



## Effectiveness of Implementing Event Marketing Strategies in Increasing the Number of Visitor Traffic in Cyber Mall Malang

Wanda Jeni Fernanda<sup>1\*</sup>, Zahwa Verdha Nurmalita<sup>2</sup>, Sopiah<sup>3</sup>

Universitas Negeri Malang

**Corresponding Author:** Wanda Jeni Fernanda

[wanda.jeni.2204136@students.um.ac.id](mailto:wanda.jeni.2204136@students.um.ac.id)

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### ABSTRACT

This research aims to identify the effectiveness of implementing the "Event Marketing" strategy in increasing the number of visitors to Cyber Mall Malang. The method used in this research is qualitative, including interviews with mall management, observations, and documentation of visitor data over five months. The research results show that although the "Event Marketing" strategy can increase the number of visitors during the event, the impact is short-term. The management is striving to build brand awareness to increase visits in the long term. The advantages and disadvantages of the implemented strategy were also identified, as well as the importance of selecting event types that align with the mall's branding. These findings indicate how event marketing can be utilized to increase visitor traffic and sales at the mall

## **INTRODUCTION**

The development of retail businesses in Indonesia has currently increased significantly, and its existence has even spread almost throughout the region. In this business, there are various scales of business and specializations of the products sold, so their existence also varies. Based on the scale of the business, this retail business can be divided into two, namely large-scale businesses such as supermarkets and department stores, and there are small-scale businesses such as minimarkets, food or basic necessities intermediaries, fresh vegetable and fruit shops, workshops, and others (Asih, 2022). In the scope of large-scale retail businesses, department stores such as Malls have high profitability potential, because they can sell products in large quantities, as well as diversify products, brands, and stores. With this high profitability potential, it also increases the presence of Malls in Indonesia. One of the increasing number of Malls that occurred was in the Malang City area, which currently has 12 large Malls, namely Malang Town Square (Matos), Transmart Malang, Malang City Point, Cyber Mall Malang, Mall Olympic Garden (MOG), Malang Plaza, Sarinah Malang, Mall Dinoyo City, Mall Alun-Alun, Plaza Araya, Gajah Mada Plaza, and MX Mall. Thus, the competition between these Malls to attract visitors is also getting tighter. Therefore, each Mall must be able to maximize their strategy to maintain its existence.

## **LITERATURE REVIEW**

In the midst of increasingly tight competition in the retail industry such as Malls, each mall is required to continue to innovate in attracting consumer interest. As explained by Chaffey (2015), an increase in the number of visitors is one of the main indicators of the success of the marketing strategy that has been implemented, so that it can directly affect sales and business profits. In addition, changes in consumer behavior that now prioritize experience also strengthen the relevance of event marketing. According to Solomon (2018), the positive experience felt by consumers through an event is not only able to attract attention, but also build loyalty and create long-term relationships between consumers and brands.

According to Cvent (2022), event marketing strategy is a strategy that has an important role in increasing the reach and deeper involvement of visitors, and making prospective visitors become customers. Thus, this strategy can increase the level of purchases and income. In the implementation of this event marketing, there are several types of events that can be used such as seminars, training, competitions, and official meetings or high-level conferences. In addition, the implementation of this strategy can also be carried out in various media such as face-to-face, virtual, and hybrid.

Then according to Kotler et al. (2022) stated that there are several reasons for implementing an event or sponsorship strategy, namely to identify the target market or lifestyle of the target market, increase the superiority of the company's name or product, build or strengthen the perception of the company's main brand image association, improve the company's brand image, create experiences and build feelings, express commitment to society or on various social issues, provide entertainment to key customers and employees, and

provide marketing or promotional opportunities. Furthermore, research conducted by Suryana (2022) also states that event marketing strategies can build solid brand awareness, increase customer reach, and build sustainable relationships with customers. Thus, by implementing events, companies and brands can reach and expand the number of audiences so that in this context it can ultimately increase the number of mall visitor traffic.

