

Analysis of Increasing Revenue on Seasonal Wedding Organizer Products in Batujaya District

Mutiara Ramadhini¹, Dedi Mulyadi², Santi Pertiwi Hari Sandi³

^{1,2,3}Universitas Buana Perjuangan Karawang

Article Info

Article history:

Received May, 2024

Revised June, 2024

Accepted September, 2024

Keywords:

Income

Seasonal Period

Wedding Organizer

ABSTRACT

This research was conducted with the aim of knowing how to increase income during the seasonal period at Apri Decoration Wedding Organizer. This research was conducted in October 2022 - November 2023 in Batujaya District with the object being the Apri Decoration Wedding Organizer. Apri Decoration Wedding Organizer offers wedding organizer services to organize various series of wedding events providing special services in the field of marriage. The research method used is the Qualitative Descriptive method. Data collection is done by interview and observation. Based on the results of the study in 2023 the highest income occurred in May-June (Syawal-Dzulhijah) with a percentage of 20.2%, this is due to entering the Islamic month, so there is a lot of demand for the use of Wedding Organizer services. The highest decrease in revenue was 90.9% in August-September (Muharram-Safar) this is because the Muslim community believes that the month is not to hold a wedding, which is recommended by the Prophet. To anticipate this in order to continue to increase and its income also continues to rise, what Apri Decoration Wedding Organizer does is to give confidence to consumers through payment with a DP (Down Payment) system or down payment first, and it is not determined how much down payment must be paid. Then consumers can also use wedding services in advance without providing payment (debt) or down payment, and make payments if the event has been completed. Based on the results of research on how to increase revenue carried out by Apri Decoration Wedding Organizer in the form of trust, approach, social media such as Facebook which is usually used to share the results of bridal Make Up, bridal fashion collection models. In addition, Apri Decoration Wedding Organizer also collaborates with other parties or third parties such as mediators, and this really helps business owners to continue to earn income when it is not seasonal.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Name: Santi Pertiwi Hari Sandi

Institution: Universitas Buana Perjuangan Karawang

e-mail: santi.pertiwi@ubpkarawang.ac.id

1. INTRODUCTION

Every bride-to-be wants a wedding that is held regularly and according to plan. Planning a wedding takes months, starting from the execution time, selection of souvenirs, catering, selection of wedding reception venues, bridal makeup, documentation etc. The preparation of a mature wedding concept is carried out so that the wedding celebration becomes the most beautiful and unforgettable moment, besides that the bride-to-be wants to give the best to the invited guests, so they prepare and organize the wedding event as much as possible to satisfy the invited guests. Therefore, a party is needed to play the role of the organizer of the wedding party, helping to realize the wedding party as best and most beautiful as possible according to the wishes of the bride-to-be. Things like this make the bride-to-be feel stressed and depressed, so a wedding service called Wedding Organizer was born. The wedding planner service business or wedding organizer is a new business in the 21st century that began to develop into an industrial sector in the 1920s in the United States. Then it expanded to Europe and other countries, including Indonesia [1].

Preparing for a wedding party is not easy, many things must be prepared, such as surveying the building and eating, or remembering the details of the upcoming event, especially if the wedding is held according to certain tribal customs. It does take a lot of energy and time, while it would be better if the bride-to-be prepared for the wedding that will take place. This reason makes many brides-to-be use wedding organizer services, because in addition to time constraints, wedding organizers also help with all wedding preparations from the beginning to the end of the event [2].

According to Fithrati in [3] revealed that "Wedding Organizer (WO) is a service

that manages wedding events, both during planning and on the wedding day". With the increasing demand for professional and well-organized wedding services, many WOs are popping up in the market.

Wedding Organizer or WO is an agency or organization that provides services specifically in the field of weddings. Individually or in groups, help the bride and groom prepare everything related to the sacred wedding ceremony so that it is carried out according to their wishes.

