

ABSTRACT

The development of the globalization era has given rise to increasingly diverse competition for goods and services, therefore it is important for a company to be able to maintain stability and continue to grow. West Java is the province ranked first with the highest marriage rate among the other 5 provinces. Therefore, many new Wedding Organizers have sprung up which has resulted in business development in the field of wedding services growing rapidly. As a result companies must be able to create consumer trust, through marketing communication activities that they use wisely, because these events can affect the way their events are seen by the public. The purpose of this study was to examine how marketing communication activities were used by the Wedding Organizer Sekawan Allstar in building consumer trust. So the theory used in this study was marketing communication theory by Sofjan Assauri and trust theory according to Gurviesz & Korchia. The author uses a descriptive qualitative analysis method with an interpretive approach to the validity of the data technique used in this study, namely triangulation of sources that compares and verifies the information that has been obtained from informants based on the findings in this study. Wedding Organizer Sekawan Allstar has succeeded in building consumer trust only in marketing communication activities through Personal Selling. However, there are still some inappropriate marketing communication activities carried out by the Sekawan Allstar Wedding Organizer. Therefore, the Wedding Organizer of Sekawan Allstar needs to choose a number of appropriate marketing communication activities to further build customer trust.

Keywords: Marketing communication activities, Personal Selling, Customer Confidence, Wedding Organizer, Qualitative Content Analysis