

The Impact Of Social Media On Increasing The Use Of Wedding Organizer Services

¹Haryadi Mujiyanto; ²Chotijah; ³Pahmi Fauzan

^{1,2,3}Faculty of Communication & Information, University of Garut, Indonesia

*Email correspondence: haryadimujiyanto@uniga.ac.id

Abstract

This research is motivated by the rise of wedding organizers in Garut Regency who use Instagram social media as a promotional medium to attract consumers. One that uses Instagram social media, namely wedding Kakasihs. The purpose of this research is to analyze the influence of information and frequency of Instagram social media on increasing the use of wedding organizer services in Garut Regency. The research method used is a descriptive method with a quantitative approach with data collection methods, namely questionnaires that have been tested for validity and reliability. The subjects in this study were adult Garut youth who were taken based on the Slovin sampling technique as many as 100 respondents who had seen or watched Instagram social media accounts of wedding Kakasihs. Statistical data analysis in this study used regression analysis, correlation analysis, analysis of the coefficient of determination and hypothesis testing. The results of this study indicate that Instagram social media wedding Kakasihs have an influence of 71.9% with strong criteria for increasing the use of wedding organizer services in Garut district.

Keywords: *Instagram, Services, Wedding Organizer*

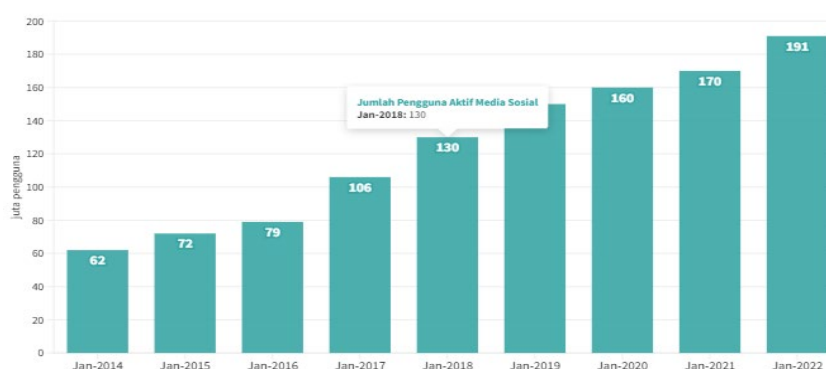
Introduction

Communication is a symbolic transaction or process that requires people to regulate their environment by building human relations through the exchange of information to strengthen the behavior and attitudes of others, and also trying to change those behaviors and attitudes. Communication is the most important role for human life in interacting in everyday life. Since waking up until falling back asleep at night most of it is filled with communication activities, be it individual to individual, individual to group, group to group (Cangara, Introduction to Communication Studies, 2011).

In communication there is what is needed by the media for the delivery process. According to KKBI (Big Indonesian Dictionary) media can be interpreted as a tool or means. For tools or means of communication such as newspapers, magazines, television, radio, posters, and banners. In addition, the media can also be interpreted as a means of communication in the form of print and audio-visual. So when communicating, you need a medium, which when communicating with other people, you have to use a tool or means so that the information or thoughts you want to convey can be well received by other people. So in other words, communication media are all the means used to produce, reproduce, distribute or disseminate and convey information. Communication media is a tool or means used to convey a message originating from the messenger to the recipient of the message. Communication media is divided into two types, namely verbal communication media and non-verbal communication media (Liliweri, 2011).

The importance of communication can be seen from the increasingly innovative development of communication technology itself. The rapid development of communication technology makes it easier for humans to carry out communication activities where distance and time are no longer a problem for communicating. Humans originally communicated using codes in the form of smoke or semaphores to communicate, after which they developed into telegraphs, analog telephones, and teleprinters after the advent of electricity. Then developed a communication tool called cell phone (cell phone) which is very efficient and portable (mobile) because of the wireless network. In addition, technological developments are getting faster, precise, accurate, easy, cheap, effective and efficient because it is easier to share information between countries and continents in any part of the world. With the very rapid development of technology, communication media emerged, communication media is a crucial means to support the smooth running of daily activities. From ancient times until now there have been several types of communication tools used, ranging from traditional means of communication that still use conventional methods to the latest technological communication tools that can be used worldwide. There are several modern communication media such as the telegraph, landline telephone, facsimile, intercom, e-mail, and smartphone (Fispol, 2021).

Social media or often also referred to as social media is a digital platform that facilitates its users to be able to communicate with each other and share content in the form of writing, photos and videos. Social media is a digital platform that provides facilities for carrying out social activities for each of its users. In addition, social media is a means to socialize with each other and is done online (online) which allows humans to be able to interact with each other without being questioned by space and time. There are several social media used in Indonesia, such as social media Instagram, tiktok, WhatsApp, Facebook, and others. The use of Instagram social media has increased significantly from 2020 to 2021. This shows that the use of Instagram social media in Indonesia has very high interest in society, this can be used as a means to promote something, one of which is to promote wedding organizers. Also supported by data taken by researchers from one of the digital platforms as shown in Figure 1.



Source: DataIndonesia.id, 2022

Figure 1. Number of Active Social Media Users in Indonesia

Based on the figure above, the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year which amounted to 170 million people. The highest increase in the number of

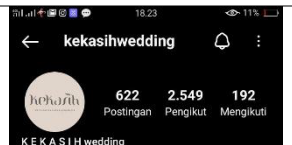
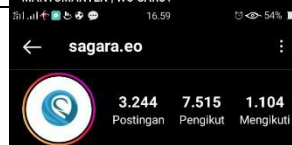
social media users was in 2017 which reached 34.22%. However, this increase slowed to 6.3% last year but the figure has only increased again this year.

With so many social media users in Indonesia, especially Instagram social media users, many people use Instagram as a promotional medium, one of which is a wedding organizer. Many people who want to organize a wedding according to their dreams, they have to find the right wedding organizer and be able to understand the wishes of the users. Therefore the Wedding Organizer has many functions ranging from preparing to assisting in organizing.

Wedding Organizer or known as WO is an agency or institution that specifically provides services in the field of marriage. WO works as a team that can help the bride and groom to prepare everything related to the wedding so that the wedding can run smoothly according to what is desired. The duties of a wedding organizer are: 1) to help formulate concepts for the bride and groom, 2) to provide information on various matters related to weddings, 3) to help choose the types of wedding vendors such as decorations, make up, cathring, etc., 4) to prepare technical meetings at the venue that will be used for wedding receptions, 5) arrange events and teammates and also monitor the event process (Fachri & Azzahra, 2021).

