Electronic Journal of Education, Social Economics and Technology
Vol. 7, No. 1, (2026), e1144
ISSN 2723-6250 (online)
DOI: https://doi.org/10.33122/ejeset.v7i1.1144

Research Article

Communication Patterns of Risky Wedding Organizer Organizations in Improving Service Quality

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ABSTRACT

This study aims to analyze the organizational communication patterns applied by Wedding Organizer (WO) Risky in its efforts to improve the quality of service to clients. The background of this study is based on the importance of organizational communication as an instrument for coordination, task allocation, and effective decision-making, especially in the service industry that demands speed, accuracy, and professionalism. This study uses a qualitative descriptive method with data collection techniques through semi-structured interviews, observation, and documentation of five key informants consisting of the owner, event coordinator, head of the decoration division, head of the documentation division, and field staff. The results show that WO Risky applies a combinational communication pattern, including vertical, horizontal, and diagonal communication, with a combination of formal and informal communication. The use of digital media such as WhatsApp Groups facilitates coordination and accelerates the delivery of information between divisions. Open, participatory, and two-way communication has been proven to increase work effectiveness, prevent miscommunication, and strengthen client satisfaction. Despite obstacles such as delays in information and lack of documentation, a communication strategy based on reconfirmation, regular briefings, and post-event evaluations successfully maintained effective coordination. Thus, effective organizational communication is the main foundation in improving the quality of service and professional reputation of WO Risky.

Keywords: Communication Patterns; Wedding Organizer; Organizational Communication; Service Quality

1. INTRODUCTION

A wedding organizer is a specialized service that personally assists the bride and groom and their families in planning and overseeing the execution of a series of wedding events according to a predetermined schedule. The emergence of wedding organizers in society is crucial because they can facilitate consumers in planning, consulting, and realizing their dream wedding. The strong enthusiasm of prospective brides and grooms in Indonesia for creating unique and memorable wedding concepts has fueled the rise of wedding organizers (WOs). This sector is considered a promising and profitable business opportunity because Indonesia is a country where people still maintain the tradition of holding weddings with a large number of guests. This aligns with Rusyamsi's (2015) statement that the opportunity to open a wedding organizer business is enormous in the Indonesian market. Given the enormous market potential of prospective couples marrying each year, this presents a promising business opportunity. Therefore, it's no surprise that numerous wedding vendor exhibitions and similar events are held to accommodate the need for information about wedding vendors. A wedding organizer (WO) is a profession whose primary goal is to assist prospective brides and grooms in carrying out their wedding ceremonies, eliminating the hassle of handling minor details. To achieve this goal, a well-planned and effective marketing communication strategy is required.

The use of the right marketing communication strategy can create a positive image for both the company and the product. In Lima Kaum District, many wedding organizers are currently operating, targeting the lower, middle, and upper classes. Each WO must have a competitive advantage based on the market they wish to reach. Brides and grooms often use wedding organizers (WO) for stress reduction, time management, cost control, attention to detail, and the need for professional service. One such provider is New Sang Pangeran Pelaminan, located at Balai Labuh Atas, Limo Kaum. New Sang Pangeran Pelaminan is a wedding planning service provider in Batusangkar. All your wedding needs are tailored to a range of exclusive and captivating packages, from simple, affordable weddings to complex, elaborate ones. New Sang Pangeran Pelaminan employs experienced professionals in the Batusangkar wedding planning industry and consistently maintains high-quality service to ensure customer satisfaction.

Communication is one of the basic needs of humans as social beings that cannot be separated from everyday life. Communication itself is defined as the process of conveying messages from the communicator to the communicant to achieve a goal. Through communication, a person is able to connect with others and is able to convey messages in the form of ideas or information through a medium to the recipient of the message so that they can understand the message intended by the sender (Firmansyah, 2020). Wayne & Don (in Astuti, 2022) explain that organizational communication can be defined as the display and interpretation of messages between communication units that are part of a particular organization as part of the process of creating meaning from interactions that create, maintain, and change the organization. Goldhaber (Zahara, 2018) explains that organizational communication is the process of creating and exchanging messages in a network of interdependent relationships to cope with an uncertain or ever-changing environment. Therefore, one of the important goals of organizational communication in a company is to coordinate between departments in conveying information and managing the entire work process effectively (Wahyuni, 2020). With good communication, an organization can run smoothly and successfully, and conversely, a lack or absence of communication can cause an organization to stall and fall apart (Lumentut, 2017). Based on the background above, researchers can raise this phenomenon with the title "Communication Patterns of Risky Wedding Organizer Organizations in Improving Service Quality".

