

# The use and Effectiveness of Social Media towards Wedding Cultural Diversity Knowledge: A Study of the Wedding Vendors in Bali, Indonesia

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## **Abstract**

Event management and weddings, in particular, is a fast-growing industry in Bali. The industry is recession-proof and people never had a lack of willingness to spend on their weddings. From wedding planners to dress designers, decorators, entertainers, and photographers the sense of growth is all-pervasive. Social media has been a transformer revolutionizing the process of modern business practices, thus changing the way wedding vendors seeking for information on the wedding cultural diversity. The change in this industry today can be observed where wedding vendors searching for wedding cultural diversity through social media platform, such as Facebook, Instagram or Pinterest rather than asking around for the culture experts. This study is conducted to analyze the use and effectiveness of social media towards wedding cultural diversity knowledge on wedding vendors in Bali. Primary research has been conducted based on a qualitative method in thematic analysis towards eight wedding vendors in Bali. The findings indicated that all respondents have used social media especially Instagram, Pinterest, Google, YouTube and blog as their main source of information. This exhibited around 75% of the respondents agreed that social media plays key role in providing information on wedding cultural diversity. Finally, this research is expected to benefit not only the wedding industry especially for those who serve the wedding cultural diversity business but also for the academic research purpose.

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## Introduction

The development of internet and web 2.0 together with technological advancements have given rise to emerging social and technological trends which have progressively become an integral part of our social lives. Present day's generation's lifestyle is interwoven with social media and mobile apps, the use of social media is now increasingly becoming a popular trend day by day. Technological innovations based on the perspective of social network analysis have been experiencing accelerated growth in size and quality. The Internet information system is considered as a very powerful tool because it assists in transferring information between some different points. Some of the reasons people of various age groups and occupations, students and academicians utilize Internet are due to its ease, speed, and convenience in ways to access essential information (Sahin, 2010). New media which providing a two ways communication allow people to create and share texts, meanings and form an online community (Sahin, 2010) Internet helps people to connect from various locations to have interaction such as Instagram, Facebook, Twitter and etc.

This study focused on the use and effectiveness of social media towards wedding cultural diversity knowledge. Knowledge refers to the ability of individuals to understand the information and carry out with some effective actions. It is always seen as key critical resources on which can result in long-term sustainable competitive advantage. By having an extensive range of knowledge, any person can deal with any regular tasks. Furthermore, it also put everyone to cope

with unfamiliar circumstances and survive in unexpected occurrences. The increasing prominence of knowledge management and new information technologies are likely to transform how organizations operate their business. The Internet allows individuals to share information, knowledge, increase the intention to connect and collaborate continuously regardless of distance and time barriers. It enables people to connect with everyone in the world instantaneously. Moreover, people can use social media platform in the interest of growing some network range, collecting information, and currently, organizations have been meaning to integrate these social media platforms into every part of their business processes. (Gaál Z, 2015).

## Background of study

Since the emergence of new media, social media has been popularized in the global society (Knapp, 2016). Social media contribution is shown on the platforms that enabling global society to communicate, share knowledge, exchange messages, and interact even though separated by distance. Intercultural adaptation implies the process of gaining knowledge so that the cultural adjustment towards the new environment can be accommodated (Sawyer, 2011).

There are some changes in the socio-economic sphere of modern society that impacted wedding tourism destinations worldwide (Rogerson, 2015). The transformation in norms and consumer preferences has added up to higher demands of wedding destinations (Rogerson, 2015). Some of the top exotic destinations for a wedding include Bali, Bahamas, Malaysia, Seychelles, Sypris, Maldives, Hawaii,

Phuket, Malta, Mauritius and other (Eiman Medhat Negm, 2017).

In this exploratory study, Bali has been selected as the study region. Bali is one of the favourite wedding destinations in Indonesia. It is shown by the increasing number of weddings held in Bali whereby the local testimonial mentioned that close to 10,000 foreign weddings are celebrated annually in Bali (David, 2014). Bali has its unique and extremely pleasant way of making the big day and it is hard for other destinations in Indonesia to compete with Bali. Furthermore, Bali is labelled as “Island of Gods” of Indonesia that offers overwhelmingly beautiful sceneries, decorated with colourful offerings and sacred temples everywhere (Romeyn, 2017).

