



DADPRO Marketing Communication Strategy In Attracting Corporate Clients In Makassar: A Study Of Communication Management Based On SWOT Analysis

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Abstract: Global digital developments encourage companies to implement a more integrated and adaptive marketing communication strategy to technological changes. The event organizer industry in Makassar faces increasingly fierce competition so that the right strategy is needed to attract corporate clients. This study aims to analyze DADPRO's marketing communication strategy in attracting corporate clients with a communication management approach based on SWOT analysis. This study uses a descriptive quantitative method with data collection techniques through questionnaires, observations, and documentation of 44 respondents selected using purposive sampling. Data analysis was carried out using IFAS and EFAS matrices to identify the company's internal and external factors. The results of the study showed that DADPRO had an IFAS value of 2.43 and an EFAS of 2.84 which placed the company in Quadrant I (aggressive strategy). This shows that DADPRO has great strength and opportunity in developing marketing communication strategies, especially through digital marketing and personal approaches. The conclusion of this study shows that DADPRO is in a strategic position to grow, but it needs to improve digital marketing integration, HR competence, and brand strengthening.

Keywords: Communication Management; Marketing Communication; SWOT Analysis.

1. Introduction

The development of global digital technology has changed the way companies build more integrated and strategic marketing communications. Increasingly fierce business competition encourages companies to utilize various communication channels in an integrated manner, especially through digital media which now dominates more than 60% of global advertising activities. The internet penetration rate in Indonesia, which has reached 74.6%, shows that people are increasingly connected to the digital world, so that marketing communication patterns have also undergone significant shifts (Nesterenko et al., 2023). Projections show that the share of digital advertising in Indonesia will reach around 80% by 2029, which indicates the dominance of digital media in marketing strategies. This condition requires every industry sector, including event organizers (EO), to adapt to a more modern and digital-based communication approach. Marketing practices that are still conventional are starting to be abandoned because they are not able to reach a wide and fast audience. The need for an effective marketing communication strategy is becoming increasingly important to build an image, attract attention, and create long-term relationships with clients (Lacarcel & Huete, 2023). This transformation also has an impact on changing expectations of corporate clients who want professional services with a planned and integrated communication approach.

The development of digitalization has also had an impact on regional economic growth, including in South Sulawesi, which shows an increase in digital-based business activities. Data shows that around 35% of MSME actors in South Sulawesi have taken advantage of digital technology and experienced an increase in income of up to 194% (Shankar et al., 2022). This condition shows that digitalization is able to have a positive

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impact on economic growth and business competitiveness. The level of digital participation that is still uneven is a challenge in optimizing this potential. The city of Makassar as the economic center of South Sulawesi is an area that has high business dynamics, including in the event organizer industry (Blakeman, 2023). Competition between EOs in Makassar is getting tighter along with the increasing need for companies to organize professional and quality events. Corporate clients have high standards in choosing EO service providers, so the right marketing communication strategy is needed to attract their attention. The ability to manage communication effectively is an important factor in winning the competition in this industry. This condition requires every EO business actor to have a clear competitive advantage through a strategic communication approach.

DADPRO (CV. Two Numbers Eight Pro) is one of the event organizers operating in Makassar City since 2019 and has served various clients from the state-owned and private sectors. Marketing activities are carried out not only through the organization of events, but also through the use of social media and strengthening brand image as part of the marketing communication strategy. These efforts show that the company has begun to adapt a more modern communication approach in attracting corporate clients. The main focus of DADPRO lies in how to build marketing communication that is able to attract the attention of clients through exclusive event concepts and a personal approach that is closer to the client. The right communication strategy is the key to building trust and long-term relationships with corporate clients. The challenges faced come not only from industry competition, but also from the need to understand existing strengths, weaknesses, opportunities, and threats. SWOT analysis is important to help companies in designing a more effective and targeted marketing communication strategy. This condition shows that good communication management management is indispensable to increase the attractiveness and sustainability of relationships with corporate clients (Piranda et al., 2022).

