



DEVELOPMENT OF A WEBSITE AS A MARKETING COMMUNICATION PLATFORM FOR EVENT SERVICES AT BOESA MANAGEMENT

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Abstract

The rapid development of information and communication technology has encouraged companies to utilize websites as strategic marketing communication media. However, Boesa Management, a company operating in the event organizing industry, did not yet have an official website capable of integrating company information, services, portfolios, and customer interactions into a single platform. This study aimed to develop a website as a marketing communication platform for Boesa Management. The research employed a Research and Development (R&D) method. Data were collected through interviews, discussions with the company owner and marketing team, observations, and the collection of supporting documents. The development process included needs analysis, content collection, information architecture design, prototype development, website implementation, and evaluation. The results of the study indicate that the developed website successfully integrates company profiles, service information, portfolios, client testimonials, galleries, and event registration features into a structured and accessible platform. The website facilitates two-way communication between the company and its audience, strengthens brand identity, enhances corporate credibility, and improves the efficiency of event registration processes. The findings also reveal that successful website development depends not only on technical design and technological aspects but also on the organization's ability to manage and update information effectively. Therefore, the website functions not only as a technological product but also as a strategic marketing communication instrument that supports business development and enhances competitiveness in the event organizer industry.

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1. INTRODUCTION

The development of information and communication technology has transformed the way companies interact with their customers. Websites no longer function merely as a means of information dissemination; they have evolved into strategic marketing communication media that help build brand image, enhance corporate credibility, expand market reach, and facilitate more effective interactions with prospective customers.

In the event organizing and creative services industry, the presence of a website has become increasingly important, as potential customers tend to search for information about services, portfolios, testimonials, and company contact details through digital media before making decisions. This shift in consumer behavior indicates that information-seeking processes are becoming increasingly dependent on digital platforms. Before purchasing a product or using a service, consumers commonly conduct



online research to compare available alternatives. A website is often perceived as a more credible source of information because it is managed directly by the company. Therefore, companies without a website risk losing opportunities to reach potential customers who actively search for information online. In the context of modern marketing communication, a website serves not only as an information platform but also as a digital representation of the company's identity.

Boesa Management is a company engaged in organizing various types of events, including fashion shows, weddings, culinary bazaars, workshops, and seminars. In addition, the company provides supporting services such as photography studios, makeup artists, modeling services, and event vendors. The diversity of services offered demonstrates significant business potential; however, Boesa Management has not yet established an official website that can function as an integrated marketing communication medium. The wide range of services offered by the company represents a competitive advantage that can be leveraged to attract diverse market segments. However, without a medium capable of integrating all of this information, the company's potential cannot be communicated effectively to the public. The existence of a website would allow all company services to be presented systematically on a single platform, making it easier for prospective customers to understand the scope of services available. Consequently, a website can serve as an effective bridge between customer needs and the solutions offered by the company.

This situation creates several challenges. Information about the company's services is currently scattered across various social media platforms, making it difficult for prospective customers to obtain comprehensive and integrated information. Furthermore, the company faces limitations in presenting its portfolio professionally, building brand credibility, and reaching potential customers beyond its existing network. The absence of a website also contributes to low digital visibility, reducing opportunities to attract new customers.

The fragmentation of information across multiple platforms forces audiences to move from one medium to another to obtain the information they need. This condition may reduce user convenience and increase the likelihood that prospective customers will abandon the information-search process before gaining a complete understanding of the company. In addition, the lack of a centralized and official source of information can result in inconsistencies in the messages delivered to audiences. Over time, this situation may negatively affect customer perceptions of the company's professionalism and hinder efforts to establish a strong brand image.

On the other hand, competition within the event organizer industry is becoming increasingly intense. Many similar companies have already utilized websites as marketing communication tools that not only provide service information but also offer interactive features such as service catalogs, portfolio galleries, booking forms, online consultations, and social media integration. This condition highlights a gap between Boesa Management's digital marketing communication needs and the communication media currently available to the company. The growing intensity of competition requires companies to continuously adapt to technological developments and changing consumer behavior. A website is no longer viewed as a complementary marketing tool but rather as a fundamental requirement for establishing a company's digital presence. Companies that effectively utilize websites have greater opportunities to increase brand exposure, expand market reach, and build stronger relationships with customers. Therefore, website development represents a strategic step toward reducing the digital gap currently experienced by Boesa Management.

