

Indobuildtech Digital Fair Marketing Communication Planning (Marketing Communication Planning of Indobuildtech Digital Fair)

Dina Hardina Gultom¹, Jamalulail², Hayu Lusianawati³

^{1,2,3}Universitas Sahid Jakarta

dyna.hardina@gmail.com, jamalulail@usahid.ac.id

Abstract

This study aims to analyze and identify how the planning of marketing communications for the Indobuildtech Digital Fair event as the first virtual exhibition in Indonesia in the category of building materials and interior exhibitions in 2020. In this study, PT Debindo International Trade and Exhibitions as the marketer of the IndoBuildTech Digital Fair event created an exchange of information between the company and potential customers. So that researchers use communication theory to support the marketing communication planning model specifically for event services. In this study, researchers used descriptive qualitative research methods which were analyzed based on data that had been obtained through interviews with informants. The results showed that the marketing communication planning for the IndoBuildTech Digital Fair event carried out by PT Debindo International Trade and Exhibitions was through 7 elements of stages (1) situation analysis, (2) objective setting, (3) positioning and message development (positioning and message development), (4) methods and media (method and media), (5) budget (budgeting), (6) implementation (implementation), (7) evaluation of measurement and supervision (evaluation, measurement, controlling), as well as one additional element of marketing communication planning as a research finding, namely information technology (information technology) through the virtu-ex platform as a forum for organizing virtual exhibitions.

Keywords

marketing communication;
marketing communication plan;
event; digital exhibition



I. Introduction

PT Debindo International Trade and Exhibitions is one of the leading event organizers in Indonesia. PT Debindo International Trade and Exhibitions abbreviated as PT Debindo ITE or more popularly called Debindo ITE, is a company engaged in services, namely the event industry, especially exhibitions. Debindo ITE is one of the leading exhibition organizers headquartered in Jakarta. As a Professional Event Organizer (PEO), Debindo ITE is active through its membership in the Association of Indonesian Exhibition Companies (Asperapi) which is a forum for exhibition industry business players to discuss and exchange ideas about organizing exhibitions in Indonesia on a national and international scale. Debindo ITE has a portfolio of international standard annual events with the theme of building materials, largest architectural and interior design in Indonesia. Through the company tagline "Connecting Your Business To The World" Debindo ITE establishes close cooperation with various relevant parties both domestically and abroad consisting of associations, corporations and from the government including relevant ministries to support and make the event successful. EventsIndoBuildTech Expo (Indonesia Building and Technology) is the largest and most well-known trade fair

featuring a full spectrum of products and services for the building materials and interior market which is directly organized by Debindo ITE as the event owner. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Events is a place for industry players to showcase their company's products, promote their products, and brand the company's products. Since its launch in 2003, the event has gained immense international status, with international exhibitors accounting for nearly half of the total companies participating in the exhibition. The existence of IndoBuildTech Expo has been able to bring more than 50,000 visitors during the 5 days of the exhibition and hundreds of exhibitors every year and hundreds of exhibitors (exhibitors). The following is a table of quantities exhibitors and visitors IndoBuildTech Expo for the last 4 years.

Table 1. Number of Visitors and Exhibitors of IndoBuildTech Expo

Year	Number of Visitors	Number of Exhibitors
2016	46,500	288
2017	51,218	314
2018	53,758	498
2019	56,829	536

Source: www.indobuildtech.com

In 2020 due to the covid-19 pandemic that occurred almost all over the world, it resulted in restrictions and even cancellation of community activities and industrial activities including industry including the MICE (Meeting Incentive Convention Exhibition) industry, especially events. In 2020, the IndoBuildTech Expo which will be held at the venue has been postponed to 2021. PT Debindo International Trade and Exhibitions as the organizer and event owner finally held the IndoBuildTech Expo virtually on 30 September – 11 October 2022 (for 12 exhibition days) with the name of the IndoBuildTech Digital Fair event, which is the first virtual exhibition of building materials and interiors in Indonesia.