The development of national digital trends in 2026 shows a change in the behavior of internet users who are increasingly dynamic and directed towards visual content and artificial intelligence-based technologies. Data shows that around 87.5% of internet users prefer to access short videos as the main medium in receiving information and promotions (Rehman et al., 2022). This pattern encourages business actors to adjust marketing communication strategies to be faster, more attractive, and relevant to the needs of the audience. Artificial Intelligence (AI) technology is also starting to be used in B2B marketing to create more personalized and targeted messages. This condition shows that marketing communication is no longer general, but must be able to adjust specific client characteristics. Digital developments in South Sulawesi also show a significant increase in the use of technology by business actors (Smith & Zook, 2024). Data shows that digitalization is able to increase revenue by up to 194%, even though the adoption rate of digital marketing has only reached around 35%. This inequality shows that there are still many business actors who have not made optimal use of the potential of digital communication (Rosário & Dias, 2023). This change in trend is a challenge as well as an opportunity for the event organizer industry to develop a more modern and effective marketing communication strategy.

Various previous studies have shown that an integrated marketing communication strategy is able to increase the competitiveness of companies in the event organizer industry. Research (Utomo et al., 2023) shows that the integration between personal selling and public relations analyzed using the SWOT approach is able to increase effectiveness in attracting clients. The results of the study confirm that the company's strengths and opportunities can be maximized through planned and targeted communication. Other research (Hidayat & Alifah, 2022) It shows that the use of word of mouth and influencer marketing is able to increase the number of clients, especially from millennials. This approach shows that social relationship-based marketing communication has a strong influence on building trust. Research (Rusdana et al., 2022) shows that the use of SWOT analysis combined with personal communication planning can increase

client trust. The results of the study show that the right communication strategy can strengthen the relationship between the company and the client. These findings show that effective marketing communication requires a strategic and integrated approach.

Previous research conditions show that there is an opportunity to develop a more specific study related to communication management in the event organizer industry. There has been no research that specifically examines DADPRO marketing communication strategies in Makassar with a communication management approach based on SWOT analysis in the context of corporate clients. The focus of previous research is still general and has not highlighted in depth the relationship between communication management and marketing strategy in attracting corporate clients. The characteristics of corporate clients who have high needs and standards require a more structured and professional communication approach. The need for a communication strategy that is able to identify strengths, weaknesses, opportunities, and threats is very important in improving the company's competitiveness. This research is important to provide a clearer picture of effective marketing communication strategies in attracting corporate clients. The results of the research are expected to make a practical contribution to the company and enrich academic studies in the field of communication management and marketing communication.

This study identifies several conceptual gaps between marketing communication and communication management that have not been fully addressed in previous studies. Previous research tends to focus on marketing communication as a set of promotional tools without integrating it into a broader communication management framework. The literature emphasizes tactical activities such as advertising, social media, and personal selling but often neglects strategic coordination and managerial control processes. Communication management requires a systematic approach that involves planning, organizing, implementing, and evaluating communication activities within the organization. The gap emerges because many studies do not explain how marketing communication strategies are aligned with internal management functions and decision-making processes. This study bridges the gap by integrating SWOT-based analysis with communication management to provide a more structured and comprehensive understanding of how companies manage and implement marketing communication strategies in attracting corporate clients.

This study selects DADPRO (CV. Two Numbers Eight Pro) as a case study because the company represents a medium-scale event organizer that operates within a competitive and digitally evolving market environment in Makassar. The company demonstrates a combination of digital marketing strategies and personalized client approaches in managing communication with corporate clients. DADPRO reflects common characteristics of event organizer businesses that experience transitional phases from conventional to integrated digital communication practices. The company provides empirical evidence regarding how marketing communication strategies are implemented in real business situations with diverse client demands. The study uses DADPRO to illustrate broader industry phenomena because the company faces similar challenges related to competition, client expectations, and technological adaptation experienced by other event organizers. The research identifies strategic patterns through SWOT-based communication management that can be generalized to understand marketing practices in the event organizer industry.

2. Materials and Methods

This study uses a descriptive quantitative approach with a SWOT analysis method to analyze DADPRO's marketing communication strategy in attracting corporate clients in Makassar City. The quantitative approach is used because this study measures respondents' perception of the company's internal and external factors in a structured manner using numbers (Farrokhnia et al., 2024). The research design used is a case study on DADPRO as the main research object. The population in this study is all parties related to DADPRO marketing communication activities, both internal and external,

which is estimated to be around 50 people consisting of internal teams and corporate clients. The sampling technique uses the Slovin formula, so that a sample of 44 respondents is obtained with an error rate of 5%. The sampling technique used is purposive sampling, which is selecting respondents who are considered to know DADPRO's marketing communication strategy directly (Puyt et al., 2025).

