

Marketing Strategies to Increase Seller Interest in the Cuan Market Event Organizer in Surabaya

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ABSTRACT

The event organizer industry in Indonesia is experiencing rapid growth as the public's demand for well-organized, safe, and enjoyable events increases. One emerging trend is thrifting, the buying and selling of secondhand clothing that supports a sustainable lifestyle. Cuan Market is a community-based event organizer with a creative concept and a focus on thrift fashion trends. In an effort to attract visitors and sellers, Cuan Market actively utilizes social media, particularly Instagram, to build a strong brand image and reach a broad audience. Although this strategy has proven effective in increasing exposure, Cuan Market still faces various challenges such as high competition, changing market preferences, and other external factors. This study aims to analyze the marketing strategies used by Cuan Market to retain and attract seller participation. The results of this study are expected to contribute to the development of marketing studies in the context of community events and serve as a practical reference for organizers of similar events in Indonesia.

INTRODUCTION

The event organizer (EO) business in Indonesia is growing, with more people wanting events that are well-planned, organized, and safe (Mawaddah, 2023). EO companies now do more than just the technical work; they also manage resources, time, and money to make sure events go well. One popular type of event right now is the thrift event, where people buy and sell used clothes, which is seen as cheaper and better for the environment. Thrifting used to be just about saving money, but now it's a trendy lifestyle that supports reducing waste, especially textile waste from the fashion industry (Maharani et al., 2022). Thrift fashion has become more popular since the pandemic because people have been dealing with money problems and looking for stylish but cheaper options. In Indonesia, this trend has also grown because of social pressures like status, wanting to express oneself, and fitting in. Clothes not only protect us but also show our personality and values without words.



Figure 1 Thrifting Enthusiasts in Indonesia

Source: Ningsiawati, 2024

Seeing this trend, Cuan Market has become an event organizer that focuses on thrift events with creative and community-based ideas. This event brings sellers and buyers together in a fun and lively way. It's not just a place to buy and sell, but also a place for people to connect, enjoy music, explore food, and take part in community activities. The items sold at Cuan Market are mostly unique, vintage, branded, or limited-edition. This attracts visitors who want to look good without spending a lot of money (Putri, Patria, 2022). Besides offering a fun shopping experience, Cuan Market uses social media, especially Instagram, as its main way to promote itself. On its official account, it shares pictures, information about sellers, event updates, and current fashion trends. By actively talking to followers through comments and messages, it builds stronger relationships with its online audience and attracts potential visitors and new sellers (Putri, Patria, 2022). The current economic landscape has made it harder for some Indonesians to purchase brand-new items to maintain their desired lifestyle,

prompting many to explore thrift fashion as a way to stay fashionable and keep up with current styles (Sariwaty et al., 2019). Contemporary lifestyles are also placing greater importance on status and ease when it comes to acquiring good quality items at reasonable prices (Maulidah & Russanti, 2021). Indeed, outfits put together using thrifted clothes can be just as visually appealing as brand-new clothes, provided they are styled well (Instagram Cuan Market, [@cuanmarket.official](https://www.instagram.com/cuanmarket.official)).



Figure 2. Instagram Cuan Market Social Media

Source: Instagram Cuan Market ([@cuanmarket.official](https://www.instagram.com/cuanmarket.official))

In this situation, social media, specifically Cuan Market's official Instagram profile, has turned into a crucial approach for growing promotional scope and developing strong emotional connections with followers. The profile offers helpful content such as schedules for events and lists of vendors, along with visual content showing the vibe of events, customer fashion choices, and current trends in thrifting. Social media is also used to post updates in real-time and encourage interaction through comments and private messages. This method positions Cuan Market as an inspiring place for innovation that effectively draws the attention of both visitors and possible vendors (Instagram Cuan Market, [@cuanmarket.official](https://www.instagram.com/cuanmarket.official)).

To continuously maintain and grow the interest of sellers, Cuan Market uses a marketing plan that focuses on creating a win-win situation between sellers and buyers. This plan covers growing the market, improving seller loyalty, and offering digital promotional support through social media to increase exposure and sales. Having a flexible marketing approach is essential

for being successful in dealing with industry issues, such as constantly changing trends and economic realities.