### **Research objectives**

This study has two main objectives, which are as follows:

1. To examine how wedding vendor companies as users, are gaining wedding culture diversity knowledge by using social media for the success of wedding cultural diversity; and why they prefer the selected social media.
2. To evaluate the effectiveness of social media in gaining wedding culture diversity knowledge.

### **Method and Materials**

A qualitative method was selected to understand the phenomenon of the use and effectiveness of social media. This research produced narrative and descriptive forms about how wedding vendors in Bali use social media to gain knowledge about wedding culture diversity. Sutopo (2006)

stated that in-depth interview refers to “the process of obtaining information for research purposes by way of question and answer face-to-face between interviewers and informants or people interviewed, with or without the use of interview guide (guide), where interviewers and informants are involved in social life relatively long time” (Sutopo, 2006). Hence this study employed interview as its instrument.

To fulfil the purpose of the research, interviews were conducted with eight selected participants (about 15 minutes to 20 minutes for each participant). The participants are the owner of the business or marketing staff of each wedding vendors in Bali. The wedding vendors were selected based on their reputation and experience in the wedding industry. All interviews were recorded for reference and future analytical purposes. The interview question sheet, which listed carefully the selected questions, is used to simulate subject reflection and exploration. The questions altogether were fourteen in number and were in the same format for all the eight candidates.

Thematic analysis has been adopted for the purpose of this study. Thematic analysis refers to the mechanism for systematically identifying, organizing, and offering insight into, patterns of themes across a dataset. Thematic enables researchers to detect and convey the meaning of collective or shared meanings and experiences (Braun & Clarke, 2006). The thematic analysis allows the researchers to identify the important need in relation to the particular topic and research question being explored. There are numerous patterns that could be identified across any dataset - the purpose of this analysis is to identify the relevant answers to a particular research question.

## Results and Discussion

Number	Theme	Codes
1	Definition of wedding culture diversity knowledge	Ability to serve their clients
		Execute the wedding
		Apply work for all clients with the same style
		Show or explore identity
		Applied to the wedding event, in all aspect
		Minimize the error
		Wedding is a one-lifetime event
		Culture from home country
		Sign of identity
		Adapt and learn about the client's culture
		Great experience
2	The important is the knowledge of culture for the wedding industry	Knowledge is one of the keys
		Ornaments that must be applied
		Commit in wedding culture diversity
		Process of the wedding
		Keep them professional
		The audience will be more satisfied
		Habit to always learn
		Obligation
3	The current challenges to gain the wedding culture diversity knowledge	Minimize some mistake
		Below expectation
		Content is not original
		Able to adjust changes
4	Technology and social media, in particular, has changed the way people gain the wedding culture diversity knowledge	More flexible
		Social media is growing
		People are more addicted to social media
		Anytime-anywhere
5	The advantages of technology and social media specifically to gain knowledge of the wedding culture diversity	Spend low cost
		Keep up-to-date
		Continue learning
		Easier to get information widely
		Speed
		Inspiration and ideas
		Lots of variety
		Creative
		Communicating with other wedding vendors and clients
6	The disadvantages of technology and social media specifically to gain knowledge of wedding culture diversity	Aware of the client's basic wedding culture
		Research and development
		Incomplete
		Not profitable
		No detailed information
		Copy other work that has been done before
		People are not able to touch the product
		Social media is about appearance
		Content in social media is too general
		People post some contents without filtering