This study defines specific criteria for selecting purposive respondents to ensure that they accurately represent corporate clients and internal company stakeholders. The research selects corporate client respondents who have directly collaborated with DADPRO in organizing events within the last two years in Makassar. The study includes respondents who hold decision-making roles such as managers, supervisors, or project coordinators in their respective organizations. The research requires respondents to have direct experience in evaluating event organizer services, including communication quality, service delivery, and overall satisfaction. The study selects internal stakeholders from DADPRO who are actively involved in marketing communication activities, such as marketing staff, project managers, and client relation officers. The research ensures that all selected respondents possess relevant knowledge and practical experience related to the company's marketing communication strategies to provide valid and reliable data.

Data collection techniques were carried out through questionnaires, observations, and documentation. The questionnaire used the Likert scale to measure respondents' perceptions of the strengths, weaknesses, opportunities, and threats in DADPRO's marketing communication strategy (de-Madaria et al., 2022). Observations are carried out to see direct marketing communication activities, both through events and digital media. Documentation is used to complete data such as company profiles, promotional activities, and evidence of cooperation with corporate clients. The data analysis technique uses SWOT analysis through the preparation of IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices to identify the Company's internal and external factors (Denecke et al., 2023). The results of the analysis are then used to formulate the right marketing communication strategy in attracting and retaining corporate clients in Makassar City.

3. Results and Discussion

Internal Strategic Factor Analysis (IFAS) is an analysis tool used to identify and assess the company's internal factors, especially the strengths and weaknesses in the marketing communication strategy (Karadzhov, 2025). In this study, IFAS analysis was used to examine the condition of communication management and marketing communication strategy of DADPRO (CV. Two Numbers Eight Pro) in attracting corporate clients in Makassar City.

Tabel 1. Identification of Internal Factors

No.	Internal Factors	Weight	Rating	Final Score
Strengths				
1	DADPRO has good marketing communication skills in building relationships with corporate clients	0.09	4	0.36
2	The use of social media and digital marketing in event promotion is quite active and consistent	0.09	4	0.36
3	Have a creative and exclusive event concept according to the needs of corporate clients	0.09	4	0.36
4	Strong personal selling approach in attracting and retaining clients	0.09	3	0.27
5	Experience handling state-owned and private clients increases market confidence	0.09	3	0.27

Section Total		0.45		1.62
Weaknesses				
6	Digital marketing communication strategies are not fully optimized and integrated	0.09	2	0.18
7	Limitations of human resources in managing digital-based marketing communications	0.09	2	0.18
8	Lack of utilization of AI technology or data analytics in marketing	0.09	1	0.09
9	Corporate branding is not yet strong in all segments of the corporate market	0.09	2	0.18
10	Promotional content has not been consistent in building the company's positioning	0.09	2	0.18
Section Total		0.45		0.81
Cumulative Total		1.0000		2.43

Source: Primary Data Processed, 2026

The table shows that DADPRO's primary strength lies in its effective marketing communications capabilities in building relationships with corporate clients in Makassar. The company actively utilizes digital marketing and social media strategies to capture the attention of its target market through promotional activities. The DADPRO team also demonstrates creativity in designing event concepts tailored to client needs, thereby enhancing the appeal of its services. The company's personal selling approach strengthens client relationships and supports customer acquisition and retention. The company still faces weaknesses in optimizing its digital strategy, limited human resources, and suboptimal use of technology to support marketing communications. These conditions indicate that the company needs to improve the integration of its communication strategies and strengthen its internal capacity to compete more effectively in the corporate client market.

The IFAS score of 2.43 indicates that DADPRO possesses a moderate internal capability in managing marketing communication within the competitive event organizer industry in Makassar. The score reflects that the company's strengths slightly outweigh its internal weaknesses in delivering communication strategies to corporate clients. The company demonstrates strong performance in relationship building, creative event concepts, and the use of digital media to support marketing activities. The score also shows that internal limitations such as incomplete integration of digital strategies and limited human resources still affect overall performance. The analysis implies that the company has a sufficient internal foundation to compete but requires strategic improvements to reach a stronger competitive position. The IFAS result highlights the need for internal capacity development to enhance the effectiveness of marketing communication and strengthen competitiveness in the event organizer market.