Table 2. Number of visitors and exhibitors of IndoBuildTech Digital Fair

Total Visitors	Total Exhibitors (Local Exhibitors)	Total Exhibitors (Overseas)
46,176	117	7

Source: *Post-Show Report IndoBuildTech Digital Fair*

Based on the table, there was a reduction in the number of visits and the number of exhibitors at the IndoBuildTech Digital Fair which was held virtually compared to the number of visitors and exhibitors at the IndoBuildTech Expo held at the venue. As the first virtual exhibition of building and interior materials in Indonesia, it is inseparable from the plans implemented by the company to promote and market IndoBuildTech events to IndoBuildTech event consumers.

Careful event planning is a determinant of the success of a company to achieve maximum results. One of them is in planning marketing communications which provide enormous opportunities and influence to increase sales and provide satisfaction to the two parties involved, namely the company and consumers as company customers. According to Kotler and Armstrong (2001) marketing communication is an activity that seeks to combine advertising with other communication tools such as public relations, direct marketing, sales promotions such as sponsorships and events to be able to work together. Therefore, planning event marketing communications is the initial stage of success or failure of an event, both in achieving the target visitors (visitors), exhibitors (exhibitors),

Innovative event marketing communications emphasize the importance of effectively integrating tools and techniques that can be used to communicate events and provide understanding to event attendees and parties involved (Masterman and Wood, 2006). Communication is characterized by activities in the form of action, change, exchange and transfer of messages so that communication has a dynamic, interactive, transactional character that takes place in the context of space and time, as well as the social context of the community that is informative and inviting. Event service marketing prioritizes the presence of event participants, visitors, and parties who support events to create value for customers and build strong relationships to recapture value from customers. Therefore, planning a good event marketing communication will determine the quality of the event presented.

II. Research Method

The researcher uses a descriptive qualitative research type, in the form of an analysis of the marketing communication strategy applied by PT Debindo International Trade and Exhibitions in the marketing of the IndoBuildTech Digital Fair (IDF) as the first virtual exhibition of building materials and interiors in Indonesia which was held in 2020. Methods Qualitative research is a descriptive research method, using analysis, referring to data, utilizing existing theories as supporting material and producing a theory. Qualitative research methods are based on more than one view, in this case the views and information of participants (Sugiono, 2009). Descriptive qualitative research seeks to describe all the symptoms and conditions used to find knowledge of a particular research subject. The results obtained from the participants were then analyzed by the researcher. This shows that all life processes are dynamic because they will be faced with changing situations that are experienced from time to time. Researchers look from a broad perspective in this research, including about the development of digitalization at this time in almost all fields. In this case, it shows that the researcher found some new knowledge that was not previously popular in the industry, especially events. An in-depth discussion of the issues discussed based on pre-existing data.

2.1 Analysis Unit

The unit of analysis of this research is the Virtual Exhibition (Virtu-Ex) which is a platform used to access the IndoBuildTech Digital Fair event. Researchers want to identify

and analyze hidden plans related to marketing communications for the IndoBuildTech Digital Fair event, including the integration of marketing communications. The researcher will describe the planning that is applied through the integration of marketing communications (integrated marketing communication) to market the IndoBuildTech Digital Fair event as the first virtual event for building materials and interiors in Indonesia in 2020.

2.2 Object of Research

The stages of this research began with collecting data by means of field observations, namely PT Debindo International Trade and Exhibitions on Jalan KH Abdullah Syafei no. 9 South Jakarta as the organizer of the IndoBuildTech Expo exhibition. The IndoBuildTech Digital Fair event was held by PT Debindo International Trade and Exhibitions through the Virtu-Ex platform. Therefore, the unit of analysis in this study is the Virtu-Ex platform. The researcher focuses on planning the marketing communication of the IndoBuildTech Digital Fair event as the first virtual event for building materials and interiors in Indonesia, which was organized by PT Debindo International Trade and Exhibitions in 2020.