Karawang Regency as an area that continues to develop, Karawang Regency is also known as an industrial city because the location has thousands of factories in operation. Karawang also offers Wedding Organizer (WO) services to help couples who want to plan and execute their wedding. Wedding organizers in Karawang usually provide a variety of services, including wedding planning, organizing, and execution. Wedding Organizers in Karawang number around 28 Wedding Organizers.

One of the sub-districts in Karawang Regency is Batujaya District. Batujaya District is one of the 30 sub-districts in the Karawang Regency area and is one of the coastal zones.

Batujaya District is a sub-district where the population is the majority of farmers and also fish or ponds, the types of fish that are widely farmed are usually milkfish, and shrimp, the fish harvest is usually three times a year. In addition, there are also people in Batujaya District who earn income by planting rice or farming, the harvest is usually harvested twice a year. With the large number of Batujaya residents, the majority of whom are farmers and pond workers, to hold a wedding reception/circumcision, the Batujaya community holds it in the harvest month. The rice harvest season occurs in May-June and October-November 2023.

Table 1. Wedding Organizer Data of Batujaya District

No	Wedding Organizer Business Name	Year of Establishment
1	Juju Wedding Organizer	2000
2	Imah Wedding Organizer	2014
3	Cinta Make Up Wedding Organizer	2008

4	WaLis Wedding Organizer	2019
5	Jasam Decoration Wedding Organizer	2008
6	Ika Lafischa Wedding Organizer	2018
7	Maria Make Up Wedding Organizer	2015
8	Babeh Ndut Wedding Organizer	2010
9	Mila Pratiwi Bridal Makeup	2017
10	Baba' Wedding Semysalon	2015
11	H. Rahman Wedding Organizer	2007
12	Silvia.Via Decoration Wedding Organizer	2022
13	Bule Jaya Decoration Wedding Organizer	2018
14	Acih Wedding Organizer	2010
15	Tina Queen	2021
16	Samsul Arif Make Up Wedding Organizer	2019
17	Apri Decoration Wedding Organizer	1994
18	Hj. Rodiah Decoration	1997
19	Reginatunnisa Putri Decoration	2020
20	Lia Apilianti Make Up & Decoration	2021

Source: Authors 2023

Based on Table.1 that in Batujaya District there are around 20 Wedding Organizers which were established in 1994 and the latest in 2022. Wedding Organizer consumers from various regions are not only

around Karawang, but wedding organizer consumers are also from several outside the city, because Batujaya District borders the Bekasi Regency area, Tirtajaya District, Jayakarta District, Pakisjaya District.

Table 2 Wedding Organizer Revenue Data in Batujaya District for the 2023 Period

No	Business Name	Income
1	Apri Decoration Wedding Organizer	IDR 641,000,000
2	Cinta Make Up Wedding Organizer	IDR 464,000,000
3	Maria Make Up Wedding Organizer	IDR 250,000,000

Source: Observations on each company, processed by the author (2023)

Based on the Table. 2 Revenue Apri Decoration Wedding Organizer has the highest income with an income of Rp. 641,000,000 which is the highest income among others and has been serving consumers for more than 28 years. Apri Decoration Wedding Organizer was established in 1994 and has extensive experience in facing various obstacles in business development.

Some previous studies that have the same discussion, including: as conducted by Maulana [4] in a study entitled "Seasonal Patterns of Australian Foreign Tourist Visits to Indonesia, Thailand and Singapore" which

analyzed seasonal patterns using the calculation of seasonal ratios, seasonal indicators, Gini coefficient and seasonal indexes. Comparing the seasonal pattern of Australian tourist arrivals to Indonesia with other competing countries, namely Singapore and Thailand. Revealing that the value of the seasonal ratio and seasonal indicators shows that the pattern of tourist arrivals to Indonesia is fluctuating every month. However, the level of seasonal tourists from Australia to Indonesia is relatively low compared to the other two countries.

According to Maulana & Koesfardani [5] In the study entitled "Seasonal

Patterns of Foreign Tourism Visits to Bali" revealed that seasonal fluctuations are very important, which directly affects capital needs and causes operational problems for the tourism industry, which has an impact on prices, costs and profitability as well as service quality. The difference from the previous study is that it uses a sample of tourists, while in this study it uses a sample of the service industry.

