THE MARKETING STRATEGY FOR THE GROWTH OF BEU PHOTOGRAPHY AND VIDEOGRAPHY USING 7P

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ABSTRACT

BeU Photography and Videography is a photography and videography business that provides services for pre-wedding, wedding, company profile, music video, and live event. The company is established by Rheza Fernando in 2012. The company is currently facing profit decline which is caused by a low market price in Surabaya and the business needs to renew the marketing strategy to increase the sale. From the two reasons stated before, the researcher is now focused to decide the marketing strategy using 7P for the business. The purpose of this research is to fully understand and acquire information to make a marketing strategy using 7P. The research uses qualitative method and in-depth interview & documentation as its data collection method. Research result as follows, deep understanding about 7P in service industry and decides what the marketing strategy for photography industry in East Java. Research result is 7P in photography industry is important except place component. And the marketing strategy to face price problem in East Java is written in this research.

Keywords: Marketing Strategy, 7P, Photography and Videography, Surabaya, Indonesia

INTRODUCTION

Growth of business in the service sector is increasing. As we can see, so many service businesses fill the activity of economy, hospitality, tourism, pleasure service business, including photography and videography business. The photography and videography business is growing rapidly in all forms such as pre-wedding, wedding, music videos, and profiles. In 2016, the number of weddings in Surabaya is almost up to 3,000. (BKKBN, 2016). Based on an interview, request for wedding photography and videography is in a high number. In 2014, the number of exhibition halls for wedding is almost 1,000 (Ayu, 2014). Data from BPS Indonesia said that in 2016, the percentage of service business in Indonesia is 14,71% (BPS, 2016). Even the percentage in creative economy, manufacture, and construction is lower than the percentage of service industry. The percentage of service in industry in 2016 is increasing 10% from 2015 (BPS, 2015).

BeU Photography started to operate in 2012. In two years, BeU Photography and Videography operated and grew independently to become a new business. In 2014, the owner of BeU Photography and Videography named Rheza Fernando joined a workshop in Singapore held by D’zign for You which is one of the most popular photography and videography company in