



ABSTRAK

STRATEGI KOMUNIKASI GERBERA PHOTOBOOTH DALAM MENINGKATKAN BRAND AWARENESS DALAM EVENT IKAPPESTY WEDDING EXPO 2025

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Perkembangan Usaha Mikro, Kecil, dan Menengah (UMKM) di Yogyakarta mendorong pelaku usaha untuk menerapkan strategi komunikasi yang efektif dalam meningkatkan *brand awareness* di tengah persaingan yang semakin ketat. Salah satu UMKM yang bergerak dibidang industri kreatif jasa fotografi yaitu Gerbera Photobooth. Gerbera Photobooth memanfaatkan event pameran sebagai media komunikasi langsung dengan konsumen. Salah satu *event* yang diikuti yaitu “Ikapeesty Wedding Expo” 2025 yang diselenggarakan pada 18-20 Juli 2025. Penelitian ini bertujuan untuk mengetahui strategi komunikasi Gerbera Photobooth dalam meningkatkan *brand awareness* melalui partisipasinya pada *event* “Ikapeesty Wedding Expo” 2025. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dan jenis penelitian studi kasus, dengan paradigma post-positivisme, serta dianalisis menggunakan teori strategi komunikasi dan model evaluasi PII (Preparation, Implementation, Impact) dari Cutlip, Center, dan Broom. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa Gerbera Photobooth telah tuntas melaksanakan strategi komunikasi sesuai dengan model PII yang dikembangkan oleh Cutlip, Center, dan Broom yaitu pada tahap perencanaan (*preparation*), implementasi (*implementation*), dan dampak (*impact*).

Kata Kunci: strategi komunikasi, brand awareness, event pameran, UMKM, model PII

ABSTRACT

GERBERA PHOTOBOOTH'S COMMUNICATION STRATEGY TO IMPROVE BRAND AWARENESS AT THE IKAPPESTY WEDDING EXPO 2025 EVENT

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The development of Micro, Small, and Medium Enterprises (MSMEs) in Yogyakarta encourages business actors to implement effective communication strategies to increase brand awareness amidst increasingly fierce competition. One MSME operating in the creative photography services industry is Gerbera Photobooth. Gerbera Photobooth utilizes exhibition events as a direct communication medium with consumers. One of the events participated in was the "Ikappesty Wedding Expo" 2025, held on July 18-20, 2025. This study aims to determine Gerbera Photobooth's communication strategy in increasing brand awareness through its participation in the "Ikappesty Wedding Expo" 2025. This study used a qualitative method with a descriptive approach and a case study, with a post-positivist paradigm. It was analyzed using communication strategy theory and the PII (Preparation, Implementation, Impact) evaluation model by Cutlip, Center, and Broom. Data were collected through observation, interviews, and documentation. The results of this study indicate that Gerbera Photobooth has successfully implemented its communication strategy in accordance with the PII model developed by Cutlip, Center, and Broom, namely the planning (preparation), implementation (implementation), and impact (impact) stages.

Keywords: *communication strategy, brand awareness, exhibition events, MSMEs, PII model*