Based on the background above, to get an idea to increase revenue, companies need to prepare for seasonal periods and adjust strategies based on market trends. Therefore, research is needed to analyze what ways can be done to help increase income in the influence of seasonality. Therefore, with the support of previous theories and research, the researcher raised the title "Analysis of Increasing Income in Seasonal Wedding Organizer Products in Batujaya District".

2. LITERATURE REVIEW

2.1 Seasonal Period

According to Maulana & Koesfardani [5], seasonality is defined as a pattern that occurs regularly and repeats in data along with changes in seasons or a certain period of time. These patterns can be fluctuations in sales, economic activity, or consumer behavior related to a particular season. According to Kotler & Armstrong [6], seasonality is a periodic pattern seen in data caused by seasonal changes in the factors that affect these variables. Seasonal analysis is important for predicting and understanding seasonal data fluctuations.

2.2 Definition of Income

Revenue refers to the total capital gains that occur as part of a company's operations. These types of income include: sales of goods, provision of professional services, commission income, income from freight costs, interest income, property rental income, money lending, and other activities intended to obtain profits.

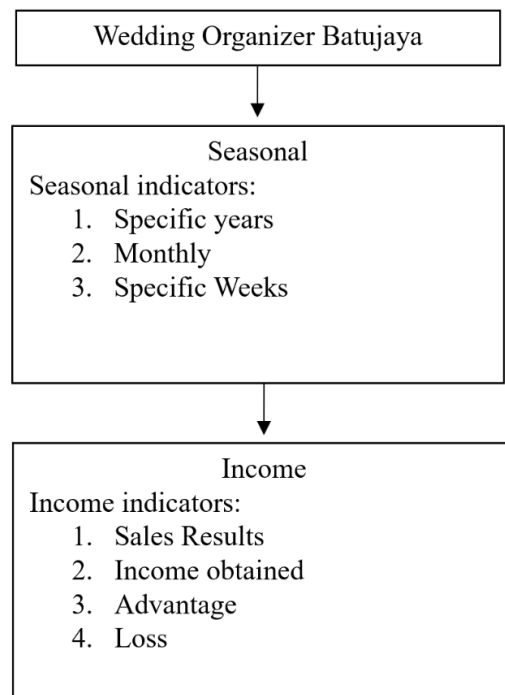
Revenue is cash in from the delivery of goods/services carried out by a company during a certain period. For business actors,

income from principal operations will increase the value of the company's assets, which will also increase the company's capital. However, for accounting purposes, the capital increase from the delivery of goods or services to a third party is recorded separately in the financial account.

Revenue is an affirmation of the company that the company has received rewards from users of the services provided by the company.

FRAME MIND

Apri Decoration Wedding Organizer is a service that serves the planning, preparation, and completion of events such as: wedding receptions and circumcisions. Apri Decoration Wedding Organizer was established in 1994, Apri Decoration Wedding Organizer is privately owned and operates in the service industry. The field of services that has been the flagship of Apri Decoration Wedding Organizer for 28 years is in the field of wedding reception services.



Picture 1 Research Paradigm

3. METHODS

The research method used using the qualitative descriptive method is a type of research that focuses on description and trends

to use an inductive approach in its analysis. The research does not rely on statistics, but rather focuses on data collection, analysis, and then interpreting it. The population used in this study is Apri Decoration Wedding Organizer in Batujaya District. So that the sample of this study is a number of revenues at Apri Decoration wedding organizers during the period of October 2022 - November 2023. The data collection technique in this study is in the form of interviews conducted directly with the wedding organizer, observation, documentation. The data used in this study used primary data and secondary data. In obtaining secondary data, the researcher uses interview and observation methods.

4. RESULTS AND DISCUSSION

Apri Decoration Wedding Organizer is a service that serves the planning, preparation, and completion of events such as: wedding receptions and circumcisions. Apri Decoration Wedding Organizer was established in 1994, Apri Decoration Wedding Organizer is privately owned and operates in the service industry. The field of services that has been the flagship of Apri Decoration Wedding Organizer for 28 years is in the field of wedding reception services.