This is in line with research (Neolaka et al., 2023) which shows that the main strength of digital marketing strategies lies in product quality and digital promotion, while the weakness lies in the aspect of promotion that is not optimal. Research (Yao, 2024) shows that the use of social media, engaging content, and consistent branding can increase audience engagement as well as strengthen relationships with customers. Research (Liem & Arief, 2023) shows that relationship marketing and the use of digital technology can strengthen customer retention and support long-term relationships with corporate clients.

External factors are important because they determine how the company is able to adapt its communication strategy to changes in the business environment (Greif et al., 2024).

Tabel 2. Identification of External Factors

No.	External Factors	Weight	Rating	Final Score
Opportunities				
1	The growth of the use of digital media and social media as a means of event promotion	0.11	4	0.44
2	Trends in the use of short videos and creative content in digital marketing	0.11	4	0.44
3	Increasing corporate needs for professional event organizer services	0.11	4	0.44
4	Collaboration opportunities with brands, influencers, and communities to expand marketing reach	0.10	3	0.30
5	The development of AI and data analytics technology in marketing communication	0.10	3	0.30
Section Total		0.53		1.92
Threats				
6	Fierce competition between event organizers in Makassar City	0.10	2	0.20
7	Very rapid changes in digital marketing trends	0.09	2	0.18
8	High expectations of corporate clients for the quality of events and communication	0.09	2	0.18
9	Superior competitors in branding and digital marketing	0.09	2	0.18
10	Dependence on the economic conditions and budget of the client company	0.09	2	0.18
Section Total		0.47		0.92
Cumulative Total		1.0000		2.84

Source: Primary Data Processed, 2026

The table shows that DADPRO faces significant opportunities from the development of digital media and creative content-based marketing trends in attracting corporate clients in Makassar. The company is leveraging the increasing demand for professional event organizer services as an opportunity to expand its market and increase its competitiveness. DADPRO can develop collaborative strategies with brands, influencers, and communities to broaden the reach of its marketing communications. The company also has opportunities to utilize artificial intelligence and data analytics technology to increase the effectiveness of its marketing communications strategy. DADPRO faces threats from intense competition among event organizers and rapidly changing digital trends. The company needs to improve its service quality and branding strategy to meet corporate client expectations and survive in dynamic market conditions.

The EFAS score of 2.84 indicates that DADPRO operates in an external environment that provides strong opportunities for growth in the event organizer industry. The score shows that external opportunities such as digital marketing trends, increasing corporate demand, and technological advancements are more dominant than external threats. The company benefits from the expansion of digital media and creative content trends that support broader market reach and engagement. The score also reflects that competitive pressure and rapid technological changes remain significant challenges in the industry. The analysis suggests that the company is well-positioned to leverage ex-

ternal opportunities to strengthen its market competitiveness. The EFAS result emphasizes that effective utilization of external factors can drive strategic expansion and improve the company’s position in a highly competitive event organizer environment.

This is in line with research conducted by(Kashif & Iqbal, 2022)which shows that EFAS analysis identifies opportunities from external evaluations to maximize marketing strategies at event organizers. Research(Ghaisani & Afifi, 2022)which shows that market competition and changing consumer preferences are the main external threats affecting the success of event organizers. Research(Kusuma et al., 2022)which shows that the growth of digital marketing such as social media and AI provides a great opportunity to increase the reach and adaptation of event organizer strategies.

Table 3. The Position of DADPRO in the IFAS and EFAS Matrix

Internal Factors	Strengths	Weaknesses
Height	- Good marketing communication skills in building relationships with corporate clients - Utilization of digital media and social media in event promotion - Creative and exclusive event concept according to client needs	- Digital marketing communication strategies have not been optimally integrated - Limited human resources in digital marketing management
Medium	- Personal selling approach in attracting and retaining clients - Experience handling state-owned and private clients	- Company branding is not yet uniform across all corporate segments - Promotional content is not consistent in building positioning
Low	- None	- Lack of utilization of AI technology and data analytics in marketing
External Factors	Opportunities	Threats
Height	- Growth in the use of digital marketing and social media - Trend of short videos and creative content - Increasing need of corporate clients for professional EO services	- Fierce competition between event organizers in Makassar
Medium	- Collaboration opportunities with influencers and brands - Developments in AI technology in marketing communications	- Rapid changes in digital trends - High expectations of corporate clients - Competitors with stronger branding
Low	- None	- Dependence on the client's economic conditions and budget