According to a SWOT analysis, Cuan Market's biggest advantage is the widespread appeal of thrifting. Nevertheless, challenges like competition among event planners, shifting fashion trends, economic ups and downs, and rules from the government need to be taken into account to stay relevant. The marketing plans that are put in place are aimed not just at getting more visitors but also at building lasting bonds with sellers by working together on digital projects, partnering with influencers, and developing event ideas that are appealing and match what the target audience wants. As a result, Cuan Market can build lasting competitive advantages by using creative marketing tactics that adapt to changes in the world around them.

Even though this strategy has been successful in reaching its target audience, Cuan Market still faces challenges. These include strong competition from other event organizers, changing market trends, and outside factors like economic changes and government rules. Because of this, its marketing strategy must be flexible and focused on the long term. The strategy should not only aim to increase the number of visitors but also to create a win-win situation for both sellers and buyers. This can be done through online promotions, working with influencers, and creating interesting and relevant event ideas. To stay ahead of the competition and keep sellers loyal, marketing strategies must constantly adapt to the changing market (Febrianti & Komarudin, 2023).

Based on the above, this study asks: How does Cuan Market, an event organizer in Surabaya, attract sellers using its marketing strategies? The goal of this study is to find and analyze the marketing strategies that Cuan Market uses to attract sellers in a sustainable way. This research is expected to help develop the study of community-based event marketing in theory. It is also expected to provide practical advice for Cuan Market and other event organizers in creating marketing strategies that are effective, competitive, and relevant. Previous research shows that people in Indonesia tend to choose thrift fashion for economic reasons, to gain status, and to stay fashionable at an affordable price (Maulidah & Russanti, 2021). However, there is not much research specifically on the marketing strategies of thrift event organizers like Cuan Market in cities. Therefore, this study hopes to fill this gap and offer new ideas on how to develop marketing strategies for event organizers in Indonesia.

RESEARCH METHODS

Researchers use a method qualitative descriptive research to explain and deeply understand events based on real world information gathered through watching, talking with people, and looking at documents (Sugiyono, 2019). This method lets researchers understand the meaning and how people see things in a real social situation. The researchers studied how to create marketing plans that would get sellers to join the Cuan Market Event Organizer. The study happened during the "Make AJBS Great Again" event from May 29 to June 8, 2025,

at AJBS Home Centre in Surabaya. The researcher picked this place because it involved the founder, workers, and sellers, allowing for a closer look at how they interacted.

To gather information, the researcher watched and participated in event activities, writing down how people behaved and interacted naturally. The researcher also did detailed interviews using a flexible format to find out things that couldn't be seen just by watching. The researcher identified three types of resource to interview: the founder of Cuan Market as the main resource person, two sellers as important people, and two event staff as extra people. The researcher looked at the information using a SWOT analysis, which includes strengths, weaknesses, opportunities, and threats (Jannah et al., 2024). To make the analysis stronger, the researcher created an EFAS (External Factor Analysis Summary) to judge outside factors and an IFAS (Internal Factor Analysis Summary) to judge inside factors. Then, the researcher put the findings into a SWOT Matrix to create SO, WO, ST, and WT strategies for making Cuan Market's marketing plan better.

RESULTS & DISCUSSION

The interviews showed that the founder of Cuan Market became interested in event organizing while studying. This interest grew as they got involved in the thrift community. Eventually, they started an event organizing company that combines fashion, exhibitions, and entertainment. The events are planned to be conceptually innovative, take advantage of current trends, and provide excellent service to businesses. This is clarified by the results of an interview quote with the founder, namely "Initially, we saw that the fashion and entertainment industries in Indonesia were still operating separately. However, if combined, the two could support each other and create a much more engaging experience for visitors. That's why we started designing an event concept that wasn't just a fashion show, but also included a local product exhibition, music performances, and inspirational talk shows."

The promotion plan focuses on building trust with visuals, keeping a good reputation by talking with participants, and tracking daily sales for support. Regular reviews after each event help keep the event high-quality and appealing. The marketing plan aims to create a fun experience for participants and visitors. This is done through modern decorations, having relevant celebrities there, and providing interactive areas that look good. Social media is used a lot to reach more people by sharing videos, tenant photos, and event updates. The organizers communicate a lot before and after the event to show they care about the participants' success. Although there are technical problems and other organizers copy the ideas, this event is strong because of its quality, helpful service, and personal touch that makes participants loyal. This marketing plan was also implemented by Kinipagi Wedding Planner Cirebon. Based on research a marketing strategy involving promotions can attract customer interest. Marketing through social media can also reach a wider market (Roslikawati Roslikawati & Tia Listiaty, 2024).

