

Digital Marketing Communication Strategy for Wedding Organizers in Hastana DPW North Sumatra in Improving the Image and Sales of Wedding Organizers

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Abstract

This article or writing aims to find out how the digital marketing communication strategy in Hastana DPW SUMUT improves the image and sales of Wedding Organizers and to find out the inhibiting factors. This study uses a descriptive qualitative method to understand the communication strategy of HASTANA DPW SUMUT in improving the image of wedding organizers through Instagram. Data were obtained through interviews with the Head of HASTANA DPW SUMUT, social media observations, and documentation. Data analysis was carried out inductively, following the Miles and Huberman model, with triangulation to ensure validity. The results of this study indicate that the digital marketing strategy by the wedding organizer HASTANA DPW North Sumatra has succeeded in building a positive image, increasing sales, and expanding customer reach. Through social media and participation in wedding exhibitions, WO strengthens public trust and maintains customer loyalty. Focusing on transparency, quality, and understanding customs helps WO face challenges and strengthen its position in the wedding industry.

Keywords: Digital Marketing Strategy; Marketing Mix; Quality.

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INTRODUCTION

The wedding industry has become a prominent phenomenon in recent years. This can be seen from the increasing number of wedding events held almost every week. This phenomenon has also created great opportunities in the field of wedding services, including wedding organizers (WO) which are now a trend among couples who are going to get married.(Moningka, 2023; Silaban & Saleh, 2022). WO not only helps in wedding planning but also ensures that the entire series of events run smoothly and according to expectations. The presence of new WOs that have emerged is proof that the demand for this service continues to increase. To reach a wider market, WO requires the right and effective marketing strategy, especially in utilizing the rapid development of communication technology today(Generous, 2019; Emotional, 2018; Nurjannah & Ayu, 2016).

Digital marketing communication is an important tool in developing WO businesses. Marketing communication itself is the process of delivering messages from the sender (company) to the recipient (consumer) with the aim of introducing and promoting the products or services offered.(Sari, 2022; Siahaan et al., 2019). Philip Kotler and Kevin Lane Keller define marketing communications as a company's efforts to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold; in the context of WO marketing, marketing communication functions as a tool to create a positive image and increase potential consumer trust in the services offered.

In the digital era, communication technology has opened up opportunities for companies to expand their marketing reach. The development of technology and the internet allows entrepreneurs to use social media, such as Instagram, YouTube, and TikTok, as a platform to introduce their products or services.(Lase et al., 2018; Munzir, 2019; Prayoga & Febriana, 2022). In addition to social media, other digital media can also be an effective tool in improving a company's image. The use of digital media in marketing can help WO to attract consumer attention more widely and efficiently.

Wedding organizers not only serve as wedding service providers but also as consultants who help prospective brides and grooms realize their dream weddings. WO is responsible for all aspects of planning and supervising wedding events, including vendor management and event budget management. Thus, the role of WO is very important in ensuring the success of a wedding event. In addition, WO also acts as an intermediary between vendors and clients and strives to ensure the quality of services offered is in accordance with expectations.(Anggraini et al., 2023; Sinaga et al., 2023; Wijaya et al., 2021).

To achieve effective marketing goals, WO needs to develop a planned communication strategy. One of the organizations that oversees WO in Indonesia is the Association of Indonesian Wedding Organizers (HASTANA), which was established in 2020. HASTANA is an official legal entity that regulates standards and provides training for its members. The existence of HASTANA helps WO improve its competence and professionalism in the field of wedding services. In North Sumatra, HASTANA has a Regional Management Board (DPW) called HASTANA DPW SUMUT, which acts as a mediator for WO in facing various challenges in this industry.

HASTANA DPW SUMUT has members who are selected with strict criteria, including a minimum of four years of experience and service to more than 100 clients. Members who join HASTANA DPW SUMUT are required to undergo basic training and pass a competency test to obtain official certification from HASTANA. This provides added value for WO members of HASTANA DPW SUMUT while also improving the image and consumer trust in the services they offer.

In facing increasingly tight business competition, WO in HASTANA DPW SUMUT needs an innovative and effective digital marketing communication strategy. Digital marketing communication allows WO to reach potential consumers through various online platforms. With the increasing number of internet and social media users, WO can utilize these platforms to introduce their services to a wider audience. Digital marketing is also more efficient in terms of cost and time compared to conventional marketing methods, such as print ads or brochures.