Source: Primary Data Processed, 2026

The table shows that DADPRO has a strong internal position through strong marketing communications capabilities and the use of digital media to reach corporate clients in Makassar. The company develops creative event concepts tailored to client needs, enhancing its service competitiveness. DADPRO also utilizes a personal selling approach and experience in handling various types of clients to strengthen business relationships. The company still faces weaknesses in digital strategy integration, limited human resources, and suboptimal technology utilization to support marketing communications. DADPRO has significant opportunities from developments in digital marketing, creative content trends, and the increasing need for professional event or-

ganizer services in the market. The company also faces threats in the form of intense competition, rapidly changing trends, and increasing quality demands from corporate clients in the event services industry.

This is in line with research conducted by (Results, 2022) which shows that companies are leveraging digital platforms like Instagram and TikTok to optimize content, increase visibility, and build intensive communication with consumers. Research(Aulia et al., 2023)which shows that integrated marketing communication strategies such as public relations and personal selling are most prominent in shaping brand image and expanding the market. Research(Asrida et al., 2022)which indicates that internal strengths are more dominant than weaknesses on IFAS, while external opportunities are higher than threats on EFAS, placing companies in an aggressive quadrant position.

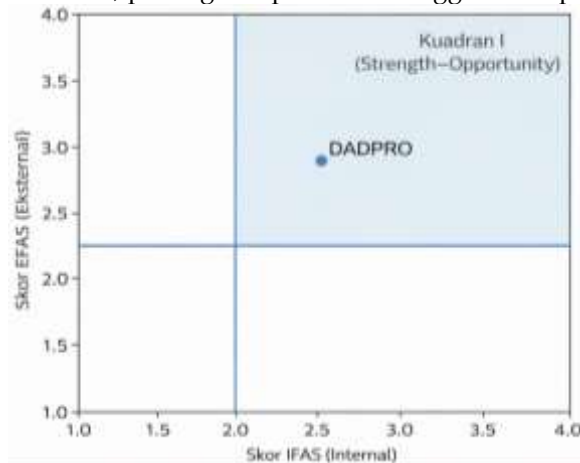


Figure 1. IFAS–EFAS Quadrant Diagram (SWOT Quadrant)
Source: Primary Data Processed, 2026

The figure shows that DADPRO is positioned in the Strength–Opportunity quadrant, reflecting a strong organizational condition and significant market opportunities. The company possesses strong internal capabilities in marketing communications, enabling it to optimally utilize external opportunities. DADPRO develops a growth-oriented strategy through the utilization of digital media and the ever-increasing market demand. This position encourages the company to expand its market and increase innovation in event organizer services. The company can strengthen its competitive advantage by developing aggressive strategies that maximize its internal strengths. This condition indicates that DADPRO has significant potential to increase its competitiveness and attract more corporate clients in Makassar.

This is in line with research conducted by(Viviana & Victor, 2022)which suggests that event organizer d'Satz is in quadrant I with strong internal strength and large external opportunities, so an aggressive strategy is recommended to maximize growth. Research(Khotijah et al., 2024)which suggests that the position of quadrant I on the IFAS-EFAS matrix leads to a progressive strategy by harnessing power for external opportunities. Research(Sukma, 2024)which suggests that quadrant I (strength-opportunities) allows for aggressive strategies such as digital expansion and competitive strengthening.

Table 5. SWOT Matrix of DADPRO Marketing Communication Strategy

Internal Factors	Strengths (S)	Weaknesses (W)
External Factors	1. Good marketing corporate client relationships (S1)	1. Digital marketing strategy has not been integrated (W1)
	2. Utilization of social media and digital marketing (S2)	2. Limitations of digital marketing human resources (W2)
	3. Creative and exclusive event	3. Lack of utilization of AI &