Table 1. Research Objects

Event Name	IndoBuildTech Digital Fair
<i>Event Organizer</i> (EO)	PT Debindo International Trade and Exhibition
Address	KH Abdullah Syafei Street no. 9 South Jakarta

Source: Researcher (2022)

2.3 Collection Methods and Data Sources

In this study, data was collected through observation, interviews with key informants and evidence including documentation of promotions carried out by the digital marketing and Public Relations (PR) division of PT Debindo International Trade and Exhibitions. According to Sugiyono (2017: 224) data collection can be done in various settings, various sources and various ways. When viewed from the setting, data can be collected in a natural setting, for example in a laboratory with experimental methods with various respondents or through seminars and others. When viewed from the data source, the data collection comes from primary and secondary sources. Furthermore, judging from the data collection techniques, the data collection techniques can be done by observation (observation), interviews (interviews), documentation (Documentation) and combination (triangulation). The data collection from various sources and various ways. Documentation technique is used as a supporting data collection technique to complete the research data. The aim is to obtain data from observations.

a. Observation

Observation activities are the basis of all science, through observation researchers learn about behavior and the meaning of that behavior. Observations will be made through supporting documents regarding the IndoBuildTech Digital Fair event, both digital documents (Instagram Indobuildtech, Articles from Media Partners, Indobuildtech official website, Facebook, Youtube, Linked in, etc.) and conventional (Post-Show Indobuildtech Digital Fair) , event catalog). This method is used to observe directly the events/phenomena that are the focus of the research. The researcher is involved with the object under study, while making observations, the researcher does what the data source does (Sugiyono, 2017: 227).

b. Interview

According to Esterberg (2002) an interview is a meeting of two people to exchange information and ideas through question and answer so that they can be constructed into meaning in a topic. With interviews, researchers will find out more in-depth things about participants in interpreting situations and phenomena that occur where this is not found through observation. The interview that will be conducted by the researcher is with the Digital Marketing Specialist and Public Relations (PR) of PT Debindo International Trade and Exhibitions which aims to explore the information needed by researchers (Sugiyono, 2019:304).

c. Documentation

Documentation is a record of events that have passed either in the form of writing, pictures or monumental works of someone. Document studies are needed as a complement to the use of observation and interview methods in qualitative research. In this study, the documentation technique in question is the promotional activities carried out, target visitors, media and other stakeholders in collaboration with PT Debindo International Trade and Exhibitions in marketing the IndoBuildTech Digital Fair 2020 event (Sugiyono, 2019:314).

2.4 Data Analysis Method

In processing the data collected further, the researchers used data analysis according to Miles and Huberman in Sugiyono (2017). The data obtained will be analyzed using the following analytical techniques:

a. Data Collection

Data collection is done by interview (depth interview), direct observation and observation and through other documents related to the research conducted. In this study, researchers observed the promotional activities used by PT Debindo International Trade and Exhibitions in marketing the IndoBuildTech Digital Fair event in 2020 as the first virtual event for building materials and interiors in Indonesia.

a. Data Reduction

Researchers collect data obtained from the field during the study. The longer the researcher is in the field, the more data will be obtained. Therefore, if the data obtained is quite large, data analysis can be carried out through reduction in order to make the data more summarized, thorough, detailed, and choose the main things. From the data obtained, there are several things that must be reduced because considering the purpose of the research is the planning of marketing communications for the IndoBuildTech Digital Fair event.

c. Data Display

After data reduction activities, the next is data presentation activities. In qualitative research, it can be done in the form of a short description, chart or with a narrative text. The most frequent form of display data for qualitative research data in the past has been narrative text (Miles and Huberman, 1984). This means that in presenting data in qualitative research, it is more often used with narrative texts.

d. Conclusion Drawing/Verification

The conclusion in qualitative research is a finding that has never existed before. Findings can be in the form of a description or description of an object that was previously dim with research, the research becomes clear and can be in the form of a causal relationship. The researcher's findings are that there are elements of information technology that must be included in the planning of event marketing communications.

III. Results and Discussion

In attracting consumer interest, companies must communicate or dialogue with consumers and potential customers to be interested in the products or services offered. Communication is a social process in the environment that creates and interprets meaning to understand each other through symbols (West, Turner 2018:5). In this case, PT Debindo International Trade and Exhibitions as the marketer of the IndoBuildTech Digital Fair event in 2020 attracted the attention of consumers, namely exhibitors (exhibitors) and exhibition visitors (visitors) in a planned manner with an approach to inform and invite target consumers to participate and visit the exhibition. Indobuildtech Digital Fair.