2. RESEARCH METHOD

This study uses a qualitative descriptive research methodology. According to Afrizal (2019), a qualitative research method is a method that collects and analyzes data in the form of human words and actions without any attempt to quantify the qualitative data obtained, and has a post-positivistic or naturalistic perspective in conducting research. The results of this study will only describe or construct in-depth interviews with the research subjects we are studying so that later it can provide a clear picture of the Organizational Communication Patterns of Wedding Organizers in Improving Service Quality. The information discussed in this study can be divided into two categories: secondary data and primary data. This classification is based on the accuracy and applicability of the information collected in the field and the research objectives. The data sources for this study are: Primary data sources. The researcher used the results of interviews obtained from informants regarding the research topic as primary data. Secondary data sources in this study were document studies in archives, records, journals, and articles. In this study, the techniques or methods used by researchers in collecting data are as follows:

a. Observation

Observation is the foundation of all science. Scientists can only work based on data, namely facts about the real world obtained through observation.

b. Interview

An interview is a meeting between two people to exchange information and ideas through questions and answers, allowing for the construction of meaning on a specific topic. In this study, the researchers used semi-structured interviews with relevant informants. The interviews were conducted based on questions prepared by the researchers.

c. Documentation

Documentation is conducted to obtain reliable research evidence. In this case, documentation refers to data in the form of photographs or images obtained through observation, interviews, and supporting documents. Research results will be more credible if supported by documentation.

Data Analysis Techniques In this case, the researcher used the following data analysis techniques:

a. Data reduction

Data reduction means summarizing, selecting the main points, and focusing on what's important. Data reduction aims to provide a clearer picture and make it easier for researchers to conduct further data collection (Sugiyono, 2018). In this data reduction stage, interview results are then selected by connecting which answers explain which questions, and then compiled into information that can be used for analysis and drawing conclusions.

b. Data presentation

After data reduction, the next step is to present the data. According to Sugiyono (2022), in qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like.

c. Drawing conclusions

The researchers then drew conclusions. The conclusions in this study were drawn after conducting research on wedding organizer communication patterns in improving service quality, which addressed the research problem.

3. RESULTS AND DISCUSSION

3.1 Communication Patterns of Risky Wedding Organizer Organization in Improving Service Quality

This study aims to understand how the organizational communication patterns implemented at Risky Wedding Organizer (WO) play a role in improving service quality. Based on the results of interviews with five key informants, namely the owner (Informant 1), event coordinator (Informant 2), head of decoration division (Informant 3), head of documentation division (Informant 4), and field staff (Informant 5), an in-depth picture was obtained regarding the organizational structure, communication patterns, media used, coordination between divisions, and strategies implemented to support quality service.

3.1.1 Organizational Communication Structure and Patterns

Risky Wedding Organizer has a simple yet functional organizational structure, with division of labor based on areas of specialization, such as decoration, documentation, catering, and MC. This structure allows for efficient and flexible communication, as the distance between management and staff is relatively close. The management serves as the primary director and decision-maker, while the event coordinator acts as a liaison between divisions to ensure every event runs according to plan. The communication patterns employed are both vertical and horizontal, and in certain situations, diagonal communication also occurs, particularly during cross-divisional coordination in the field. Vertical communication is used when leaders provide direction to coordinators and division heads, while horizontal communication occurs between team members at the same level to maintain coordination. This open communication pattern facilitates rapid and effective information dissemination. In practice, communication at WO Risky is more often conducted informally through digital media such as WhatsApp groups and private messages, as it is considered more practical and efficient. However, for large events or important discussions, formal meetings and face-to-face briefings are still held to ensure a shared understanding and accountability across all divisions.

3.1.2 Communication Process and Media

The most frequently used communication channels are WhatsApp groups, direct phone calls, and face-to-face meetings. WhatsApp groups are the primary platform for quickly conveying information, confirming changes, and assigning tasks. Communication through groups also allows all members to stay informed about the latest updates, minimizing miscommunication. Briefings are held regularly before major events to ensure team readiness, while coordination meetings are held weekly or as needed, especially when dealing with complex wedding projects. Additionally, on the day of the event, the team always holds a short briefing to align perceptions and assign roles in the field. The information delivery process is two-way communication. Management delivers directives through event coordinators, who then relay them to their respective divisions. Conversely, staff are also given the opportunity to provide feedback on challenges or additional needs in the field. Although there are no written communication SOPs, work habits and internal values have been established that serve as a guide for all team members.