		Fake contents
		Stereotypes are accidentally built from social media
7	Dedicated social media to gain the wedding culture diversity knowledge would help business in the wedding industry	Gain a lot of knowledge
		Experiences
		Understand the basic knowledge
		Better reputation
8	The presence of wedding culture diversity on social media platform made the wedding vendors aware of their own level of knowledge	Explain the client's culture
		Good selling point
		Understand about something new
		Leads to experience
9	Social media platforms used to gain the wedding culture diversity knowledge	Instagram
		Pinterest
		Google
		YouTube
10	Wedding vendor follow any wedding industry blogger on social media	Role model
		Build connections
		Learn about skills
		Share knowledge
11	Wedding vendor follow and subscribe channels, pages or groups to gain wedding culture diversity knowledge	Bridestory / Wedding blogger
		Channels which are related to the wedding vendor's specialization
		Online relevant contents
12	Social media spread the wedding culture diversity knowledge	More detailed explanation
		More transparent
		Post the real content
		Wedding culture procession
13	The prediction of social media trends for the future	Social media keep growing
		People will be more creative and innovative
		People are more educated
		Wedding trend will be changing constantly
		Wedding culture will be disappearing
		Content on social media will be too varied
14	Wedding vendors using other sources besides social media to gain the wedding culture diversity knowledge	Wedding organizer
		Bridestory (wedding magazines)
		Workshops
		Seniors
		Newspapers
		Human connections
		Window-shopping
		Clients
		Parents of clients

## Themes Summary

### **Theme 1: Definition of wedding culture diversity knowledge.**

The discussion above was about wedding culture diversity that has certainly opened up some recurring themes (Appendix C). In this regard, many of the respondents relate wedding culture diversity



knowledge with the ability to serve their clients. They assume that without wedding culture diversity knowledge, their team will not be able to execute the wedding. One of the respondents aware that she cannot apply her work for all clients with the same style, because every culture has its own obligation to demonstrate or discover their identity.

Another respondent argued that wedding culture diversity knowledge is applied to the wedding event, in every aspect, from the beginning till the end. It means the wedding vendors are required to fully understand the bride and the groom's culture because they are involved in the wedding process starting from the pre-wedding event up to post-wedding event. They need to know what should be done to ensure that errors can be minimized. Wedding is "one-lifetime" event, as such this term must be the reason that a perfect wedding event should take place.

The definition of wedding culture diversity from other respondent is a culture or ethnicity that involved the brides and grooms from their home country. In wedding events, people usually include their culture as a sign of their identity. Wedding vendors as newcomers will need to adapt and learn about the client's culture, and this activity will be a great experience for them.

### **Theme 2: The important is the knowledge of culture for the wedding industry.**

In terms of knowledge of a culture is **important for the wedding industry**, quite a few running themes came up (Appendix C). Almost all of the respondents felt that the wedding culture knowledge is really important because that knowledge is one of the keys for them to advertise their business. They believe that clients will have doubt

about their service. One respondent in this research stated that she had to know the ornaments that must be applied based on the client's culture. She realized that to commit in wedding culture diversity will require extra work compare to wedding vendors that stick to one culture only.

The respondents also agreed that they need to know what is the culture of their client so that they know the process of the wedding itself. Wedding band vendor as one of the respondents added that wedding culture diversity knowledge keeps them professionally because if there are requests from audiences during the wedding for some traditional songs they should be familiar with to keep them satisfied.

The wedding culture diversity knowledge is very important and becomes a habit to always learn and be up to date for Lumbung Catering. They made this as an obligation to the whole staff. Their chefs need to have at least a basic knowledge of the client's culture. The chefs need to always remember the requirements for each culture, even though for example, there are three wedding events in one day. The treatment for those three weddings should be different despite them having the same menu. Another respondent also did some research about their client's culture to minimize errors after their mistake which they missed one very important ceremony for an Indian wedding.

On the other hand, only one respondent agreed that the diversity of wedding culture is important however she did not want to rely on social media and prefers window-shopping, where she can experience products in depth.

### **Theme 3: The current challenges to gain the wedding culture diversity knowledge.**

From the respondent's view, the most challenging part to gain wedding culture diversity knowledge was that they cannot directly apply what they obtained from social media. There are times that what they got from social media is below expectation, the content sometimes is not original because the content can be modified by anonymous users. One of the respondents stated that he did not trust social media totally. In this situation, the wedding vendors need to confirm with the bride and groom to make sure that the knowledge is suitable for the wedding. Another respondent claimed that the challenges to gain wedding culture diversity knowledge is a growing concept of the wedding culture. Especially for Indian wedding, if she does not know Indian wedding culture, she cannot execute the wedding event. Over time, trends always change, significant and insignificant. Wedding vendors must be able to adjust these changes to meet the client's demand, in this case, the wedding vendor must be more flexible. In contrast, some respondents experienced that there is no challenge in gaining wedding culture diversity since everything is on social media, technology is more developed, making it easier to gain knowledge. Nevertheless, the fundamental and most important factor is to know the client's desires.

