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## Social Media Marketing Strategy for the “Lights Wonderland 2025” Event: A Case Study of PT. Pusat Rekreasi & Promosi Pembangunan (PRPP) Central Java

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**Abstract:** This study aims to examine the marketing strategy of the Lights Wonderland 2025 event through social media, organized by PT Pusat Rekreasi dan Promosi Pembangunan (PRPP) Central Java. The background of this research is based on the increasing competition within the MICE industry and the shift in consumer behavior toward digital platforms. This study employs a qualitative approach, with data collected through observation, interviews, and documentation studies conducted during a four-month internship period, from June 26 to October 27, 2025. The findings indicate that the implemented marketing strategy refers to the marketing mix (4Ps), consisting of product, price, place, and promotion, with a primary emphasis on digital promotion through social media. Social media plays a significant role in building brand awareness through visual branding and storytelling, as well as enhancing engagement through user-generated content campaigns. The effectiveness of the promotional strategy is reflected in the increased number of visitors, high levels of digital interaction, and the establishment of a positive corporate image. In conclusion, an integrated digital marketing strategy is capable of improving event promotion effectiveness and strengthening the company’s position within the MICE industry.

**Keyword:** Marketing Strategy, Social Media, Digital Marketing, Event, MICE.

### INTRODUCTION

The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry is currently experiencing rapid growth; however, it is also facing increasingly intense competition. Event organizers are required to develop innovative event concepts supported by effective marketing strategies to optimally reach their target audiences. According to Getz (2012), the success of an event is not solely determined by the quality of its concept, but also by how well the marketing strategy is designed and implemented. The advancement of digital technology has significantly transformed consumer behavior. Modern consumers tend to actively seek information through the internet, particularly via social media, before deciding to attend an event. Kotler and Keller (2016) argue that this shift has reduced the effectiveness of traditional promotional media

compared to digital platforms, which are more interactive and accessible. Social media offers several advantages, including broader reach, cost efficiency, and the ability to facilitate two-way communication between event organizers and audiences (Tuten & Solomon, 2017). Nevertheless, not all events are able to fully leverage the potential of social media. A common issue lies in the ineffective implementation of digital promotional strategies, resulting in events with strong concepts failing to reach wider audiences. In addition, previous studies on event marketing tend to focus on the use of a single social media platform in isolation, without examining how multiple platforms can be integrated into a cohesive promotional strategy. This creates a research gap, as contemporary digital marketing practices increasingly rely on cross-platform integration to maximize reach and engagement.

In this context, the Lights Wonderland 2025 event in Central Java presents an interesting case study, as it adopts a light installation exhibition concept that relies heavily on visual appeal as its main attraction. The event is designed to attract public interest, particularly among younger generations who are drawn to “Instagrammable” and shareable tourist destinations across digital platforms. The success of this event’s promotion is not only supported by Instagram as a primary visual platform but also by TikTok, which plays a significant role in expanding audience reach through short-form, viral video content. While Instagram emphasizes visual aesthetics and content curation, TikTok utilizes an interest-based algorithm that enables content to reach broader audiences organically.

Several TikTok contents related to Lights Wonderland 2025 demonstrate strong performance, with high view counts and active engagement levels, including comments, likes, and shares. This indicates that TikTok plays a crucial role in rapidly generating awareness through mechanisms of virality. This phenomenon aligns with Kaplan and Haenlein (2010), who state that social media facilitates the creation of user-generated content, which accelerates the widespread dissemination of information. Furthermore, TikTok’s entertainment-driven and trend-oriented characteristics enhance audience engagement, allowing promotional messages to be delivered more effectively compared to conventional approaches.

Therefore, the use of Instagram and TikTok in promoting Lights Wonderland 2025 reflects a complementary strategy, where Instagram contributes to visual branding and image building, while TikTok functions as a driver of virality and audience reach expansion. Based on this background, this study aims to analyze the social media marketing strategy of Lights Wonderland 2025, examine the role of social media in building brand awareness and engagement, and identify the factors contributing to the success of the event’s promotional efforts. Based on the issues outlined above, the research questions of this study are as follows: 1. How is the integrated use of Instagram and TikTok implemented in the marketing strategy of Lights Wonderland 2025, 2. What roles do Instagram and TikTok play in building brand awareness and audience engagement for the event?, 3. What factors contribute to the effectiveness of a multi-platform social media marketing strategy in promoting Lights Wonderland 2025?.

## **METHOD**

This study employs a qualitative approach with a descriptive method to gain an in-depth understanding of the marketing strategies implemented in the Lights Wonderland 2025 event. This approach was selected as it enables a comprehensive exploration of the phenomenon based on data obtained directly from the field. Data were collected through observation, interviews, and documentation studies conducted during a four-month internship period, from June 26 to October 27, 2025.

Observation was carried out by directly engaging in marketing activities, including social media content creation, audience interaction, and content performance analysis. Interviews were conducted with event organizers, including the Head of Content at PT PRPP, to obtain insights regarding the marketing strategies, the rationale behind the selection of social

media platforms, and the indicators used to measure promotional success. In addition, documentation studies were performed by analyzing social media content, promotional posters, and various other visual materials related to the Lights Wonderland 2025 event. To ensure the validity and reliability of the data, this study applies triangulation, both in terms of sources and techniques. Source triangulation was conducted by comparing information obtained from different informants, such as event organizers and internal marketing team members, to verify the consistency of the data.

