

The subject of this research is Tamo Venue located at Jl. Royal Park TL1/7-8, Lidah Kulon, Kec. Lakarsantri, Surabaya, East Java. Tamo Venue is a multipurpose building that has been established since November 2023. Tamo itself stands for "Tales of Amazing Moment". Tamo Venue carries an all-white concept or can also be called a blank canvas, with the aim of providing convenience to prospective customers and vendors in designing event decorations. By carrying out this concept, prospective customers can be more free in determining the theme and atmosphere of the event according to their wishes.

Data sources in this research consist of primary data and secondary data (Budiastuti and Bandur, 2018). Data sources can be objects or people that are the object of research with the aim of obtaining data that you want to know and in accordance with the problem under study (Alaslan, 2021). Primary data was obtained through in-depth interviews with three informants selected based on their role and involvement in organizing events at Tamo Venue, namely: (1) Michael Chang Soetijono, as the CEO of Tamo Venue who acts as a strategic decision maker; (2) Allan, the head of the marketing and events division who is responsible for planning and implementing events; and (3) Yovie, a visitor to the kids birthday showcase event who is a party directly affected by the event experience. The selected informants have met the relevance criteria and are considered representative because they represent the perspectives of the three main parties, namely strategic decision makers, technical implementers, and direct

beneficiaries of the event. Meanwhile, secondary data was obtained through data from Tamo Venue's official social media accounts, journals, books, and websites. With the research informants, it is expected to provide information as widely, deeply, and in detail as possible (Subagyo and Kristian, 2023).

The data collection instrument in this study uses a structured interview method that will be conducted with informants online and offline. In the interview, questions will be prepared that will be asked to the interviewees. The interview was conducted using the in-depth interview method. Through in-depth interviews, researchers can directly ask questions to sources so that the information obtained is more in-depth and detailed (Indrawan and Yaniawati, 2017). Questions were prepared based on the event and experience procurement guidelines from Noor (2020). In order for the information obtained from the interview to be complete, a recording device will be used. The recording results will be formulated into interview transcripts and then analyzed using NVivo 15 software.

The main function of NVivo is to code and analyze qualitative data and quantitative data that have been processed in excel and or SPSS effectively and efficiently. The results of the analysis are in the form of tables, diagrams, graphs for thematic, comparative, content analysis, and associative, one-way, and symmetrical relationships. (Priyanti et al., 2020). The results of the analysis using NVivo 15 can assist in linking the findings to the research theme, especially in research examining event strategies and experiences at Tamo Venue. In addition, NVivo also supports the process of triangulating findings, so that the relevance of data to research objectives can be systematically strengthened.

Data validity in this research is seen from the validity and reliability of the data (Suparman, 2020). Data validity is a step taken so that the data collected can be trusted, accurate, and in accordance with what is being studied (Agit, et al., 2023). Data triangulation in this study was carried out using source triangulation. Source triangulation is carried out with the aim of testing the credibility of data by checking data that has been obtained from various existing sources. The data obtained from the three sources will later be explained, categorized, looked for similarities and differences, and specific information from existing data sources (Sugiyono, 2020). With source triangulation, it is expected that the data obtained will be valid and reliable. To ensure content validity, this research will be checked and audited by an auditor, namely the supervisor.

3. Results and Discussion

This research shows that the event and experience strategy at Tamo Venue is carried out by referring to the six main indicators according to Noor (2020). These six aspects are applied so that the event organized has uniqueness and differentiating value compared to other similar events. Through organizing exhibitions, companies not only seek to build experiences for visitors, but also make the event a means to introduce businesses, showcase products, and promote their services directly (Noor, 2020). To strengthen the qualitative findings, the following visualization of the Project Map results illustrates the relationship between the main codes and interview findings on the event and experience strategy at Tamo Venue.

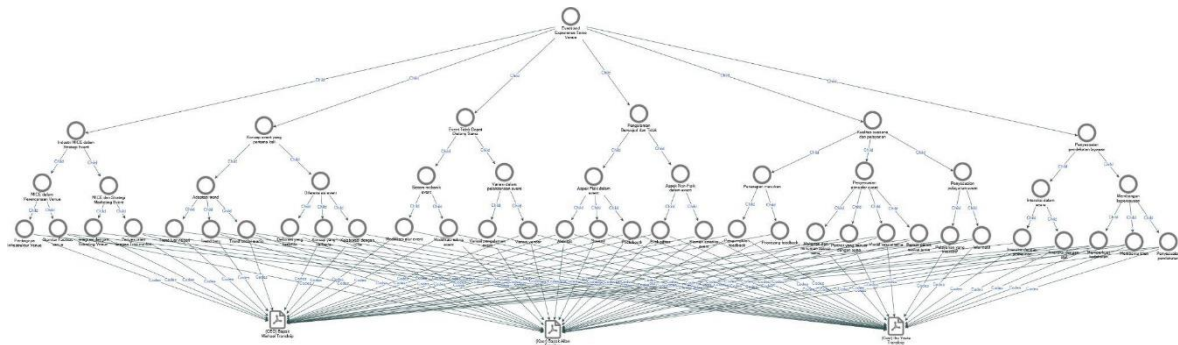


Figure 1. (Results Project Map of Tamo Venue events and experiences)