Planning is a measure of the success of an event that will be displayed. The success of an event presentation can be seen from how the planning has been done. PT Debindo International Trade and Exhibitions as the organizer of the event planning through 8 planning stages including: situation analysis, goal setting (objective setting), positioning and message development (positioning and message development), methods and media (method and media) , budgeting (budgeting), implementation (implementation), evaluation of measurement and supervision (evaluation, measurement, controlling), information technology (information technology) through the virtu-ex platform as a forum for organizing virtual exhibitions which can provide solutions to stakeholders everywhere to stay able do their activities.

3.1 SituationAnalysis (SWOT Analysis)

PT Debindo ITE conducted a situation analysis before holding the 2020 IndoBuildTech Digital Fair through the following analysis:

a. Strength

The name of the IndoBuildTech exhibition is the power or strength possessed by PT Debindo International Trade and Exhibitions which has been very consistent in providing satisfaction to all its stakeholders. It can be said that all exhibitors, visitors and stakeholders other who have collaborated at the Indobuildtech exhibition until 2019 are almost all consistent and even many newcomers are collaborating. The company's strengths are also fully supported by relevant ministries such as the Ministry of Public Works, Public Housing (Ministry of PUPR), Ministry of Tourism and Creative Economy (Kememparekraf), Ministry of Trade (Kemendag), Ministry of Industry and others. Cooperation with the government has been well established so far and related institutions, namely the Indonesian Chamber of Commerce and Industry (KADIN) and the Construction Services Development Agency (LPJK) where every Indobuildtech event is always present to support the implementation of the Indobuildtech exhibition.

b. Weaknesses

The IndoBuildTech Digital Fair was held for the first time by PT Debindo ITE and the first time an exhibition of building materials and interiors in Indonesia. PT Debindo ITE realizes its weakness in organizing the first IndoBuildTech Digital Fair event, which is that it cannot convince all parties because it is online because the control function is

different. But to overcome this weakness, to regulate the flow of the exhibition because this is an online exhibition so for control it is that all activities can be recorded or recorded. For example; there are activities from visitors/users to exhibitors. Debindo can track whether there was a contact or exchange of information with them and a record of the time the contact occurred. In making virtual exhibitions requires a large budget and related IT parties who are experts in the field of online exhibitions. During the COVID-19 pandemic in 2020 abroad, virtual exhibitions became a trend and large exhibitions were held online or virtual.

c. Opportunity

Before determining the strategy to be implemented, an analysis of opportunities during the pandemic still exists. Apart from all the event industries facing the same problems, PT Debindo ITE has made new innovations to provide a new experience and prove that PT Debindo ITE with Indobuildtech events is able to adapt and innovate during the COVID-19 pandemic and as a pioneer in organizing the online version of the exhibition. in the category of building materials and interiors.

d. Threats

In this analysis, of course, for PT Debindo ITE, it is not easy to create an Indobuildtech Digital Fair exhibition. The best possibility is that the exhibition can run successfully, exhibitors at the exhibition are enthusiastic, visitors are busy and stakeholders are supportive. But the worst possibility could also happen the other way around, it could be held but failed and it could be that exhibitors/visitors/stakeholders are not convinced by the IndoBuildTech Digital Fair exhibition. So in this case PT Debindo ITE is also risking a reputation that is well known and special by building material and interior companies in the Southeast Asia region and especially in Indonesia.

3.2 Goal Setting (Objective Setting)

Formulas corporate communication objectives apply a framework that focuses on the goals to be achieved such as the goals of awareness, engagement, providing insight (knowledge), attracting attention (interest), growing confidence (conviction), until the target audience of consumers takes action (action). The IndoBuildTech Digital Fair event was held by PT Debindo ITE with the aim of providing new experiences and solutions for all company stakeholders and consumers who have experienced a decline in demand for building and interior materials during the 2020 COVID-19 pandemic. Besides that, organizing this event has a good impact on the reputation of the Organizer, namely PT Debindo ITE as the leading Professional Event Organizer (PEO) in Indonesia that is able to compete and innovate in the challenges caused by the COVID-19 pandemic. In addition to the reputation for the company, this event was also held for the reputation of the IndoBuildTech event itself as the largest building and interior material exhibition in Indonesia since 2003. In organizing events, PT Debindo ITE always relies on the momentum of the event so that in 2020 it becomes a momentum to improve and maintain the company's good name through the innovation of the IndoBuildTech Digital Fair. Through this momentum, PT Debindo ITE also claims that the IndoBuildTech Digital Fair is the first online exhibition of building and interior materials in Indonesia.

