

Assessing the Feasibility of Wedding Organizer Services: A Case Study of Swana Wedding Organizer in Cikarang

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Abstract

This study analyzes the feasibility of a wedding organizer business, focusing on Swana Wedding Organizer as a case study. The increasing demand for wedding services along with changes in modern lifestyles has made wedding organizers a solution for couples who want to plan a stress-free wedding. The research method used is descriptive with a qualitative approach, including observation, surveys, and interviews. The results show that Swana Wedding Organizer offers varied and high-quality services, at affordable prices for the middle to upper class. Despite facing stiff competition, marketing strategies through social media and collaboration with other vendors have increased visibility and reputation. Significant revenue fluctuations indicate good growth potential, indicating that Swana Wedding Organizer is feasible to run and has positive prospects in the competitive wedding industry, while contributing theoretically by enriching the literature on business feasibility in the service sector and practically by providing insights for entrepreneurs on how to integrate marketing strategies, service quality, and vendor collaboration to achieve sustainable competitiveness.

Keywords: Wedding Organizer, Business Feasibility, Swana Wedding Organizer, Marketing, Wedding Services

Introduction

Weddings are sacred moments with profound significance in human life, yet the paradigm of their organization continues to transform over time. According to (Cahyono, 2022), there has been a fundamental shift from the traditional, simple, traditional wedding model guided by traditional leaders to the more complex modern wedding concept requiring professional management. This change is not merely a matter of aesthetics or protocol, but rather reflects increasingly dynamic social dynamics and the demand for a more meaningful and personalized wedding experience.

This transformation in the wedding paradigm has significantly driven the emergence of the wedding organizer (WO) industry as a comprehensive solution for couples seeking unique, well-planned, and stress-free weddings. Research (Wuryandani & Santoso, 2023) shows that the contribution of wedding organizers to the wedding industry has grown by 35% in the past five years, with market projections continuing to increase in line with the complexity of modern wedding concepts.



The use of wedding organizers is no longer simply an option but a strategic necessity for couples seeking a high-quality wedding. Empirical data shows that nearly 68% of urban couples in the Greater Jakarta (Jabodetabek) area choose to use the services of a wedding organizer to arrange various aspects of their wedding, from venue rentals and bridal makeup (MUA), photography, and overall event management. According to the Indonesian Wedding Planner Association (*Asosiasi Wedding Planner Indonesia*, 2023), the average couple allocates 30-45% of their total wedding budget to professional services provided by a wedding organizer.

Specifically, in-depth studies on the dynamics of the wedding organizer business in the Cikarang area are still very limited, which represents a research gap in this study. Although the Cikarang industrial area has unique demographic and economic characteristics, with significant growth in the productive-age population, there has been no comprehensive study that thoroughly analyzes the feasibility of the wedding organizer business. This indicates a need for research that can provide a scientific perspective on the potential, challenges, and strategies for developing a wedding organizer business in the region.

The research gap in this study lies in the lack of comprehensive studies analyzing the feasibility of wedding organizer businesses in specific regions, particularly Cikarang. Despite the rapid growth of the wedding organizer industry, in-depth research on business models, development strategies, and success factors remains limited. Research (Purnomo, 2023) underscores the need for in-depth studies that go beyond simply describing phenomena and also provide strategic mapping for wedding organizers. This increasingly significant research gap, given the demographic and cultural characteristics of each region, necessitates a contextual research approach. According to (Rahmawati, 2024), developing a wedding organizer business model cannot be generalized but requires specific analysis that considers local factors, consumer preferences, and market dynamics.

This research focuses on a comparative approach, highlighting the novelty between Swana Wedding Organizer and other wedding organizers in the Cikarang area. This study will explore strategic differentiation, innovative service models, and competitive factors that differentiate Swana from its local competitors. According to (Setiawan, 2024), a unique approach and adaptability are key to a wedding organizer's success in today's digital era. Another novelty is the use of a comprehensive analysis method, which looks beyond financial aspects to also consider social, technological, and cultural factors that influence the sustainability of a wedding organizer business. (Kurniawan, 2023) emphasizes the importance of a multidimensional approach in assessing business feasibility in a dynamic industry like wedding organizers.

The selection of Swana Wedding Organizer as the research object was based on several strategic considerations. First, Swana has been operating for five years in the Cikarang area and has a track record that is interesting to study. Its strategic location in an industrial area with a high urbanization rate makes Swana a representative example for studying its business dynamics. The second reason for selecting the research object is Swana's demonstrated capacity to adapt to market changes. According to (Gunawan, 2024), a wedding organizer's ability to survive and thrive during and after the pandemic is an important

indicator of professionalism and business model resilience, making Swana an ideal candidate for an in-depth feasibility study.

