



Interpersonal Communication Between Customers and Prospective Customers in Recommending EMJE Wedding Organizers

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ABSTRACT

The purpose of this study is to find out how interpersonal communication between customers and prospective customers is in recommending EMJE Wedding Organizer and to find out the obstacles in interpersonal communication between customers and prospective customers in recommending EMJE Wedding Organizer. This research was conducted in Hamlet 1, Punden Rejo Village, Tanjung Morawa District. This study uses a qualitative approach that leads to a descriptive method. This study uses the theory of interpersonal communication initiated by De Vito. Collecting data in this study is by way of interviews, observation, and documentation. The data analysis technique used in this study is data reduction, data presentation and conclusion. Examination of the validity of the data in this study with seriousness in observation and triangulation. The results of this study found that the communication process went well between customers and prospective customers. By using De Vito's theory to describe the elements in interpersonal communication so that it is clear to know the communication process between customers, namely the existence of messages, feedback (feedback), feedforward, context and interpersonal competence. There are several things that customers do in the process of communicating with potential customers, namely: (a) forming perceptions of self-quality, (b) equating mindsets, and (c) helping to make choices. The communication process in recommending also has obstacles, namely, (a) language differences, (b) delays in understanding the contents of the message, and (c) time and distance. This study uses the theory of interpersonal communication by De Vito, which is in accordance with the results of the study namely, there are elements in the interpersonal communication process and there are obstacles in the process.

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1. INTRODUCTION

Interpersonal communication is communication carried out by two or more people, which in the process directly captures messages conveyed verbally or nonverbally (Nurudin, 2014).

Interpersonal communication becomes an effective communication in changing a person's opinion, behavior, attitude or belief. Therefore, the recommendation uses interpersonal communication in the process. Recommendations are communications that are carried out by telling the experience of using goods or services to other people who are expected to have an interest in using the same goods or services (Harsini, 2010). One of the things that is often recommended is about the Wedding Organizer.

Wedding Organizer (WO) is a service offered to organize and assist in wedding receptions according to a predetermined schedule and budget (Rosita Wulandari, 2019). In an event, obstacles and problems cannot be avoided, for that the Wedding Organizer must have proper preparation and make a strategy for every problem and obstacle that will be faced later (Ahmisa R, 2020, p. 103). EMJE Wedding Organizer is one of the most well-known Wedding Organizers in the Lubuk Pakam and Tanjung Morawa areas, especially in Punden Rejo Dusun 1 Village, Tanjung Morawa. Many married couples use the services of EMJE Wedding Organizer in this village. the popularity of EMJE Wedding Organizer is inseparable from the recommendations made by previous customers. Likewise, customers who use EMJE Wedding Organizer in Punden Rejo village are mostly recommended by previous customers. Prospective customers prefer to seek recommendations because they feel more trustworthy than the promotions carried out by the service itself.

According to Aurellia (Aurellia, 2014) in his research stated that, there are several factors that influence consumer decisions in using event organizer services. In addition to promotions, recommendations can be a dominant factor in persuading someone so that they finally decide to choose the event organizer's services and interpersonal communication is an effective way of changing one's opinions, attitudes, beliefs and behavior. And according to De Vito's theory which states that interpersonal communication is a process of sending and receiving messages between two people or a small group of people with some effects and also feedback (Devito, 1989). This theory also has elements contained in the process of interpersonal communication and also its disturbances.

Interpersonal Communication

Interpersonal communication is a process in which a person shares stimulus messages, be it verbal messages or non-verbal messages that are already in the mind of the other person (Mulyana, 2005). Interpersonal communication is not as easy as it seems. This communication will look very difficult if the message informed by the sender is not the same as that received by the recipient of the message (Dyatmika, 2021, p. 40). In his book *The Interpersonal Communication Book*, Joseph De Vito says that interpersonal communication is a process of sending and receiving messages between two people or a small group of people with some effects and also feedback (Devito, 1989).

Customer

Customers (customers) are individuals who have a habit or come to buy something from the seller (Rusydi A., 2018). Customers are people who have activities to buy and use a product or service continuously (Setyobudi, 2014). A customer is a person or group of people who have effectively made purchases (Haryono, 2016).

A loyal customer is a person or group of people who always buy goods or services (Setyobudi, 2014). Customers are one of several media used by a company or business owner to spread a message that can attract other people to buy products or use services. This is because customers have previous experiences when using goods or services.