The emergence of problems at this time in wedding organizers or what is widely known as WO has become a trend in society. Especially in the city of Garut which is engaged in wedding organizers, there are quite a number of them, so that every wedding organizer must be able to compete by preparing strategies to achieve the desired targets. An important step to maintain existence and increase the number of clients by increasing the reach of marketing, with a planned strategy with the aim of offering existing services. This is a challenge for WO service providers, they must have differences and innovations so that consumers are interested and choose to use wedding services that are more attractive than others. Wedding organizer services use Instagram social media as a promotional medium so that they are known in the community.

**Table 1.1 List of Wedding Organizers in Garut City
Using Instagram as a Promotional Media**

No.	Nama	Alamat	Jumlah Pengikut	
1.	Kekasih Wedding	Jalan Pataruman No. 33 Tarogong Kidul, Garut	2.549	
2.	Cleo Wedding	Jalan Ciwalen No. 52 Garut	2.237	
3.	Mantumanten	Jalan Bank No. 31, Garut	4.142	
4.	Sagara EO	Garut	7.506	

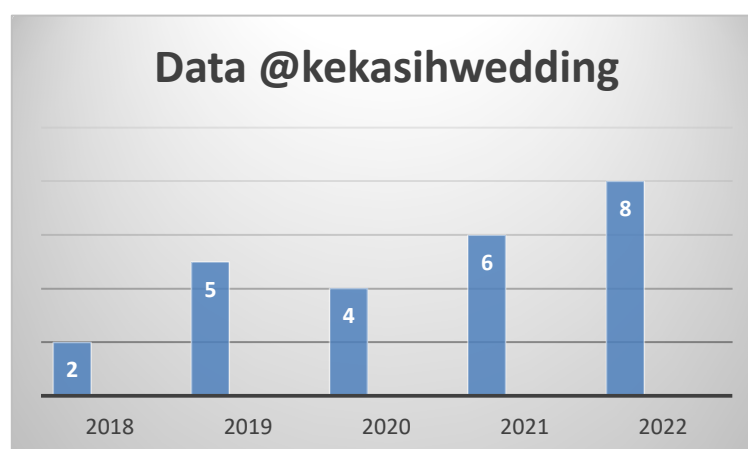
5.	Brilliant WO & EO	Jalan Ahmad Yani Timur No. 10 Garut	2.332	
6.	Elsa Wedding	Jalan Terusan Pembangunan No. 23, Garut	12.800	

Source: Research Results, 2022.

The table above shows that wedding organizers in the city of Garut have utilized Instagram social media as a promotional medium. Instagram followers who reach more than 1,000 numbers show that many consumers search data through Instagram before finally deciding which wedding organizer to use. Researchers are more interested in conducting research with the @kekasihwedding account because apart from having many followers, the @kekasihwedding account is also active on social media and displays content that is very interesting to watch, so as to be able to give a positive impression to the public regarding the performance of Kakasih Wedding in carrying out their duties.

The development of the WO business in the city of Garut has created a fairly tight level of competition, so the WO must be more creative in establishing relationships with its clients. One of them is the Kakasih Wedding company. Kakasih Wedding is a form of service company engaged in the wedding industry with a modern Wedding Organizer concept.

The office of Kakasih Wedding is located on Jalan Pataruman, Garut Regency, which was established in 2016. The history of the formation of this company began when one of the MCs hosting a wedding asked one of his colleagues to be a companion when hosting an event with the aim of making the event easier. At that time the presence of WO (Wedding Organizer) became something foreign among the people of Garut. An idea emerged from the MC who decided to increase the number of crew accompanying him and these crews had their respective duties. 2018 was the year the WO company was formed and the name Kakasih Wedding was inaugurated.



Source: Research Results, 2022

Figure 2. Data on the Use of Kakasih Wedding Services

Based on the picture above, the number of users of @kekasihwedding services before using Instagram social media is only 1 to 2 who use the service in 1 month or around 5%. In 2019 @kekasihwedding started using Instagram social media and presenting interesting and creative content so that it has a drastic increase in service usage in a month, it can be 5 to 8 who use services or around 50%, but at the beginning of 2020 there was a decrease in the use of @kekasihwedding services due to the Covid-19 pandemic around 30%. In 2021 when the Covid-19 pandemic began to subside, the increase in use of @kekasihwedding services started to increase to 60%. This increase was due to posts from social media and several service offers as well as very interesting concepts presented by the @kekasihwedding account, so that in 2022 when the Covid-19 pandemic was declared non-existent in Indonesia, the increase in @kekasihwedding services began to increase to 80%.

From the results of an interview with Wedding Kakasih Owner Lutfi Burhan, which was conducted by Wedding Kakasih using the facilities/media used, namely Instagram internet media. The advantages of social media have a big impact on companies in influencing audiences. Using Instagram as a medium for marketing has a significant impact, especially in attracting public attention to the company. Lutfi Burhan as the owner of Wedding Kakasih added, the interesting content presented by Wedding Kakasih on the internet is able to give a positive impression to the public regarding Wedding Kakasih's performance in carrying out their duties. This is quite successful for the continuity of the company in the era of intense competition.

Based on this explanation, researchers are interested in conducting research on the influence of social media on increasing the use of wedding organizer services in the city of Garut, because marriage has become an obligation for mankind and wedding organizers are a necessity for marriage.

Based on the explanation above, the researcher took previous researchers from Syafira Putri Kinanti, Berlian Primadani Satria Putri entitled The influence of social media Instagram @Zapcoid on Brand Equity Zap Clinic. This study aims to determine how much influence social media Instagram @zapcoid has on ZAP Clinic's brand equity. In this research method using quantitative methods with the type of research explanatory research. For data collection in the form of questionnaires that are distributed online via direct messages to followers of the @zapcoid Instagram account who have had treatment at ZAP Clinic. The theory used in this study uses the theory of social media and brand equity. In this study using a sample of 100 respondents. The sampling technique used is purposive sampling. With data analysis techniques using simple linear regression analysis and using SPSS.