Participants said they join this event mainly because it has many potential visitors, follows current trends, and is in a good location. They are happy with their experience because of the

facilities, security, and helpful organizers, which all make their business activities run smoothly. However, it's hard when participants compete with each other at the same event, especially if visitors don't visit all the booths equally. So, participants suggest doing more promotion and working with popular people to make sure visitors are more evenly spread out. Overall, the marketing plans have successfully attracted participants and made them want to join the next event too.

The SWOT analysis shows that the event is strong because its concept fits youth trends, its products are priced competitively, and it uses social media a lot for promotion. There are opportunities because a frugal lifestyle is becoming more popular, there could be partnerships with communities, and the event could expand to new areas. However, the event is weak because it depends on trends and celebrities, and the location isn't perfect for people from out of town. Threats include competitors copying the idea with lower prices, stricter event rules, and possible changes in market trends. The IFAS and EFAS matrices were used to measure how these factors affect the creation of strategies to keep advantages and handle challenges in the event organizing business. The results of the IFAS and EFAS matrices refer to interviews with the company founders regarding the effectiveness of their marketing strategies. This is clarified by the interview quote, "The key to social media marketing is consistency and quality content. We have a dedicated team that designs creative content every week, including promotional calendars tailored to specific trends and moments, such as national holidays or the holiday season."

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Matrix Analysis. **Internal Factors.** The Internal Factor Analysis Summary (IFAS) table is a table used in a SWOT analysis to summarize and evaluate the internal factors influencing an organization, both strengths and weaknesses. The purpose of this table is to provide a quantitative overview of the influence of internal factors on organizational performance and serve as a basis for formulating appropriate strategies.

Below is IFAS Table 1, which summarizes Cuan Market's internal factor analysis, which quantitatively assesses the company's strengths and weaknesses. In terms of strengths, a total weighting of 0.52 with a score of 1.84 indicates a significant dominance of positive factors, including the thrifting event concept, complete with workshops, music, and guest stars, as a unique value; aggressive digital promotion through Instagram, TikTok, influencers, and offline media; regular events held in strategic locations in East Java that reach a broad market; a personal approach and daily sales evaluations for sellers; and an experienced event organizer team. Meanwhile, weaknesses, with a total weighting of 0.48 with a score of 0.87, include dependence on crowds and influencers; low product variety due to a focus on thrift fashion; inaccessibility of some event locations, which increases sellers' transportation costs; weather risks at outdoor venues and power outages at indoor venues; and less effective print promotional media compared to digital content. Overall, the total score of 2.71, which is above the average

of 2.50, indicates that Cuan Market's internal position is relatively strong, with strengths that can be utilized to overcome weaknesses and increase competitiveness.

Table 1 IFAS Results (Internal Factor Analysis Summary)

Internal Factors		Weight	Rating	Score
Strengths				
1	Complete thrifting lifestyle concept with workshops, music & guest stars (unique value)	0.15	4	0.60
2	Aggressive digital promotion (Instagram, TikTok, influencers, banners)	0.13	4	0.52
3	Regular events in strategic East Java locations — broad reach	0.10	3	0.30
4	Personal approach & daily sales evaluation for sellers	0.08	3	0.24
5	Experienced and solid event organizer (EO) team	0.06	3	0.18
Total Strengths		0.52		1.84
Weaknesses				
1	Event performance depends heavily on crowd/influencers	0.12	2	0.24
2	Low product diversification — focus on thrift fashion	0.10	2	0.20
3	Some venues are less accessible — seller transport costs	0.09	2	0.18
4	Weather risks (outdoor venue) & electricity issues in indoor venues	0.09	1	0.09
5	Printed brochures/flyers less effective than digital content	0.08	2	0.16
Total Weaknesses		0.48		0.87
TOTAL INTERNAL FACTORS		1.00		2.71

Source: *Research Result (Processed), 2025*

The IFAS matrix, which looks at internal factors, shows that the thrift market event organizer's strengths are greater than its weaknesses. The strength factor scored 1.84, while the weakness factor scored 0.87, giving a total IFAS value of 2.71. This score means the organization is strong internally, with positive things being more important and helping marketing strategies succeed. Because of this, the organization can grow by making its strengths even stronger, while also dealing with and reducing technical and managerial problems.