From the visualization above, we can see how the event and experience strategy is manifested in the procurement of the Tamo Venue showcase. Through this image, we can see the relationship between parent codes, child codes and sub codes. For example, the child code “first event concept” includes two sub codes, namely event differentiation and trend adaptation. Event differentiation itself includes sub codes such as different decorations, collaboration with partners, and different concepts. In addition, this visualization also shows how the quotes from each informant are interrelated with the codes that have been identified, thus strengthening the structural validity of the research results.

According to Firmansyah (2020), events and experiences are promotional activities that focus on getting the attention of consumers and involving consumers directly in the event. In line with similar research conducted by Mulawarman, Jati & Hayati (2023) said that the procurement of events as marketing activities is often carried out by large-scale companies. Through research conducted by Prabawati, Meliza, Agusti, and Aras (2022), it is known that by utilizing event marketing, companies can attract many potential customers and convey brand messages. The purpose of holding this event is to be able to approach and also build interactions with customers.

With the right approach and right target, this strategy can be effectively implemented by new companies such as Tamo Venue. In this case, Tamo adapts the event and experience strategy by paying attention to the six main indicators that are a reference in creating different events according to Noor (2020). Based on the results of interviews, it was found that this strategy had a significant impact on increasing brand awareness, as well as buying interest in Tamo Venue in the eyes of consumers.

One of the efforts made by Tamo Venue to be able to organize different events is to adjust the event design by paying attention to the MICE industry. From the CEO's point of view, there are two things that need to be considered in the planning process, namely the importance of venue infrastructure and the standard of facilities owned by the venue. For him, the building is the main thing to consider as MICE is currently showing a preference for small to medium-sized events, which are more intimate and personalized. Therefore, Tamo Venue is designed with a building size that is not too large so that it can be used for various private event needs.

This finding is in accordance with the theory from Noor (2020) which states that in order for events to keep up with developments, they must be supported by innovation, both from technology and adequate facilities (Noor, 2020).

Tamo Venue's customers consider that the ideal venue is medium in size and has complete facilities, making it suitable for various family events. Meanwhile, the Events and Marketing Coordinator has a slightly different view. According to her, the comfort of the building during use is also important. She also highlighted the importance of developing a marketing strategy that is integrated with the venue's branding and ongoing trends. The high demand for children's events, such as children's birthday parties, is an opportunity for Tamo Venue to organize events with the needs of that market.

The congruence of views between internal parties and customers shows that Tamo's strategy has been aligned with the trends of the MICE industry and is able to answer market needs. The number of events that have been organized can sometimes cause boredom for visitors. Therefore, in order for an event to stand out and attract attention, a unique and fresh idea is needed. Even though an event has a similar concept to other events, there must still be a differentiating element that characterizes each event (Noor, 2020).

One of the efforts made by Tamo is to follow the latest trends that are taking place on social media and adapt foreign trends. The trend will then be modified to suit the characteristics of the venue. Tamo once tried to add a 3D hologram design. However, the plan was not realized because it would cost a lot of money. According to Suryana (2022), in procuring an event it is important to pay attention to the funds that will be used.

Apart from the internal side, Tamo also actively collaborates with external vendors. The existence of collaboration partners can provide benefits for both parties and can open up opportunities for the creation of unique and innovative ideas (Sahara, 2023). Therefore, it is important to brainstorm with vendors, so as to gain a broader perspective. The event team coordinator added that decoration and lighting are important elements in creating a distinctive event.

This statement was reinforced by customer Tamo, who mentioned that the decorations and lighting were the most interesting aspects of the event she attended. She said that it was her first time attending a children's birthday showcase event. She appreciated that the showcase concept was able to keep up with the trends. The Bubble Show also caught her attention. She said that bubble show is one of the most popular activities overseas. This shows the importance of companies to be able to understand the characteristics and target markets they want to reach in order to help companies follow and adapt the development of trends that are happening (Noor, 2020).

