

Marketing Communication Strategy of CV 06 Production in Increasing the Number of Events: A SWOT Analysis Approach

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Abstract: CV 06 Production is an event organizer company operating since 2006, managing various events for both private and public sectors. With the growing demand for professional event services and increasing market competition, the company must develop a well-directed marketing communications strategy. The purpose of this study is to analyze the company's strengths, weaknesses, opportunities, and threats (SWOT), and to formulate appropriate marketing communication strategies to increase the number of events managed. This study employs a descriptive qualitative method, with data collected through observations, interviews, documentation, and questionnaires distributed to 20 clients. Data analysis is conducted using the IFAS, EFAS, SWOT, and Grand Strategy matrices. The IFAS matrix resulted in a score of +0.375, indicating stronger internal strengths. Meanwhile, the EFAS score of +1.15 shows that external opportunities outweigh threats. These results position the company in Quadrant I of the SWOT matrix, supporting the implementation of a growth-oriented strategy. Recommended strategies include optimizing digital media usage, developing an official website, enhancing internal coordination, and diversifying promotional channels. These approaches are expected to expand the company's market reach and sustainably increase its event portfolio.

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Introduction

Rapid business development has driven increasingly fierce competition between companies, including in the service sector, such as Event Organizers (EO). This situation demands that every company maintain its existence through the implementation of appropriate strategies, particularly in terms of effective marketing communications (Yolanda, 2020). Communication plays a crucial role in influencing individual and group actions, both through direct and indirect interactions (Hermanto, 2020). In practice, direct communication is considered more effective because it can generate quicker and more in-depth responses than indirect communication. Furthermore, successful communication is also determined by the presence of feedback as a process of exchanging meaning between the parties involved (Pohan et al., 2021). In a business context, marketing communications is a strategic aspect in conveying information, building a company image, and establishing long-term relationships with customers to attract and retain clients (Arifin et al., 2020).

Event organizers, as professional service providers, have a significant responsibility in managing the entire series of event activities, from the planning stage to the evaluation stage. The success of an event organization depends heavily on the effectiveness of the communication implemented at each stage (Dewidianto, 2024). Furthermore, the collaborative relationship between the event organizer and the client is usually based on a mutually beneficial agreement, thus requiring clear, transparent, and structured communication (Putri, 2023). CV 06 Production, one of the event organizer companies in Palembang City, showed significant growth in the number of events handled from 2022 to 2024. This increase reflects the success of the marketing communication strategy implemented in responding to market needs while maintaining customer trust.

Current trends indicate that the event organizer industry is experiencing rapid growth in line with the increasing public demand for various types of events, both formal and informal. This has resulted in an increasing number of event organizers, which has intensified market competition. Amidst this competition, companies are required not only to provide quality services but also to have effective marketing communication strategies to attract consumers. In the case of CV 06 Production, the increase in the number of events from 71 in 2022 to 102 in 2024 indicates a positive trend. However, this increase also indicates increasingly complex challenges, such as changing client needs, developments in communication technology, and increasingly innovative competitor strategies.

The urgency of this research lies in the importance of understanding and evaluating the marketing communication strategies implemented by event organizer companies in the face of increasingly fierce competition. Without an appropriate communication strategy, companies risk losing customer trust and experiencing a decline in market competitiveness. Therefore, a comprehensive analysis is needed to identify internal and external factors that influence company performance. The SWOT analysis approach is crucial because it can provide a comprehensive overview of the strengths, weaknesses, opportunities, and threats facing the company. The results of this analysis are expected to serve as a basis for formulating a more effective and sustainable marketing communication strategy.

Although numerous studies have discussed marketing communications and business strategies, there remains a gap in studies that specifically examine the application of marketing

communications in the event organizer industry using a SWOT analysis approach. Most previous studies have focused on the manufacturing sector or large companies, resulting in limited in-depth studies of medium-scale service companies such as CV 06 Production. Furthermore, research integrating marketing communications concepts with SWOT analysis in the context of the event organizer industry is also limited. Therefore, this study aims to fill this gap by providing a more specific and contextual analysis of marketing communications strategies in event organizer companies.

Research Methods

This study uses a qualitative approach that aims to explore phenomena that cannot be explained through quantitative approaches, such as numerical measurements or statistical procedures. This approach was chosen to comprehensively understand the implementation of marketing communication strategies at CV 06 Production in increasing the number of events. The research subjects in this study were informants who have a direct relationship with the research object, namely clients of CV 06 Production. Informants were chosen because they were considered capable of providing relevant information regarding conditions, situations, and experiences while using the Company's services (Nashrullah et al., 2023).

