

APPENDICES

SANDRA DEWI AND HARVEY MOEIS' DREAMY WEDDING IN JAKARTA

by Bridestory Nov 8th, 2016 | 16:30 in [NOTABLE WEDDINGS](#)

After unveiling their three-year-long relationship through [an enchanting pre-wedding album shot in Japan](#), Sandra Dewi and Harvey Moeis are now officially married. Their wedding ceremony earlier today in the Jakarta Cathedral was as dreamy and magical as Sandra had always dreamed of. "From the very beginning, Harvey and I had this wedding concept in mind. We're so happy that everything went smoothly and as planned," Sandra said.

The whole area was decorated to perfection by [Royal Design Indonesia](#) and Beautifleur; with shades of white and gray that really enhanced the timelessness of the wedding. Sandra herself looked her most stunning self, wrapped in a ball gown by celebrated Indonesian designer, Adrian Gan. Behind the lenses were [The Leonardi](#) and [David Salim Photography](#), documenting moments of the merry occasion.

Above all, the ceremony felt complete with the presence of Sandra and Harvey's dearest family and friends. "I'd like to thank all our family and friends, Bridestory, our wedding vendors, and everyone who helped to make our special day a reality," Sandra said. "We really hope that the wedding can be a good beginning to our marriage, until death do us part," Harvey said, completing Sandra's statement.

After the ceremony, the newlyweds headed to [The Dharmawangsa Hotel](#) for their tea pai ceremony and wedding dinner. For the tea pai, Sandra changed into a modern cheongsam dress in gold by iconic fashion designer, Sebastian Gunawan. A headpiece by Rinaldy A. Yunardi and bouquet by [Tea Rose Wedding Designer](#) completed the glamorous ensemble. Sandra's love of winter and Christmas festivities inspired wedding stylist, [Flying Bride](#), to put together a classy all-white setup. Rows of white tables were beautifully decorated by [Tea Rose Wedding Designer](#) and topped with a stunning wedding cake by [LeNovelle Cake](#). Every element complemented each other so wonderfully; the perfect setting for such a perfect night.