Cyber Mall Malang, as one of the malls operating in Malang City, needs to implement the right event marketing strategy to increase visitor traffic. Shimp (2010) stated that event marketing not only functions as a promotional tool, but also as a way to create an immersive experience for consumers. This experience can strengthen the emotional attachment between consumers and brands, which in turn can increase customer loyalty. In the context of malls, event marketing includes various types of activities, such as product promotions, new brand launches, and entertainment events involving the local community. Furthermore, research by Homburg et al. (2015) shows that events that allow direct interaction with consumers can increase their interest and desire to visit the location. Research by Tjiptono (2019) also shows that well-designed event marketing can increase brand awareness and attract more visitors, especially if the event is relevant to the target market. By holding various events, such as bazaars, concerts, or festivals, Cyber Mall Malang can create an attractive atmosphere and invite visitors to come. The effectiveness of implementing an event marketing strategy can be measured by increasing the number of visitors and their interaction with the products offered. According to research conducted by Pavenko, O. (2025), successful event marketing can increase visitor traffic by up to 30% in a certain period.

Furthermore, there is also an increase in visitor interest at Level 21 Mall when there is an event, with gender as one of the measurements. In this case, it was found that male visitors are more interested in automotive events, while female visitors are interested in beauty, fashion, culinary, and influencer or celebrity events (Yulianti & Pratiwi, 2019). Then the research conducted by Supiandi (2024) showed that the implementation of the event marketing strategy used by the Lengkong Bakti Negara Cooperative (Gerai Lengkong) can increase customer interest with an effectiveness level of 78% which is included in the fairly effective category. This is also supported by an increase in product users and the number of people who subscribe to Gerai Lengkong after the event was held.

Based on various previous studies that have been described above, it can be seen that the event marketing strategy is an important strategy to increase the number of visitor traffic. In this case, Cyber Mall Malang as one of the retail businesses in Malang also applies this strategy. Therefore, this study aims to identify and evaluate the effectiveness of the implementation of the "Event Marketing" strategy in increasing the number of visitor traffic at Cyber Mall Malang.

## METHODOLOGY

This research is a qualitative descriptive study. Various data in this study were obtained through interviews and documentation. In-depth interviews were conducted with the management, namely one marketing communication promotion & event staff, and with the mall tenants, namely 30 shop managers/stand owners/tenants at Cyber Mall Malang. The interview process was carried out by referring to a list of questions and documented using a cellphone voice recorder and written reports.

Furthermore, there is documentation from the Cyber Mall management in the form of data reports on the number of Mall visitors each month for a period of 5 months, namely from January to May 2024 and 2025 or in the period before the event was implemented and after the event was implemented.

## RESULT

Based on various data collection techniques that have been carried out, the following are the results of the information obtained:

Table 1. Information Results

Source Data	Formulation of the problem	Research Result Data
Interview with marketing communication promotion & event staff	Target visitor traffic Mall	There is no target in the form of a definite number in the quantity of mall visitor traffic, but there is a target to always have an increase or growth in the monthly visitor traffic report.
	Since when was the weekly event strategy implemented?	The implementation of this event strategy has been carried out for a long time, but due to the Covid-19 pandemic and several internal reasons, the strategy was stopped. Then this strategy began to be actively implemented again since January 2025.
	Effectiveness of weekly event strategy to increase mall visitor traffic	Directly, this strategy can increase the number of visitor traffic, but it is only short-term, namely during the event. Then, for the long-term period, this strategy aims to build brand awareness, so that in the end it will also increase the number of mall visitors. Thus, measuring the effectiveness of this event strategy cannot be assessed in a short time such as a week or two weeks, but requires long-term analysis. So far, this weekly event strategy has not been able to provide an impact