This value indicates that the organization is in a strong internal position, as positive operational and marketing factors outweigh the challenges it faces. Thus, the organization has a strong foundation for continuing and developing its business strategy sustainably. To ensure optimal organizational development, strategic steps that can be taken include: 1) Strengthening existing strengths, such as community networks, attractive event concepts, unique product offerings, and the ability to create engaging event experiences for attendees. 2) Reducing and addressing weaknesses, especially those related to technical aspects such as limited human resources or logistics, as well as managerial issues such as lack of coordination between teams or inadequate planning. 3) Integrating strengths with external opportunities, particularly by leveraging social media and the increasingly popular trend of sustainable lifestyles, to expand audience reach and

enhance the event's image.

External Factors. The External Factor Analysis Summary (EFAS) table is an analytical tool within the SWOT method used to summarize and evaluate external factors affecting an organization, both opportunities and threats. The goal is to assess the extent to which a company is able to capitalize on opportunities and anticipate threats from its environment.

Below is Table 2 EFAS, which summarizes Cuan Market's external factor analysis, including opportunities and threats affecting its business strategy. In terms of opportunities, a total weighting of 0.55 with a score of 1.92 indicates that positive external factors are quite dominant, including the rapid growth of sustainable fashion and thrift trends post-pandemic, the viral effects of social media like TikTok and Instagram Live that can increase exposure, collaboration opportunities with communities, MSMEs, local brands, and artists, potential expansion to new cities or venues, and scheduling events that align with paydays at the end or beginning of the month. Meanwhile, threats have a total weighting of 0.45 with a score of 1.02, including intense competition from other thrift event organizers offering cheaper booth rentals, the risk of visitor boredom if the event concept is not developed, weakening purchasing power due to sluggish economic conditions, potential obstacles to event permits, weather, and environmental regulations, and shifts in fashion trends that could reduce interest in thrift. Overall, the total score of 2.94, which is above the average of 2.50, indicates that Cuan Market has a good ability to capitalize on external opportunities while also effectively anticipating existing threats.

Table 2 EFAS (External Factor Analysis Summary)

No	External Factors	Weight	Rating	Score
Opportunities				
1	Rapid growth of sustainable fashion and thrift trend post-pandemic	0.15	4	0.60
2	Viral effect of social media (TikTok/IG Live, FYP, ads)	0.12	4	0.48
3	Collaboration with communities, MSMEs, local brands & artists	0.12	3	0.36
4	Expansion to new cities/venues with potential	0.10	3	0.30
5	Event scheduling aligned with end/beginning of month paydays	0.06	3	0.18
Total Opportunities		0.55		1.92
Threats				
1	Intense competition from other thrift event organizers offering cheaper booths	0.15	2	0.30
2	Buyers may get bored if concepts don't evolve	0.10	2	0.20
3	Weakened purchasing power in a sluggish economy	0.08	1	0.08
4	Event permit issues, weather, and environmental regulations	0.10	2	0.20
5	Fashion trend shifts — thrift trend may fade	0.12	2	0.24
Total Threats		0.55		1.02
TOTAL EXTERNAL FACTORS		1.00		2.94

Source: Research Result (Processed), 2025

Looking at outside factors with the EFAS matrix, we can see that Cuan Market is in a pretty good situation. The opportunities were weighted at 1.92, while the threats only scored 1.02, according to the people we talked to. The total EFAS score of 2.94 shows that the good things on the outside outweigh the bad things. This means Cuan Market can focus its plans on

growing as much as possible, especially by using social media, working with local groups, and picking the right places and times for events. Compared to the IFAS results, which were 2.71, we can say that Cuan Market has strong points on the inside and lots of good chances on the outside. This mix puts the organization in a good spot for long-term growth. To keep doing well, it will be very important to make the most of its strong points, change with the times to take advantage of opportunities, and keep making its weak points and any threats as small as possible.