	concept (S3)	data analytics technology (W3)
	4. Strong personal selling approach (S4)	4. Branding is not even in the corporate segment (W4)
	5. Experience in dealing with SOE & private clients (S5)	5. Promotional content is inconsistent (W5)
Opportunities (O)	Strategy (SO):	Strategy (WO):
1. Growth of digital marketing and social media (O1)	<ul style="list-style-type: none"> Maximizing digital marketing based on creative content (short videos, social media) to attract corporate clients (S2, S3 + O1, O2, O3) 	<ul style="list-style-type: none"> Improving the competence of digital marketing human resources through training and technology adaptation (W2, W3 + O1, O5)
2. Trends in short videos and creative content (O2)		
3. Increasing need for corporate EO (O3) services	4. <ul style="list-style-type: none"> Leverage client experience and relationships to expand cooperation and collaboration networks (S1, S5 + O3, O4) 	<ul style="list-style-type: none"> Optimizing the company's branding through a more integrated digital communication strategy (W1, W4 + O1, O2)
4. Collaboration opportunities with influencers & brands (O4)		
5. Development of AI and marketing technologies (O5)	<ul style="list-style-type: none"> Developing innovative event concepts based on digital trends and market needs (S3 + O2, O5) 	<ul style="list-style-type: none"> Improve the consistency of promotional content to strengthen positioning in the corporate market (W5 + O2, O3)
Threats (T)	Strategy (ST):	Strategy (WT):
1. Growth of digital marketing and social media (O1)	<ul style="list-style-type: none"> Leverage the strength of relationships and experience to face industry competition (S1, S5 + T1) 	<ul style="list-style-type: none"> Improving the quality of digital strategies to deal with changing trends and competitors (W1, W3 + T2, T4)
2. Trends in short videos and creative content (O2)		
3. Increasing need for corporate EO (O3) services	<ul style="list-style-type: none"> Develop personalized communication and premium services to meet the expectations of corporate clients (S4 + T3) 	<ul style="list-style-type: none"> Strengthen internal management and team coordination to improve the efficiency of marketing communication (W2, W5+T1, T3)
4. Collaboration opportunities with influencers & brands (O4)		
5. Development of AI and marketing technologies (O5)	<ul style="list-style-type: none"> Strengthening differentiation through the concept of creative events to be superior to competitors (S3 + T2, T4) 	<ul style="list-style-type: none"> Develop a flexible marketing strategy to anticipate the client's economic conditions (W4+T5)

Source: Primary Data After Processing, 2026

The findings of this study show that DADPRO has the main strength in marketing communication, especially through a personal approach to corporate clients in Makassar City. The DADPRO team actively utilizes social media and digital marketing in promoting events to potential clients. The company also develops creative and exclusive

event concepts according to the needs of corporate clients so that it is able to provide added value. The company's experience in handling state-owned and private clients also increases trust in long-term cooperation. The communication strategy built is able to strengthen relational relationships with clients in the service marketing process. This strength is the company's main capital in facing the increasingly competitive event organizer industry.

The findings also show that the external environment provides great opportunities for DADPRO in developing marketing strategies. The development of digital marketing opens up wider access to promotion through various online media platforms. The trend of short videos increases the attractiveness of marketing content and makes it easier for companies to reach a wider audience. The need for corporate companies for event organizer services continues to increase along with the demands of professionalism in organizing events. Collaboration opportunities with influencers and various brands are also able to significantly expand marketing reach. Technological developments such as AI also support more personalized and effective marketing communication strategies.

DADPRO still has several internal weaknesses that need to be improved in the management of marketing communications. The digital marketing strategy implemented has not been fully integrated in all of the company's marketing activities. Human resources still have limitations in mastering digital technology and marketing content management. The use of technology such as data analytics and AI has also not been carried out optimally. The company's branding has not reached all corporate segments evenly and consistently. The promotional content created has not been fully able to build the company's strong positioning in the market.

DADPRO also faces various external threats in the event organizer industry. Competition between event organizers in Makassar City is getting tighter, requiring companies to continue to innovate. Rapid changes in digital trends require companies to always adjust marketing strategies. Corporate clients have high expectations for the quality of events and communications provided. Competitors who have strength in digital branding are a serious challenge for companies. Clients' economic conditions can also affect decisions to use event organizer services. These findings show that DADPRO needs to strengthen its marketing communication strategy in order to be able to survive and develop sustainably.