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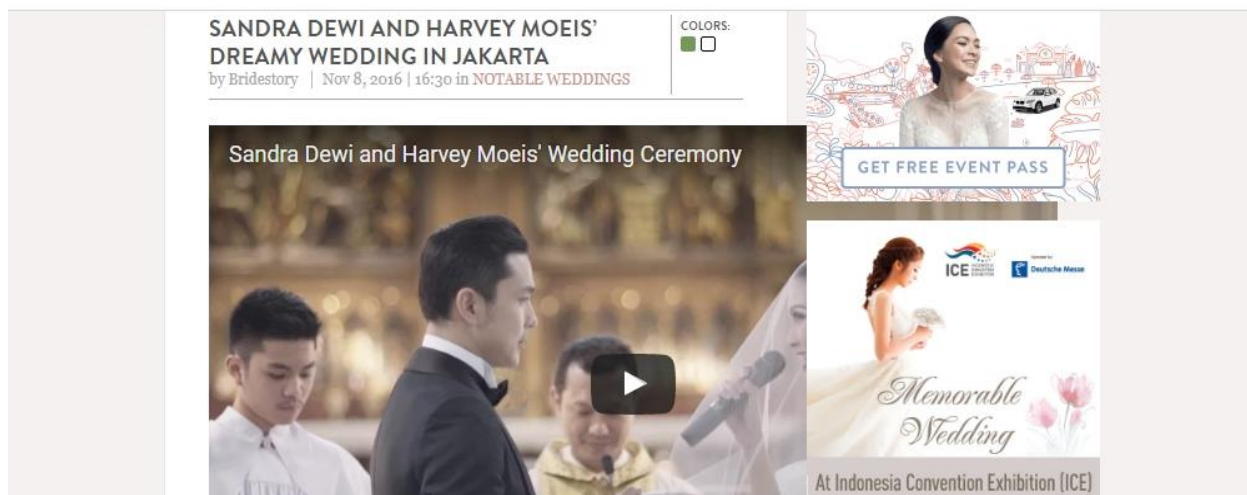
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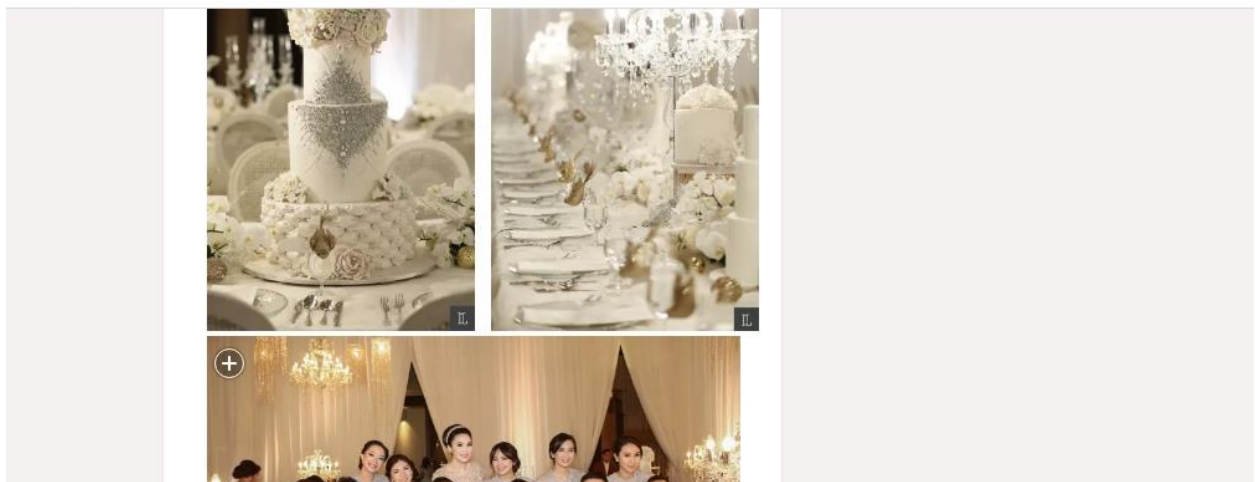
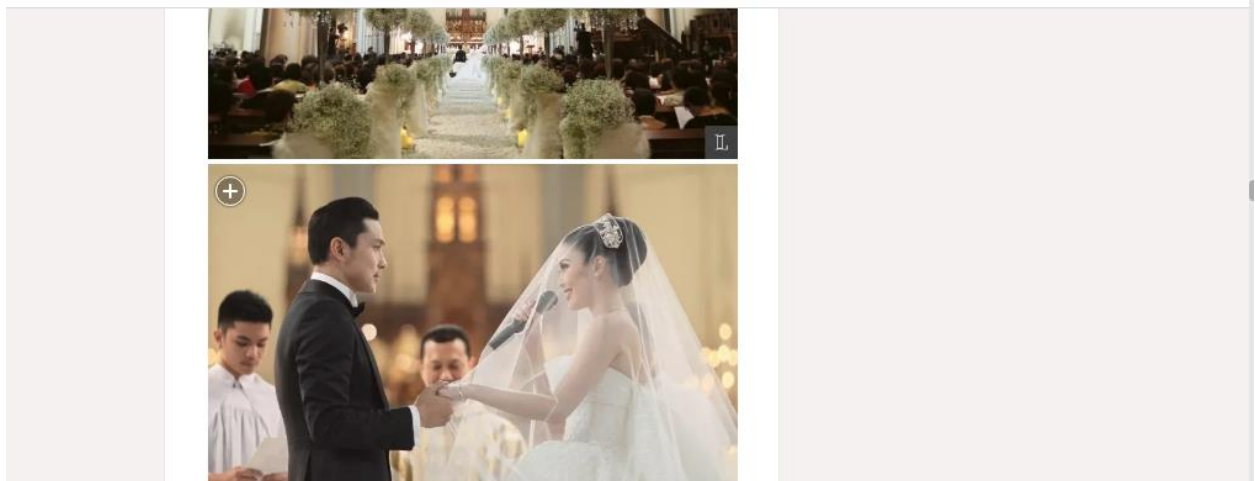
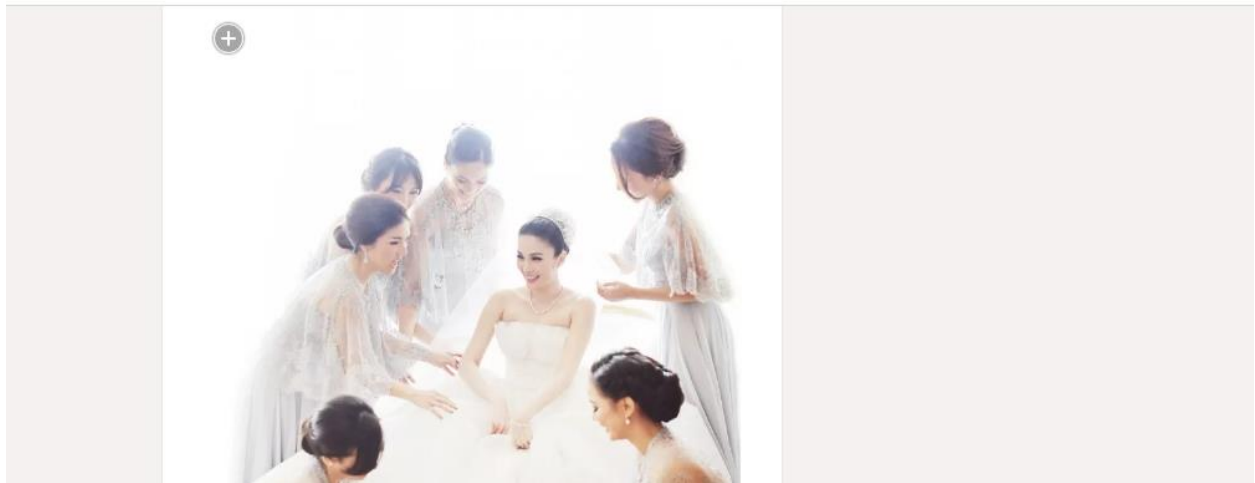
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Sandra Dewi and Harvey Moeis' Wedding Ceremony