This is in line with research by Rangkuti, F. (2019) which states that organizations that have high internal strength and face large external opportunities are in a strategic position to implement aggressive strategies (growth strategies) through market expansion and service innovation. Also research conducted by Darmayanti, E. (2021), which states that the success of organizing local events is greatly influenced by the organization's ability to read external dynamics and establish cooperation with community actors in its area.

SWOT Diagram. The Total Strategy Factor Scores table summarizes the results of Cuan Market's internal and external factor analysis by combining scores from the IFAS and EFAS. From the internal factor perspective, the total strengths scored 1.84, while the weaknesses scored 0.87, resulting in a total internal score of 2.71, with a positive margin of 0.97. This indicates that Cuan Market's strengths significantly outweigh its weaknesses, providing a solid internal competitive position. Meanwhile, from the external factors, the total opportunities scored 1.92 and the threats scored 1.02, resulting in a total external score of 2.94, with a positive margin of 0.90. This indicates that Cuan Market has a strong ability to capitalize on market opportunities while being quite effective in anticipating existing threats. Overall, the combination of high internal and external scores indicates that Cuan Market is in a favorable strategic position to develop its business in the future.

Table 3 Total Strategy Factor Scores (Internal & External)

Internal Strategic Factors		Score
1	Total Strengths	1.84
2	Total Weaknesses	0.87
Total Internal Strategic Factors		2.71
Difference (Strengths – Weaknesses)		0.97
External Strategic Factors		Score
1	Total Opportunities	1.92
2	Total Threats	1.02
Total External Strategic Factors		2.94
Difference (Opportunities – Threats)		0.90

Source: Research Result (Processed), 2025

The internal factor analysis shows that Cuan Market's strengths are greater than its weaknesses. Its strength score is 1.84, and its weakness score is 0.87. The total IFAS value is 2.71, which means the organization is internally strong enough to support future business

strategies. The 0.97 difference between strengths and weaknesses further shows that internal factors are more helpful than harmful. At the same time, the external factor analysis shows a pretty good environment. The opportunity factor scored 1.92, and the threat factor scored 1.02. This gives a total EFAS value of 2.94 with a difference of 0.90. This means that external opportunities are greater than the threats. Possible opportunities include more social media use, working with local communities, and choosing event locations and times carefully. With an IFAS score of 2.71 and an EFAS score of 2.94, Cuan Market is in a good position for long-term growth and development. The combination of internal strengths and external opportunities provides a strong base for creating more flexible and advanced strategies. Future strategies should focus on making internal strengths even stronger while taking advantage of external opportunities. This will help Cuan Market stay competitive and relevant in the event organizer industry.

Internal-External Matrix. Based on an IFAS total score of 2.71 and an EFAS score of 2.94, Cuan Market is in Quadrant V of the Internal-External Matrix. This position means that the right strategy is to hold and maintain. This means keeping things as they are and making the service better, as well as keeping sellers loyal. With this strategy, new ideas for events can be slowly developed to keep the event interesting and stay competitive.

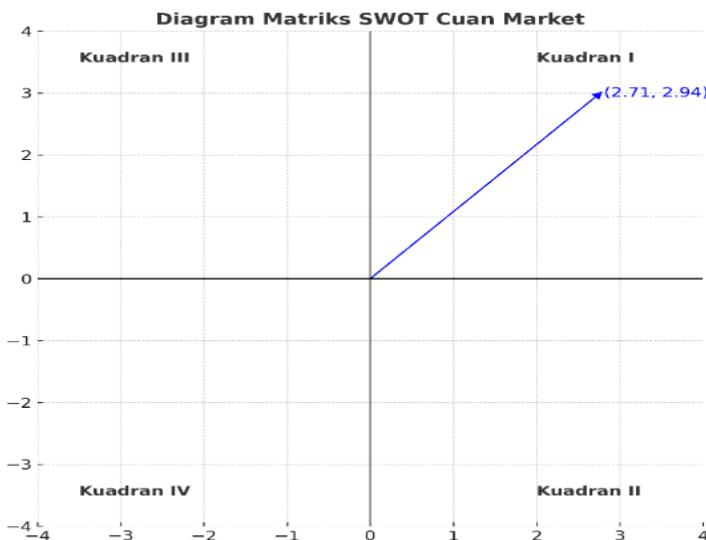


Figure 2 Cuan Market SWOT Matrix Diagram

Source: author's diagram, 2025

According to the IFAS and EFAS results, Cuan Market is in Quadrant I of the SWOT diagram. This means the company is in a good place to use a strategy focused on growth. Cuan Market can use its internal strengths, like interesting event ideas and effective online

advertising, along with external chances, like the increasing popularity of thrifting and working with local groups, to grow its influence and do better than its competitors in the event planning industry.