3.3 Positioning event IndoBuildTech Digital Fair and Message Development

Positioning is being able to create an impression that differentiates among competitors. At the IndoBuildTech Digital event, it gives users the impression that they are in a real exhibition available at IndoBuildTech Digital Fairs such as Interactive Voice/Video calls, e-brochure, Live Chat, e-brochure, company profile, exhibitor category, 360 booth

views, bookmarks, and networking rooms for events such as product presentations, seminars and others . Debindo ITE as an organizer gives a different impression through superior features provided as value obtained by exhibitors and visitors and other stakeholders.

3.4 Methods and Media

Media has a function to disseminate news/events or events to the public. Companies as messengers can convey messages through intermediary media that can be used including conventional media and digital media. PT Debindo International Trade and Exhibitions, the organizer of the IndoBuildTech Digital Fair event in 2020, promotes and markets this event through digital media because it has many advantages compared to having to use conventional media. The use of internet-based digital media used is online media that is closest to the community and easy to access so that messages can be conveyed.

The company uses media that has also been used to convey information about the exhibition, namely through digital media with an attractively packaged content approach. At the Indobuildtech Digital Fair event, it was slightly different from the use of media used to convey information to the entire target market of the Indobuildtech Digital Fair, namely by maximizing digital media as a more effective and efficient solution. The approach taken by PTDebindoITE to reach all target markets by using a content approach through digital media owned by companies such as Facebook, Instagram, Youtube, Websites, Whatsapp blasts which are packaged to attract the attention of the entire company's target market, namely visitors and exhibitors.

The Indobuildtech Digital Fair, which was held during the COVID-19 pandemic in 2020, almost all parties avoided printed documents and the paperless trend to avoid the spread of COVID-19. PT Debindo ITE decided to choose digital media to overcome this and it was acceptable to all parties.www.indobuildtech.com.

The success of a communication is when the message can be well received by the recipient of the message and the sender of the message reacts or responds to the message received. Companies as organizers and messengers get responses that can be known more quickly in the form of questions to inquiries (booth requests/needs) for the IndoBuildTech Digital Fair 2020 event from the target exhibitors who want to open a virtual booth at the IndoBuildTech Digital Fair. Besides that, they get questions about how to access the IndoBuildTech Digital Fair exhibition from potential visitors.

Apart from digital media, it is also through media partners where the press release of the Indobuildtech Digital Fair event and also through related associations to inform the holding of the IndoBuildTech Digital Fair exhibition. Through Digital Marketing promotion which is integrated with Public Relations to provide maximum results and information is conveyed properly. Digital media such as Instagram, Youtube, Website, Facebook, and media partners that already have their own online platforms such as Websites, Instagram, Youtube and others. The platform that is already owned by IndoBuildTech Digital Fair is the Indobuildtech Official platform including the Indobuildtech Official Youtube channel, the official websitewww.indobuildtechexpo.com, Indobuildtech Official Facebook, and Indobuildtech Official Instagram.

3.5 Budget

In the promotional activities carried out by the company can not be separated from the costs that must be incurred by the company. Budgeting is needed to design promotions that must be carried out by companies to achieve maximum goals. The Indobuildtech Digital Fair event was designed by PT Debindo ITE to implement effective and efficient

planning. What is meant is effective and efficient in preparing the budget as needed but right on target to the desired target market. In addition to preparing promotional strategies and preparing virtual budgets for the Indobuildtech Digital Fair exhibition. So, in terms of budgeting at the Indobuildtech Digital Fair event, which is leaner than offline exhibitions.

Budgeting planning for the promotion of the Indobuildtech Digital Fair event is divided into two focuses. First, the budget for production as the largest budget and who oversees the procurement for this event includes the digital platform used for this event. Then there is also a budget for the promotion structure because we don't use offline promotions and are transferred online. This online promotion fee structure has never been created before because it uses offline promotion predominantly. The budget made is for online promotion and the cost is much more affordable than promotions done offline.