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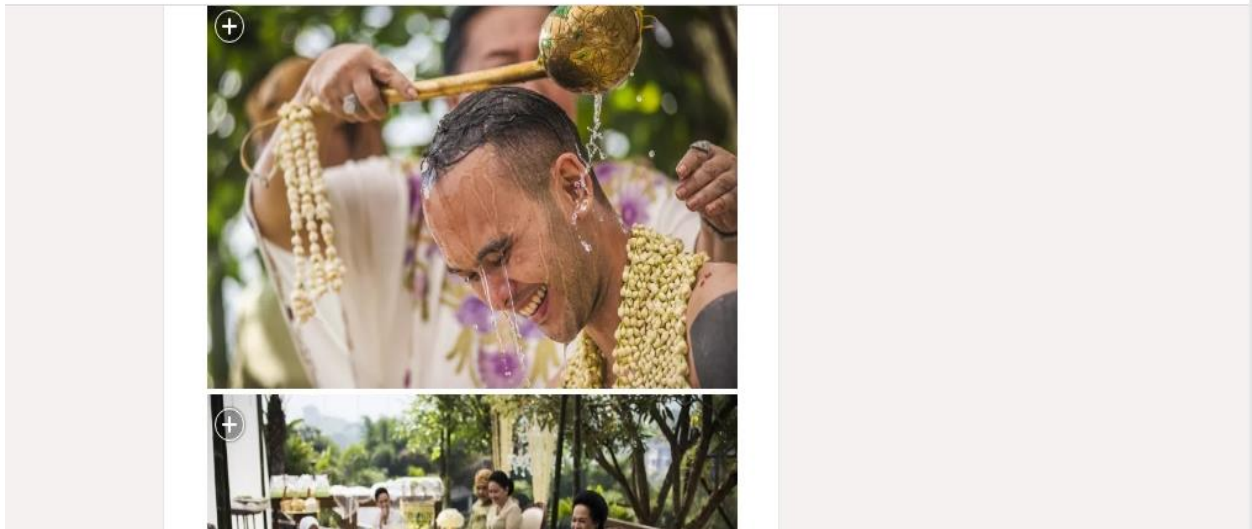
THE TRADITIONALLY EDGY WEDDING OF KIRANA LARASATI AND TAMA GANDJAR