The data sources in this study consist of primary and secondary data. Primary data were obtained directly from the field through in-depth interviews with clients, observations of company activities, and the distribution of SWOT questionnaires to 20 clients of CV 06 Production. Meanwhile, secondary data were obtained from company documents, activity reports, and literature relevant to the research. Data collection techniques used included interviews, observation, documentation, and questionnaires to obtain comprehensive and complementary data.

Data analysis in this study was conducted through three main stages, namely data reduction, data presentation, and drawing conclusions as stated by (Susanty et al., 2023). The data reduction stage was carried out by simplifying, grouping, and selecting relevant data from the results of interviews, observations, and SWOT questionnaires. Next, the reduced data was presented in the form of an IFAS (Internal Factor Analysis Summary), EFAS (External Factor Analysis Summary), and SWOT matrix to facilitate the analysis and interpretation process. The final stage was drawing conclusions based on the results of the interpretation of the matrix to determine the company's strategic position and formulate alternative marketing communication strategies that are appropriate to increase the competitiveness of CV 06 Production.

Results and Discussion

According to Rangkuti, 2016 the IFAS (Internal Factors Analysis Summary) Matrix is a tool for analyzing a company's internal factors, namely strengths and weaknesses, which are then given weights and scores to determine the strategic position within the company itself.

Table 1. IFAS Matrix

No	Internal Factors	Weight	Rating	Weight X Rating
Strength				
1.	The marketing communication strategy used by CV 06 Production is effective in reaching the target audience.	0.102091	4.15	0.423678
2.	The CV 06 Production marketing team has good skills in building relationships with clients and the CV 06 Production team resources are competent in their fields.	0.105781	4.3	0.454859
3.	The promotional media used is able to convey the message clearly and attractively.	0.089791	3.65	0.327737
4.	CV 06 Production has a good reputation in organizing events	0.114391	4.65	0.531919
5.	CV 06 Production delivers event information clearly and on time to clients.	0.111931	4.55	0.509287
Amount				2.247478

No	Internal Factors	Weight	Rating	Weight X Rating
Weakness				
1.	The use of social media in marketing communications is still less than optimal	0.095941	3.9	0.37417
2.	Promotion still depends too much on recommendations/word of mouth of successfully held events.	0.107011	4.1	0.465498
3.	There are no physical promotional media such as brochures, banners, and the like.	0.104551	4.25	0.444342
4.	The unavailability of an official website for CV 06 Production reduces the ease for potential clients or work partners in independently searching for service information.	0.095941	3.9	0.37417
5.	Coordination between teams in implementing events often experiences communication barriers.	0.072571	2.95	0.214084
Amount				1.872263
Total IFAS				0.375215

Source: Processed Data, 2025

Based on the results of the IFAS matrix, CV 06 Production's main strength lies in its good reputation in organizing events (score 0.531919), while the lowest strength lies in the use of promotional media which is still less than optimal in conveying messages (score 0.327737). On the other hand, the highest weakness is the dependence on word of mouth promotion (score 0.465498), while the lowest weakness is communication barriers in team coordination (score 0.214084). The final IFAS score of 0.37 indicates that the company's internal strengths are still more dominant than its weaknesses.

EFAS MATRIX

According to Rangkuti, 2016 the EFAS (External Factors Analysis Summary) Matrix is used to analyze external factors, namely opportunities and threats, which are also given weights and scores to see how much influence the external environment has on the company.

Table 2. EFAS Matrix

No	External Factors	Weight	Rating	Weight X Rating
Opportunity				
1.	The level of client satisfaction encourages them to promote CV 06 Production to their co-workers or colleagues.	0.11824	4.7	0.55572



2.	Clients feel satisfied with the service provided, increasing the possibility of clients using the service repeatedly.	0.11572	4.6	0.53233
3.	Clients feel directly involved in the preparation process through confirmations carried out routinely and in detail by CV 06 Production.	0.11447	4.55	0.52082
4.	The development of digital technology provides great opportunities to expand the reach of company & event promotions.	0.11195	4.45	0.49818
5.	The demand for creative and professional event organizer services continues to increase in the market.	0.11321	4.5	0.50943
Amount				2.61648

No	Threat	External Factors	Weight	Rating	Weight X Rating
1.	The level of competition between event organizers is very high		0.10063	4	0.40252
2.	Other event organizer services that offer cheaper and more attractive prices		0.07673	3.05	0.23403
3.	Other event organizer competitors use more aggressive and innovative marketing communication strategies.		0.07296	2.9	0.21157
4.	Too much focus on one social media platform increases the risk of decreased engagement and changing social media algorithms not reaching the audience optimally.		0.08302	3.3	0.27396
5.	Mistakes in delivering promotional messages can have a major impact on the image of the event organizer.		0.09308	3.7	0.3444
Amount					1.46648
Total EFAS					1.15

Source: Processed Data, 2025

Based on the results of the EFAS matrix, it shows that CV 06 Production's highest opportunity comes from client satisfaction which encourages word of mouth promotion (score 0.55572), while the lowest opportunity is the utilization of digital technology developments in promotion (score 0.49818). On the other hand, the biggest threat faced is the high level of competition between event organizers (score 0.40252), while the lowest threat is aggressive marketing strategies from competitors (score 0.21157). The final EFAS value of 1.15 indicates that external opportunities are much greater than the threats faced by the company.

