



THE IMPLEMENTATION PROCESS OF EVENT MARKETING AT INDONESIA DESIGN DISTRICT BY AGUNG SEDAYU GROUP

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Abstract

The current business environment is becoming increasingly competitive, requiring companies to adopt marketing strategies that emphasize customer experience and direct engagement. Event marketing is an important approach because it effectively enhances brand experience, strengthens brand awareness, and encourages customer engagement. This study examines the implementation of event marketing at the Indonesia Design District (IDD), developed by the Agung Sedayu Group, as a strategic platform to promote collaboration within the creative industry, showcase tenant products, and strengthen IDD's identity as a national design hub. Data were collected through observation, interviews, and a literature review to analyze the processes and challenges in implementing event marketing. Event marketing at IDD is executed through five structured stages: research, design, planning, coordination, and evaluation. The challenges arise from external and internal uncertainties that require flexible adaptation. Overall, effective coordination, data-driven planning, and continuous evaluation are key factors contributing to the successful execution of event marketing at IDD.

Keywords: Brand experience, creative Industry, customer Engagement, event marketing, event management,

Abstrak

Lingkungan bisnis saat ini semakin kompetitif sehingga perusahaan dituntut untuk menerapkan strategi pemasaran yang berorientasi pada pengalaman pelanggan (customer experience) dan keterlibatan langsung (customer engagement). Event marketing menjadi salah satu pendekatan strategis karena mampu meningkatkan pengalaman merek (brand experience), memperkuat kesadaran merek (brand awareness), serta mendorong keterlibatan pelanggan. Penelitian ini bertujuan menganalisis implementasi event marketing di Indonesia Design District (IDD), yang dikembangkan oleh Agung Sedayu Group, sebagai platform strategis untuk mendorong kolaborasi dalam industri kreatif, mempromosikan produk tenant, serta memperkuat identitas IDD sebagai

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pusat desain nasional. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan studi literatur untuk menganalisis proses serta tantangan dalam pelaksanaan event marketing. Hasil penelitian menunjukkan bahwa implementasi event marketing di IDD dilaksanakan melalui lima tahapan utama, yaitu riset, perancangan, perencanaan, koordinasi, dan evaluasi. Tantangan yang dihadapi berasal dari faktor internal maupun eksternal yang menuntut kemampuan adaptasi secara fleksibel dalam setiap penyelenggaraan kegiatan. Secara keseluruhan, koordinasi yang efektif, perencanaan berbasis data, serta evaluasi yang berkelanjutan merupakan faktor-faktor utama yang mendukung keberhasilan pelaksanaan event marketing di Indonesia Design District.

Kata kunci: *pengalaman merek, industri kreatif, keterlibatan pelanggan, pemasaran acara, manajemen acara.*

INTRODUCTION

The high intensity of global business competition today requires companies to innovate beyond simply selling products. In this context, companies are required to adopt and adapt marketing strategies that are oriented toward customer experience and direct interaction to build strong relationships with consumers. The shift in consumer behavior, which tends to be more selective and critical of promotional messages, has encouraged companies to move away from conventional promotional methods. As a result, marketing communication has evolved into a two-way communication process that prioritizes audience engagement, trust building, and the creation of meaningful experiences for consumers (Syarif et al., 2025). This transformation also reflects the broader development of marketing communication in which companies are expected not only to deliver information but also to create value and interactive communication spaces for the public.

Facing current market demands, Event Marketing has emerged as an essential marketing communication strategy. This strategy utilizes events or activities to effectively convey brand messages while creating direct brand experiences, which are considered more effective in building emotional and personal connections compared to traditional advertising. Conceptually, event marketing is defined as a participatory strategy in which companies are involved in various small and large-scale events with the primary objective of introducing and promoting products to the public (Rita and Nabilla, 2022). Furthermore, this promotional strategy is packaged in a series of specifically designed activities to provide unique appeal and memorable experiences for consumers (Auliya, 2020). The fundamental strength of event marketing lies in its ability to attract consumers' attention, as events are generally organized in formats that create a positive and enjoyable atmosphere, thereby encouraging public participation (Danar et al., 2024).