Previous research on wedding organizer (WO) marketing communication strategies shows various approaches that are effective in increasing consumer interest and brand awareness. Elis Safitri(2020) highlights the importance of product, promotion, and service strategies in attracting consumer interest, which has been proven to be well implemented at WO in Bandar Rejo, East Lampung. Deasy Permana Putri(2012)and Atika Ulfa(2019) emphasize the role of social media, especially Instagram, in attracting consumer attention through varied and interactive content. Fitri Riani(2016)found that Najwa WO succeeded in expanding the market outside the city by utilizing social media based on Islamic economics. Yudhi Arya Syahputra(2012)and Sandy's Gift(2023)found that the application of four elements of the marketing mix (product, price, place, and promotion) is effective in attracting consumers to WO in Pekanbaru. This study continues previous studies by analyzing the digital marketing communication strategy of WO in HASTANA DPW SUMUT.

The purpose of this study is to analyze the digital marketing communication strategy implemented by WO in HASTANA DPW SUMUT to improve their image and service sales. This study also aims to identify the inhibiting factors faced by WO in implementing digital marketing strategies. By understanding these factors, it is hoped that WO can formulate the right steps to overcome obstacles and optimize their marketing strategies.

RESEARCH METHODS

This study uses a qualitative method with a descriptive approach, which aims to describe the phenomenon in depth based on data collection in natural conditions. The main subject of the study is the Chairman of HASTANA DPW SUMUT, Muhammad Fauzi, while the object of the study is the HASTANA DPW SUMUT organization itself, especially in terms of utilizing Instagram as a marketing communication media and a strategy to improve the image of a wedding organizer.

Primary data in this study were collected through structured interviews with informants selected based on their relevance to the object of study. In addition, observation techniques were applied to understand the organization's interactions with its followers on social media, as well as documentation that includes notes, archives, and visual materials relevant to the organization's activities. These methods help provide a more comprehensive understanding of the communication strategies implemented by HASTANA DPW SUMUT.

The data analysis technique used in this study is qualitative descriptive analysis with an inductive approach, following the concept suggested by Miles and Huberman. The analysis process begins with data reduction, which aims to select relevant data and organize it into categories that are in accordance with the focus of the study. The selected data is then presented systematically to facilitate drawing conclusions that are in accordance with the objectives of the study. Triangulation techniques are used to maintain the validity of the data by combining interviews, observations, and documentation so that the information obtained is accurate and consistent.

This research was conducted at the location of DPW HASTANA SUMUT located at Jalan Darussalam No. 69, Medan Petisah District, Medan City, North Sumatra. The research began in March 2024, with the implementation time adjusted to field conditions and existing research objects.

RESULTS AND DISCUSSION

Digital marketing communication strategies implemented by WO at HASTANA DPW SUMUT to improve the image and sales of services

Wedding organizers (WO) who are members of the Association of Bridal Makeup Experts and Wedding Organizers of Indonesia (HASTANA) DPW North Sumatra (SUMUT) focus on digital marketing communication strategies as a way to improve their image and sales of their services. In this digital era, marketing through social media and the internet is increasingly important to reach wider consumers and strengthen the reputation of the wedding industry. For WO, a positive image is not only about increasing attractiveness in the eyes of potential customers but also plays a major role in maintaining the loyalty of old customers. High public trust in the quality of WO

services is the main factor that forms a strong reputation in the wedding industry, which has many competitors with different quality and types of services.

A positive company image is a reflection of how the public views the WO. In the WO industry, a good image is formed from various factors, ranging from the quality of service to the interaction given to customers. The WO's reputation will be formed when the service provided is able to meet or even exceed customer expectations. This is an important aspect because satisfied customers will provide positive testimonials, both directly to others and on social media, thereby helping to strengthen the company's image in the eyes of other potential consumers. Conversely, if the service does not meet expectations, a negative image can form and affect public trust in the WO's services. A negative image not only has an impact on decreasing sales but can also create a bad perception that is difficult to fix.

In the context of the service industry, especially WO, the aspects of image and trust have a close and mutually supportive relationship. At HASTANA DPW SUMUT, the image of the WO company is built through various aspects of the services provided, starting from the initial consultation stage and technical planning to the implementation of the wedding day itself. Each step is carefully designed to ensure that clients feel comfortable and confident with the quality of the services provided. This sense of trust is important because clients usually only have one chance to hold a wedding, so they tend to look for a WO with a good reputation that has been proven in the market.

Digital marketing strategies play an important role in strengthening the image. Social media such as Instagram and Facebook are actively used by WO in HASTANA SUMUT to promote their services. Through attractive visual content and customer testimonials, prospective clients can see the results of WO's work and get a real picture of the quality of service they will get. Testimonials from previous customers are a very effective means of promotion because prospective clients are more likely to believe in reviews from people who are experienced. In addition, the use of visual content in the form of wedding photos and videos provides a clearer picture and is able to touch prospective consumers emotionally because they can see the happiness and satisfaction of previous customers.