Source Data	Formulation of the problem	Research Result Data
		which significantly affects the number of visitor traffic after the event or on normal days when there is no event. However, by implementing this strategy consistently, it is expected to build brand awareness and increase the number of visitors in the long term.
	Advantages and disadvantages of implementing a weekly event strategy	<ul style="list-style-type: none"> <li>• Advantages: a more conceptual type of event, which has IT &amp; Lifestyle elements, so it is not a general event that is usually held in other malls</li> </ul>
		<ul style="list-style-type: none"> <li>• Disadvantages: cannot hold more varied events or cannot target events for all segments</li> <li>• Choose an event that is relevant to the mall's branding as an IT &amp; Lifestyle Mall</li> <li>• Synergize with the products in the mall, so that it can help promote tenants' products</li> <li>• Be selective in choosing event organizers</li> <li>• Consider how good the impact of the event is when compared to the costs that will be incurred</li> </ul>
	Promotional activities for events	For now, Cyber Mall uses an online platform through social media, namely Instagram, Facebook, and Tiktok. Then, in the future there is an agenda to do
Source Data	Formulation of the problem	Research Result Data
		integration with offline promotional media, namely by using vertical banners.
	Advanced weekly event strategies to attract visitors	Management usually coordinates with tenants to use promotions such as prize draw coupons and mall product discounts.
<b>Interview with the shop manager/stand owner/tenant</b>	Effectiveness of weekly event strategy on visitor traffic numbers	With the weekly event, it can indeed increase the number of mall visitors, but the increase has not occurred sustainably or in the long term. Thus, the strategy has an impact on increasing the number of visitors only when the event occurs.

	Impact of weekly event strategy on product sales	Through this strategy, the majority of tenants stated that there was an impact on product sales but it was not too significant.
<b>Management documentation</b>	Mall visitor data every month in the period before the event marketing strategy was implemented (January - May 2024)	<ul style="list-style-type: none"> <li>• Total visitors in January 2024: 8,952 people</li> <li>• Total visitors in February 2024: 8,740 people</li> <li>• Total visitors in March 2024: 8,945 people</li> <li>• Total visitors in April 2024: 8,710 people</li> <li>• Total visitors in May 2024: 8,693 people</li> </ul>
	Mall visitor data every month after implementing event marketing strategy (January - May 2025)	<ul style="list-style-type: none"> <li>• In January there were 3 events, namely on January 12, 19, and 26, with a total of 13,341 monthly visitors</li> <li>• In February there were 5 events, namely on January 02, 09, 22, 23, and 28</li> </ul>
<b>Source Data</b>	<b>Formulation of the problem</b>	<b>Research Result Data</b>
		<p>February, with a total of 24,089 monthly visitors</p> <ul style="list-style-type: none"> <li>• In March there were 5 events on March 8, 9, 15, 16, and 23, with a total of 10,504 monthly visitors</li> <li>• In April there were 4 events on April 13, 20, 23, and 27, with a total of 12,555 monthly visitors</li> <li>• In May there were 4 events on May 11, 18, 25, and 31, with a total of 14,311 monthly visitors</li> </ul>

Source: Interviews and Documentation by Researchers, 2025

### Advantages and Disadvantages of Cyber Mall Malang Event Marketing Strategy

In implementing this event marketing strategy, Cyber Mall management focuses on organizing events that are in line with the mall's branding, namely with the IT & Lifestyle theme. This is one of the advantages of various events at Cyber Mall compared to other malls. Previous research also explained that the use of themes in events has an important role in the event design differentiation strategy, so that the themes used can create a unique experience for visitors. In addition, event themes can also influence visitors' decisions to attend events based on preferences and suitability with various aspects such as demographics, geography, behavior, and psychographics (Suharyanto et al., 2022). However,

