

## **ABSTRACT**

*The increasingly competitive development of the event organizer industry requires event planning companies not only to rely on creative concepts but also to possess effective communication skills in serving clients. In practice, differences in perception, miscommunication, and a lack of understanding of clients' needs and emotions may affect the overall quality of event implementation. Therefore, communication becomes a crucial factor in establishing mutual understanding between event planners and clients.*

*This study aims to analyze the communicative approach in event marketing at Syah Creative Indonesia, focusing on four main aspects: (1) clarity of information in client services, (2) the role of communication between event planners and clients, (3) standard communication procedures and client relationship management, and (4) the involvement of client emotional validation throughout the event process. This research employs a qualitative approach using a descriptive study method. Data analysis was conducted through data reduction, data display, and conclusion drawing, referring to the Coordinated Management of Meaning Theory (Getz, 2012).*

*The findings indicate that the communicative approach implemented by Syah Creative Indonesia operates effectively through open two-way communication, structured internal coordination, and sensitivity to clients' expressions and emotions throughout the event process. Clarity of information and emotional validation of clients are key factors in building trust, maintaining professional relationships, and continuously improving service quality. The company applies a structured yet flexible communication pattern, emphasizing two-way interaction between the team and clients to ensure information clarity. Internal communication procedures are systematically implemented through coordination meetings, digital platforms (WhatsApp, Zoom, Google Meet), and cross-divisional validation. Additionally, the company demonstrates high sensitivity to clients' emotions and nonverbal expressions as a form of emotional validation to maintain client satisfaction. This empathetic and participatory approach helps the company build long-term relationships based on trust and professionalism.*

*Overall, this study concludes that the success of Syah Creative Indonesia in managing events is not solely determined by creative concepts but also by effective, empathetic, and well-coordinated interpersonal communication. These findings are expected to contribute to the development of communication strategies in event management and serve as an academic reference in marketing and interpersonal communication studies within the creative industry sector.*

**Keywords:** *Interpersonal Communication, Event Planner, Event Marketing, Syah Creative*

## DAFTAR ISI

<b>HALAMAN PENGESAHAN.....</b>	<b>ii</b>
<b>KATA PENGANTAR.....</b>	<b>iv</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>DAFTAR ISI.....</b>	<b>viii</b>
<b>DAFTAR TABEL.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>x</b>
<b>DAFTAR LAMPIRAN.....</b>	<b>xi</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1. Latar Belakang.....	1
1.2. Rumusan Masalah.....	8
1.3. Identifikasi Masalah.....	9
1.4. Tujuan Penelitian.....	9
1.5. Kegunaan Penelitian.....	10
1.6. Sistematika Penulisan.....	10
1.7. Lokasi dan Waktu Penelitian.....	11
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>13</b>
2.1. Kajian Teoritis.....	13
2.2. Penelitian Terdahulu.....	22
2.3. Kerangka Pemikiran.....	27
<b>BAB III METODE PENELITIAN.....</b>	<b>31</b>
3.1. Pendekatan Penelitian.....	31
3.2. Subjek dan Objek Penelitian.....	33
3.3. Informan Kunci.....	34
3.4. Teknik Pengumpulan Data.....	35
3.5. Teknik Analisis Data.....	38
3.6. Teknik Keabsahan Data.....	39
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>	<b>44</b>
4.1. Objek Penelitian.....	44
4.2. Hasil Penelitian.....	47
4.3. Hasil Pembahasan.....	67
<b>BAB V PENUTUP.....</b>	<b>80</b>
5.1. Kesimpulan.....	80
5.2. Rekomendasi.....	82
<b>DAFTAR PUSTAKA.....</b>	<b>85</b>
<b>LAMPIRAN.....</b>	<b>88</b>