However, although social media has a big influence in forming a positive image, digital promotion alone is not enough to maintain a good image and significantly increase sales. Therefore, WO in HASTANA SUMUT also routinely participates in annual wedding exhibitions. This event is an opportunity for WO to interact directly with potential clients and get input on their needs and expectations. Interacting directly allows WO to understand customer needs more deeply and offer solutions that are more in line with their desires. In addition, this exhibition provides an opportunity for WO to highlight the positive image that potential consumers expect, which is an important factor in the service purchasing process.

Participation in exhibitions is also an effective strategy for expanding the network. By attending wedding exhibitions, WO in HASTANA SUMUT can introduce its services to a wider market and even collaborate with other partners in the wedding industry, such as photographers, bridal makeup artists, and catering service providers. This collaboration provides additional benefits for WO because they can offer a more comprehensive service package to potential clients, which in turn will increase the value of the services offered.

A consistent positive image is a strong competitive advantage amidst tight competition. In the past four years, WO members of HASTANA DPW SUMUT have handled more than a thousand wedding events with various concepts, ranging from traditional Batak and Minangkabau weddings to weddings with international themes. The diversity of these concepts shows that WO in HASTANA has the flexibility to meet the different cultural needs and preferences of each customer. The ability to provide a variety of choices according to the customer's culture and taste reflects the professionalism and dedication of WO to provide the best service, which ultimately helps create customer satisfaction and strengthens a positive image in the market.

Customer satisfaction plays a very important role in building and strengthening the image of WO in HASTANA SUMUT. Satisfied customers will not only provide positive testimonials directly to relatives and friends but also tend to provide positive reviews on social media. Testimonials like



this have a very high promotional value because prospective customers trust recommendations from third parties more. In addition, the positive image that has been formed also protects WO from competitor attacks. When prospective customers already know the good reputation of WO in HASTANA, they will be more likely to choose the WO even though there are other competitors who offer additional prices or features.

This positive image is also supported by Kotler's marketing theory, which states that a positive image makes it easier for consumers to make purchasing decisions. Consumers who are impressed with a WO's reputation are more likely to consider the service when planning their event. From a marketing perspective, a positive image not only increases sales but also creates ongoing customer loyalty. Customers who are satisfied with the WO's service will not only return to use the service in the future but also recommend the service to others, creating a network of loyal customers.

To maintain a good corporate image, WO in HASTANA SUMUT needs to continue to pay attention to several important factors, including maintaining service quality, responding well to customer feedback, and implementing transparent communication. Effective digital marketing communication must be supported by a planned and integrated strategy. By using social media, WO can interact directly with customers and respond to their needs quickly. In addition, utilizing this digital platform allows WO to continue to develop a strong and consistent brand identity in an increasingly competitive market.

Overall, the digital marketing communication strategy implemented by WO in HASTANA DPW SUMUT has contributed significantly to building a positive image needed to increase service sales. Efforts to maintain service quality, carry out promotions consistently, and actively participate in wedding exhibitions are important steps that must continue to be carried out. With a strong reputation, WO in HASTANA DPW SUMUT has a great opportunity to grow in the wedding organizer industry in North Sumatra, strengthening its position as the main choice for prospective couples who want to realize their dream wedding.

Inhibiting factors faced by WO in implementing digital marketing strategies

The wedding organizer (WO) industry is growing rapidly, considering the high demand from couples who want to celebrate their special day with careful and organized planning. Along with the rapid advancement of technology, the use of digital marketing has become one of the main strategies for WO to introduce its services to the public. However, although digital marketing offers various opportunities, WO faces a number of inhibiting factors when implementing its digital marketing strategies. These factors are related to various challenges that affect the operation and public perception of WO services. Some inhibiting factors that are often encountered include mistakes in choosing vendors, the perception that WO is expensive, cases of fraud in the name of WO, and lack of information regarding wedding customs. This article will discuss these inhibiting factors and how they affect the success of digital marketing strategies for wedding organizers.

As a wedding planning service provider, wedding organizers are required to work with various parties to accommodate client needs, from decoration vendors, catering, and photography to entertainment. Each vendor has its own specialization and quality, and wedding organizers must ensure that each vendor chosen has a good reputation and can work with high professionalism. Choosing the wrong vendor can have a negative impact on the wedding organizer's reputation. If one of the vendors fails to provide services as expected, for example, catering that does not match the promised quality or decorations that do not match the wedding theme, this can ruin the entire wedding experience that has been well-arranged by the wedding organizer.

In fact, in some cases, incompetent or unprofessional vendors can damage the image of a wedding organizer. In digital marketing, this mistake will be more pronounced because social media and other online platforms provide ample space for customers to share their experiences. Negative testimonials or bad reviews that appear on digital platforms can spread quickly and directly damage the reputation of a wedding organizer. Therefore, choosing the right vendor with



a good track record is very important to ensure the smooth running and success of the event handled by the WO.