The results of the descriptive analysis can be seen that the order of indicators from social media with the highest percentage is context (84%), connection (80.50%), communication (80.25%) and for the lowest percentage is collaboration (77.25%). For the order of brand equity indicators, those with the lowest percentage are brand awareness (84.33%), perceived quality (82.56%), brand association (81.75%) and the lowest percentage is brand loyalty (75.56%). So the authors conclude that Instagram @zapcoid has a significant effect on ZAP Clinic's brand equity with a contribution of 62.1%, and the remaining 37.9% is a contribution from variables not examined in this study (Putri & Primadani, 2017)

The Uses and Gratification theory emerged from the development of the Hypodermic Needle model. This theory is not interested in what the media do to a person, but is interested in what people do to the media. The community will actively evaluate and choose media that according to them can be useful for communication purposes. This theory can also be used as a further elaboration of the theory of motivation and needs. Someone will be able to do something because of the motivation that is in him. Katz, Blumber & Gurevitch (1947) assumes the basis of the Uses and Gratifications theory, including 1) The audience is considered active, which means that an important part of the use of mass media is assumed to have a purpose. 2) The process of mass communication has many initiatives to link the satisfaction of needs with media selection. 3) The mass media must be able to compete with other sources in order to satisfy their needs. How these needs are met through media consumption is very dependent on the behavior of the audience concerned. 4) People are considered knowledgeable enough to report interests and motives in certain situations. 5) Judgments about the cultural meaning of the mass media must be suspended before examining the orientation of the audience. (Nurhadi, 2017)

The Uses and Gratification theory describes the role of the media in satisfying consumer needs. Swalon in Jalaluddin Rahmat as quoted by Romli, the theory of usability and satisfaction is described in a dramatic break with the effect tradition of the past, this is a leap in the hypodermic needle model. The interest in this model is not about what the media does to someone but when someone does something to the media. Meeting the needs of the audience actively plays a big role. The terms Uses and Gratification, the fulfillment and use of needs, there are several things that can indirectly imply the existence of separate motives in media behavior. When the psychological needs of media effects have been met, the purpose of using media has been achieved (Putri, 2020)

Therefore, this research will be carried out on social media users in Garut City, so we will see what effect occurs from the use of social media, especially for Instagram social media users. So, the research that the writer will do is to find out "The Influence of Social Media on Increasing the Use of Wedding Organizer Services in Garut City". Based on this explanation, the authors are interested in conducting research on the use of social media, therefore the authors conduct research with the title "The Influence of Social Media on Increasing Use of Wedding Organizer Services in Garut City" based on the Uses and Gratification theory. The purpose of research conducted by the author is to analyze the impact of Instagram social media information on the use of wedding organizer services in Garut district (@kekasihwedding) and The impact of the frequency of Instagram social media on the use of wedding organizer services in Garut district (@kekasihwedding).

Method

The research method used by the author is a descriptive method with a quantitative approach. The descriptive research method is research that describes the value of the independent variable, either one or more (independent) variables without comparison, or connecting with other variables (Siregar S., 2017). The data collection technique used in this study was observation and a questionnaire (questionnaire) with closed questionnaires as the data collection technique to be carried out. Closed questionnaire as a data collection technique to be carried out. The questionnaire is a data/information collection technique that allows

analysts to study the attitudes, beliefs, behaviors, and characteristics of the respondents who are the object of research, while the closed questionnaire is a type of questionnaire in which questions are given to respondents in the form of multiple choices (Siregar S., 2017).

The measurement design used in this questionnaire is a Likert scale. The Likert scale is a scale used to measure a person's attitudes, opinions, and perceptions of a particular object or phenomenon (Siregar S., 2017). In using the Likert scale, there are two forms of statements, which consist of positive statements and negative statements. Positive statements are given a score of 5, 4, 3, 2, and 1; while negative statements are given a score of 1, 2, 3, 4, and 5 (Siregar, 2017). The population is all parts or members of the object to be studied. This population can be in the form of people, things, objects, events or whatever will be the object of research (Ardianto, 2016). The population in this study were young adults in Garut Regency, both boys and girls.

Tabel
Table

Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Kabupaten Garut, 2021
Population by Age Group and Sex in Garut Regency, 2021

Kelompok Umur Age Group	Jenis Kelamin/Sex		
	Laki-Laki Male	Perempuan Female	Jumlah Total
(1)	(2)	(3)	(4)
0-4	121.689	116.308	237.997
5-9	113.949	109.512	223.461
10-14	121.042	114.267	235.309
15-19	129.182	120.192	249.374
20-24	131.186	118.887	250.073
25-29	114.107	105.986	220.093
30-34	104.278	99.759	204.037
35-39	93.104	89.181	182.285
40-44	85.334	81.503	166.837
45-49	78.526	77.698	156.224
50-54	68.202	67.691	135.893
55-59	58.365	57.787	116.152
60-64	44.939	43.338	88.277
65-69	32.224	31.335	63.559
70-74	20.997	19.696	40.693
75+	17.236	17.285	34.521
Kabupaten Garut	1.334.366	1.276.427	2.610.793

Catatan/Note: Hasil Proyeksi Penduduk Interim 2020-2023 (Perhitungan tahun/tand)/The result of Interim Population Projection 2020-2023 (mid year/year)

Sumber/Source: BPS/BPS-Statistics Indonesia

Source: Central Bureau of Statistics for Garut, 2022

Figure 3. Total Population of Garut Regency by Age

In the picture is data on the total population of Garut district in 2021 according to age group obtained from BPS (Central Statistics Agency) Garut district. Assuming that today's adult youth are 20 years and over.

The sample is part of the number and characteristics possessed by the population to be studied. In Sugiyono's book (2011: 90) provides suggestions regarding sample size for research such as the following:

1. An appropriate sample size in research is between 30 and 500.
2. If the sample is divided into categories (for example: male-female, civil-private employees and others), then the number of sample members for each category is at least 30.
3. If the research is to carry out multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. For example, there are 5 research variables (independent and dependent), then the number of sample members = $10 \times 5 = 50$.
4. For simple experimental research, using an experimental group and a control group, the number of sample members is between 10 and 20 respectively. In this study, researchers took a sample of 100. As a general rule, a sample size of between 30 and

500 can be effective depending on the sampling method used and the research questions used (Sugiyono, 2011)

Of the many existing populations, not all of them are used as research objects. But only a part of it is devoted to young adults in Garut Regency, both men and women who follow and view the Instagram account @kekasihwedding, the results of which are able to represent the overall situation.