Recommendations in Increasing Customer Interest

Recommendations are a form of communication as well as a promotion carried out by consumers to other people by telling their experiences when buying goods or using certain services (Harsini, 2010). Recommendations are considered the most effective in expediting the marketing process and are able to provide more benefits to the company (Imanti, 2017).

Recommendations are activities carried out to inform the public about a product or service and change the person's views with thoughts that have been experienced before. Trust is the main point in recommending a product or service. Trust will lead to interest in something. Customers who recommend a product or service, when this customer is someone who is trusted, then the possibility of receiving this recommendation is strong. So, customers who are trusted by others, both personally and from the eyes of the crowd, will facilitate recommendation activities.

The role of the Wedding Organizer

A wedding organizer is a special service that directly assists the bride and groom and their families in planning and overseeing the implementation of a series of wedding events according to a predetermined schedule (Aurellia, 2014). Wedding Organizer services are the choice for those who want their wedding reception to run smoothly. All aspects that have been taken into account will facilitate the reception. Wedding Organizer services are needed to minimize disruption at weddings, because the Wedding Organizer (WO) will arrange the event to be more orderly and planned.

2. RESEARCH METHODE

This research method uses a qualitative approach which leads to qualitative descriptive, namely in the form of text and also words. According to Mukhtar, the qualitative descriptive research method is the method used to find a fact, finding or theory from research at a certain time (Mukhtar, 2013). This research was conducted in Punden Rejo Dusun 1 Village, to be precise, from June to July 2022. The data obtained by researchers was based on the results of interviews, observations and documentation, namely in the form of books or journals related to research. The selection of informants used a purposive sampling technique, that is, the subjects matched the criteria of the researcher (Suliyanto, 2006). In this study, informants were considered capable of providing information which would later become the data the researcher wanted. This study has nine informants where any information obtained becomes data which will later become the result of the research. This study uses data analysis techniques in the form of data reduction, data presentation and drawing conclusions.

3. RESULT AND ANALYSIS

EMJE Wedding Organizer is an individual business entity that has started its career since August 11, 2009. The owner is named Emje (nickname). EMJE Wedding Organizer is also known as EMJE Bridal Makeup. Because the beginning of his career was just being a make-up artist for celebration events. EMJE Wedding Organizer not only rents out services for weddings, but also for engagements, gifts, and services for make-up at graduation. Currently EMJE Wedding Organizer has more than 20 employees working with it. This is different from the make-up artists, photographers and assistants who usually accompany her. EMJE Wedding Organizer has more than 6 sets of aisle sets, dozens of wedding dresses, and also a series of engagement sets. EMJE Wedding Organizer can provide services for weddings in 5 places at once. EMJE Wedding Organizer does not have a special promotion in marketing its wedding services. The popularity of

EMJE Wedding Organizer is inseparable from the recommendations made by previous customers. Customers share their experiences with prospective customers regarding EMJE Wedding Organizer. Many are interested, so many use the services of EMJE Wedding Organizer and some are interested but have not yet decided to use this service.

Rina and Nur are potential customers who have been recommended by Santi, Lili, and Desi, who are customers of EMJE Wedding Organizer. Santi and Lili recommended EMJE Wedding Organizer to Nur who is Santi's niece and Lili's friend. The communication process that took place they did in the afternoon and at night, because both Santi, Lili and also Nur were both working. Santi and Lili recommended EMJE Wedding Organizer because Nur had problems choosing a Wedding Organizer. Nur had an unpleasant experience when her sister got married and the Wedding Organizer was not as expected, namely not being humble and not helping at the wedding reception. This is why Nur was afraid to seek the services of a wedding organizer herself and chose to seek recommendations from relatives and friends.

Likewise with Rina, who was recommended by EMJE Wedding Organizer by Desi, her cousin, because she had difficulty choosing a wedding organizer. Desi meets Rina when they have free time after work. They also usually meet on weekends because weekends are the perfect time to chat. Rina is afraid of choosing the wrong wedding organizer that doesn't meet her expectations. Rina has absolutely no experience with wedding organizers, which is why Rina prefers to seek recommendations from her siblings.