Tamo Venue recognizes that every event has its own characteristics and dynamics. The procurement of an event will never be exactly the same, even if it is organized in a similar place and with a similar concept (Noor, 2020). Some of the factors that cause events not to be repeated in the same way include variations in implementation and the mechanical system of the event itself. This statement is in line with the opinion of the CEO of Tamo Venue, that even though vendors are engaged in the same field, the work and approach used can produce different experiences for visitors.

The event team coordinator also stated that the variety of vendors and the changing tastes of the audience made it important to adapt in vendor selection. For her, it is important to ensure that the vendors involved in the event can adapt to the audience's tastes, as these tend to change quickly. This was successfully implemented by Tamo Venue, as conveyed by one of the visitors who considered that the vendors presented were very diverse and in accordance

with the theme of the event. She also said that the event experience she felt tended to be positive, one of which was because her child liked the vendors.

Unfortunately, in organizing an event, the experience felt by visitors usually only remains as memories without a real physical form. This is a challenge for event organizers to turn the experience into something real and more memorable. One way that can be done is through the provision of souvenirs, games, the use of attractive room decorations, and the selection of audio visuals in accordance with the event concept (Noor, 2020). According to the CEO of Tamo Venue, the kids birthday showcase event has provided quite a lot of tangible elements, such as gifts, souvenirs, photo booths, food, and games, which are considered effective in increasing brand awareness of the event (Prabawati, Meliza, Agusti, & Aras, 2022).

From the event team coordinator's point of view, tangible and intangible elements should be equally considered. One of the intangible elements in a child's birthday showcase event is the atmosphere of the event and the exclusive impression. The event is made as if it is exclusive with a limited quota and cannot be attended by just anyone. According to him, building an exclusive impression will create its own pride for visitors to the event.

This was confirmed by one of the guests who felt honored to be personally invited via Instagram DM. Because she felt invited, she finally decided to come to the child's birthday showcase event. She also admitted that the decorations at the event impressed her. The photo booth and souvenirs also reminded her of the event held at Tamo Venue. Similar research conducted by Suryana (2020) provides similar discussion results, where giving gifts is effective for increasing customer brand recall and can remind customers of the positive experiences gained during the event.

A memorable experience from the visitor's side is one indicator of the success of an event. However, this is certainly inseparable from the important role of the atmosphere and services that are prepared optimally by the organizers. A comfortable event atmosphere and friendly service can form a positive perception of the brand as a whole. Tamo Venue realizes this and makes various efforts such as setting the atmosphere of the event, paying attention to service, and implementing feedback.

By providing direct service to event participants, companies can create a deep impression and understanding of the products owned by the company and be able to make consumers actively involved with the products and services provided (Suryana, 2022). Teguh and Ciawati added that the use of communication activities in marketing strategy is to differentiate between one product and another that the company wants to offer (Wono and Aji, 2020). In this case, the vendors involved must match the theme and atmosphere of the event. The selection of vendors must also be adjusted to what is popular and in demand by visitors (Prabawati, Meliza, Agusti & Aras, 2022).

Internally, Tamo Venue has tried to adjust the atmosphere of the event through the creation of vibes and the use of supporting visual elements, adjusting the dress code, selecting songs with sea nuances, and providing food tests. This effort was successfully perceived by Tamo's customers. One of the visitors to Tamo Venue expressed her admiration for the vibes that matched the concept and considered that the vendors presented were in line with the needs of the child's birthday event. Not only that, the event visitor also highlighted the provision of food test as one of Tamo's services.

Even though the existing atmosphere is in accordance with the theme of the event, it will be useless without good service (Noor, 2020). According to the CEO of Tamo Venue, service delivery must also be tailored to the type of event. For example, for children's events, the tone used can be cheerful and the choice of language is easy to understand. The event team coordinator added that service delivery must be done optimally. One of the efforts made is to

provide receptionists and assistants. According to him, the presence of a receptionist can make visitors feel directed and welcomed.

This approach is felt directly by visitors. One respondent stated that the provision of a companion was able to make her feel comfortable and feel accompanied. The escort was also very informative, helping her to understand information related to the price list and event package purchase system. This is in accordance with Suryana's statement (2022), which says that providing services can create a positive impression for visitors and create a deep understanding of the products to be sold.

To ensure that the services provided can be fully in accordance with the wishes of visitors, it is necessary to collect and prioritize feedback. The CEO of Tamo Venue said that collecting feedback can be done by giving surveys and analyzing visitors independently by paying attention to the movements and responses of customers when talking. After successfully collecting feedback, it needs to be sorted again based on its urgency.