After the weights and ratings are used in the IFAS and EFAS matrices, the final scores go into internal and external matrices. These scores show where Cuan Market stands in the quadrant, based on the weighted SWOT analysis. The diagram below Table 4 IE Matrix Structure (3x3 Grid) is an analytical framework that maps a company's strategic position based on IFAS (internal factors) and EFAS (external factors) scores. The horizontal axis shows the IFAS score, which describes internal strengths and weaknesses, while the vertical axis shows the EFAS score, which represents the company's ability to capitalize on opportunities and anticipate external threats. Each axis is divided into three categories: High (3.0–4.0), meaning very strong; Medium (2.0–2.99), meaning quite strong; and Low (1.0–1.99), meaning weak. The combination of these two scores produces nine cells (I–IX) with different strategic implications, ranging from growth strategies in cells I–III, hold and maintain strategies in cells IV–VI, to harvest/divest strategies in cells VII–IX. This structure facilitates determining strategic direction based on the company's actual position in the matrix.

Table 4 IE Matrix Structure (3x3 Grid)

	EFAS High (3.0–4.0)	EFAS Medium (2.0–2.99)	EFAS Low (1.0–1.99)
IFAS High (3.0–4.0)	I	II	III
IFAS Medium (2.0–2.99)	IV	V	VI
IFAS Low (1.0–1.99)	VII	VIII	IX

Source: *Research Result (Processed), 2025*

Cuan Market is in quadrant V of the internal-external matrix. Its IFAS score is 2.71, and its EFAS score is 2.9. This means Cuan Market is now in a phase of trying to grow quickly. The suggested plan is to "Hold and Maintain." This means Cuan Market is strong enough inside and can take advantage of chances outside. But it is not quite ready to grow a lot. So, the best plan is to focus on getting more sellers to stay loyal and reaching more people with ads. It should also add new types of tenants (food, crafts, art) to attract more visitors. Also, it should regularly check and change its events, such as coming up with new ideas to stay interesting as other event planners compete.

Table 5 Summary of Strategies Based on the IE Matrix

	Details
Quadrant Position	V
Internal Score (IFAS)	2.71
External Score (EFAS)	2.94
Main Strategy	Hold and Maintain
Recommended Strategies	<ol style="list-style-type: none"> Market penetration Gradual tenant/event development

Implementation Examples

- Digital promotion to attract new buyers
- Loyalty program for sellers
- Diversification of tenant and event concepts - Collaboration with local communities

Source: *Research Result (Processed), 2025*

Figure 3 below is the IE Matrix (Internal-External), a strategic analysis tool used to determine the position of a company or organization based on the results of internal factor assessments (IFAS) and external factors (EFAS). This matrix is in the form of a 3x3 table, where the horizontal axis shows the IFAS score representing internal strengths and weaknesses, while the vertical axis shows the EFAS score describing external opportunities and threats. Based on the combination of these values, the company's position can be divided into three main categories. First, the Grow and Build area (Quadrants I, II, III) indicates high internal strengths and external opportunities, so the recommended strategy is aggressive growth through expansion, integration, or diversification. Second, the Hold and Maintain area (Quadrants IV, V, VI) reflects moderate internal and external conditions, so the appropriate strategy is to maintain existing markets while increasing efficiency, such as market penetration and product development. Third, the Harvest or Divest area (Quadrants VII, VIII, and IX) indicates internal weaknesses or weak external opportunities. Therefore, the appropriate strategy is to harvest existing profits or divest less profitable business units to allocate resources to areas with greater potential. This matrix allows management to visually identify the organization's strategic position and determine the most relevant development steps.