**Theme 4: Technology and social media, in particular, has changed the way people gain wedding culture diversity knowledge.**

Most of the respondents agreed that technology and social media, in particular, has changed the way people gain the wedding culture diversity knowledge, especially for a wedding vendor who does

wedding culture diversity. The reason is that they used to gain the knowledge from words of mouth or find the expert, but with the emergence of social media able to help them to gain knowledge. Societies today are addicted to social media. The first thing that they turn to when searching for something is social media such as YouTube and Instagram.

The respondent who works as wedding makeup remembered that she used to practice and learn by participating in make-up workshops, but now she can do it anytime-anywhere without spending extra costs for workshops. All she needs is access to internet on her gadget. The cost becomes a factor in this case because, to attend some workshop, the participant needs to spend more money for a quality speaker.

**Theme 5: The advantages of technology and social media specifically to gain knowledge of the wedding culture diversity.**

The percentage of the advantages of social media in order to gain knowledge about the diversity of the wedding culture diversity varies. Some respondents gave a high percentage above 70%, they use social media to keep up with the latest information, so they could continue learning. Through social media, they find it easier to get information widely, instantly and varieties for inspiration and ideas.

Some other respondents feel that the advantages and disadvantages of social media are a balance, so they give 50%. They found that on social media there are so many choices and that would make them more creative than before. Social media is also a perfect platform for communicating with other wedding vendors and their clients.

Conversely, two respondents only gave 30% because they felt that there are

many disadvantages of social media. The 30% is social media making them aware of their client's basic wedding culture and for research and development. For SEMEJA (@se.meja), the wedding table tableware vendor, she always prioritizes Indonesian artists as partners. It will be easier for her to find a partner through social media. She also uses social media to look for the next trend and see what people in other countries are doing.

**Theme 6: The disadvantages of technology and social media specifically to gain knowledge of wedding culture diversity.**

The percentage of the disadvantages of social media in order to gain knowledge about the diversity of wedding culture varies. Some respondents gave a high percentage above 70% because they observed that the content on social media is usually incomplete, so it is not profitable. There is no detailed information, so when they confirmed to the client there will be many differences. People easily copy other work that has been done before. For a wedding tableware vendor, she gave 70% because through social media, she could not touch the tableware product and she does not know the quality of the product. Other respondents also supported this statement because social media is all about appearance. People post something that is not relevant to the topic.

Other respondents feel that the disadvantages and advantages of social media are a balance, so they give 50%. They found that technically, the knowledge they found through social media is too general so that they did not know from the sub-culture where the content came from. Adel, the representative of Lumbung Catering had a

very bad experience, people claimed that their bar tables and other stalls without mentioning their Instagram. Social media allows people to post whatever they want without filtering it.

Threerespondents gave 30% because they felt that the advantages of social media are more dominant. 30% of social media containing fake content that cannot be avoided. People must realize that stereotypes are inadvertently built from social media. From social media, people usually judge certain ethnicities based on small experience. Therespondent who works as wedding makeup stated that one of the disadvantages of social media is that the information or trends in social media always changesthat bring negative impact. This phenomenon makes some Makeup Artists (MUA) have no characteristics, because they always follow the trend. In this era, there are many variations in some information, they cannot focus on one culture, because people usually mix the original culture with modern things. Social media is sometimes not reliable. People post what they want, without considering the quality of content to the topic and no one controls the social media.

**Theme 7: Dedicated social media to gain the wedding culture diversity knowledge would help business in the wedding industry.**

In benefitting from the wedding culture diversity knowledge, which they obtain (Appendix C), the respondents feel that it plays a huge role in helping them with their business improvement. In such a way that it has helped them gain a lot of knowledge, experiences and perspective enough to make their business improve. They are also able to understand the basic knowledge of their client's culture, their



client will be impressed and respected them personally and this leads to better image and reputation. For SEMEJA (@se.meja) wedding tableware vendor, dedicated social media to gain the wedding culture diversity knowledge is to help her understand how to apply some ornament to her tableware business.