Based on the interview results, the researcher obtained information that prospective customers recommended by customers were people who had no experience, were afraid to choose their own wedding organizer and also had bad experiences with family members about wedding organizers. Customers and potential customers have a fairly close relationship, namely relatives and friends. Prospective customers ask customers for recommendations because potential customers are not sure if looking for a Wedding Organizer on their own will be what they want. Customers who understand the concerns of potential customers finally recommend EMJE Wedding Organizer. Customers who have good experiences with EMJE Wedding Organizer finally recommend it to potential customers who are relatives and friends of customers.

Interpersonal Communication Process Between Customers and Prospective Customers

In accordance with the theory used in this study, namely De Vito's theory, there are several elements contained in the process of interpersonal communication (Devito, 1989). The elements that exist in this research are:

1. Order

Santi and Lili directly communicated with Nur. Santi and Lili met Nur at her house to discuss the EMJE Wedding Organizer problem. Santi and Lili shared their experience using EMJE Wedding Organizer directly with Nur. The three of them prefer to meet in person to communicate rather than through media such as the telephone. Santi and Lili told stories starting from the professionalism of work, decorations, makeup, dresses, budgets and other issues. Here Santi and Lili don't just share their experiences, they also provide suggestions and input that could change Nur's mindset or perception about EMJE Wedding Organizer. Both of them recommended EMJE Wedding Organizer because they were considered what Nur wanted. Likewise with Desi who also shared her experience in detail with Rina directly about EMJE Wedding Organizer. Desi recommended it because she wanted to help Rina and EMJE Wedding Organizer was considered the most suitable for Rina. The message conveyed is in the form of

information about EMJE Wedding Organizer. Santi, Lili and Desi tell their true experiences without anything being fabricated.

2. Feedback (Feedback)

The feedback that occurs in this study is still in the stage of making a choice. Potential customers still want to talk to their families and partners. The final decision cannot be made even though Nur and Rina are very interested and want to use the EMJE Wedding Organizer.

3. Feedforwards

Feedforward in this case is the opening message that customers do with potential customers. In this study, Santi, Lili and Desi made the opening remarks by asking Nur and Rina which wedding organizer they had made their choice of. After knowing if they are still confused and afraid of choosing the wrong Wedding Organizer, they then recommend EMJE Wedding Organizer.

4. Context

Customers and potential customers have a relationship so that the communication that is established is also good without feeling awkward. Nur is the niece of Santi and Nur is a friend of Lili. Likewise with Rina who is Desi's younger cousin. This relationship will allow the communication process to be carried out in detail, because the relationships that are established will make each other feel very close and there is nothing wrong with explaining in such detail. It is when this relationship exists that they want potential customers to have the same thought about the wedding. The customers and prospects were country people, but they didn't want a normal party like the common village people. Santi said that when the villagers held a lavish wedding they would be considered capable and it would become the concern of the rest of the community.

5. Interpersonal Competence

The understanding made by customers to prospective customers becomes very important in the communication process. This understanding will make potential customers feel more understood. Santi and Lili have to understand Nur's wishes and what problems she is facing, once they know that, it will be very easy for them to recommend EMJE Wedding Organizer. It's the same with Desi who also has to understand Rina. What kind of wish was Rina referring to. Expertise in understanding will be very important in the communication process, especially in recommendations.

Based on this research, the researcher found that not all elements were included in the study, because in this study customers and potential customers did not use media or other channels to communicate other than face to face. In the communication process that occurs between customers and prospective customers goes well. The communication process is more often done in the afternoon and evening, because customers and prospects are all working. Sometimes it is also done on weekends or holidays that do not interfere with other schedules.

In the communication process that occurs, customers want prospective customers to be forward-thinking and must also be able to impress everyone with the event that will be held later. This is because customers and potential customers live in villages, where the views of the people around them are very important. Customers provide suggestions on what kind of concept to use so that the engagement and wedding reception will be very memorable. Customers think that a wedding reception must be luxurious and different from the others. Even though you live in a

village, you shouldn't be ordinary. A wedding reception only happens once in a lifetime, for that it must be done with very good preparation. Prospective customers are interested, but the final decision has not been made because they have to discuss it with their families.