One of the most common obstacles faced by wedding organizers is the perception that their services are too expensive. Many prospective brides and grooms assume that using a wedding organizer will add to their wedding costs, and some even feel that the wedding costs they have budgeted are already high enough without having to hire a WO. This thinking arises from a lack of understanding of how wedding organizers can help plan a wedding more efficiently, save time, and reduce the stress that couples usually face.

Digital marketing can help overcome this barrier by providing a clearer explanation of the benefits that can be obtained by using WO services. For example, through social media content, websites, or video tutorials that show how wedding organizers can help save time and money, and provide more organized solutions. In addition, by introducing a variety of flexible and budget-friendly service packages, WOs can attract more potential clients who were previously hesitant about the costs involved.

However, this expensive image remains a barrier in digital marketing, especially if the WO cannot communicate the added value they offer. Therefore, it is important for wedding organizers to build an image that is not only focused on cost but more on the quality and value of the services they provide.

In this fast-paced digital era, social media and other online platforms make it easy for people to market their products and services. Unfortunately, this also opens up opportunities for irresponsible individuals to commit fraud by impersonating a wedding organizer. Many cases of fraud have occurred where irresponsible parties offer WO services at unreasonable prices but eventually disappear after prospective clients transfer some money.

This problem is certainly a big challenge for legitimate wedding organizers when implementing their digital marketing strategies. To overcome this, WO needs to strengthen its reputation by showing evidence of credibility, such as testimonials from satisfied clients, certificates or accreditation from related organizations, and a portfolio of wedding events that they have handled. In addition, transparency in providing service information, such as price and package details, as well as clear communication with prospective clients through websites and social media, can help strengthen customer trust in the WO services they offer.

Trust is essential in this industry, and effective digital marketing should provide a sense of security to potential customers. Therefore, wedding organizers who want to market their services digitally must ensure that they always maintain their integrity and do not get caught up in fraudulent practices that could damage their reputation.

Indonesia as a country rich in cultural diversity has various wedding customs that differ in each region. Wedding organizers are required to have extensive knowledge of various wedding customs in order to provide services that are in accordance with the wishes of the client. However, not all wedding organizers have a deep understanding of each existing custom, which can be an obstacle for them in attracting clients who want a particular traditional wedding.

In the context of digital marketing, the lack of information about these wedding customs can make it difficult for wedding organizers to target the right market, especially for prospective brides and grooms who want a wedding concept with a touch of traditional customs. To overcome this problem, wedding organizers need to improve their understanding and knowledge of the various wedding customs that exist. This will help them not only enrich the services they offer but also strengthen their position in the wider market.

Through digital marketing, WO can educate the market about the various wedding customs available, and offer packages that can be customized to the needs and preferences of customers. In doing so, WO can expand their service reach and attract more clients who want weddings that are in accordance with their cultural customs.

The inhibiting factors faced by wedding organizers in implementing digital marketing strategies are quite diverse, ranging from mistakes in choosing vendors, expensive images, and fraud cases to a lack of information about wedding customs. Although these challenges are unavoidable, wedding organizers can overcome these obstacles by strengthening their reputation



and credibility through transparent digital marketing based on the added value they offer. In addition, a deeper understanding of wedding customs and quality vendor management are also important keys to increasing the competitiveness of wedding organizers in an increasingly competitive market. With an effective digital marketing strategy and an approach that focuses on service quality, wedding organizers can increase customer trust and expand their service reach despite facing various challenges in this industry.

CONCLUSION

Overall, the digital marketing communication strategy implemented by wedding organizers (WO) under the auspices of HASTANA DPW North Sumatra has made a significant contribution to building a positive image and increasing sales of their services. Through the use of social media and active participation in wedding exhibitions, WO has succeeded in reaching potential customers more widely and strengthening public trust in the quality of the services they offer. Efforts to maintain service quality and respond quickly to customer needs have created sustainable customer loyalty, increased positive testimonials, and expanded the network of cooperation in the industry. With a strong image and consistency in digital marketing strategies, WO at HASTANA DPW North Sumatra is increasingly solid as the main choice for couples who want to realize their dream wedding and are ready to face competition in the ever-growing wedding industry.

In conclusion, in implementing digital marketing strategies, wedding organizers face various inhibiting factors that need to be overcome in order to remain competitive in the ever-growing industry. These obstacles include choosing the right vendor, the expensive image attached, the challenge of fraud, and limited knowledge about wedding customs. However, wedding organizers can overcome these obstacles by strengthening credibility through digital marketing transparency, enriching knowledge about wedding customs, and ensuring the quality of services provided. With a digital marketing approach that focuses on transparency, added value, and quality service, wedding organizers can build customer trust and expand their market reach amidst tight industry competition.

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