Another way, one of the respondents has another opinion, which social media is not the main key because he usually gains the wedding diversity knowledge from his client because they know what they want.

**Theme 8: The presence of wedding culture diversity on social media platform made the wedding vendors aware of their own level of knowledge.**

The presence of wedding culture diversity on social media platform has had some encouraging effects to some respondents as seen from their answers (Appendix C). The respondents gave a mixture of insights, which include answers such as an increase in the level of their wedding culture diversity knowledge to be able to get clients, at least to explain client's culture, although there might be around 50% error, the client would assume that the wedding vendor knew the basic culture, and it would be a good selling point for their business.

For wedding makeup vendor, it affected her in such away that makes her understand about something new. When one of Indian wedding organizer offered her Indian client, she had no idea about Indian wedding culture at all. So social media makes it even better known. Not only to understand something new, when they have free time, some respondents also use social media to keep up-to-date about the wedding culture diversity trend. The result of

awareness of wedding culture diversity knowledge leads to experience.

**Theme 9: Social media platforms used to gain the wedding culture diversity knowledge**

The most important social media that the wedding vendors use to gain wedding culture diversity knowledge is Instagram and Pinterest because, from those social media platform, they are able to find inspiration from captions and comments, always up-to-date, Instagram to follow account that related to their field and easily accessible where they only need to put the hashtag and the results will appear.

Besides Instagram and Pinterest, the common social media platform in the wedding industry to gain wedding culture diversity knowledge is Google, which contains various helpful articles and YouTube to watch information in video format.

**Theme 10: Wedding vendor follow any wedding industry blogger on social media.**

To gain wedding culture diversity through social media, some respondents do follow wedding industry blogger as a role model. They follow wedding industry bloggers related to their fields. For example, the wedding organizer in this study did follow a number of wedding organizers from the US because it helps them to build connections between wedding organizers. In Bali, there are usually several brides who

bring wedding vendors from their countries to collaborate with wedding vendors in Bali.

For respondent Ruri as a wedding make-up, she follows a wedding makeup artist, Fitri Liza, because Fitri Liza is famous and has great work. Respondents who work as wedding decorations follow a number of wedding vendors who usually work with them, for example, the Flying Bride, Eventure and Innaz Communique. There are other goals in following wedding industry bloggers, to learn about skills and to share knowledge among wedding vendors.

**Theme 11: Wedding vendor follow and subscribe channels, pages or groups to gain wedding culture diversity knowledge.**

The most subscribed channels seem to be one, Bridestory (Appendix C) from where wedding culture diversity knowledge and information are easily available to respondents such as video, pictures, the list of vendors, wedding trend and article that contains the process of the wedding for each couple from beginning to the end.

Every wedding vendor usually subscribes to several pages, which is most suitable for them. Wedding makeup vendors tend to follow social media accounts related to cosmetology such as beauty blogger pages that contain content that makes their visitors as up to date as possible with all kinds of tips about beauty; from makeup to skincare, health and more. The respondent from Lumbung Catering vendor follows Instagram The Art of Plating, a channel that shares the culinary vision, passion, art and life stories.

There are other respondents who feel they do not follow a particular page, but when something interests them, they easily

use social media to find relevant content. The owner of SEMEJA (@se.meja) wedding tableware vendor prefers to go to the art market, where she can touch t

he product to experience the product itself.

**Theme 12: Social media spread the wedding culture diversity knowledge.**

In order to understand whether social media can help further through some more interesting and new ways; the respondents give their feedbacks, in all sense, social media is firing on all its cylinders in terms of spreading wedding culture diversity knowledge on its platform (Appendix C). The most feedback is to provide a more detailed explanation on each topic of culture so that the reader is able to interpret and understand the whole content from the beginning to the end. Besides that, one of the respondents hoped that social media would be more transparent, post the real content so that people will not be disappointed if it does not meet their expectation.