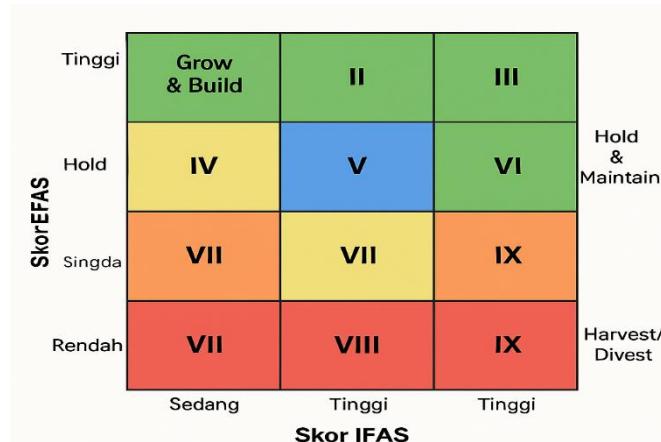


Figure 3 Visual Matrix Graph

Source: *author's diagram, 2025*

SWOT Alternative Strategy Matrix. Based on the SWOT analysis, the researchers came up with four main strategies. They are explained in table 5, namely Cuan Market's SWOT strategy

is formulated by combining internal and external factors into four strategic groups. The SO (Strength-Opportunity) strategy leverages internal strengths to seize external opportunities, such as maximizing digital promotions through Instagram and TikTok to reach new sellers from outside the city, partnering with communities, MSMEs, and influencers to broaden the appeal of events, using entertainment concepts such as music, competitions, and education as the main attraction in collaborative promotions, and developing mini-events at strategic moments such as paydays or long holidays. The ST (Strength-Threat) strategy aims to use internal strengths to overcome threats, for example by periodically developing varied event concepts to avoid monotony, improving the quality of visual content and digital storytelling to compete with similar event organizers, engaging loyal sellers to create testimonials and review content as promotional value, and increasing visitor interaction to maintain brand awareness during declining trends. The WO (Weakness-Opportunity) strategy focuses on improving internal weaknesses to capitalize on opportunities, including expanding tenant types such as culinary, crafts, and art to attract more vendors, building a more efficient booth booking and logistics system to address location access issues, providing promotional incentives for new vendors, and collaborating with campus communities as an alternative, cheaper and closer location. Finally, the WT (Weakness-Threat) strategy is directed at minimizing weaknesses while preventing threats, for example by creating technical mitigation SOPs related to weather, electricity, and permits at each event location, reducing dependence on influencers by encouraging content creation by visitors or vendors, regularly evaluating event concepts to avoid market saturation, and increasing the professionalism of the field team so as not to be overly dependent on key individuals.

Table 5. SWOT Alternative Strategy Matrix

	Opportunities (Peluang)	Threats (Ancaman)
Strengths (Kekuatan)	<p>SO Strategy (Strength – Opportunity)</p> <ul style="list-style-type: none"> ► Leverage internal strengths to seize external opportunities: - Maximize digital promotion (IG, TikTok) to reach new sellers from outside the city – Partner with communities, MSMEs, and influencers to expand event appeal – Use entertainment concepts (music, competitions, education) as main selling points in collaborative promotions – Develop mini-events during strategic moments (e.g., payday, long weekends) 	<p>ST Strategy (Strength – Threat)</p> <ul style="list-style-type: none"> ► Use internal strengths to counter external threats: <ul style="list-style-type: none"> – Periodically develop varied event concepts to avoid monotony – Enhance strength in visual content & digital storytelling to compete with similar event organizers – Involve loyal sellers to create testimonials and review content as promotional value – Increase visitor engagement to maintain awareness during trend downturns
Weaknesses (Kelemahan)	<p>WO Strategy (Weakness – Opportunity)</p> <ul style="list-style-type: none"> ► Improve internal weaknesses to capture external opportunities: 	<p>WT Strategy (Weakness – Threat)</p> <ul style="list-style-type: none"> ► Minimize internal weaknesses and prevent external threats: <ul style="list-style-type: none"> – Develop SOPs for technical mitigation

Opportunities (Peluang)	Threats (Ancaman)
<ul style="list-style-type: none"> – Diversify tenant offerings (culinary, crafts, arts) to attract more sellers – Build a more efficient booth booking and logistics system to overcome location access issues – Launch promotional incentives for new sellers – Collaborate with university communities as a cheaper and closer venue alternative 	<ul style="list-style-type: none"> (weather, electricity, permits) at each event location – Reduce dependency on influencers by encouraging content creation from visitors/sellers – Regularly evaluate event concepts to prevent market saturation – Improve professionalism of field teams to reduce over-reliance on key individuals