This study demonstrates a strong level of consistency with previous studies in terms of the role of digital marketing and relationship-based communication in enhancing client engagement in the event organizer industry. The findings indicate that DADPRO utilizes social media and digital platforms to strengthen communication with corporate clients in Makassar. The results align with prior studies that emphasize the importance of digital promotion and interactive content in increasing audience engagement and brand visibility. The study confirms that personal selling and relationship marketing play a crucial role in building long-term cooperation with corporate clients. The analysis shows that integrated communication strategies contribute to improving company competitiveness in a dynamic market environment. The research reinforces earlier findings by providing empirical evidence from a real business context that supports the effectiveness of combining digital marketing and interpersonal communication strategies.

This study also reveals several differences compared to previous research, particularly in the level of integration and technological utilization in marketing communication strategies. The findings show that DADPRO still experiences limitations in integrating digital marketing strategies across all communication channels. The results highlight that the use of artificial intelligence and data analytics remains relatively low compared to recommendations in prior studies. The study identifies inconsistencies in branding and promotional content that affect the company's positioning in the corporate market. The analysis indicates that human resource limitations influence the effectiveness of digital communication management within the company. The research provides new insights by showing that practical implementation in emerging markets often

faces structural and technological constraints that differ from theoretical expectations in previous studies.

This is in line with research conducted by (Nasution et al., 2022) which shows that the main strength lies in product quality and digital promotion, while the weakness in marketing strategy is not yet optimal. Research (Rakhmansyah et al., 2022) which shows that social media like Instagram increases audience engagement and brand visibility on event marketing. Research (Khoiriya et al., 2023) which shows that relationship marketing through a personal approach strengthens retention and long-term relationships with corporate clients.

4. Conclusions

This study shows that DADPRO's marketing communication strategy in attracting corporate clients in Makassar City is in a fairly strong and strategic position, as evidenced by an IFAS value of 2.43 and an EFAS of 2.84, placing the company in Quadrant I (aggressive strategy). DADPRO has the main strength in communication capabilities, the use of digital media, and a creative and exclusive event concept that is able to build client trust. Large external opportunities such as the development of digital marketing and the increasing need for event organizer services also support the company's growth. However, there are still weaknesses in digital marketing integration, limited human resources, and suboptimal branding, as well as threats in the form of fierce competition and rapid changes in digital trends. This condition shows that DADPRO has great potential to develop if it is able to optimize existing strengths and opportunities and improve its weaknesses.

This study provides practical contributions to industry stakeholders beyond DADPRO by offering a structured framework for developing marketing communication strategies based on SWOT analysis in the event organizer industry. The research presents actionable insights for event organizer companies in designing integrated digital communication strategies that align with corporate client expectations. The study highlights the importance of combining digital marketing tools with personalized communication approaches to improve client engagement and retention. The findings guide business practitioners in optimizing internal strengths and external opportunities to enhance competitiveness in a dynamic market environment. The research delivers practical recommendations for improving branding consistency, content strategy, and the utilization of digital platforms in marketing communication. The study supports stakeholders such as marketing managers, business owners, and communication practitioners in making strategic decisions that are adaptive to digital transformation trends.

This study identifies several directions for future research that can deepen the analysis of SWOT-based marketing communication in the event organizer industry. The research suggests that future studies examine the integration of artificial intelligence and data analytics in marketing communication strategies to improve targeting and personalization. The study encourages researchers to conduct comparative analyses across multiple companies to enhance the generalizability of findings in different market contexts. The research proposes longitudinal studies to evaluate the long-term effectiveness of SWOT-based communication strategies in sustaining client relationships. The study recommends exploring the role of consumer behavior and digital engagement metrics in strengthening marketing communication outcomes. The research emphasizes the need to investigate organizational capabilities and human resource competencies in supporting digital marketing transformation.

This study identifies the highest-priority strategic recommendations for both short-term and long-term implementation in improving DADPRO's marketing communication performance. The research emphasizes short-term strategies that focus on optimizing digital marketing content through consistent social media management and the use of short video formats to increase audience engagement. The study recommends immediate improvements in branding consistency and promotional messaging to strengthen the company's positioning in the corporate market. The analysis highlights

the need for short-term training programs to enhance the digital competencies of human resources in managing marketing communication activities. The research proposes long-term strategies that involve the integration of artificial intelligence and data analytics to support personalized and data-driven communication strategies. The study suggests that the company should develop a sustainable communication management system that aligns internal capabilities with external opportunities to achieve long-term competitiveness in the event organizer industry.

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