The withdrawal of the sampling technique is a technique used for sampling to be used in research (Sugiyono, 2019). The withdrawal of the sampling technique used in this study is using a nonprobability sampling technique with a purposive sampling method. Nonprobability sampling is a sampling technique that does not provide equal opportunities for each population, while the purposive sampling method is a sample determination technique that is specifically selected according to the considerations/criteria carried out by researchers (Sugiyono, 2019)

The sampling technique in this study uses the slovin formula because the population to be studied is known (Siregar S., 2017). Here is the slovin formula:

$$n = \frac{N}{1 + N(d^2)}$$

Information:

n = Number of samples (minimum number of samples)

N = Total population (total population members)

d2 = Error tolerance (tolerance) precision = 10% or the error rate is (e=0.1).

Based on the results of these calculations, the number of samples to be studied is 100 respondents. Respondent criteria needed in this study are:

1. Including Young Adults
2. Domiciled in Garut Regency
3. Using Social Media Instagram
4. Have seen the Instagram account @kekasihwedding

Validity is a way to show how a measuring instrument can measure what will be measured (Siregar S., 2017). Validity can be known by the product moment formula. A research instrument is said to be valid if the product moment correlation coefficient exceeds 0.3 (Siregar S., 2017).

Reliability is a way to find out whether measurement results remain consistent (Siregar S., 2017). This reliability test uses the Cronbach's alpha formula, which is generally considered reliable if the Cronbach's alpha value is > 0.6.

Hypothesis testing is a way of making decisions based on power analysis from both controlled experiments and (uncontrolled) observations. The hypothesis put forward in this study is that there is an influence of social media on increasing the use of wedding organizer services in Garut district

According to (Siregar S., 2017) the principles of hypothesis testing as decision making are:

- If $t_{count} > t_{table}$ H_0 is rejected, then H_a is accepted
- If $t_{count} < t_{table}$ H_0 is accepted, then H_a is rejected

According to (Sugiyono, 2015) technical data analysis in quantitative research is the activity of analyzing data after the data that has been collected from respondents and data from other sources has been collected. Data analysis activities consist of grouping data based on the variables of the respondents, presenting the variable data studied, carrying out data calculations to answer the problem formulation and to test hypotheses.

In this study the authors used two types of data, the first primary data and the second secondary data. Primary Data obtained through questionnaires (question lists) distributed by researchers, and secondary data is the data obtained by the author from the organization/institution that publishes or publishes the data (obtained and recorded by other parties). Examples of this data include journals, websites, documents and other media.

Results and Discussion

Respondent Characteristics and Respondent Experience

Respondents who were sampled in this study were 100 people. These respondents came from the millennial generation of Garut district who had met the criteria determined by the researchers as follows:

1. Including Young Adults
2. Domiciled in Garut Regency
3. Using social media Instagram
4. Have seen the Instagram account @kekasihwedding

The data collected is presented in the form of the following table:

Table 1. Number of Respondents Based on Gender

JENIS KELAMIN	FREKUENSI	PERSENTASE
LAKI-LAKI	44	45%
PEREMPUAN	56	55%
TOTAL	100	100%

Source: Research Results, 2023

Based on Table 1, it can be seen that of the 100 respondents studied, 44 respondents (44%) were male respondents and 56 respondents (56%) were female respondents. This data shows that the number of male and female respondents is more dominantly female.

Tabel 2. Number of Respondents by Age

NO	USIA (TAHUN)	JUMLAH SAMPEL	PERSENTASE
1	20 Tahun	15	15%
2	21 Tahun	11	11%
3	22 Tahun	30	30%
4	23 Tahun	21	21%
5	24 Tahun	10	10%
6	25 Tahun	4	4%
7	26 Tahun	1	1%
8	29 Tahun	1	1%
9	Lainnya	7	7%
TOTAL		100	100%

Source: Research Results, 2023

Based on Table 2 it can be seen that of the 100 respondents studied, 15 respondents (15%) were 20 years old, 11 respondents (11%) were 21 years old, 30 respondents (30%) were 22 years old, 21 respondents (21%) 23 years old, 10 respondents (10%) 24 years old, 4 respondents (4%) 25 years old, 1 respondent (1%) 26 years old, 1 respondent (1%) 29 years old, and as many as 7 respondents (7%) aged 30 years and over.

Table 3. Number of Respondents by Occupation

NO	JENIS PEKERJAAN	FREKUENSI	PERSENTASE
1	Mahasiswa	51	51%
2	Karyawan	16	16%
3	Wiraswasta	4	4%
4	Lainnya	29	29%
TOTAL		100	100%

Source: Research Results, 2023

Based on table 4.3, it can be seen that of the 100 respondents studied, 51 respondents (51%) had jobs as students, 16 respondents (16%) had jobs as employees, 4 respondents (4%) had jobs as entrepreneurs, and as many as 29 respondents (29%) have jobs in various other fields.

Table 4. Characteristics of Respondents Based on Teenagers and Adults

Jawaban	Frekuensi	Persentase
Ya	100	100%
Tidak	0	0%
Total	100	100%

Source: Research Results, 2023

Based on table 4.4, it can be seen that of the 100 respondents studied, 100 respondents (100%) or all respondents were young adults (those born in the age range of 20-31 years). This data shows that the respondents in this study match the criteria of the respondents who will be sampled.

Table 5. Characteristics of Respondents Based on Instagram Social Media Users

JAWABAN	FREKUENSI	PERSENTASE
YA	100	100%
TIDAK	0	0%
TOTAL	100	100%

Source: Research Results, 2023

Based on Table 5, it can be seen that of the 100 respondents studied, 100 respondents (100%) used Instagram social media. This data shows in this study according to the criteria of respondents who will be sampled.

Table 6. Characteristics of Respondents Based on the Use of Instagram as a Media to Find Information

JAWABAN	FREKUENSI	PERSENTASE
YA	100	100%
TIDAK	0	0%
TOTAL	100	100%

Source: Research Results, 2023

Based on Table 6 it can be seen that of the 100 respondents studied, 100 respondents (100%) or all respondents used Instagram as a medium to find information. This data shows that the respondents in this study match the criteria of the respondents who will be sampled.

Table 7. Characteristics of Respondents Based on Seeing or Watching @kekasihwedding Content

JAWABAN	FREKUENSI	PRESENTASE
YA	100	100%
TIDAK	0	0%
TOTAL	100	100%

Source: Research Results, 2023

Based on table 4.6 it can be seen that of the 100 respondents studied, 100 respondents (100%) or all respondents used Instagram as a medium to find information. This data shows that the respondents in this study match the criteria of the respondents who will be sampled.