Source: Research Result (Processed), 2025

Challenges Faced in Organizing Events. As a secondhand goods event organizer, Cuan Market faces various internal and external challenges that impact the effectiveness of its marketing strategy. Internally, a limited workforce results in excessive workloads for employees, potentially reducing service quality during the event. This issue is common in the event management industry, where inadequate human resource allocation can directly impact operational quality. Furthermore, unstable vendor revenues and ineffective internal communication hinder regular evaluations and the development of sustainable work systems.

Externally, intense competition among event organizers, changes in consumer preferences, licensing regulations, and national economic conditions also influence vendors' interest in participating. This aligns with Rangkuti's (2019) findings, which explain that changes in the external environment can significantly weaken a business's attractiveness if an organization fails to adapt. Therefore, Cuan Market needs to make significant changes to its operational and marketing strategies. These changes include not only a more adaptive and creative promotional approach but also improvements in human resource management, internal communication systems, and overall event execution. With comprehensive adjustments, organizations can maintain relevance, increase efficiency, and remain attractive to vendors and visitors alike (Hamzah & Hasanah, 2023)

Comparison with Previous Research. This study supports what other studies have found: Digital marketing is important for business events. This was shown in studies by (Roslikawati Roslikawati & Tia Listiaty, 2024) and (Robby Aditya, 2023). However, this study is special because it focuses on sellers as the main part of marketing plans. Other studies focused more on consumers. Also, Cuan Market's plan is more flexible and fits the current thrift market because it involves the community and uses social media for communication. Working with influencers and having a community for sellers are important differences.

Cuan Market's Marketing Strategy in Attracting Seller Interest. Cuan Market's marketing strategy is designed to put customers first, treating sellers as important partners. This strategy

includes:

- Using digital marketing a lot, especially on Instagram and TikTok, to create strong emotional connections and a visual brand.
- Using community-based strategies to build relationships with thrift communities, musicians, and local small businesses. This creates a supportive environment for sellers.
- Having flexible pricing for sellers, based on the principles of the marketing mix (7P). This allows sellers of different sizes to participate.
- Providing personalized and helpful service, such as communicating through WhatsApp and offering technical advice. This strengthens relationships and supports sellers.
- Improving the physical event by choosing good locations, having attractive booths, and providing entertainment like live music and photo booths.

This strategy shows how modern marketing ideas (7P, experiential marketing, and community engagement) can be used in the thrift event industry (Agus Susanti, 2022). Cuan Market stands out by working together with others and focusing on keeping sellers involved for the long term. This makes it a good example for other event organizers to follow.

CONCLUSION & SUGGESTION

Based on research on marketing strategies to attract more sellers at the Pasar Cuan Surabaya event organizer, it was found that Cuan Market not only sells secondhand goods, but is also known for its creative and unique event concepts, such as collaborations with guest stars, influencers, musicians, and local communities that are able to attract visitors. In addition to selling secondhand products, Cuan Market also provides entertainment and engaging activities that create a fun experience, thus encouraging more sellers to participate. Their digital marketing strategy, particularly through Instagram, has proven effective in building a positive brand image and expanding audience reach, which ultimately increases seller interest. The support provided to sellers—such as feedback, daily sales reports, and mentoring during the event—also strengthens long-term relationships based on trust and loyalty. Amid challenges such as competition with other event organizers and changing trends in the secondhand market Cuan Market responds adaptively by continuously generating new ideas and refreshing event concepts to maintain competitiveness and sustainability.

Based on the research results, the author suggests several steps that Cuan Market can take to improve its marketing strategy in the future, including creating more diverse event ideas to keep sellers interested and not bored, establishing partnerships with sponsors, influencers, and local communities to expand connections and attract participants, continuing to optimize digital marketing through Instagram, TikTok, and collaboration with influencers to reach a wider audience, planning for potential problems such as intense competition or decreasing seller interest, conducting regular evaluations of each event to find weaknesses and improve the quality of promotions, ideas, and services, and conducting regular market research so that

marketing strategies are always aligned with current trends and preferences, thus being able to create an attractive event experience for young people.

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