3.1.3 Coordination and Relations Between Divisions

Coordination between divisions at WO Risky is carried out based on the principles of cooperation and transparency. Prior to the event, a technical meeting is held to align perceptions, ensure all divisions understand their roles, and clarify the flow of activities. The event coordinator serves as the primary liaison between divisions and ensures information is disseminated evenly. If miscommunication occurs in the field, it is resolved directly and quickly through open discussions among members. The team strives to avoid misunderstandings by prioritizing problem-solving, rather than blame. After the event, an evaluation is conducted to reflect on the obstacles and find solutions to prevent recurrence in future activities.

3.1.4 Communication in Improving Service Quality

Communication is a key factor in understanding client needs and expectations. From the outset, the communication process is conducted through direct consultations, both in person and via online messaging, to explore the client's specific desires regarding the event concept, theme, budget, and decor design. The results of this communication are documented and shared with all divisions to avoid any misunderstandings. Effective communication also plays a significant role in preventing service errors. Any changes made by the client are reconfirmed and immediately disseminated to all members through the group. This ensures no one is left out or misunderstands instructions. This helps the team deliver consistent service that meets client expectations. Harmonious communication between teams positively impacts customer satisfaction. Clients rate WO Risky's service as prompt, responsive, and professional due to strong internal coordination. After the event, the team actively solicits client feedback to evaluate performance and identify areas for improvement.

3.1. 5 Communication Barriers

Although communication generally runs smoothly, several obstacles frequently arise. These include delays in information due to tight schedules, differing perceptions between divisions, and a lack of meeting documentation. Furthermore, technical factors such as signal interference or missed messages sometimes hamper coordination in the field. To address this, the team implemented a strategy of rapid clarification through messaging groups and direct on-site coordination. The event coordinator actively acted as a mediator and controller of information flow. The leadership also provided guidance and examples of professional communication so that each member could learn from the experience and improve their interactions.

3.1.6 Effective Communication Strategy

The main strategies implemented by WO Risky to maintain communication effectiveness include:

1. Regular briefings before and after events to ensure consistency of information;
2. Reconfirmation of any decisions or changes;
3. Utilization of WhatsApp groups as a coordination center; and
4. Leadership openness to input from team members.

Management strives to foster a culture of open and participatory communication, ensuring that members feel valued and motivated. Good interpersonal relationships also strengthen team cohesion, as each member feels a sense of responsibility and supports one another in carrying out their tasks.

3.1. 7 Improvement Efforts and Suggestions

Informants suggested that WO Risky develop written communication SOPs as official guidelines, increase the frequency of formal evaluation meetings, and conduct interpersonal communication training to enhance professionalism. Furthermore, documenting meeting and evaluation results is crucial to ensure the continuity of organizational knowledge. It is hoped that the culture of open, prompt, and collaborative communication that has been established will continue to be maintained, as it is a key factor in the success of WO Risky's services. With structured and participatory communication, the organization is able to provide more planned, responsive, and satisfying service to clients. Based on interviews with five key informants, it can be concluded that communication patterns at Risky Wedding Organizer are combined (formal and informal), with mutually supportive vertical, horizontal, and diagonal flows. Communication plays a crucial role in maintaining coordination, preventing service errors, and increasing client satisfaction. Despite technical and administrative barriers, strategies based on speed of information, transparency, and regular evaluation have been able to maintain communication effectiveness. Thus, effective communication patterns become the main foundation in improving the quality of service at WO Risky, while strengthening the professional image and customer satisfaction in every activity held.

4. CONCLUSION

Based on the research results, it can be concluded that organizational communication patterns at Risky Wedding Organizer play a crucial role in improving service quality through the implementation of combined communication (formal and informal) with vertical, horizontal, and diagonal flows that support effective coordination between divisions. A simple and functional organizational structure facilitates the flow of information between leaders, coordinators, and staff, while the use of digital media such as WhatsApp Groups accelerates message delivery and minimizes miscommunication. Open, participatory, and two-way communication helps the team understand client needs, prevent technical errors, and build professional and responsive service. Despite obstacles such as delays in information and differences in perception, a communication strategy that includes regular briefings, reconfirmations, and post-event evaluations is able to maintain clarity of information and team cohesion. Thus, effective communication is the main foundation of Risky Wedding Organizer's success in providing planned, quality, and customer-oriented services.

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