



## Creative and Adaptive Marketing Strategies among Wedding Vendors: Evidence from West Jakarta

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### A B S T R A C T

This study aims to analyze creative and adaptive marketing strategies implemented by wedding vendors in West Jakarta in response to increasingly competitive market dynamics. Specifically, the research seeks to examine how marketing strategies can address business challenges, enhance competitiveness, and support long-term sustainability within the wedding service industry. Employing a qualitative research approach, this study investigates four wedding vendors Awen Catering, Ohana Enterprise, Alfa Kreasi, and David Entertainment as the main research objects. Data were collected through in-depth interviews, observations, and documentation, and subsequently analyzed using SWOT analysis to identify internal strengths and weaknesses as well as external opportunities and threats. The findings reveal that creativity and innovation in service offerings, high service quality, professional work practices, flexibility in responding to client needs, and the ability to adapt to competitive pressures are key determinants of effective marketing strategies. Moreover, the vendors' capacity to identify market opportunities and deliver positive customer experiences significantly enhances brand awareness, customer trust, and market reach. The SWOT-based analysis demonstrates that adaptive marketing strategies enable wedding vendors to mitigate risks, overcome operational challenges, and strengthen their competitive positioning. In conclusion, the study highlights that well-designed, creative, and adaptive marketing strategies are essential for improving sales performance, sustaining customer relationships, and ensuring the long-term viability of wedding vendors in West Jakarta.

### INTRODUCTION

The wedding vendor industry in Indonesia has experienced rapid growth in recent years, particularly in major cities such as Jakarta (Hermawan et al., 2018). The emergence of numerous new vendors offering competitive prices, attractive promotional packages, and various bonuses has intensified market competition. However, this condition has also created significant challenges, especially the increasing number of fraud cases committed by irresponsible vendors (Salsabila et al., 2025; Satria et al., 2023). These vendors often lure consumers with unrealistically low prices and appealing offers that are not delivered as promised, resulting in financial losses and declining consumer trust in the wedding vendor industry (Hinterhuber & Liozu, 2017).

Marketing strategy plays a crucial role in determining business sustainability and competitiveness in such a dynamic environment. According to Gautam (2024), marketing strategy consists of goals, policies, and guidelines that direct a company's marketing efforts and resource allocation to effectively respond to changes in the competitive landscape. Previous studies have shown that evaluating marketing strategies is an important factor in improving business performance. Olson et al., (2018), emphasized that internal strengths and weaknesses significantly affect marketing effectiveness, while Morgan et al., (2019), highlighted the rapid development of the decoration and wedding service industry, which demands adaptive strategies. Dumitriu et al., (2019), found that digital marketing contributes to long-term economic welfare, and Maulida et al., (2025), stressed the importance of professional management in achieving sustainable profits.

SWOT analysis has been widely used as a strategic planning and evaluation tool in business research. Yang et al., (2022), stated that SWOT analysis is commonly applied to support business decision-making processes. The explained that SWOT analysis evaluates internal and external factors influencing the achievement of organizational goals in both the short and long term. Additionally, Correia et al., (2020), found that sustainable competitive advantage mediates the relationship between strategic resources, dynamic capabilities, and firm performance. Empirical evidence from Ferreira et al., (2021), showed that SWOT analysis successfully identified internal and external factors influencing upselling performance in the hospitality sector, placing the company in a stability strategy position.

Despite the extensive application of SWOT analysis in various industries, research focusing specifically on the evaluation of marketing strategies in the wedding vendor industry in Jakarta remains limited. Most previous studies have examined general SMEs or hospitality businesses without addressing the unique characteristics of wedding services, such as high consumer expectations, significant financial commitments, and vulnerability to fraudulent practices. This gap indicates the urgency of conducting research that provides a structured strategic evaluation framework for wedding vendors, particularly in highly competitive urban markets.

The novelty of this research lies in its application of SWOT analysis to multiple wedding vendors across different service categories, including wedding organizers, decoration, catering, and entertainment, within the Jakarta region. By comparing vendors from different segments, this study offers a more comprehensive understanding of the internal and external factors

affecting the wedding vendor industry. Furthermore, this research incorporates current industry issues related to consumer trust and fraud, which have not been sufficiently explored in previous SWOT-based studies.

Based on the identified gaps and industry conditions, this study aims to analyze the internal strengths and weaknesses as well as external opportunities and threats faced by selected wedding vendors in Jakarta. The study also seeks to evaluate their marketing strategies in responding to increasing competition and trust-related issues and to formulate strategic recommendations that can enhance competitiveness, sustainability, and credibility within the wedding vendor industry.

## METHOD

This study aims to evaluate the extent to which marketing strategies are implemented by wedding vendors in West Jakarta using a qualitative research approach. The research population consists of all wedding vendors operating in West Jakarta, with four vendors selected as research samples representing different service categories. Data were collected through direct observation, in-depth interviews with the selected vendors, and documentation obtained from wedding vendor exhibitions to capture real marketing practices and promotional activities.