One of these business people is in Batujaya District. This wedding organizer has

Table 1 Revenue Data for Wedding Receptions and Apri Decoration Circumcision for the Period of October 2022 – November 2023

No	Month	Number of clients	Wedding reception revenue	Circumcision revenue	Income fluctuations	Revenue Percentage (%)
1	Oktober 2022 (Rabi'ul Awal- Rabi'ul Akhir)	2	Rp. 28.000.000	-		
2	November 2022 (Rabi'ul Akhir – Jumadil Awal)	1	Rp. 15.000.000	-	Rp. -13.000.000	-5,40%
3	Desember 2022 (Jumadil Awal - Jumadil Akhir)	2	Rp. 37.000.000	-	Rp. +22.000.000	5,7%
4	Januari 2023(Jumadil Akhir - Rajab)	2	Rp. 50.000.000	-	Rp. +13.000.000	5,4%
5	Febuari 2023 (Rajab - Sya'ban)	2	Rp. 30.000.000	-	Rp. -20.000.000	-4%
6	Maret 2023(Sya'ban – Ramadan)	1	Rp. 15.000.000	-	Rp. -15.000.000	-5,00%
7	April 2023 (Ramadan – Syawal)	3	Rp. 43.000.000	-	Rp. +28.000.000	6,8%
8	Mei 2023 (Syawal - Dzulqaidah)	8	Rp.109.000.000	-	Rp. +66.000.000	8,5%
9	Juni 2023 (Dzulqaidah – Dzulhijah)	12	Rp.131.000.000	Rp. 6.000.000	Rp. +28.000.000	20,2%
10	Juli 2023 (Dzulhijah – Muharram)	8	Rp.109.000.000	-	Rp. -28.000.000	-6,80%
11	Agustus 2023 (Muharram - Safar)	-	-	-	Rp. - 9.000.000	-90,90%
12	September 2023 (Safar – Rabi'ul Awal)	1	Rp. 500.000	-	Rp. -99.500.000	-9%
13	Oktober 2023 (Rabi'ul Awal – Rabi'ul Akhir)	1	Rp. 14.500.000	Rp. 6.000.000	Rp. +20.000.000	4%
14	November 2023 (Rabi'ul Akhir – Jumadil Ula)	4	Rp. 41.000.000	Rp. 6.000.000	Rp. +26.500.000	6,5%
Jumlah		47	Rp.623.000.000	Rp.18.000.000		

Source: Apri Decoration Wedding Organizer oktober 2022 – November 2023

Based on Table. 3 above, it can be seen that the fluctuation of wedding reception

a variety of service options that can be chosen according to the budget and desires of consumers, ranging from the concept and layout of the wedding venue and everything needed to make the wedding event attractive that consumers want. Apri Decoration Wedding Organizer provides several types of weddings and wedding packages ranging from the most affordable packages, namely at a price of Rp. 8,000,000 to complete packages in the price range of Rp. 20,000,000 or even more, and many more various wedding packages that can be chosen by the bride-to-be and according to the needs of existing funds.

After conducting the data collection method, based on the results of the interview, it was shown that there was a problem with unstable income, which could reduce the income of wedding organizers. The decline in income levels is due to the decline in the number of brides-to-be, because Wedding Organizer is a seasonal business.

4.1 Apri Decoration Wedding Organizer Revenue

To see the fluctuations in sales of wedding receptions and circumcision during the seasonal period, you can see the following table, namely revenue data on wedding reception and circumcision services in October 2022 – November 2023.

income within 1 year with the largest income occurring in May of Rp. 109,000,000 and in