Meanwhile, the event team coordinator said that collecting feedback can be seen from how much enthusiasm visitors have when attending the event. According to him, one indicator of the success of an event is the number of visitors who share their experiences through social media posts. In this event, Tamo Venue also invited several influencers to attend and publicize this children's birthday showcase event. The presence of influencers will effectively increase the exposure of the event. This is because influencers have a wide reach on social media and can also help create wider awareness (Suryana, 2020).

In an event, interaction is important. Interaction not only occurs between individuals, but also between visitors and the entertainment presented (Noor, 2020). To support this, Tamo Venue prepares a marketing team to help establish interactions with visitors. This approach allows companies to convey information related to the products and services provided in depth and detail (Hani, 2021), and is supported by the provision of interactive games so that visitors can be actively involved during the event.

Effective interaction can increase customer interest and encourage action, namely product purchases (Maghfiraha and Eriend, 2024). According to the CEO of Tamo Venue, customer engagement creates emotional comfort, even making them open to sharing personal experiences. This closeness can have an effect on high levels of repeat customers and repeat purchases. This is proof that service can also increase customer loyalty, which can increase company sales (Wono, Angela, and Reinal, 2020). The CEO of Tamo Venue also emphasized that service should not only be sales-oriented, but tailor its approach to the client's character and needs.

From the event team coordinator's point of view, he emphasized that creating rapport with customers is important because it can make communication more comfortable. Not all visitors require intensive assistance, especially if they just want to look around without any plans to hold an event. This adjustment aims to make customers feel comfortable.

The implementation of event and experience strategies at Tamo Venue shows that customer experience is a key component in shaping perceptions and attachment to a brand. Through adaptive planning, personalized service, and the creation of event atmospheres that are relevant to themes and trends, Tamo succeeds in creating more value in every interaction with visitors. The six key elements in this strategy not only support the effectiveness of event organization, but also strengthen Tamo's competitiveness in the competitive venue industry. This experiential approach proves that emotional interaction, a comfortable atmosphere, and services tailored to individual needs are key in increasing satisfaction while building customer loyalty.

While the event and experience strategy has proven to be effective for Tamo Venue, its implementation elsewhere may not necessarily have the same impact. Each company has different contexts, resources and market segmentation, so this strategy may face various challenges and limitations. Some of the obstacles that may arise include limited budgets to execute events, difficulties in finding aligned collaborative partners, as well as differences in perspectives from audiences that affect how the experience is received. Therefore, event and experience strategies need to be tailored to the characteristics of the company as well as the target market it is trying to reach, in order to keep it relevant, effective, and impactful in the long run.

4. Conclusion

This research shows that the event and experience strategy implemented by Tamo Venue has referred to the six main indicators according to Noor (2020) and is implemented adaptively to respond to market trends and preferences. The six aspects reflect Tamo's strategic efforts in packaging different experiences in every event. This strategy proved to be able to support the achievement of event objectives, especially in terms of building brand awareness and encouraging consumer loyalty. Strategically, these findings strengthen the position of the experiential marketing approach as an integral part of integrated marketing communication (IMC), especially in the context of an increasingly competitive venue industry. An approach that places experience as the main value has proven to be effective in creating an emotional connection between brands and audiences.

This study has several limitations. First, the data collection period was limited to October 2024 to January 2025, which prevented the researcher from covering or analyzing other events held after that period. Second, the focus of the research is only on one object, namely Tamo Venue, so the findings cannot be generalized to other venues with different characteristics. Therefore, future research is recommended to use a wider time span for data collection in order to cover more events, as well as conduct comparative studies with other venues in order to gain a more thorough understanding of the implementation of event and experience strategies in the venue industry.

The implications of this research are practical and scientific. Practically, the results of this study can be used as a reference for venue industry players and event organizers in designing experiential marketing strategies that suit the characteristics of their audiences. This research shows that events that are packaged with a personalized and adaptive approach can produce positive effects on consumer perceptions and loyalty. Scientifically, this study expands the application of IMC and experiential marketing theory in a new business context, and can be the basis for future studies that discuss the effectiveness of events in strengthening brand positioning and sales conversion.

The findings in this study make an important contribution to the development of marketing communication theory, particularly in the application of event and experiential strategies in new venue contexts. This research shows that the experiential approach is not only effective in building brand awareness and increasing sales, but can also be an integral part of integrated marketing communications (IMC). By placing the six indicators from Noor's (2020) theory as the basis of analysis, this research strengthens the relevance of the event marketing approach in the context of the service industry, and opens up space for the development of similar research in hospitality, lifestyle brands, and other creative sectors

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