Based on these challenges, an innovation is needed in the form of a website design that functions not only as an information medium but also as a digital marketing communication platform capable of enhancing user experience, strengthening brand identity, and supporting service marketing activities more effectively. Therefore, this study focuses on developing a marketing communication website prototype that aligns with the business characteristics of Boesa Management and the needs of its target consumers.

User-oriented website design is essential to ensure that every feature developed effectively addresses audience needs. A website designed with usability, information accessibility, and navigational convenience in mind can provide a more positive experience for visitors. A positive user experience not only increases visitor satisfaction but can also foster trust in the company and enhance the likelihood of further interaction with potential customers.

This study is an applied innovation research project because it produces a website design that can be directly implemented by the company. The research process includes user needs analysis, benchmarking against competitor websites, information architecture design, user interface design, and the development of features that support digital marketing communication. The results are expected to

provide a practical solution for Boesa Management in improving marketing communication effectiveness, expanding market reach, strengthening brand awareness, and enhancing competitiveness within the event and creative services industry.

2. RESEARCH METHOD

This study employed the Research and Development (R&D) method using a User-Centered Design (UCD) approach, which focuses on user needs in designing a website as a marketing communication medium for Boesa Management. The scope of the research was limited to the development of a website. The object of this study was Boesa Management, a company engaged in event organizing services, wedding organizing, fashion shows, exhibitions, decoration services, and other event-supporting services. Research data were collected through interviews and discussions with the owner and marketing team of Boesa Management, observations of the company's marketing communication needs, and the collection of supporting documents, including photographs, videos, company profiles, and service information to be displayed on the website. The research stages were as follows: First; Needs Analysis. At this stage, the company's marketing communication needs were identified through discussions with the owner and marketing team of Boesa Management. The analysis was conducted to determine the information that needed to be displayed, identify the target users of the website, and define the features required to support the company's digital marketing activities. Second; Data and Content Collection. After identifying the requirements, data collection was carried out, including company profiles, service information, event documentation, event portfolios, client lists, and customer testimonials to be used as website content. Third; Website Structure Design. This stage aimed to develop the website's information architecture, consisting of the Home, Gallery, Portfolio, About Us, Services, Testimonials, Client List, and Event Register pages. The structure was designed to facilitate users in obtaining the information they need efficiently. Fourth; Website Prototype Design. The website prototype was designed by considering usability principles, simple navigation, visual consistency, and the brand identity of Boesa Management. The design was developed in the form of a prototype that illustrates the user interface and website navigation flow. Fifth; Website Development. The website was developed based on the prototype that had been previously designed. Sixth; Internal Prototype Evaluation. The developed website was evaluated together with the Boesa Management team to ensure that the design, content, and features aligned with the company's needs before being finalized as the final design.

3. RESULT AND ANALYSIS

The result of this study is the development of the Boesa Management website, which was designed as a digital marketing communication medium for the company. The website was developed based on the company's need to increase service visibility, strengthen brand image, and facilitate communication with prospective customers. The website consists of several integrated main pages.

Homepage

The Home page serves as the main landing page and provides general information about Boesa Management. It includes the following features:

Slideshow

This feature displays rotating images containing information about current and upcoming events. The slideshow is intended to attract visitors' attention and provide quick access to the latest event information.

Clients

This section presents information about companies and individuals who have collaborated with Boesa Management in organizing events. In addition, it serves as a portfolio that demonstrates the company's credibility and experience in managing both large-scale and small-scale events.

Testimonials

This feature displays reviews and experiences from clients who have previously used Boesa Management's services. Testimonials are presented in the form of written comments regarding the

quality of services provided in various events, such as weddings, exhibitions, and other event management activities. These testimonials serve as evidence of customer satisfaction and help strengthen the company's positive reputation in the event management industry.

Services

This section provides information about the various services offered by Boesa Management, including Event Organizer, Wedding Organizer, Fashion Show Management, Exhibition Management, Decoration Services, and Formal Wear Rental Services such as Suits, Gowns, and Traditional Kebaya Attire.

Menu

The menu section contains comprehensive information related to the content briefly introduced on the Home page. It consists of the following pages:

Gallery

The "Gallery" page displays a collection of photographs from various events organized by Boesa Management. This feature provides an attractive visual representation of special moments, event settings, and decoration details, while also showcasing the company's style, creativity, and expertise in event management.