This process is carried out in a very relaxed manner. Lots of small talk but right on target. Everything that is said by customers is well listened to by potential customers. Sometimes potential customers also ask about the EMJE Wedding Organizer and ask for advice on which one to use and what budget to spend. Customers not only advise but also help in deciding what to choose. Communication is carried out in detail and depth because it involves quite a complicated matter because this is a matter of a series of marriages. In the communication process that occurs between customers and potential customers, there are several things that customers do in the recommendation process to further convince potential customers to choose EMJE Wedding Organizer. These things are:

1) Forming Perceptions of Self-Quality

The village community will see someone as capable if they can hold a lavish wedding. This will be a benchmark for those who want to hold a luxurious wedding reception, because it will be seen by the local community. That's why customers recommend using the services of a wedding organizer whose price is quite expensive and luxurious so that people can see it. Not only the views of the surrounding community, but the views of other people are a priority for those who want to show their abilities. The acknowledgment that others want to get about their own abilities becomes a reference for them to use or use something that is widely used by other people. This is also what causes customers to recommend EMJE Wedding Organizer, which is already very popular and widely used by others, to potential customers.

2) Equate Mindset

Everyone's mindset is different. The customer tries to understand what the prospect wants, so it will be easier for the customer to have the same mindset as the prospect. Customers recommend EMJE Wedding Organizer because of experiences and stories from potential customers about their problems. From this problem, the customer tries to understand what the prospect wants. From this research, potential customers are interested in recommendations made by customers but haven't decided yet, because they have to talk to each other's partners and families. This is because the customer tries to understand and know the condition of the customer. What's more, the relationship between the two is quite close, it's easier to equate the way of thinking about the wedding organizer.

3) Helps To Make Choices

Recommendations made by customers are not only to suggest modestly but also help in every choice. Customers have a close relationship with potential customers, that's why customers also want the best for potential customers. Customers not only help find a good wedding organizer, but also provide advice on what kind of decoration to wear, or which dress to wear, how good the custom event will be, and so on. This will be very helpful for those who will later get married so they are not confused about where to start with their preparations.

Customer Constraints In Recommendations With Prospective Customers

Based on research conducted by Aurellia (Aurellia, 2014), there are obstacles that occur in interpersonal communication made by customers in recommendations. There are three constraints namely physical, psychological and semantic constraints. Based on De Vito's theory,

there are three disturbances that occur in the communication process, namely physical disturbances, psychological disturbances, and semantic disturbances. From the research results that the researchers obtained, there were several obstacles experienced by customers in recommending EMJE Wedding Organizer to prospective customers, namely:

a) Language Differences

Desi experienced a few problems when communicating with Rina because of the language used. Rina communicates every day using Javanese, in which Desi doesn't really understand Javanese even though she is of Javanese ethnicity. Every time they communicate, there must be a third person who can translate words or sentences that are not understood by one another.

b) Delays in understanding message content

Santi and Lili encountered a problem because Nur found it difficult to understand a statement given. It had to be explained many times before Nur understood what Santi and Lili were saying. This is what makes the communication in recommendations a little disturbed because the delivery of the message is not good due to the communicant being slow to catch the message given by the communicator.

c) Time and Distance

Customers and potential customers are people who have jobs so they don't spend much time at home. This is why they can only meet in the afternoon, evening or even on weekends. This short time can also affect the amount of information obtained. Communication is also limited due to the short time to meet, plus customers and potential customers do not use other media to communicate so that the long distance to their homes is also an obstacle in the communication process in recommendations.

Based on the research results obtained, from the constraints of previous research which became the basis of the researchers and from De Vito's theory (Devito J., 2011) which states about disorders in interpersonal communication, the obstacles encountered in this study include physical and semantic constraints. The physical obstacle lies in the problem of long distances between customers and potential customers. The semantic obstacle lies in the difference in the language used and also the delay in understanding the contents of the message.

4. CONCLUSION

Based on the research results obtained by the researcher, it can be concluded that the process of interpersonal communication between customers and prospective customers in recommending EMJE Wedding Organizer is going well. Communication is carried out in the evening and at night as well as on holidays. In the communication process there are elements that become the basis for researchers to know the communication process. The elements in this study are (1) the message, in this study, is explained by what kind of information is conveyed by customers to prospective customers about EMJE Wedding Organizer; (2) feedback (Feedback), this is a response from prospective customers after being given information about the EMJE Wedding Organizer; (3) feedforward, the customer's opening message by asking the prospective customer to decide which wedding planner to use; (4) context, the relationship between the customer and the prospective customer also has an influence on trusting the prospective customer, and; (5) interpersonal competence, the customer's ability to convince and make potential customers interested in the advice given.

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