June of Rp. 131,000,000 with an increase in the percentage of 20.2%, this is due to the occurrence of the harvest season. The highest decrease in revenue occurred in September 2023 of Rp. -99,500,000 and the smallest decrease in income occurred in August of Rp. -9,000,000 with a percentage rate of 90.90%. In months that do not generate income, Apri Decoration Wedding Organizer does to continue to earn income, namely providing discounts, posting makeup results, decoration models and promoting its services through Facebook. In the month of August (safir) does not generate income because in that month the community believes that in that month it is not allowed to hold a wedding ceremony. The main reason is because the majority of Indonesia people are Muslims, the majority of the people believe that there are certain months that are suitable for holding weddings or circumcision, as stated by Imam Nawawi as explained in the Islamic sharia hadith containing recommendations regarding marriage. Therefore, Shafi'iyah scholars use this hadith as a postulate [7]. So that this results in Apri Decoration Wedding Organizer's revenue decreasing or no income at all. Circumcision income when entering June gets Rp. 6,000,000 and in October Rp. 6,000,000, in November Rp. 6,000,000 this makes the income unstable from month to month, because circumcision occurs only during certain months (final semester holidays, holidays, and the Prophet's birthday). Consumers who do not use the DP (*Down Payment*) system are around 46 consumers.

4.2 How to Increase Revenue on Wedding Organizers

Ways to increase income by providing trust to consumers through their payments with the DP system (*Down Payment*) or a down payment in advance, and it is not determined how much down payment must be paid. Then consumers can also use wedding services first without providing payment (debt) or down payment, and make payment if the event has been completed. In addition to providing trust to consumers through payments with the DP system (*Down*

Payment) Apri Decoration Wedding Organizer also makes business cards as physical reminders and is given to potential consumers who will use the services of Apri Decoration Wedding Organizer. Apri Decoration Wedding Organizer made business cards from 2015 to 2020 which contained the wedding organizer's company name, company logo, company address, phone number, and company email address. Since 2021, Apri Decoration Wedding Organizer has not used business cards anymore because it is ineffective.

- a) Apri Decoration Wedding Organizer uses social media as a means to promote its services, through social media, such as Facebook and whatsapp.
- b) Apri Decoration Wedding Organizer provides discounts by spreading through word of mouth to increase its income. Then to determine the discount, it is carried out when the first time the consumer has determined the price of the package that has been chosen. Apri Decoration Wedding Organizer provides an explanation of discounts that are easy for consumers to understand, so that there is no failure in giving or receiving information from both parties, so that both parties will certainly get feedback from each other, because what they want is in accordance with what is conveyed, both to the wedding organizer and the consumer.
- c) Apri Decoration Wedding Organizer provides trust to consumers through payment with the DP (*Down Payment*) system or down payment in advance, and it is not determined how much down payment must be paid in increasing their income
- d) Apri Decoration Wedding Organizer to increase its income also collaborates with sponsors/mediators in promoting its services.

DISCUSSION

Revenue Apri Decoration Wedding Organizer

Based on the results of the interview that getting married in the good months, namely May (Shawwal-Dzulqoidah), there is a belief that getting married in the month of Shawwal is the most recommended by the Prophet, where the majority of Indonesia people who are Muslims, the majority of the people believe that there are certain months that are suitable for holding wedding events. Therefore, the people of Indonesia believe that getting married in the month of Shawwal according to Islam is the most recommended by the Prophet.

The largest revenue occurred in May of Rp. 109,000,000 and in June of Rp. 131,000,000 with a percentage increase of 20.2%. The increase and decrease in Apri

- 1. Apri Decoration Wedding Organizer promotes its services using social media such as Facebook.

Decoration Wedding Organizer is caused by seasonal factors, for example in the months of Shawwal, Dzulqoidah, Dzulhijah and Muharam, where these months are the most recommended months by the Prophet, because the majority of Indonesia people are Muslims, the majority of people believe that there are certain months that are suitable for holding weddings, as stated by Imam Nawawi as explained in the hadith Islamic sharia contains recommendations regarding marriage and marital relations in the month of Shawwal. Therefore, Shafi'iyah scholars use this hadith as a postulate [7].