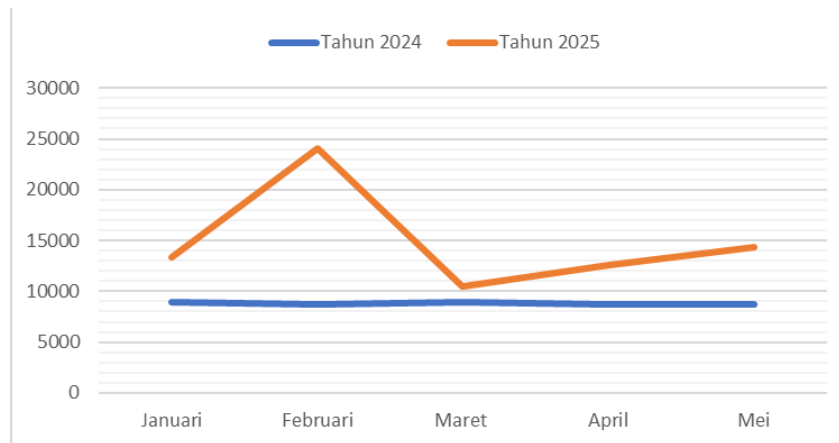
this theme-based event marketing strategy also causes limitations in the diversification or variation of the types of events held, so that it cannot reach many segments and affects the percentage of the possibility of increasing the number of visitors. This is because one way to increase the number of visitors is by expanding the market segment or diversifying the target market segment. This is in accordance with the objectives of the diversification strategy expressed by Saragih et al. (2022) namely diversification strategy can expand market share and increase the company's competitive advantage through product expansion and market segmentation.

#### **Cyber Mall Event Promotion Activities**

In an effort to promote the event that will be held, currently Cyber Mall management uses an online platform, namely through social media Instagram, Facebook, and Tiktok. These efforts are made by considering digital marketing trends and the suitability of the information media used by the target audience. Previous research has also shown that the use of social media as a promotional media that is run optimally can build brand identity and increase engagement with the event being held (Mas et al., 2024). Then, Cyber Mall management will also integrate the promotional strategy with an offline platform, namely using a vertical banner. This promotional media integration strategy can create a better overall audience experience. This is because offline marketing activities can increase engagement with the audience directly. Then, online marketing activities can build brand awareness in a larger audience, as well as create an incentive to be interested in the brand or in this context is the event being held (Zalyanti et al., 2024).

#### **Effectiveness of Implementing Cyber Mall Malang Event Marketing Strategy**

Based on the results of the analysis of interview data and documentation that has been obtained, it can be seen that there is an increase in the number of visitor traffic after the implementation of this event marketing strategy. However, the impact is currently still short-term or the increase in the number of visitors only occurs when the event is taking place, so it has not had a sustainable impact. In addition, the increase in the number of visitor traffic that occurred was not too significant from the previous number of visitors. This can be seen through the data on the increase in the number of visitors after the event was held, namely when compared to before the event strategy was implemented in January 2025 with January 204 only having a difference or increase of 4,389 visitors, then in February it was 15,349, March it was 1,559, April it was 3,845, and May it was 5,618. The following is a display of the increase in the number of visitors in graphic form:



Source: Data Processing by Researchers, 2025

Figure 1. Comparison of the Number of Visitor Traffic

Furthermore, if analyzed further, it can be seen that the increase in the number of visitors each month after the implementation of this event strategy is still unstable and fluctuates. Based on the results of observations by the author, this can occur due to several other factors that influence it, namely the difference in momentum each month. In this case, there are certain day moments such as Chinese New Year or Chinese New Year in January, Valentine's Day in February, the holy month of Ramadan in March 2025, Eid al-Fitr in April, and Waisak Day and the big Malang Raya Vaganza event in May. The difference in momentum also causes differences in interest and motivation towards visits to shopping centers such as malls. This is in accordance with the results of research by Listyorini & Soehari (2023) which found that event visitors who have high motivation towards products, and culture or traditional celebrations in the event theme, will tend to attend an event. This is relevant because the study uses several dimensions and indicators that have the same context, one of which is the event fan dimension which is measured through the indicator of the level of liking for the event atmosphere and motivation to interact with fellow fans of the event theme being held. Furthermore, there is a hang-around dimension which is measured through the indicator of motivation to feel the event atmosphere with family or friends, and use free time.