Instagram social media

This research uses measurements using a questionnaire consisting of 16 questions, each of which is accompanied by 5 alternative answers that can be selected based on a Likert scale. Based on the answers to each respondent's questionnaire, assessment criteria were then compiled for each question item based on the percentage (%) through the steps below:

1. The cumulative value is the total value of each question item which is from 100 respondents.
2. Percentage is the cumulative item divided by the frequency value multiplied by 100%
3. The number of respondents is 100 people, the largest scale value is 5 and the smallest scale is 1
4. The cumulative sum of the largest scores is $100 \times 5 = 500$, and the smallest cumulative sum is $100 \times 1 = 100$. Then the score interpretation criteria are as follows:

Table 8. Score Interpretation Criteria Based on Percentage

No	Persentase (%)	Kriteria Penilaian
1	0.00-0.20	Sangat Lemah
2	0.20-0.40	Lemah
3	0.40-0.60	Cukup
4	0.60-0.80	Kuat
5	0.80-1.00	Sangat Kuat

Source: Siregar, 2017

Tabel 9. Score Interpretation Criteria

No	Skor	Kriteria Penilaian
1	421-500	Sangat Baik
2	341-420	Baik
3	261-340	Cukup
4	181-260	Tidak Baik
5	100-180	Sangat Tidak Baik

Source: Siregar, 2017

In the Instagram social media variable, researchers measure it using a questionnaire consisting of 8 statements, each statement accompanied by 5 possible alternatives that must be selected and considered according to the respondent's experience. Variable X is Instagram Media Social which consists of 2 dimensions, namely the information dimension, and the second dimension is frequency.

Table 10. Variable X Recapitulation (Social Media)

No	Item	Skor	Kriteria
1	Instagram akun @kekasihwedding memberikan banyak informasi mengenai jasa pernikahan	331	Cukup
2	Penggunaan akun @kekasihwedding memberikan informasi yang saya butuhkan mengenai informasi untuk pernikahan	387	Baik
3	Informasi yang diberikan dalam akun @kekasihwedding mudah dipahami	352	Baik
4	Informasi yang tersedia dalam akun @kekasihwedding sudah lengkap dan memenuhi kebutuhan saya dalam mencari informasi seputar pernikahan	386	Baik
5	Saya menggunakan Instagram untuk melihat akun @kekasihwedding	381	Baik
6	Saya melihat konten di akun @kekasihwedding lebih dari 1 jam perhari	391	Baik
7	Saya sering melihat konten-konten pernikahan di akun @kekasihwedding	391	Baik
8	Saya melihat akun @kekasihwedding dalam seminggu lebih dari 3 kali	382	Baik

Source: Research Results, 2023

In Table 10 the recapitulation of variable X has the highest score from the results of distributing the questionnaires on items number 6 and 7 with a score of 391 which is in the criteria for a good score. Statements number 6 and 7 are "I view content on the @kekasihwedding account for more than 1 hour per day" and "I often view wedding content

on the @kekasihwedding account". This value shows that the majority of generations of young adults in the city of Garut know that they often view wedding content on the @kekasihwedding account for more than 1 hour per day.

The recapitulation of variable X has the lowest score from the results of distributing the questionnaire on item number 1 with a score of 331 which is in the sufficient score criterion. Statement number 1, namely "Instagram account @kekasihwedding provides a lot of information about wedding services". This value shows that the majority of the generation of young adults in the city of Garut do not know that the Instagram account @kekasihwedding provides a lot of information about wedding services.

The Use Of Wedding Organizer Services

On the Service Utilization variable, the researcher measured it using a questionnaire consisting of 8 statements, each statement accompanied by 5 possible alternatives that had to be selected and considered according to the respondent's experience. Variable Y is Service Utilization which consists of 4 dimensions, namely the first dimension is Reliability, the second dimension is Responsiveness, the third dimension is Empathy, and the fourth dimension is Tangibles.

Tabel 11. Variable Y Recapitulation (The Uses Of Wedding Organizer Services)

No	Item	Skor	Kriteria
9	Akun @kekasihwedding memperlihatkan pelayanan yang dapat dipercaya oleh pengguna media sosial	390	Baik
10	Akun @kekasihwedding menampilkan konten yang mengundang banyak perhatian khalayak	339	Cukup
11	Akun @kekasihwedding memberikan ketanggapan dalam pelayanan jasa	374	Baik
12	Saya tertarik menggunakan jasa @kekasihwedding karena respon pelayanan yang diberikan cepat dan tanggap	369	Baik
13	Akun @kekasihwedding dapat memahami keinginan konsumen dalam konsep wedding yang diimpikan	379	Baik
14	Setelah melihat konten @kekasihwedding, saya ingin menggunakan jasa yang disediakan oleh kekasihwedding	357	Baik
15	Saya tertarik dengan jasa @kekasihwedding karena tampilan konten yang menarik	372	Baik

No	Item	Skor	Kriteria
16	Saya tertarik dengan jasa @kekasihwedding karena tampilan layout di instagram yang menarik	383	Baik

Source: Research Results, 2023

In table 11 the recapitulation of variable Y has the highest score from the results of distributing the questionnaires to item number 9 with 390 which is in good criteria. Statement number 9 namely "@kekasihwedding account provides services that can be trusted by social media users". This value shows that the @kekasihwedding account influences the majority of young adults in the city of Garut to use the services of @kekasihwedding because social media users can trust the service.

The recapitulation of variable Y has the lowest score from the results of distributing the questionnaire on item 10 with a score of 339 which is in the sufficient score criterion. Statement number 10 is "The @kekasihwedding account displays content that attracts a lot of public attention". This value shows that the @kekasihwedding account does not influence the majority of generations of young adults in the city of Garut to display content that attracts a lot of public attention.

Validity Test

Validity Test is a test that shows the extent to which a measuring instrument is able to measure what it wants to measure. Where is the suitability between a construct and what indicators will be used to measure it. So as to obtain the right data from the variables to be studied (Siregar S., 2017).

The technique used in this study is the product moment correlation technique, which is to find out each statement item from Social Media and Service Usage. The results of the validity test using SPSS with the Pearson formula (Product Moment Correlation) for the research instrument obtained the correlation number which has been described in the following table.