Meanwhile, technique triangulation was implemented by cross-checking data collected through observation, interviews, and documentation. By combining multiple data sources and collection methods, the study enhances the credibility of the findings and minimizes potential bias. The collected data were analyzed using the model proposed by Miles and Huberman (1994), which consists of three stages: data reduction, data display, and conclusion drawing.

## RESULTS AND DISCUSSION

Event Lights Wonderland 2025 is a light installation exhibition that adopts a nighttime recreation concept under the theme “The Magic of Lights in the City.” This event is held at Grand Maerakaca, Semarang, from August 15 to September 14, 2025, and operates daily from 5:30 PM to 10:30 PM (WIB). The organization of this event serves not only as a form of entertainment but also as a strategic effort to attract both local and out-of-town tourists, as well as to support the development of the tourism sector in Central Java. The concept of a light festival is not a new phenomenon at the international level. Previously, similar events have been successfully held in Malaysia through Luna Lights Wonderland, which took place in several cities such as Shah Alam, Seremban, and Penang. This success indicates that light installation exhibitions have a strong appeal as a form of visually based nighttime recreation. By adapting this trend, Lights Wonderland 2025 emerges as one of the pioneers of light installation exhibitions in Indonesia, combining elements of aesthetics, entertainment, and interactive experiences for visitors.

In addition to enjoying the colorful light installations, visitors are also offered various supporting activities, such as walking along a mangrove tracking area decorated with lights and enjoying boat rides around the Grand Maerakaca lake. The romantic and comfortable nighttime atmosphere makes this event appealing not only to young people but also to families. With relatively affordable ticket prices IDR 25,000 for children and IDR 35,000 for adults Lights Wonderland 2025 has become one of the popular nighttime tourism destinations among the public.



**Figure 1. View of Lights Wonderland**  
Source: Processed by the researcher, 2026

In its implementation, the marketing strategy applied by PT Pusat Rekreasi dan Promosi Pembangunan (PRPP) Central Java refers to the marketing mix concept, which consists of product, price, place, and promotion. These four elements are interrelated and designed to achieve marketing objectives effectively. From the product perspective, Lights Wonderland 2025 does not offer a physical product, but rather a nighttime recreational experience that

emphasizes the visual beauty of light installations. This concept is attractively packaged through the provision of aesthetic photo spots, music performances, and interactive attractions that are able to create emotional experiences for visitors. In addition, supporting facilities such as culinary areas, merchandise stands, and children's play rides further enhance the overall experience. This is in line with the view of Kotler and Keller (2016), who argue that a product is not limited to tangible goods, but also includes experiences and emotional benefits perceived by consumers. Therefore, Lights Wonderland can be positioned as an experiential product that prioritizes visitor satisfaction and memorable impressions.

From the pricing perspective, the strategy applied takes into account consumers' purchasing power as well as the value of the experience offered. The determination of affordable ticket prices allows the event to be accessible to a wide range of audiences. In addition, the implementation of price promotion strategies, such as online purchase discounts and opening promotions, has proven effective in increasing the number of visitors, particularly during the initial period of the event. This is consistent with the theory proposed by Kotler and Armstrong (2021), which states that price plays an important role in influencing consumers' perceived value and purchasing decisions.

The place aspect is also a crucial factor in the success of this event. Grand Maerakaca was selected as the venue due to its good accessibility and environment that supports the event concept. The location is relatively close to Ahmad Yani International Airport and toll road access, making it easier for out-of-town visitors to attend. Moreover, the environmental conditions, such as the presence of a lake and open spaces, provide added value in terms of visual aesthetics, especially at night. This further strengthens the appeal of the event as an experience-based tourism destination. However, promotion emerges as the most dominant element in the marketing strategy of Lights Wonderland 2025.

Promotional activities are carried out intensively through social media, particularly Instagram and TikTok, by utilizing engaging visual content such as photos and videos of the light installations. This content is designed to highlight the romantic atmosphere, aesthetic lighting, and Instagrammable photo spots, thereby attracting the audience's emotional attention. This strategy aligns with the concept of digital marketing, which emphasizes the importance of visual content in enhancing audience appeal and engagement (Evans, 2019). In addition, promotion is strengthened through collaborations with influencers, media partners, and photography communities.

These collaborations enable wider dissemination of information and increase promotional credibility. Support from the local government also plays a role in enhancing the event's exposure, allowing it to reach a broader audience. In the context of digital marketing, social media plays a highly significant role in building brand awareness and engagement. Based on observations and interviews, social media is used not only as a promotional tool but also as a medium for interaction between organizers and the audience. This indicates a shift in marketing strategy from one-way communication to a more interactive two-way communication approach.