3.6 Implementation

Implementation as the realization of a previously designed strategic plan. At the time of implementation, all these stages have been carried out, but there are technical problems such as a full server such as request time out which is actually more IT technical. However, even though there is this obstacle at the time of the event, it is usually overcome very quickly. In implementing all stages of marketing communication planning for this event, Debindo involves the entire team including the event team (business program, sales team, operational team, and marketing team to coordinate properly at exhibitions or events that are held face-to-face.

3.7 Evaluation, Measurement, Control

When the Indobuildtech Digital Fair exhibition has been held, PT Debindo ITE like previous years always evaluates in the form of a report which will be a benchmark for improvement in the next event. The measurement of interest and marketing communication planning carried out by PT Debindo ITE is, First of all, the percentage of people's interest in visiting offline and online exhibitions. At this stage, Debindo ITE as the organizer of the IndoBuildTech Digital Fair 2020 event saw the enthusiasm of visitors and visitors to the exhibition which was held for the first time. Second, evaluate how effective the features in the Indobuildtech Digital Fair exhibition are, how effective the promotions have been, and how much positive response from exhibitors and visitors who have participated in online exhibitions. Then for the controlling stage that is carried out is more towards how to maintain the quality of the events held both online and offline in the future. Because Indobuildtech has become a major event and an activity for various professions that bring together as a whole such as building and interior material companies, professional associations, consultants, developers, interior designers, architects and others where they are all gathered to meet at the Indobuildtech event.

3.8 Information Technology

The limitations of organizing events can be overcome through the use of information technology. The role of technology as a means that provides convenience in various fields, especially information technology. The longer the technology will become the most prioritized needs and will depend on technology including the internet. In 2020 due to the limitations of the implementation during the pandemic, PT Debindo International Trade and Exhibitions held the IndoBuildTech Digital Fair event on a website-based online platform, namely Virtu-Ex. By adopting information technology will be able to improve the quality of a service and productivity more quickly. Functionally, technology is used to process data so that it can record or store data in organizational practitioners. Technology

can be said to be only software-based such as applications with features in applications and hardware such as computers and others so that technology is conceptualized as in terms of technical complexity so that information technology has a function to process various kinds of data, process and organize data to be able to present data. maximally (Woodward, 1965). With the rapid development of technology, technology is now not only a support or support, it has even become one of the company's priorities because it can combine and even transform conventional activities into digital. The combination of technology can have a strong influence on the growth of organizational productivity.

At the IndoBuildTech Digital Fair event, namely an online exhibition that can be accessed through the virtual-ex platform and several supporting devices used to process and display information and record data, be it visitor data, exhibitors, duration, transactions to how many other activities are in online exhibitions. In this case the researcher sees the efficiency and synergy of information in it so as to produce valid data.

IV. Conclusion

Based on the research analysis that has been described, the researcher draws several conclusions from the findings of the researchers in the field, including:

1. The planning of marketing communications for the IndoBuildTech Digital Fair event, which was directly organized by PT Debindo International Trade and Exhibitions, is to carry out 7 elements of the planning stage according to Masterman and Wood (2006) including through the stages of situation analysis (situation analysis), goal setting (Objective Setting), positioning and message development (positioning and message development), methods and media (method and media), budget (budgeting), implementation (implementation), evaluation of control measurements (evaluation, measurement, controlling).

Researchers found additional elements in addition to the 7 stages of planning above for planning event marketing communications, namely elements of information technology (information technology) which can be an important element that must be included in the planning stages of event marketing communications in particular to present a maximum event activity. Along with the development of technology, society in general will depend on activities that can be carried out virtually to support their activities. Apart from being accessible from anywhere, virtual activities are certainly more efficient than exhibitions held at exhibition venues. An event is a place for industry players or anyone to support daily activities or daily activities,

2. Researchers found that events held online and events held offline had advantages and disadvantages. First, online events can be accessed from anywhere and anytime, a wider range of users or users, very efficient, users can communicate with exhibitors (exhibitors) without having to spend time to come to an exhibition. The drawback is that visitors as users cannot directly touch the desired product. Second, offline events have the advantage that visitors can meet and communicate directly with the desired exhibitors, exhibitors get visitor data and have closeness through face-to-face communication, visitors can touch the desired items and can ask questions directly to exhibitors.

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