Portfolio

The "Portfolio" page presents a collection of events that have been managed by Boesa Management. It includes photographs and descriptions of various types of events. This feature was developed to demonstrate the quality of services provided and the creativity of the team in planning and executing events. It also offers visitors an overview of the company's capabilities and experience in event management.

About Us

The "About Us" page contains information about the history, vision, mission, and achievements of Boesa Management. This section is intended to provide visitors with a deeper understanding of the company's background, values, and organizational goals.

Event Register

The "Event Register" page allows users to register for upcoming events. Visitors can complete the registration form and submit their information to participate in events organized by Boesa Management. This feature facilitates customer participation and streamlines the event registration process.

Discussion

The result of this study is the development of the Boesa Management website, which was designed as a digital marketing communication medium for the company. The website was developed based on the company's need to increase service visibility, strengthen brand image, and facilitate communication with prospective customers. The website consists of several integrated main pages.

The Boesa Management website serves as the primary platform for delivering official information regarding the company's vision, mission, news about company activities, services offered, and other related information. Information published on the website is more accurate because it is disseminated directly by the company without intermediaries. Therefore, the company has full control over the information being published, ensuring that the messages received by audiences remain consistent and aligned with the corporate identity it seeks to establish.

Considering the features incorporated into the Boesa Management website, it fulfills the characteristics of a communication medium. Through the presence of this website, two-way communication between the company and its audience can be established more easily. The website provides interactive communication facilities such as contact forms, event registration forms, and comment sections. These features enable Boesa Management to receive feedback in the form of inquiries and complaints from audiences in real time while also facilitating communication without geographical or time constraints. Rogers, as cited in Arianto (2021), states that communication media are characterized by three main features: (1) interactivity, the ability to provide feedback; (2) demassification, allowing open discussion forums; and (3) asynchronicity, the ability to receive messages at any time, with messages stored securely for recipients.

In addition to fulfilling the characteristics of a communication medium, the website also serves as an important instrument in the implementation of Integrated Marketing Communication (IMC). Through the website, all company information can be presented in an integrated platform, helping to create message consistency for audiences. Such consistency is essential for building the company's identity and image in the public eye. For companies operating in the event organizing industry, a professional image is a crucial factor in determining the level of trust among prospective clients. Therefore, the website functions as a medium that strengthens the company's reputation through the presentation of complete, accurate, and easily accessible information.

The development of the Boesa Management website began with an analysis of the company's needs regarding its digital marketing communication activities. This needs assessment was conducted through discussions with the owner and marketing team of Boesa Management. Subsequently, data collection was carried out to gather documents, information, photographs, and videos to be included on the company website. During this stage, the research team encountered difficulties due to inadequate document filing systems, which resulted in the loss of a considerable amount of data. Consequently, the information displayed on the website was limited to company activities from only the previous two years.

This challenge highlights the importance of archive and documentation management in supporting the development of digital communication media. A website requires comprehensive data availability to effectively portray the company's journey and experience. Therefore, the company needs to improve its documentation and data storage systems to ensure that all organizational activities are properly recorded and can be utilized whenever needed for promotional and publication purposes.

The website development process also adopted an administrator-centered approach, whereby designated administrators act as the primary source of information. This means that specific personnel are responsible for updating website content on a regular basis. Accordingly, the company needs to provide training and education for website administrators regarding operational procedures. Furthermore, on the event registration page, users are also given the ability to upload information directly without administrative intervention. This feature facilitates the event registration process, allowing participant data to be stored automatically and improving the efficiency of participant data management.

This approach demonstrates that the website functions not only as a communication medium but also as a tool that supports the company's operational efficiency. Registration processes that were previously conducted manually can now be carried out digitally, simplifying participant data collection. In addition to improving time efficiency, a website-based registration system can reduce the risk of data loss because all information is stored within an integrated system.

The Boesa Management website design successfully integrates key elements necessary for effective marketing communication. Its intuitive navigation structure (Home, About Us, Portfolio, Gallery, and Event Register) enables visitors to find the information they need easily while providing a positive user experience (Nielsen & Budiu, 2013). The use of clear and communicative language allows information about the company's services to be conveyed effectively. Logical and user-friendly information architecture helps audiences locate information without being hindered by complex terminology, thereby reducing frustration when interacting with the website (Rosenfeld et al., 2015).

A simple and easy-to-understand navigation structure also contributes to enhancing the user experience. Website visitors can obtain the information they need quickly without spending excessive time searching for specific pages. A positive user experience is important because it can influence audience perceptions of the company's professionalism. The easier a website is to use, the greater the likelihood that visitors will return to access it in the future.