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In the context of the creative industry, events play a strategic role in supporting the growth of this sector, particularly in Indonesia, which has significant potential in design, architecture, and furniture industries. This potential is supported by increasing domestic and international demand for creative products and services. However, in order to optimize this potential, a collaborative platform is required to facilitate exhibitions, networking, and direct interaction among industry stakeholders, including designers, entrepreneurs, and consumers (Heryani et al., 2020). Such platforms are not only important for economic development but also for strengthening the ecosystem of the creative industry at the national level.

Indonesia Design District (IDD), a design and furniture hub developed by Agung Sedayu Group. As the largest design and furniture center in Indonesia, IDD serves as an important hub that connects industry players, creative communities, and consumers within one integrated space. Through this role, IDD contributes not only to commercial activities but also to the development of Indonesia's creative ecosystem. To achieve these objectives, IDD consistently utilizes large-scale events as a strategic instrument to promote tenant products, encourage collaboration among creative actors, and strengthen its positioning as a national design and lifestyle destination.

The events held at IDD represent a practical implementation of experience-based marketing strategies that emphasize the creation of direct engagement and memorable experiences for audiences. From the perspective of marketing communication theory, this approach aligns with the concept that effective marketing communication should facilitate interactive exchanges between organizations and their audiences, allowing consumers to experience the brand in a more meaningful way. In this regard, events function as a communication medium that integrates elements of promotion, public engagement, and brand experience simultaneously. Therefore, IDD does not only operate as a commercial center but also as a space for innovation, interaction, and public engagement within the design and creative industries.

Given the multidimensional and strategic role of event marketing, organizing events requires professional event management practices. Event management is a field that focuses on the planning, organizing, and implementation of activities designed to gather groups of people for specific purposes (Anggoro et al., 2023). Hariani (2021) also explains that event management refers to the systematic and professional process of organizing events in an effective and efficient manner. In marketing communication practice, effective event management becomes crucial because the

success of an event does not only depend on its concept but also on the coordination of resources, communication among stakeholders, and the ability to deliver a consistent brand message to the audience.

However, despite the existence of established management principles, field observations indicate that the implementation of event marketing at IDD involves complex processes. These processes include challenges related to resource management, coordination among multiple stakeholders, and the need for effective communication strategies. In practice, several obstacles are frequently encountered, such as difficulties in coordinating with external vendors and managing very tight timelines during event preparation and execution.

Given these conditions, an in-depth study of the implementation of event marketing at Indonesia Design District (IDD) becomes important. This research aims to provide a practical and analytical understanding of how event marketing strategies are implemented within the context of the creative industry. Furthermore, this study is expected to contribute to the broader development of marketing communication practices by providing insights into how event-based marketing strategies can be managed effectively to create meaningful engagement between organizations and the public. Thus, the findings of this research are expected not only to enrich academic discussions in the field of marketing communication but also to offer practical insights for industry practitioners and stakeholders in the creative sector.

METHOD

The research method used in this study is a qualitative approach. A qualitative method is a research method conducted through observing, collecting, and presenting data and events to be analyzed in depth (Rohendi & Muzzamil, 2021). This method was chosen to describe and understand the process of implementing event marketing at Indonesia Design District (IDD), which is developed by Agung Sedayu Group. This study uses two types of data, namely primary data and secondary data. Primary data were obtained directly from the main sources through interviews and observations. The informants in this study consist of the Head of Marketing Communication and the Supervisor (SPV) of Marketing Communication at Indonesia Design District. These informants were selected because they have significant roles in planning, coordinating, and supervising the implementation of events at IDD. In practice, both positions function as project leaders in event execution, allowing them to possess comprehensive knowledge regarding the entire process of event

marketing activities at IDD. Meanwhile, secondary data were collected indirectly through previous publications, including journals, websites, books, and online articles that are relevant to the research topic. After the data were collected, the obtained data were analyzed through several stages. First, the researcher compiled all data obtained from observations, interviews, and literature studies. Next, the researcher conducted data reduction, which involved selecting and filtering relevant information from the collected data. Finally, the reduced data were presented in the form of narrative text to facilitate the process of drawing conclusions from the research findings.