Every wedding vendor mostly focuses on the lack of social media in their respective fields. Wedding makeup vendor wishes that she is able to find information about wedding culture procession from beginning to the end, so she knows what type of makeup can be applied, for example, waterproof makeup. Wedding band vendors in this study suggest providing the meaning of some traditional songs because this will help them interact with the audience a lot. The respondent from Lumbung Catering vendor hopes that there will be more exploration in table set up for social media.

**Theme 13: The prediction of social media trends for the future.**

In order to predict social media trends in the future, some respondents have a different opinion. The positive changes are social media is keep growing, people will be more creative and innovative, people are more educated in the future. As an example, Ruri as wedding makeup looks forward that in the future social media will provide more explanation about the makeup ornament, like the product that they use. The negatives changes are social media will be crazier, people will post everything they like, wedding trend will be changing constantly, wedding culture will be disappearing because of the modern or international wedding. Content on social media will be too varied and rather difficult to focus on one culture.

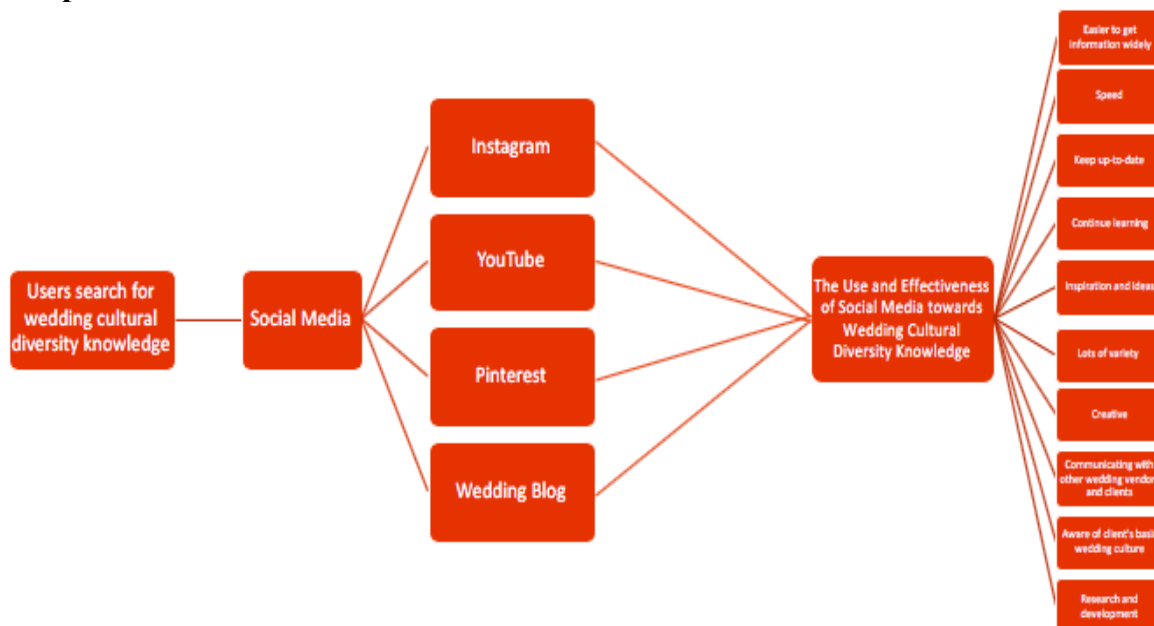
One respondent has a unique opinion about this theme, he thinks that there is no significant change in the future, because people will be active on social media with

their own vision and mission. For example, if the blogger aims to educate, but the content does not meet the expectations of the audience.

#### **Theme 14: Wedding vendors using other sources besides social media to gain the wedding culture diversity knowledge.**

Besides social media, most of the respondents use other sources to gain knowledge of the wedding culture diversity knowledge, that is wedding organizers. The wedding organizer has the responsibility to connect and communicate with all wedding vendors. Clients usually share some information with the wedding organizer. In other ways, some respondents also gained knowledge of wedding culture diversity knowledge by Bridestory (wedding magazines), workshops, seniors, newspapers, human connections, window-shopping, clients and parents of clients.