Grand Strategy Matrix

According to Rangkuti, the 2016 Grand Strategy Matrix serves to visually determine a company's position in four quadrants based on the total IFAS and EFAS scores. These quadrants help companies choose their primary strategic direction, such as growth, stability, or retrenchment.

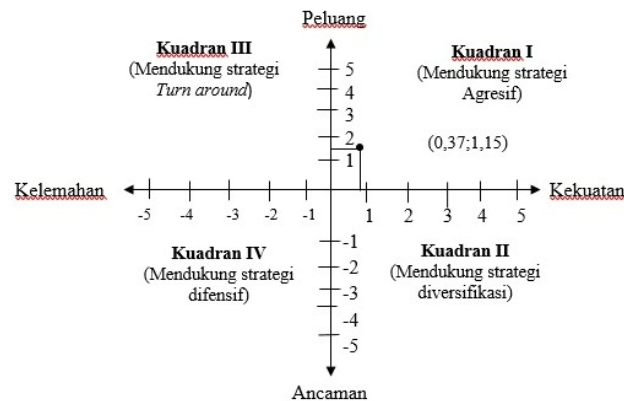


Figure 1. Grand Strategy Matrix

From the SWOT quadrant data above, it can be explained that the position of CV 06 Production is in quadrant 1, which means that the company is in a very potential position to be utilized optimally. The company's potential strengths are used as much as possible to be able to exploit and seize existing opportunities. Quadrant 1 position is a position that supports an aggressive growth policy, meaning that the company can develop strategies by maximizing the potential of its strengths and available opportunities.

SWOT Matrix

According to Rangkuti, 2016 The SWOT matrix combines the results of IFAS and EFAS analyses to formulate strategies based on a combination of strengths, weaknesses, opportunities, and threats. This matrix yields four alternative strategies:

1. SO (Strength–Opportunity)
2. WO (Weakness–Opportunity)
3. ST (Strength–Threat)
4. WT (Weakness–Threat)

Based on the SWOT matrix results, CV 06 Production is in Quadrant I, indicating a favorable strategic position. In this situation, the company possesses internal strengths that can be utilized to optimally respond to external opportunities. Therefore, a growth strategy is the appropriate strategy. The following is a description of alternative strategies based on a combination of SWOT factors:

a. SO Strategy (Strength–Opportunity)

This strategy leverages the company's strengths to maximize external opportunities:

- 1) Maximize digital marketing communications, such as social media and email, to expand market reach and build stronger brand awareness.
- 2) Improve services through a professional and experienced team so that clients feel satisfied and make repeat orders or recommend to their relations.
- 3) Optimizing the use of visual media such as Instagram to display creative and interesting content according to EO market trends.

b. WO Strategy (Weakness–Opportunity)

This strategy aims to overcome internal weaknesses so that the company can still take advantage of opportunities:

1. Expanding digital platforms, such as adding YouTube and TikTok, to keep pace with evolving communication trends.
2. Develop offline promotional media, such as brochures or banners, to strengthen your presence in exhibitions and live events.



3. Building an official website as an information center, digital portfolio, and reputation validation through testimonials.
 4. Improve team coordination, both through SOPs and structured work systems, to ensure consistent event quality.
- c. ST Strategy (Strength–Threat)
- This strategy uses internal strengths to deal with external threats:
- 1) Maintaining client loyalty and a positive reputation to remain the top choice despite aggressive promotional competitors.
 - 2) Ensure clarity and accuracy of communication to avoid misunderstandings that could damage the image.
 - 3) Diversify your digital channels to avoid relying on a single platform and still reach your audience despite algorithm changes.
 - 4) Emphasizing team professionalism as an added value, especially in competing with EOs who reduce prices but sacrifice quality.
- d. WT Strategy (Weakness–Threat)
- This strategy focuses on minimizing weaknesses while avoiding external risks:
- 1) Increasing digital transformation, including building websites and strengthening promotional media, to compete with more digitally savvy EOs.
 - 2) Spread across multiple social media platforms, to reduce dependence on a single communication channel.
 - 3) Improve team communication and synergy, through training and a more disciplined internal work system.
 - 4) Develop new promotional strategies, such as paid digital campaigns and collaborations with other parties, so that promotions do not solely depend on word of mouth.