RESULT AND DISCUSSION

Events are an effective means of communication used by various organizations to introduce themselves to the public. Specifically in the context of marketing, event marketing has a significant impact in attracting consumers' attention because it is held in the form of events that can create a positive and enjoyable atmosphere. The organization of an event cannot be separated from the central role of event management. To realize a quality event and ensure that all aspects run smoothly, the implementation of professional, systematic, effective, and efficient event management is divided into several main stages of activity, namely:

1) Research

The initial stage in organizing an event is research. The goal is to analyze the needs, desires, and expectations of the audience. Research is the foundation for determining the concept and objectives of the event. This process is carried out by analyzing industry characteristics and tenant needs, which are used as a reference for data collection.

At this stage, the Marketing Communication team observes how tenants attract buyers and conducts consumer segmentation analysis to understand their shopping preferences. Consumer segmentation analysis is necessary to determine the right audience and is supported by visitor survey data, input from various tenants, and studies of similar events.

The research stage does not focus on tenants and internal visitors, but also looks at external momentum such as holidays and seasonal celebrations. This aims to determine the relevance of the theme and timing of *the event*. Collaboration with communities, digital agencies, and *event organizers* also helps IDD identify promotional trends, content preferences, and the selection of the right *Key Opinion Leaders* (KOLs). This research is not only preliminary planning but also

evaluative through *post-event surveys* that assess *tenant* and visitor satisfaction to serve as a reference for developing future programs.

Data driven research and collaboration enable IDD to reduce the risk of conceptual inaccuracies and low visitor turnout. Research conducted before *the event* serves as a quality control to ensure that activities remain relevant, attractive, support *tenant* needs, and strengthen IDD's image as a center for design and furniture. This is in line with the opinion of Anggoro *et al.* (2023), who state that *pre-event* research is important to minimize risks during the implementation of activities.

2) Design

Before organizing *an event*, there is a *design* stage. If an *event* is designed incorrectly, it will be very difficult to fix even with good *event* management. The *design* stage reviews creative ideas for organizing an *event*. These creative ideas start with *brainstorming* and *mind mapping* (Anggoro *et al.* 2023).

The design stage is carried out through a structured collaborative process in *weekly marketing communication team meetings* involving *the event* and *promotion, social media*, and *design sub-divisions*. Each team involved contributes different perspectives, ranging from providing activity ideas, visual designs, to communication strategies. Thus, a concept will be created that is not only innovative but also harmonious in terms of program, aesthetics, and *positioning*. This stage refers to the results of research and evaluation from previous *events* that are in line with the character of the audience and IDD strives to create unique and non-repetitive concepts. To achieve this, the IDD team applies the Observe, Imitate, Modify (OIM) principle, adapting references from various sources to remain consistent with the *brand* identity and audience characteristics. This approach ensures that each *event* has creative value while maintaining consistency with IDD's image as a creative industry hub.

The design stage in event planning at IDD is carried out systematically and collaboratively. The internal *marketing communication* team first develops the concept, which is then reviewed by the SPV and *Head of Marketing Communication* before being submitted to *the Board of Directors* (BOD) in a weekly meeting. At this stage, the team presents the theme, visual design, and promotional materials for final approval. The design stage is crucial because it plays an important role in organizing an event. In line with Ardita (2023), the design stage is essential to meet *stakeholder* expectations and leave a lasting impression on event visitors.

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3) Planning

The *planning* stage is a lengthy process in *event* management. At this stage, event organizers consider several factors, such as when the *event* will be held, the venue, *the* target *audience*, and others (Anggoro *et al.* 2023).

Event planning at IDD goes through a structured and collaborative process. The *event* concept is first formulated in the form of *an event deck*, then developed into visuals and publication materials in parallel through coordination between the design team, technical team, and social media. Collaboration between teams aims to unite the perspectives of each planning element, from concept to communication strategy.