The use of visual elements, including colors that align with the company logo and client preferences, contributes to an attractive aesthetic and reinforces the Boesa Management brand identity (Schlatter & Levinson, 2013). Consistent visual elements not only enhance the website's appearance but also strengthen brand recognition. Harmony among colors, typography, logos, and other visual elements creates a professional impression and improves the audience's ability to recognize and remember the brand.

The website also serves as a tool for building brand identity. In the digital era, a website is often the first point of contact between a company and prospective customers. Therefore, the visual presentation and quality of information displayed significantly influence the audience's initial perception of the company. A professionally designed website can reflect the competence, creativity, and credibility of Boesa Management as an event organizing company.

To enhance the image and credibility of Boesa Management as an event organizer specializing in fashion events, the “Our Clients” feature displays testimonials from clients who have collaborated with the company. These testimonials serve as concrete evidence of the company’s capabilities and experience. Furthermore, this feature communicates the company’s ability to provide comprehensive solutions for clients’ event needs.

Client testimonials represent a form of social proof that can significantly increase prospective customers’ trust in the company. Before deciding to use the services of an event organizer, potential clients generally seek evidence of the company’s experience and competence. Testimonials from previous clients serve as references demonstrating the quality of services provided by Boesa Management. Thus, this feature functions not merely as supplementary information but also as a marketing communication strategy that strengthens the company’s credibility.

In addition to testimonials, the portfolio section displayed on the website also plays a strategic role in building public trust. The portfolio provides tangible evidence of the various events managed by the company. Through photographs, videos, and event descriptions, prospective clients can evaluate the quality of past event executions. The more diverse and impressive the portfolio presented, the greater the opportunity for the company to attract new customers.

The website also has the potential to support the company’s content marketing strategy. Through the publication of news articles, event documentation, educational content, and other information relevant to the event organizing industry, the company can increase audience engagement while positioning itself as a reliable source of information. Regularly updated content can encourage visitors to return to the website, thereby fostering ongoing relationships between the company and its audience.

Furthermore, the website can be integrated with the company’s various social media platforms. Such integration enables synergy between the website and social media in performing marketing communication functions. Social media can be used to reach wider audiences quickly, while the website serves as a central information hub that provides more comprehensive explanations about the company’s services. Consequently, the website and social media complement one another in increasing exposure and improving the effectiveness of the company’s marketing communication efforts.

The success of a website as a marketing communication medium is also highly dependent on consistent management. Websites that are rarely updated may create the impression that a company is inactive in conducting business operations. Therefore, the company must commit to regularly updating information, adding documentation of recent activities, and ensuring that all content remains relevant and accurate. Periodic content updates can further enhance the company’s credibility in the eyes of website visitors.

In addition, data security should be a major consideration in website management, particularly because the Boesa Management website includes an event registration feature that collects user data. Proper data management increases users’ sense of security when utilizing available services. Therefore, the company must ensure that stored data are managed effectively through adequate security systems, regular data backups, and clearly defined administrator access controls.

4. CONCLUSION

This study demonstrates that Boesa Management’s primary need is not merely the presence of a digital medium, but rather the availability of a platform capable of integrating various marketing communication activities into a single, well-structured system. The website developed through this project successfully addresses this need by consolidating company information, services, portfolios, client credibility, and user interaction mechanisms into one accessible communication channel.

The findings also reveal that website development is not solely concerned with the technical aspects of design and technology, but is also significantly influenced by the organization’s readiness to manage corporate information and documentation. The discovery of an inadequate archiving system indicates that the quality of digital content is highly dependent on the quality of a company’s internal data management practices. Therefore, the success of a website as a marketing communication medium is determined not only by its visual appearance and available features, but also by the organization’s ability to provide, manage, and continuously update information.

From a marketing communication perspective, the designed website strengthens the company’s efforts to build credibility, enhance professionalism, and expand opportunities for interaction with prospective customers. The presence of the website provides a foundation for transforming Boesa

Management's marketing communication practices from a fragmented approach spread across multiple media channels into a more integrated, measurable, and user-oriented communication system.

Therefore, the resulting website functions not only as a technological output but also as a strategic instrument that can support business development, strengthen the company's corporate image, and enhance Boesa Management's competitiveness within the increasingly competitive event organizer industry.

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