Method

This research uses a descriptive qualitative approach with in-depth interviews as the data collection method (Sugiono, 2014). Data collection is conducted using a combination of primary and secondary data. Primary data will be obtained through direct interviews with wedding organizer owners, focusing on four main aspects: finance, market, operations, and management. The interviews will be semi-structured, allowing the interviewer to explore relevant information in depth using a pre-prepared interview guide, and the sampling strategy is purposive, where informants are selected based on their relevance and experience in managing wedding organizer businesses. In this study, a total of five respondents were involved, consisting of business owners and key staff members, ensuring that diverse operational perspectives were captured.

Secondary data will be collected through documentation studies, including financial reports, internal company documents, transaction records, and various supporting references related to the research focus. Data analysis will be conducted qualitatively using interactive analysis techniques, including data reduction, data presentation, and conclusion drawing. The analysis process will be conducted in a circular and continuous manner, allowing the researcher to interpret the data comprehensively and gain a deeper understanding of the dynamics of the wedding organizer business from various aspects studied wedding organizer, while validity was ensured through triangulation of sources (interviews, observations, and documents), and reliability was strengthened by using consistent interview guidelines and cross-checking the data with multiple informants.

Results and Discussion

A wedding organizer is an event management company focused on organizing weddings. Their role is to design, organize, and present engaging concepts to prospective brides and grooms to create a memorable wedding experience. The goal is to ensure client satisfaction, realize their dream wedding, and leave an unforgettable impression on both the bride and groom and their guests. Wedding organizers promote their services to prospective brides and grooms or clients by using the motto "creating an unforgettable moment, because marriage is a lifetime event." This motto can attract prospective brides and grooms to entrust all their wedding affairs to a wedding organizer (Anggraini, 2020).

Swana Wedding Organizer is a business offering a variety of wedding services with a commitment to providing outstanding service. Located in Karangraharja Village, North Cikarang District, Bekasi Regency, Swana Wedding Organizer operates almost 24 hours a day, enabling them to better meet customer needs. Through observations and interviews, it was discovered that Swana Wedding Organizer offers a variety of service packages, from initial planning to event execution. The services offered include decoration, equipment rental, and event management on the day itself. This shows that Swana Wedding Organizer strives to be a one-stop service solution for couples who want to plan their wedding without stress.



Figure 1. Swana Wedding Organizer's revenue

Based on the data in chart 1, Swana Wedding Organizer's revenue has fluctuated significantly over the past six months. In May 2024, revenue was at its lowest point at Rp6.000.000. However, in June 2024, it saw a sharp spike to Rp14.000.000, reflecting an increase in orders or large projects that month. Entering July 2024, revenue again experienced a drastic decline to Rp8.000.000. A stable trend was seen in August 2024, where revenue remained at Rp8.000.000. Then, in September 2024, revenue again surged sharply, reaching a peak of Rp16.000.000, likely due to special occasions or high demand for services that month. However, in October 2024, revenue again declined to Rp8.000.000. Overall, Swana Wedding Organizer's revenue is heavily influenced by market dynamics, with significant increases in certain months. This indicates the potential to capitalize on high-demand months to increase profitability in the future.

The rise of wedding organizer services like Swana Wedding Organizer presents intense competition. Therefore, each service provider must have a unique strategy to attract clients, such as offering creative wedding concepts, professional, personalized service, and a variety of packages tailored to clients' needs and budgets. Furthermore, social media presence and customer testimonials serve as promotional tools to enhance reputation and build trust with potential clients. Swana Wedding Organizer collaborates with photographers, wedding decorators, makeup artists (MUAs), and other vendors to increase visibility and expand its service reach. They also utilize social media and other online platforms to showcase their work and attract potential clients. By building an attractive portfolio, they can highlight their expertise and creativity in providing wedding organizer services. Swana Wedding Organizer also employs trained and experienced staff to create a pleasant experience for their clients.

Conclusion

The feasibility study for Swana Wedding Organizer indicates that the business has good growth potential in the Cikarang wedding industry. With the increasing demand for wedding services, Swana Wedding Organizer offers a variety of quality service packages and is committed to providing a memorable wedding experience. Despite facing stiff competition, a marketing strategy utilizing social media and collaboration with various vendors has increased the business's visibility and reputation. Revenue fluctuations, which indicate potential growth in certain months, signal opportunities for increased profitability in the future. Overall, Swana Wedding Organizer is viable from a market and marketing perspective, with a strong foundation for further growth in this competitive industry, while theoretically contributing to the literature on business feasibility studies in the service sector by emphasizing the integration of marketing strategies and vendor collaboration as drivers of competitiveness. In practical terms, the findings provide insights for entrepreneurs in the wedding industry regarding the importance of building strong networks, adopting digital marketing tools, and designing flexible service packages to meet diverse customer needs. Limitations of this study lie in its focus on a single case, which restricts the generalizability of the findings, suggesting that future research should explore scalability aspects, comparative studies with other wedding organizers, and the role of digital transformation in shaping business sustainability.

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