At this stage, IDD also implements a structured budget management system a structured budget management system through a monthly monitoring platform. Each division, particularly the *Marketing Communication* team, manages the cost plan based on program requirements and activity priorities for the current month. Monitoring is carried out through *a shared spreadsheet* that accessible to relevant parties, so that every expense can be tracked in real time and integrated. This system not only supports transparency an accountability in budget use, but also facilitates the process of evaluating cost effectiveness against the results achieved at each event.

4) Coordination

The *coordination* stage is a means of communication with internal and external committees (Anggoro *et al.* 2023). Organizing an *event* requires coordination aimed at reducing misunderstandings among stakeholders involved so that it can run according to plan (Safitri 2021). IDD implements a structured and adaptive communication system. Each *event* has a special coordination group that functions to discuss preparations and task distribution, with the scale of communication adjusted to the size of the event. For large *events*, the communication process is carried out in layers through the main committee, divisions, and subdivisions, and is supplemented by weekly meetings to monitor progress and anticipate potential risks.

The key to successful *event* implementation lies not only in coordination but also in effective leadership. Each activity is led by *a project lead* who is responsible for assigning tasks, maintaining team stability, and ensuring that each stage runs according to the timeline. To address potential risks such as vendor delays or technical obstacles, IDD implements intensive communication accompanied by written documentation through *minutes of meeting* (MOM) to minimize

miscommunication.

In addition, flexibility is an important principle in dealing with dynamics in the field. The IDD team prepares various alternative plans so that any changes or obstacles can be overcome without disrupting the course of activities. Structured coordination, adaptive leadership, and a mature risk mitigation system enable IDD to maintain the smooth running and quality of every *event*.

5) Evaluation

The *evaluation* stage is the final stage in *event* management. According to Goldblatt (2010), various factors contribute to the success or failure of an event. *Events* can be seen from these evaluation stages. During the evaluation stage, *event* organizers seek information such as input and reviews, the results of which will be used as benchmarks for future events. The evaluation stage at IDD begins with internal reflection by the organizing team on the implementation of the event, followed by the collection of feedback from external parties such as tenants, sponsors, and visitors. The external evaluation stage focuses on providing *feedback* from *tenants* and sponsors regarding the fulfillment of promotional *benefits*, exposure, and satisfaction with *the* IDD *event*, through activities such as *tenant gatherings* and program collaborations. IDD encourages a sense of ownership and synergy among stakeholders. Meanwhile, feedback from visitors is collected through a *QR code survey* that assesses their level of satisfaction and experience during the event. The evaluation results are then summarized in an *event report* that contains attendance data, promotional effectiveness, and target achievement compared to the initial plan. The main success indicators include visitor *traffic*, increased brand awareness, and the level of *engagement* on social media, such as *tagging* and *mentions* by visitors.

In addition to external evaluation, IDD conducted an internal evaluation involving the entire organizing committee to identify the strengths and weaknesses of *the event* as a whole. This is in line with Anggoro's (2023) view that the involvement of all parties in the evaluation process is necessary to improve the quality of future events.

CONCLUSION

The implementation of *event marketing* at Indonesia Design District (IDD) is a strategic adaptation to modern business competition, focusing on the creation of customer experiences and audience engagement. IDD utilizes events as a strategic instrument to promote tenants and

strengthen its brand image. The operational process is carried out systematically and professionally through five main stages: five main stages: research, design, planning, coordination, and evaluation. By implementing a systematic, collaborative, and data-driven event management system, IDD effectively transforms each event into a highly effective marketing platform. Furthermore, the findings of this study indicate that event marketing can function not only as a promotional tool but also as a medium for fostering interaction between industry players and the public. Therefore, this research contributes to providing practical insights into how event-based marketing strategies can support the development of the creative industry ecosystem and enhance public engagement in design and creative activities at Indonesia Design District, developed by Agung Sedayu Group.

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