This research adopts a grounded theory approach, in which theory is developed inductively from field data. According to [Dougherty \(2017\)](#), grounded theory focuses on understanding processes, actions, and interactions based on the perspectives of research participants. This approach allows researchers to explore marketing strategy implementation without relying on predefined theoretical frameworks, enabling findings to emerge directly from the data.

Sampling in this study was conducted using snowball sampling, where research subjects were identified progressively during the data collection process based on their relevance to the research phenomenon. According to [Mostafa \(2000\)](#), snowball sampling is a technique in which initial participants help identify additional data sources. Data analysis was conducted concurrently with data collection to continuously refine emerging concepts and ensure alignment between empirical findings and theoretical development.

## RESULTS AND DISCUSSION

This research presents an in-depth discussion of the evaluation of marketing strategies implemented by wedding vendors in West Jakarta using SWOT analysis as the main analytical framework. SWOT analysis is widely used in strategic management and marketing research to identify internal strengths and weaknesses as well as external opportunities and threats that influence organizational performance ([Ebrahimi & Banaeifard, 2018](#)). In the context of the wedding vendor industry, which is characterized by intense competition, high consumer involvement, and significant reputational risks, SWOT analysis provides a comprehensive approach to understanding strategic positioning and marketing effectiveness.

The data in this study were obtained through in-depth interviews, observations, and documentation involving four wedding vendors in West Jakarta, namely Awen Catering, OHANA Enterprise, ALFA Kreasi Decoration, and David Entertainment. These vendors represent different service categories within the wedding industry, including catering, wedding organizing, decoration, and entertainment. This

diversity allows for a more holistic evaluation of marketing strategies across the wedding service value chain.

The findings indicate that the wedding vendors studied possess several key internal strengths that support their marketing performance. One of the most prominent strengths identified is creativity and innovation. Vendors continuously develop new concepts, themes, and service packages to meet diverse customer preferences and market trends. This finding aligns with [Ibrahim & Harrison \(2020\)](#), who stated that creativity and innovation are critical success factors in the decoration and wedding service industry, as they enable vendors to differentiate themselves in a saturated market. Innovation in service design, customization, and presentation enhances perceived value and increases customer satisfaction.

Another major strength identified in this study is the quality of service delivered by the vendors. High service quality, reflected in responsiveness, attention to detail, and commitment to fulfilling client expectations, plays a crucial role in building customer trust. This finding supports previous research by [Khan & Naeem \(2018\)](#), which emphasized that service quality and internal capabilities significantly contribute to sustainable competitive advantage in service-based businesses. In the wedding industry, where services are highly personalized and emotionally significant, service quality becomes a decisive factor influencing purchase decisions and customer loyalty.

Professionalism is also identified as a key strength among the vendors. Professional behavior is reflected in clear communication, structured workflows, punctuality, and ethical business practices. This supports the argument of [Annarelli et al., \(2020\)](#), who highlighted that professional management and operational discipline are essential for achieving long-term profitability and business sustainability, particularly in creative and event-based industries. Professionalism also enhances brand image and reduces the risk of misunderstandings or service failures during wedding events.

Flexibility in responding to client needs and last-minute changes is another strength found in this study. Wedding events often involve dynamic situations that require vendors to adapt quickly. Vendors that demonstrate flexibility are more likely to satisfy clients and maintain positive relationships. This finding is consistent with [Yawised et al., \(2024\)](#), who stated that adaptive marketing strategies and operational flexibility enable firms to respond effectively to changing customer demands and competitive environments.

In addition, vendor reputation and positive guest experiences emerged as significant strengths. A strong reputation built through positive testimonials, word-of-mouth referrals, and consistent performance enhances brand credibility. This is particularly important in the wedding industry, where consumers heavily rely on recommendations and reviews due to the high cost and one-time nature of wedding events. Similar findings were reported by [Alnawas & Hemsley-Brown \(2019\)](#), who found that reputation and customer experience significantly influence marketing outcomes in the hospitality sector.

Despite these strengths, the study also identifies several internal weaknesses that hinder the optimal implementation of marketing strategies. One major weakness is the limited ability of some vendors to adapt to technological developments and changing marketing trends. While digital platforms play an increasingly important role in marketing, not all vendors are able to fully utilize digital tools such as social media analytics,

targeted advertising, or content marketing. This finding supports [Wirawan et al., \(2021\)](#), who noted that limited technological capabilities and digital literacy often reduce marketing effectiveness in small and medium enterprises.

Another weakness identified is the limitation of financial and human resources. Some vendors operate with constrained budgets and small teams, which restrict their ability to invest in marketing campaigns, staff training, or service innovation. This is consistent with [Ibrahim & Aduah \(2025\)](#), who argued that insufficient resources can limit growth potential and weaken competitive positioning. Resource constraints also affect the consistency of marketing efforts, particularly in digital marketing activities that require continuous content creation and engagement.