How to Increase Income in Wedding Organizers by:



Picture 2 Bridal Makeup Tent Model



Picture 2 Bridal Makeup Tent Model

This is a way done by Apri Decoration Wedding Organizer in increasing its income, namely by providing posts in the form of bridal makeup tent models, bridal fashion collections. Facebook social media used by Apri Decoration Wedding Organizer to carry out promotions. Apri Decoration Wedding Organizer usually shares posts on Facebook in the form of photos and videos such as bridal tent models, bridal fashion collection models. Apri Decoration Wedding Organizer utilizes media on Facebook such as instastories and photo and video posts. Apri Decoration Wedding Organizer uploads activities such as activities when there is a bridal job, to wedding dress fitting activities. This method is done to attract consumer interest.

Apri Decoration Wedding Organizer chooses promotion through social media because the cost incurred is only small and the consumer response is greater than through offline store promotion, around 80% of customers who use Apri Decoration Wedding Organizer services know through social media.

2. Providing discounts, the first-time consumers have chosen the service package to be used. Discounts are carried out during bargaining carried out by consumers when they already have a service package that they will use.
3. Providing trust to consumers

Apri Decoration Wedding Organizer in increasing its income is by providing trust to consumers through payment with the DP (*Down Payment*) system or down payment in advance, and it is not determined how much down payment must be paid. Then consumers can also use wedding services first without providing payment (debt) or down payment, and make payment if the event has been completed.

4. Working with sponsors/mediators

Apri Decoration Wedding Organizer promotes its services not only through social media, but Apri Decoration Wedding

Organizer also collaborates with sponsors/mediators who promote its services.

5. CONCLUSIONS

From the results and previous discussions, the researcher can draw the following conclusions:

- 1) Apri Decoration Wedding Organizer's seasonal revenue for the service industry fluctuates. The increase and decrease that occurred in Apri Decoration Wedding Organizer was caused by seasonal factors. Many service industry businesses do not last long because they cannot face the seasonal period that takes place.
- 2) The way done by Apri Decoration Wedding Organizer to increase revenue is by giving trust to consumers, using social media as a means to promote their services, through social media, such as Facebook to whatssap. Apri Decoration Wedding Organizer also collaborates with sponsors/mediators who promote its services, this way helps Apri Decoartion Wedding Organizer to increase revenue when the seasonal period is not ongoing.

Implication

Based on the results of the research and discussion that has been described above, the researcher provides the following suggestions:

- 1) Apri Decoration Wedding Organizer to improve the way it is done is by holding events or participating in events such as wedding expo exhibitions which contain a collection of vendors engaged in the service sector to promote their services. This is to increase income so that the business can pass the seasonal period and not suffer losses.
- 2) Apri Decoration Wedding Organizer is further improved in the use of social media, not only using Facebook and Whatssap to promote its services, but Apri Decoration Wedding Organizer must also take advantage of social media such as Instagram and YouTube.

Considering that in today's era the dissemination of information is faster with digital technology.

REFERENCES

- [1] Rachman. (2020). *Wedding Organizer for the 21st Century Industrial Sector*. (1), 13.
- [2] Muhammad Fawa'ti H.S. (2020). *Wedding award selection decision support system using the web-based topsis method 1.2*. 1(2), 1–9.
- [3] Anggraini, J. (2020). The potential of the wedding organizer business in the city of Medan is one of the multiplier effects of the mice industry in the city of Medan. *Scientific Architect*, 5(1), 155–162.
- [4] Maulana, A., Fitri, C., & Pradjwalita, P. (2020). POLA MUSIMAN KUNJUNGAN WISATAWAN MANCANEGARA KE BALI Seasonal Pattern of Foreign Tourist Arrivals to Bali. *Journal of Indonesia Tourism*, 14(2), 73–90.
- [5] Maulana, A., & Koesfardani, C. F. P. P. (2021). Seasonal patterns of foreign tourist visits to Bali. *Journal of Tourism Indonesia: Journal of Tourism Research and Development of Indonesia*, 14(2), 73–90.
- [6] Kotler, Amstrong 2016. *Principles Of Marketing Sixteenth Edition*. England.
- [7] Keislaman, J., & Yanti, A. D. (2023). *S l a m i k a*. 5, 1069–1082.