The brand awareness of Lights Wonderland 2025 is at the brand recognition stage, where audiences are able to recognize the event through visual elements such as promotional design, colors, and social media content. The consistency of visual branding including the use of logos, dominant colors, typography, and imagery style plays an important role in building a strong brand identity. Colors such as blue, purple, and yellow are used to create an aesthetically pleasing nighttime atmosphere while also establishing an emotional association with the concept of "the magic of lights." Furthermore, the use of storytelling in promotional activities contributes to building an emotional experience for the audience. The narrative presented does not only focus on entertainment aspects but also emphasizes the visual experience and ambiance offered. This strengthens the emotional connection between the audience and the event. Another strategy that plays an important role in increasing engagement is a user-generated content campaign through the use of the hashtag #LightsWonderland.



**Figure 2. Lights Wonderland Hashtag**  
Source: Processed by the researcher, 2026

**Table 1. Summary of Content Engagement Metrics**

Metric	Value
Total Impressions	±619.000
Total Interactions	9.164
Engagement Rate	±1,48%
Total Likes	±6.800
Total Shares	±2.400

Source: Processed by the researcher, 2026

This campaign encourages visitors to share their experiences on social media, thereby creating more authentic organic promotion. User-generated content is considered more credible because it is based on real experiences rather than formal promotional messages from the organizers. This is reflected in the increasing number of posts using the hashtag #LightsWonderland, as well as the significant contribution of user-generated content in shaping social media interactions. One piece of content even reached more than 619 thousand impressions with approximately 9,164 total interactions, indicating an engagement rate of around ±1.48%.

The high number of likes (±6.8 thousand) and shares (±2.4 thousand) also indicates that audiences are not only consuming content but are actively participating in its dissemination. This finding is consistent with digital marketing theory, which states that audience interaction and participation are key indicators of the effectiveness of marketing communication in digital media (Chaffey, 2019). Furthermore, this phenomenon supports the concept of word-of-mouth, where positive consumer experiences shared voluntarily can enhance the credibility and attractiveness of a brand or event (Aaker, 1996). Thus, audiences function not only as consumers but also as active participants in the promotional process.

The success of the Lights Wonderland 2025 marketing strategy can be observed through several indicators, such as the increase in the number of visitors, high levels of social media interaction, and the formation of a positive image of PRPP as the event organizer. Collaboration with influencers who have a wide audience reach has also contributed to the effectiveness of the promotion. In addition, the implementation of service quality concepts serves as a supporting factor in promotional success. The information conveyed through social media aligns with the actual conditions on-site, thereby increasing audience trust. This is in line with the concept of brand equity, which emphasizes the importance of consistent consumer experiences in building positive brand perceptions (Aaker, 1996).

Positive visitor experiences subsequently encourage the formation of word-of-mouth, further strengthening the event’s image. Overall, the findings indicate that the success of the Lights Wonderland 2025 promotion is not determined by a single factor, but rather by the integration of various mutually reinforcing marketing strategies. The utilization of social media as the primary promotional platform, supported by engaging visual content, strategic

collaborations, and positive visitor experiences, serves as the key driver in enhancing the effectiveness of event marketing in the digital era (Chaffey, 2019).

## CONCLUSION

Based on the research findings, the marketing strategy for the Lights Wonderland 2025 event has been effectively implemented through the application of the marketing mix (4P), namely product, price, place, and promotion. In relation to the first research question regarding the implementation of integrated social media strategies, the study finds that Instagram and TikTok are utilized in a complementary manner. Instagram functions as a platform for visual branding and aesthetic consistency, while TikTok plays a significant role in expanding audience reach through viral and trend-driven content. This integration demonstrates an effective multi-platform strategy in reaching diverse audience segments.

In addressing the second research question concerning the role of social media in building brand awareness and engagement, the findings indicate that social media significantly contributes to increasing audience interaction and recognition of the event. The consistent use of visual identity, storytelling, and user-generated content (UGC) campaigns particularly through hashtags has successfully strengthened brand awareness at the brand recognition stage. Additionally, TikTok's algorithm-driven exposure enhances engagement by enabling content to reach broader audiences organically. Overall, the success of the marketing strategy is reflected in the increasing number of visitors, moderate engagement rates within industry standards, and the establishment of a positive image of PRPP as an innovative event organizer. Therefore, it can be concluded that the integration of the marketing mix (4P) with interactive and multi-platform digital strategies is a key factor in enhancing the effectiveness of event marketing in the digital era.

However, this study has several limitations. This research is limited to a single event, namely Lights Wonderland 2025, which may restrict the generalizability of the findings to other events or contexts. In addition, the study relies heavily on internal informants, such as event organizers and marketing team members, which may introduce potential bias in the data.

Future research is recommended to include multiple events and incorporate perspectives from external stakeholders, such as visitors or independent observers, to obtain more comprehensive insights. Based on these findings, it is recommended that PRPP implement more measurable and data-driven evaluation strategies. Specifically, PRPP should conduct weekly social media audits by monitoring key performance indicators such as engagement rate, with a target threshold of above 2%. In addition, the organization should optimize content strategies by increasing the use of interactive and trend-based formats on TikTok, while maintaining visual consistency on Instagram. Continuous monitoring and adaptation to digital trends are essential to further enhance promotional effectiveness and audience engagement.

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