

ABSTRACT

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CREATIVEPRENEURS IN THE DECORATION SERVICES BUSINESS IN THE DIGITAL ERA IN DEVELOPING AND DEVELOPING SKILLS THROUGH PROFESSIONAL WORK LECTURES

The advancement of digital technology has significantly transformed marketing methods in the business world, including the balloon decoration service sector. This research was conducted to discover and analyze creative marketing strategies that can be applied to develop a balloon decoration business in the digital era. The study focuses on exploring various innovative approaches, such as utilizing social media as the primary promotional tool, creating engaging visual content, collaborating with local influencers, and using online marketplaces to increase brand awareness and build customer loyalty. Additionally, this research emphasizes the importance of innovation in product design and personalized services to meet the needs of modern consumers. The results indicate that creative marketing strategies that are responsive to digital advancements have a significant impact on expanding market reach and enhancing business competitiveness. This study provides practical recommendations for similar businesses to integrate digital technology into their marketing strategies, thereby supporting sustainable business growth amidst increasingly fierce competition.

Keywords: *Creative Marketing Strategies, Balloon Decoration Services, Digital Era, Social Media, Brand Awareness, Customer Loyalty, Product Innovation*