Discussion

The results of the internal factor analysis conducted using the IFAS Matrix indicate that CV 06 Production has more prominent strengths than weaknesses. The strengths score obtained was 2,247, while the weaknesses score was 1,872, resulting in a final score of 0.37. These findings reflect that internally, the company has a strong enough foundation to support business growth. The main strength lies in the good reputation that has been built through organizing various events, as well as the team's ability to work professionally and efficiently. However, a significant weakness is the still limited promotional strategy, which mostly still relies on word of mouth methods and has not fully optimized the potential of digital promotions.

Externally, the EFAS Matrix analysis shows that the company faces more opportunities than threats. The total opportunity score of 2,616 far exceeds the threat score of 1,466, by a margin of 1.15. The highest opportunity stems from high levels of client satisfaction, which encourages indirect promotion through recommendations and referrals. Furthermore, advances in information technology and the growing public demand for professional event organizer services provide ample room for growth. External threats include increasingly fierce competition among event organizers, changes in social media algorithms, and pricing pressure from competitors offering lower prices.

The combination of these two analyses indicates that CV 06 Production is strategically positioned in Quadrant I of the Grand Strategy Matrix, a highly favorable situation for implementing a growth strategy. This position indicates that the company possesses internal

capabilities that can be utilized optimally to respond to external opportunities. Therefore, prioritized strategies include expanding market reach, improving service quality, and optimizing digital technology-based promotions.

Further SWOT analysis yielded four key strategic combinations. SO (Strength-Opportunity) strategies focus on leveraging the company's strengths to seize opportunities, such as optimizing social media usage, improving service quality, and leveraging a positive reputation to expand the client network. A competent and experienced team is key to providing superior service that encourages repeat orders or recommendations from clients.

The WO (Weakness-Opportunity) strategy focuses on addressing weaknesses to prevent them from hindering the utilization of market opportunities. Some steps that can be taken include: developing an official website as an information center and digital portfolio, developing physical promotional media such as brochures, and adding new digital platforms like YouTube or TikTok to reach a wider audience. Improving internal coordination systems is also crucial for maintaining service quality amidst the ever-increasing number of events.

The ST (Strength-Threat) strategy uses internal strengths to counter external pressures. Client loyalty, team professionalism, and clear communication provide a bulwark against more aggressive competitors in promotions and pricing. Diversification of communication channels is also necessary to reduce reliance on a single medium and anticipate changes in digital algorithms.

Meanwhile, the WT (Weakness-Threat) strategy focuses on minimizing weaknesses while avoiding the impact of threats. This includes digital transformation through website development, enhanced internal team training, and the implementation of more varied promotional strategies such as paid digital campaigns and strategic collaborations to reach new markets. Companies also need to reduce their reliance on word-of-mouth promotion by strengthening branding through formal and measurable channels.

Overall, this discussion shows that CV 06 Production has very supportive conditions to increase the number of events handled. A marketing communication strategy that is directed at growth and supported by internal strengths and external opportunities can be the main key in maintaining sustainability and strengthening the company's position amidst the competition in the event organizer industry. Maintaining a positive company reputation so that it can continue to rely on word of mouth promotion from satisfied clients.

Conclusion and Recommendation

Based on the research results and SWOT analysis of CV 06 Production, it can be concluded that the company is in a strategic position that is advantageous in supporting business growth, particularly in increasing the number of events handled. The results of the IFAS matrix analysis show that the company's internal strengths are more dominant than its weaknesses, especially in the aspects of reputation, experience, and team professionalism. Meanwhile, the EFAS matrix indicates that external opportunities, such as the increasing need for event organizer services, client satisfaction, and the development of digital technology, are greater than the threats faced. Overall, the company's position is in Quadrant I in the SWOT Matrix, which means the right strategy is a growth strategy. The implementation of SO, WO, ST, and WT strategies allows the company to utilize strengths to seize opportunities, while minimizing weaknesses and anticipating threats. Optimizing digital-based marketing communications, improving internal coordination, and innovation in the promotion system are important steps to increase the company's competitiveness.



Suggestions include optimizing the use of digital media to expand promotional reach and increase audience interaction. Companies are also advised to build official websites for information and service validation, as well as utilize platforms like YouTube and TikTok. Furthermore, improved internal team coordination is necessary to ensure more effective and structured event implementation. Companies also need to develop more varied promotional strategies, such as paid digital campaigns, educational content, and collaboration with external parties. Regular SWOT evaluations are also crucial to enable companies to adapt to industry dynamics and maintain sustainable business growth.

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