Limited training and development opportunities for staff were also identified as a weakness. Inadequate training reduces employees' ability to keep up with industry trends, technological advancements, and service quality standards. [Ollerenshaw et al., \(2021\)](#), emphasized that human resource development is a critical factor in strengthening internal capabilities and improving marketing performance. Without proper training, vendors may struggle to deliver consistent service quality and innovative offerings.

From an external perspective, the study identifies several opportunities that wedding vendors in West Jakarta can leverage to improve their marketing strategies. One of the key opportunities is collaboration with other vendors. Strategic collaboration enables vendors to create integrated wedding packages, expand market reach, and increase revenue. This finding aligns with [Syaifuddin \(2024\)](#), who stated that collaboration and strategic partnerships can enhance competitiveness by combining complementary resources and capabilities.

Another significant opportunity is the use of digital marketing, particularly through consistent social media content and customer testimonials. Social media platforms allow vendors to showcase their work, engage with potential clients, and build brand awareness at relatively low cost. [Srivastava et al., \(2017\)](#), demonstrated that consistent digital marketing activities, including content creation and customer engagement, can significantly improve economic welfare and business performance. Customer testimonials and reviews also serve as social proof, increasing trust and credibility among potential clients.

The opportunity to review and redesign existing wedding packages is also identified as a strategic opportunity. By offering more flexible, customizable, and value-added packages, vendors can better meet diverse customer needs and enhance perceived value. This supports the findings of [Cheng et al., \(2021\)](#), who emphasized the importance of product and service innovation in maintaining competitiveness in the wedding and decoration industry.

However, the study also highlights several external threats that pose challenges to wedding vendors in West Jakarta. One of the most significant threats is intense competition due to the large number of vendors offering similar services. The low entry barriers in the wedding industry have resulted in market saturation, leading to price competition and reduced profit margins. This finding is consistent with [Duanmu et al., \(2018\)](#), who reported that intense competition negatively affects marketing performance and requires strategic differentiation.

Another major threat is the risk of negative customer testimonials and reputational damage. In the digital era, negative reviews can spread rapidly through social media and online platforms, significantly affecting brand image and customer trust. This risk is particularly critical in the wedding industry, where trust is a key determinant of purchasing decisions. [Liu & Atuahene-Gima \(2018\)](#), emphasized that reputational risks can undermine sustainable competitive advantage if not managed properly.

Limited use of effective marketing tools also emerged as a threat. Vendors that fail to adopt modern marketing tools and strategies may experience decreased brand awareness and loss of customer trust. This finding reinforces the importance of continuous marketing strategy evaluation, as highlighted by [Shah & Ahmad \(2019\)](#), who stated that firms must continuously adapt their marketing strategies to changing environments to remain competitive.

Overall, the findings of this study support previous research indicating that SWOT analysis is an effective framework for evaluating marketing strategies in service-based industries. The results demonstrate that wedding vendors in West Jakarta possess strong internal capabilities but must address internal weaknesses and external threats to remain competitive. By leveraging strengths such as creativity, service quality, professionalism, and reputation, and by capitalizing on opportunities related to collaboration and digital marketing, vendors can enhance their marketing performance and sustainability.

At the same time, addressing weaknesses related to technology adoption, resource limitations, and staff training is essential to improving marketing effectiveness. Furthermore, proactive strategies are needed to mitigate threats arising from intense competition and reputational risks. In conclusion, this study provides empirical support for the application of SWOT analysis in evaluating marketing strategies within the wedding vendor industry and offers valuable insights for vendors seeking to strengthen competitiveness, build customer trust, and achieve long-term business sustainability.

## CONCLUSION

The findings of this study demonstrate that creative and adaptive marketing strategies play a decisive role in strengthening the competitiveness and sustainability of wedding vendors in West Jakarta. The SWOT-based analysis reveals that internal strengths particularly creativity, innovation in service design, professional work practices, and service quality serve as critical drivers in enhancing vendors' market positioning. At the same time, vendors that exhibit flexibility and responsiveness to changing customer preferences are better equipped to manage competitive pressures and operational uncertainties within the wedding service industry.

Furthermore, the results indicate that the effective identification of market opportunities and the consistent delivery of positive customer experiences significantly contribute to increased brand awareness, customer trust, and market reach. By strategically leveraging strengths and opportunities while addressing weaknesses and external threats, wedding vendors are able to mitigate business risks and develop more resilient marketing strategies. These findings suggest that adaptive marketing approaches are not merely supportive tools, but

essential mechanisms for long-term business viability in highly competitive creative service markets.

Despite these contributions, this study has several limitations. The research focuses on a limited number of wedding vendors in West Jakarta, which may restrict the generalizability of the findings to other regions or segments of the wedding industry. In addition, the qualitative design relies on subjective interpretations of participants' experiences, which may be influenced by contextual and perceptual biases.

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