

ABSTRAK

Penelitian ini dilakukan untuk mengetahui proses komunikasi pemasaran Mawar *Wedding Service* yang diharapkan dapat meningkatkan kesadaran merek dan ciri khasnya. Tujuannya adalah mengetahui proses komunikasi pemasaran *Mawar Wedding Service* untuk meningkatkan *brand awareness*, menganalisis pembuatan serta publikasi konten organik dan berbayar, dan mengetahui tantangan atau hambatan tertentu yang dihadapi dalam menerapkan strategi komunikasi pemasaran.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Sumber data diperoleh melalui observasi, wawancara, dan dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, dan verifikasi kesimpulan. Teknik kebasahan data mencakup *credibility*, *transferability*, *dependability*, dan *confirmability*. Subjek penelitian adalah Mawar *Wedding Service*, sedangkan objeknya adalah komunikasi pemasaran berbasis konten dan *brand awareness* yang dikaitkan dengan Mawar *Wedding Service*.

Hasil penelitian menunjukkan: (1) Komunikasi pemasaran Mawar *Wedding Service* di Instagram sudah baik sesuai teori *marketing communication tools*. (2) Aktivitas pemasaran difokuskan pada Instagram. (3) Perancangan konten oleh divisi Konten Kreatif meliputi pra produksi hingga publikasi, termasuk penggunaan Instagram *ads* untuk promo atau *hard selling*. (4) Konsistensi konten hanya pada *Instastory*, sementara *feeds* dan *reels* masih tentatif karena kurangnya SDM. (5) Kurangnya SDM dari bagian Marketing and sales divisi Konten kreatif Mawar *Wedding Service* untuk mengelola dan memproduksi konten.

Kata kunci: Komunikasi Pemasaran, Konten Instagram, *Brand Awareness*, *Wedding Organizer*

ABSTRACT

This research was conducted to understand the marketing communication process of Mawar Wedding Service, which is expected to enhance brand awareness and its unique characteristics. The objectives are to understand the marketing communication process of Mawar Wedding Service to increase brand awareness, analyze the creation and publication of both organic and paid content, and identify specific challenges or obstacles faced in implementing the marketing communication strategy.

This study uses a qualitative method with a descriptive approach. Data sources were obtained through observation, interviews, and documentation. Data analysis techniques include data reduction, data presentation, and conclusion verification. Data validity techniques include credibility, transferability, dependability, and confirmability. The subject of the research is Mawar Wedding Service, while the object is content-based marketing communication and brand awareness associated with Mawar Wedding Service.

The research results show: (1) The marketing communication of Mawar Wedding Service on Instagram is good according to marketing communication tools theory. (2) Marketing activities are focused on Instagram. (3) Content design by the Creative Content division includes pre-production to publication, including the use of Instagram ads for promo or hard selling. (4) Content consistency is only on Instastory, while feeds and reels are still tentative due to the lack of human resources. (5) The lack of human resources in the Marketing and Sales department of the Creative Content division at Mawar Wedding Service to manage and produce content.

Keywords: Marketing Communication, Content, Brand Awareness, Instagram.