Table 12. The Validity Test Of The X Variable

No. Butir Instrumen	Rhitung	Rtabel	Nilai Signifikansi	Keterangan
1	0,603	0,196	0,00	Valid
2	0,693	0,196	0,00	Valid
3	0,612	0,196	0,00	Valid
4	0,597	0,196	0,00	Valid
5	0,633	0,196	0,00	Valid
6	0,540	0,196	0,00	Valid
7	0,681	0,196	0,00	Valid
8	0,578	0,196	0,00	Valid

Source: Research Results, 2023

Table 13. The Validity Test Of The Y Variable

No. Butir Instrumen	Rhitung	Rtabel	Nilai Signifikansi	Keterangan
9	0,645	0,196	0,00	Valid
10	0,622	0,196	0,00	Valid
11	0,536	0,196	0,00	Valid
12	0,674	0,196	0,00	Valid
13	0,644	0,196	0,00	Valid
14	0,643	0,196	0,00	Valid
15	0,667	0,196	0,00	Valid
16	0,680	0,196	0,00	Valid

Source: Research Results, 2023

Based on the basis of the Pearson valid test, an instrument is declared valid if $R_{count} > R_{table}$ and $sig < 0.05$. Conversely, if the instrument is determined to be invalid if $R_{count} < R_{table}$ and $sig > 0.05$. Based on the validity test that has been described through the table above, it is known that all of the question items used in this study are valid. Where indicated by the value of each statement item has a positive correlation coefficient value.

Reliability Test

The Reliability Test is a test to test the extent to which the measurement results remain consistent, if the measurement is carried out twice or more for the same symptoms using the same measuring device (Siregar S., 2017).

Reliability shows that the instrument (questionnaire) used in this study is to obtain the desired information and can be relied upon as a data collection tool and is able to reveal real information. The following are the results of reliability testing using the Cronbach Alpha's formula:

Table 14. The Reliability Test Of The X Variable

Variabel X	Cronbach's Alpha	Alpha	Keterangan
Media Sosial	0,922	0,05	Reliabel

Source: Research Results, 2023

Based on Table 14, regarding the reliability test results on Variable X (Social Media) it is known that the results of the reliability coefficient with the Cronbach's alpha approach show that the Cronbach's alpha value on Variable X (Public Perception) is 0.922 which is greater than the alpha value (0.05). Therefore, all questionnaire instruments on the public perception variable are declared reliable or reliable because the Cronbach's alpha value is greater than the alpha value so that the questionnaire instrument in this study can be used as a measuring tool. Then next is the reliability test on the Y variable instrument (participation in the Covid-19 Vaccination Program) in the following table:

Table 15. The Reliability Test Of The Y Variable

Variabel Y	Cronbach's Alpha	Alpha	Keterangan
Penggunaan Jasa	0,922	0,05	Reliabel

Source: Research Results, 2023

Based on Table 15, regarding the reliability test results on Variable Y (Use of Services) it is known that the results of the reliability coefficient with the Cronbach's alpha approach show that the value of Cronbach's alpha on Variable Y (Use of Services) is 0.922 which is greater than the alpha value (0.05). Therefore, all questionnaire instruments on the public perception variable are declared reliable or reliable because the Cronbach's alpha value is greater than the alpha value so that the questionnaire instrument in this study can be used as a measuring tool.

Correlation Coefficient Test

Relationship analysis (correlation) is a form of data analysis in research that aims to determine the strength or direction of the relationship between two or more variables, and the magnitude of the influence caused by the independent variable on the dependent variable (Siregar S., 2017). To find out the relationship of the independent variable (X), namely Social Media (Y), namely Use of Services, then to obtain more accurate results, a correlation test is carried out as follows:

Table 16. Correlation Coefficient Intervals

Interval Koefesien	Tingkat Hubungan
0,00-0,199	Sangat Rendah
0,20-0,399	Rendah
0,40-0,599	Sedang
0,60-0,799	Kuat
0,80-1.000	Sangat Kuat

Source: Sugiyono, 2019

Based on Table 16 above, the researcher conducted a correlation test to obtain accurate results which are presented in the following table.

Table 17. Correlations Test

Correlations

		Peningkatan Penggunaan Jasa	Media Sosial
<i>Pearson Correlation</i>	Peningkatan Penggunaan Jasa	1.000	.848
	Media Sosial	.848	1.000
Sig. (1-tailed)	Peningkatan Penggunaan Jasa	.	.000
	Media Sosial	.000	.
N	Peningkatan Penggunaan Jasa	100	100
	Media Sosial	100	100

Source: Research Results, 2023

Based on the results of these calculations, a correlation value of 0.848 was obtained at the interval 0.80 – 1.000, so it can be concluded that the level of strength of the relationship between Social Media and the Use of Wedding Organizer Services has a very strong level of relationship.

Regression Test

After doing the correlation test and the results there is a positive or significant relationship between Social Media variables on the Use of Wedding Organizer Services. Next, we will test the magnitude of the influence of variable X on variable Y using Pearson's product moment correlation regression, which is based on a functional or causal relationship between one independent variable and one dependent variable. Test criteria: Reject H_0 if the $\text{sig.} < \alpha = 0$. This calculation is done with the help of SPSS, the results are as follows:

Table 18. Results of Social Media Regression Coefficient Analysis (X) on Increasing Use of Wedding Organizer Services in Garut Regency (Y).

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.075	1.631		2.499	.014	.839	7.311
	Media Sosial	.852	.054	.848	15.841	.000	.745	.958
a. Dependent Variable: Penggunaan Jasa								

Source: Research Results, 2023

Based on Table 18 in the unstandardized coefficients column, it is known that the constant value (a) is 4.075 while the value on Social Media (b/regression coefficient) is 0.852, so the regression equation can be written:

$$Y = a + bX$$

$$Y = 4.075 + 0.852$$

This equation can be translated:

- A constant of 4.075 has a variable coefficient value of Use of Wedding Organizer Services of 4.075
- The social media regression coefficient (X) is 0.852 which states that for every 1% addition in the value of Social Media, the value of Service Usage increases by 0.850. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

Decision making in the simple linear regression test is based on the significance value of the table above, a significance value of $0.00 < 0.05$ is obtained so that it can be concluded that the Social Media variable (X) affects the Use of Wedding Organizer Services variable (Y).

Table 19. Regression Calculation Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1429.193	1	1429.193	250.953	.000 ^b
	Residual	558.117	98	5.695		
	Total	1987.310	99			

Source: Research Results, 2023

Based on the calculation results in Table 18 the results of regression calculations using the IBM SPSS-25 application, the regression equation is obtained as follows, a sig value of $0.000 < 0.05$ is obtained. This indicates that the X variable (Social Media) affects the Y variable (Increased Use of Wedding Organizer Services) in Garut Regency).