### **Conceptual Framework**



### **Conclusion**

The results of this qualitative study indicated that social media has changed the

way wedding vendors develop their business in gaining wedding cultural knowledge. Many social platforms are dedicated to ease the communication and socialization in cyberspace for the interests, goals, and intentions of focused individuals. These changes can be seen broadly in relation to the wedding industry, especially for the wedding vendor. Explanations and conclusions from this study were made in connection with learning from academic research and insights facilitated by wedding vendors during primary data collection. The findings in this study are referred back to the research objectives:

The research found that the technology and social media, in particular, have changed the way people gain the wedding culture diversity knowledge, especially for wedding vendors who are in this study. The reason is that they used to obtain the knowledge by words of mouth or by an expert, however with the emergence of social media now able to help them to gain the knowledge. Currently, people are more addicted to social media. The first thing that they do when searching for something is to access social media such as YouTube and Instagram.

The presence of wedding culture diversity on social media platforms has had some encouraging effects to some respondents. The most important social media that the wedding vendors use to gain wedding culture diversity knowledge is Instagram and Pinterest because, from those social media platforms, they are able to find inspiration from captions and comments, always up-to-date, follow accounts that are related to they are filed and easily accessible where they only need to put the hashtag and the results will appear.

Besides Instagram and Pinterest, the common social media platform in the wedding industry to gain wedding culture diversity knowledge is Google, which contains various helpful articles and YouTube to watch information in video format. The most subscribed channels seem to be one, Bridestory, wedding culture diversity of knowledge and information are easily available to respondents such as videos, pictures, the list of vendors, wedding trends and articles that contain the process of marriage for each couple from beginning to end.

To gain wedding culture diversity through social media, some respondents also follow the wedding industry blogger as a role model. They follow the wedding industry bloggers related to their fields. There are other goals in the following industry wedding bloggers, to learn about skills and to share knowledge among wedding vendors. There are other respondents who feel they don't follow a particular page, but when something interests them, they easily use social media to find relevant content.

Secondly, the wedding industry is highly good impacted by increasing the effectiveness of technology and social media. The research found that the effectiveness of social media in gaining wedding culture diversity knowledge is agreed by 75% of the respondents. Some of the impacts can be noticed as the respondents use social media to keep up with the latest information, so they can continue learning. Besides that, through social media, they find it easier to get information widely, instantly, various inspiration and ideas. They found that on social media there are so many choices and that would make them more creative than before.

Some respondents felt that social media made them aware of their client's basic wedding culture and effective for research and development as well. Another good point here is that they are also able to understand the basic knowledge of their client's culture so that their clients will be impressed and respectful to them personally and it leads to a better image and reputation.

### Limitation

Research limitations when conducting this study, researchers have several obstacles that limit the completeness of research. There is limited academic literature surrounding the wedding industry. Therefore, the researchers further elaborate on the role of influential social media in business that frames the future of the industry. In addition, several documents originating from internet research have been considered and used in this study to support several theories and claims.

Another limitation of this study is the resources. Wedding vendors that provide services for wedding cultural diversity in Bali are very limited. Most wedding vendors in Bali only serve clients from certain cultures. Some of those who have confirmed their participation had withdrawn several days before the actual meeting. As a result, the researcher underwent some difficulty finding possible replacements. Finally, due to the lack of sample population, this research has only eight participants. Nevertheless, the researchers ensured that resource limitations had nothing to do with the quality of information because the target data remain as expected.

### Recommendations

The study in the wedding industry and social media may sound interesting, light, or easy but the truth is that it is quite difficult in nature and these difficulties

primarily derive from the limited resources. Based on the conclusions of this study, the following recommendation is made:

Further studies in this field should focus more on the benefit, challenge and marketing strategy for wedding vendors who serve wedding culture diversity especially in developing city like Bali, Indonesia.

Future studies may want to explore from a verity of sources such as wedding clients, in order to establish comparisons or arguments that could help in bringing out richer information regarding the relationship between social media, wedding cultural diversity and wedding vendors.

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