Although there is an increase in the number of visitors that is not yet significant and is still fluctuating, the management also stated that measuring the effectiveness of implementing this strategy cannot be measured in a short period of time, so it requires in-depth and gradual measurements over a long period of time. Then, based on statements from the marketing communication promotion & event staff, it was revealed that there was no specific target number in defining the achievement of the success of the number of visitors each month, but there was a target that there was always an increase in the number of visitors each month. Thus, it can be concluded that this event strategy can meet the expectations and targets of the management where there is an increase in the number of visitors from the period before the event marketing strategy was implemented. Furthermore, by implementing this strategy, the management also

wants to build brand awareness of the existence of the Mall, so that in the end it can increase the number of visitor traffic more sustainably.

Overall, the implementation of event marketing strategies in Cyber Mall has proven to be effective in increasing the number of visits during the implementation of event marketing and is proven by the 2025 Cyber Mall visitor traffic data showing that there was an increase in visitor traffic when the event was taking place, so this strategy can be interpreted that this event marketing strategy increases the number of mall visitors even though the increase is temporary/short-term and has not had a significant impact.

#### **Advanced Cyber Mall Event Marketing Strategy**

The implementation of the event marketing strategy in Cyber Mall Malang also implements advanced strategies, namely prize draw coupons and mall product discounts. This aims to encourage audience interest to visit, as well as increase visitor interest in making purchases during the event. In addition, according to the statements of the majority of shop managers/stand owners/tenants, they stated that this event strategy did have an impact on product sales, but it was not significant. Therefore, the management implemented this advanced strategy to maximize the event strategy. In this case, previous research also stated that coupon programs, discounts, and event marketing strategies can increase impulsive buying (Suwito & Nurweni, 2021). Thus, the implementation of various advanced strategies can maximize the increase in mall visitors, namely to encourage purchases during events.

#### **CONCLUSION AND RECOMMENDATION**

The implementation of event marketing strategy in Cyber Mall Malang has proven effective in increasing the number of visitor traffic, although the impact is short-term, which only occurs when the event is taking place. This can be seen from the data on the number of visitors that fluctuate when the event occurs. Although the results of the increase in visitors do not occur continuously, namely on normal days, Cyber Mall management also applies this event strategy to build stronger brand awareness of the mall's existence. The advantage of the event marketing held is that the event is linear with the Mall's theme, namely IT & Lifestyle, so that it can provide differentiation compared to other malls. However, there are shortcomings in the limited variety of types of events that can be held, so that they cannot reach all market segments and expand the audience. Therefore, although the event marketing strategy has shown positive results, continuous development and adjustment are needed to maintain competitiveness in an increasingly competitive market. In this case, Cyber Mall management needs to carry out continuous measurement and evaluation by collecting feedback in the form of suggestions and criticisms from event visitors, as well as from various tenants in the Mall. In addition, management can also apply other advanced strategies such as loyalty programs to encourage visitors to make repeat visits. Then in event planning, management must also identify and maximize important moments such as religious, national, and cultural celebrations, as well as other moments such as long weekends, and seasonal

moments such as back to school after a long holiday. Furthermore, to help increase brand awareness, increase the number of visits, and maintain consistent visits in the long term, management can combine event marketing with digital marketing strategies. In this case, promotional activities can be carried out directly through event marketing (such as exhibitions, concerts, competitions, or bazaars) then strengthened by digital promotion to expand reach, attract audience attention, and maintain engagement after the event is over.

#### **ACKNOWLEDGMENT**

This research still has limitations, so further research can be conducted on different research objects but on the same topic, namely "The Effectiveness of Implementing Event Marketing Strategies in Increasing the Number of Visitor Traffic".

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