Coefficient of Determination

To find out how big the influence of social media is on increasing the use of wedding organizer services in Garut district, it is necessary to calculate the coefficient of determination. The coefficient of determination aims to measure how far the model's ability to explain dependent variation. The following are the results of the coefficient of determination of Social Media on Increasing Use of Wedding Organizer Services in Garut Regency:

Table 20. Determinant Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.716	2.386

a. Predictors: (Constant), Media Sosial

b. Dependent Variable: Penggunaan Jasa

Source: Research Results, 2023

Based on Table 20 it can be seen that the results of the determinant coefficient (R square) show a value of 0.719 or 71.9%. This shows that there is an influence between Social Media on Increasing the Use of Wedding Organizer Services in Garut Regency with a determinant coefficient value of 71.9.

Table 21. Regression Coefficient of Social Media and Use of Wedding Organizer Services

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.075	1.631		2.499	.014
Media Sosial	.852	.054	.848	15.841	.000

a. Dependent Variable: Penggunaan Jasa

Source: Research Results, 2023

Based on Table 21 above, knowing the results of the calculation of the social media regression coefficient and the use of wedding organizer services, the equation of the simple linear regression can be compiled as follows:

$$Y = a + bx,$$

$$Y = 4.075 + 0.852 X$$

The equation for the results of the simple linear regression can be described as follows:

1. Constant = 4.075

Positive constant values show the results of a positive influence on the independent variable Social Media. If the dependent variable increases depending on the increase or effect in one unit, the variable Use of Wedding Organizer Services will also increase or be fulfilled.

2. Social Media (X) = 0.852

The value of the regression coefficient on the Social Media variable (X) on the Increase in the Use of Wedding Organizer Services in Garut Regency (Y) means that if the Social Media variable (X) increases by one unit, then the variable (Y) will increase by 0.852%, meaning the coefficient positive value means that between variable (X), namely Instagram social media and variable (Y), namely the use of wedding organizer services, has a positive relationship.

Based on the description related to the regression equation line, it can be concluded that if the value of using wedding organizer services increases by one unit, then social media will increase by 0.852. So, the higher the use of wedding organizer services, the higher the social media.

Hypothesis Testing

In this study, testing the hypothesis with a t-count test was basically carried out to show whether or not there was an influence between the independent (free) variable and the dependent (dependent) variable or to show how far the influence was between the two variables. In the last step in analyzing the influence of social media on increasing the use of wedding organizer services in Garut regency, namely through hypothesis testing with the aim of proving whether or not a correlation is meaningful based on the following criteria:

- Ha: There is an influence of social media on increasing the use of wedding organizer services in Garut regency
- H0: There is no effect of social media on increasing the use of wedding organizer services in Garut district

Referring to Table 21 regarding simple linear regression which obtains a tcount of 15.841, a tcount of 15.841 is obtained, while the degree of greatness (df) used in calculating the ttable in this study obtains a result of 2.499. So it can be concluded that because tcount > ttable or 15.841 > 2.499 it means that H0 is rejected while H1 is accepted, this means that the hypothesis is accepted, namely that there is the influence of Social Media on Increasing the Use of Wedding Organizer Services in Garut Regency.

Discussion

Based on data obtained from respondents who have filled out the questionnaire, Social Media (X) has an influence on Increasing the Use of Wedding Organizer Services in Garut Regency. This is proven based on the Hypothesis Test of the Impact of Social Media on Increasing the Use of Wedding Organizer Services, a tcount value of 15.841 is obtained where the value is greater than ttable (15.841 > 2.499), this shows that H0 is rejected and H1 is accepted, so in this study it can be stated that there is The Effect of Social Media on Increasing the Use of Wedding Organizer Services in Garut Regency. This is in line with the uses and gratification theory where users (uses) of media in order to get satisfaction (gratification), where someone deliberately uses media to fulfill their needs. Instagram is like providing product information, with tags or mentioning service providers as a form of gratification (satisfaction) and showing interactions with service providers. Information obtained from the Instagram account @kekasihwedding is the user's intention to get affordable and quality services, decisions to use services with online references that can be

seen on the day and after the wedding such as using the follow, like, comment, tag and mention features. Based on the discussion above, Instagram social media users can increase the use of wedding organizer services on the @kekasihwedding account to get needs/satisfaction (gratification).

Researchers also tested the coefficient of determination, where based on testing the coefficient of determination of Instagram Social Media, a value of 71.9 was obtained, this value means that Social Media Instagram has an influence of 71.9% on the increase in the use of wedding organizer services for wedding lovers in Garut Regency. The results of this study used a quantitative approach with simple linear regression analysis using significance test (t-test) and the coefficient of determination R². Based on the results of the t-test that the researchers carried out using the IBM SPSS program, it was obtained that the influence of Instagram Social Media was significant in increasing the use of wedding organizer services. This means that there is influence from Instagram Social Media on Increasing the Use of Wedding Organizer Services in Garut Regency. In this study, the adjusted R² value was obtained, which was 0.716 which indicated that Instagram Social Media had an effect on increasing the use of wedding organizer services for wedding lovers. This can happen due to the higher intensity of social media users so that they can increase the use of wedding organizer services in Garut district who have seen/watched the @kekasihwedding account through Instagram social media. Meanwhile, based on the results of the test for the coefficient of determination R² (R square) a result of 0.719 is obtained. This means that the relationship between the X (independent) variable and the Y (bound) variable is 0.848, meaning that there is a close relationship between the two variables.

Conclusion

Based on the results of the analysis and discussion of research on the influence of social media on increasing the use of wedding organizer services in Garut district, which was carried out by filling out a google form (G-form) on 100 adult youth respondents in Garut Regency, who had watched/seen the account @kekasihwedding through Instagram social media. After all the G-form data is calculated and discussed, it can be concluded that based on the results of testing and research there is a significant influence between the influence of social media on increasing the use of wedding organizer services in Garut Regency. This is proven by testing the hypothesis where $t_{count} > t_{table}$, this shows that H₀ is rejected and H_a is accepted, so in this study it can be stated that there is an influence of social media on increasing the use of wedding organizer services in Garut Regency. Based on the results of testing the coefficient of determination, Instagram social media as a whole has an influence on service use by 71.9%. This means that based on the score interpretation table, social media Instagram has a strong influence on the use of wedding organizer services in Garut Regency.

References

- Ardianto, E. (2016). *Metodelogi Penelitian Untuk Public Relations Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Bestari, C. A. (2020). Manajemen Perencanaan Usaha Pada Pelayanan Di Putry Wedding Organizer . *Jurnal Tata Rias*, 156-167.

- Burhanuddin. (2015). Pengaruh Media Sosial Twitter @LowkerPKU Terhadap Pemenuhan Kebutuhan Informasi Lowongan Kerja Bagi Followers . *Jurnal FISIP Universitas Riau*, 1-15.
- Cangara, H. (2011). *Pengantar Ilmu Komunikasi*. Jakarta: PT. Rajagrafindo.
- Cangara, H. (2018). *Pengantar Ilmu Komunikasi* . Depok: Rajawali Pers.
- Catriana, E. (2020, 2 6). *Kerap Disebut Wedding Organizer Khusus Artis, Ini Kata Bridestory*. Retrieved from Kompas.com: [https://money.kompas.com/read/2020/02/06/213200226/kerap-disebut-wedding-organizer-khusus-artis-ini-kata-bridestory-](https://money.kompas.com/read/2020/02/06/213200226/kerap-disebut-wedding-organizer-khusus-artis-ini-kata-bridestory-Data%20Peneliti.%20(2023).)
- Data Peneliti. (2023).
- Fachri, M., & Azzahra, S. (2021). Eksistensi wedding organizer di tengah pandemi covid-19. *jurnal universitas muhammadiyah jakarta*, 1-6.
- Fisipol. (2021, 12 28). *media komunikasi modern*. Retrieved from universitas medan area: <https://ilmukomunikasi.uma.ac.id/2021/12/28/media-komunikasi-modern/>
- Kawan-kawan, A. K. (2021). Pengaruh E-servise Quality dan Kemanan Terhadap Keputusan Penggunaan Jasa Marketplace Tokopedia . *Jurnal Ilmu Administrasi Bisnis*, 762-771.
- Kurniawan, A., & dkk. (2021). Pengaruh E-Service Quality Dan Keamanan Terhadap Keputusan Penggunaan Jasa Marketplace Tokopedia. *Jurnal Ilmu Administrasi Bisnis*, 762-771.
- Liliweri, A. (2011). *Komunikasi Serba Ada Serba Makna*. Jakarta: Prenada Media Group.
- Lukman, E. (2014, april 7). *bingung rencanakan pernikahan? bridestory siap membantu anda!* Retrieved from berita: <https://id.techinasia.com/bingung-rencanakan-pernikahan-bridestory-siap-membantu-anda>
- Manalu, Sari. (2022). Pengaruh Media Sosial Instagram Terhadap Keputusan Pembelian Jasa Dian Wedding Organizer Pekanbaru. Universitas Islam Riau.
- Mecadinisa, N. (2022, 3 25). *Bridestory Market 2022 Digelar, Saatnya Mencari Vendor Pernikahan yang Tepat untuk Wujudkan Wedding Dream*. Retrieved from Fimela.com: <https://www.fimela.com/lifestyle/read/4921111/bridestory-market-2022-digelar-saatnya-mencari-vendor-pernikahan-yang-tepat-untuk-wujudkan-wedding-dream>
- Mintaraga, K. (2014, 4 16). *Bridestory.com, komunitas wedding vendor yang inspiratif*. Retrieved from merdeka.com: <https://www.merdeka.com/gaya/bridestorycom-komunitas-wedding-vendor-yang-inspiratif.html>
- Mintaraga, k. (2014, april 16). *merdeka.com*. Retrieved from bridestory.com, komunitas wedding vendor yang inspiratif: <https://m.merdeka.com/gaya/bridestorycom-komunitas-wedding-vendor-yang-inspiratif.html>
- Mujianto, H., & Nurhadi, F. (2021). Instagram Sebagai Media Pembentuk Personal Branding. *Jurnal Komunikasi dan Media*, 154-169.
- Mulyana, D. (2017). *Ilmu Komunikasi Suatu Pengantar*. Bandung: Remaja Rosdakarya .
- Ni"matul, N. (2020). Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19. *Jurnal Komunikasi dan Penyiaran Islam*, 1-16.

- Ni"matul, N. (2020). Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19. *Jurnal Komunikasi dan Penyiaran Islam*, 1-16.
- Noor, R., & dkk. (2022). Analisis Strategi Promosi Jasa Make Up Pengantin Di Paras Asri Wedding Organizer Melalui Media Sosial. *Jurnal Tata Rias*, 49-57.
- Nurhadi, F. (2017). *Teori komunikasi kontemporer*. Depok: Kencana.
- Peneliti, D. (2023).
- Putri, D. (2020). Pengaruh penggunaan aplikasi tiktok terhadap kepercayaan diri remaja di kabupaten sampang. *Jurnal komunikasi, Vol 14 no 2*, 135-148. doi:<https://doi.org/10.21107/ilkom.v14i2.7504>
- Putri, D. (2020). Pengaruh penggunaan aplikasi tiktok terhadap kepercayaan diri remaja di kabupaten sampang. *Jurnal komunikasi*, 136-148.
- Putri, S., & primadani, b. (2017). Pengaruh media sosial instagram @zapcoid terhadap brand equity zap clinic. *Jurnal komunikasi*, 53-64.
- Putri, S., & primadani, b. (2017). Pengaruh media sosial instagram @zapcoid terhadap brand equity zap clinic. *Jurnal komunikasi*, 53-64.
- Rakhmat, J. (2009). *Metode Penelitian Komunikasi Dilengkapi Contoh Analisis Statistik*. Bandung: Remaja Rosdakarya.
- Setiawan, Heru. (2018). Motif dan Kepuasan Mahasiswa Dalam Mengakses Akun Dompok Dhuafa (@dompok_dhuafa), UIN Sunan Kalijaga.
- Sinduwiatmo. (2018). *Manajemen Publik Relasi*. Sidoarjo: UMSIDA Press.
- Siregar, S. (2017). *Metodelogi Penelitian Kuantitatif Dilengkapi Dengan Perhitungan manual & SPSS*. Jakarta: Kencana.
- Siregar, S. (2017). *Metodelogi Penelitian Kuantitatif Dilengkapi Dengan Perhitungan Manual & SPSS*. Jakarta: Kencana.
- Siregar, S. (2017). *Metodelogi Penelitian Kuantitatif Dilengkapi Dengan Perhitungan manual & SPSS*. . Jakarta: Kencana.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfa Beta.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfa Beta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfa Beta.
- Yuliana, A. (2018). Teori Abraham Maslow Dalam Analisa Kebutuhan Pemustaka. *Jurnal Perpustakaan*, 349-376.