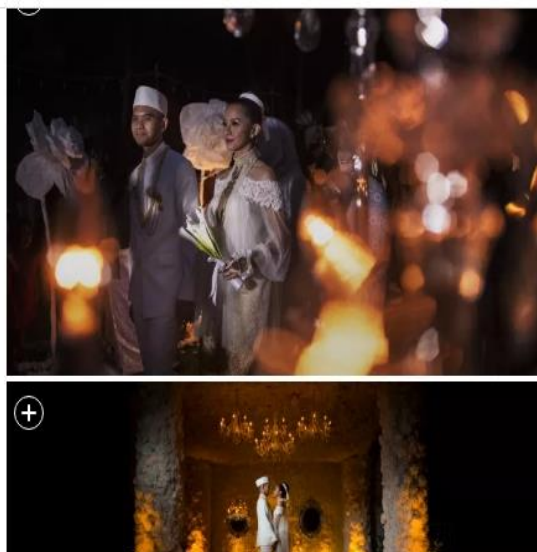
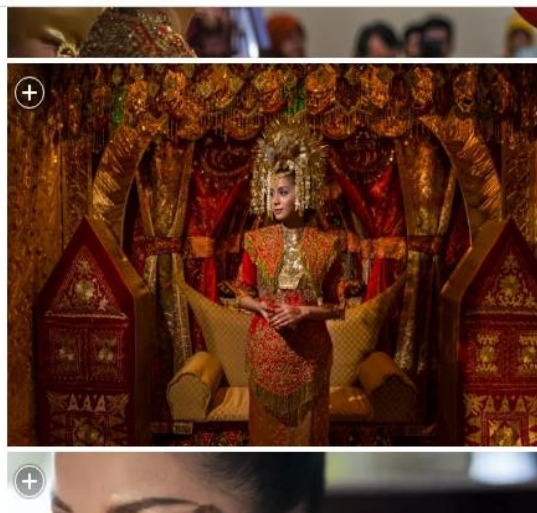
by Bridestory Sep 22nd, 2015 | 09:00 in [NOTABLE WEDDINGS](#)

Kirana Larasati, the beautiful Indonesian actress has just recently tied the knot to Tama Gandjar, in the romantic Bandung city. The two have been dating for almost a year, and since love has spoken, they decided to take the relationship to the altar. The two combined two traditional cultures in their nuptial, Sunda and Minang.

It was lovely to see how the lovebirds intently followed all procession leading to the altar, from the Sundanese *siraman*, *ngaras*, *parebut bebetian*, and the Minang *tepung tawar* as well as *malam bainai*. In all the processions, the couple looked inherently in love with each other, and thanks to their edgy taste, the wedding turned out beautiful as ever. Take a look at the [wedding pictures](#) right below, and you're sure to fall in love immediately.

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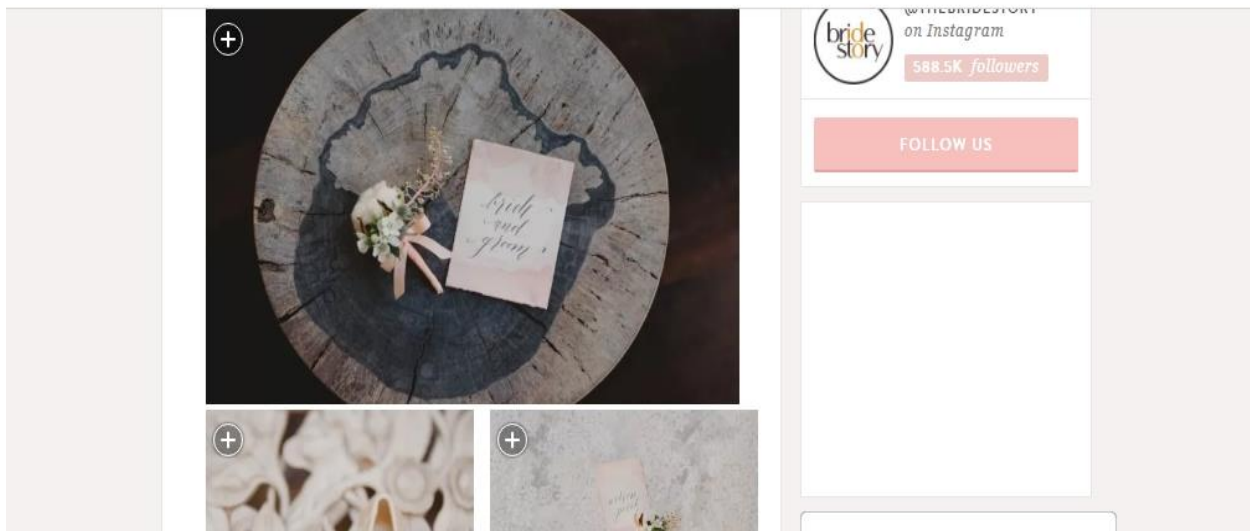
THE ROMANTIC AND RUSTIC WEDDING OF VANIA LARISSA AND WILSON PESIK

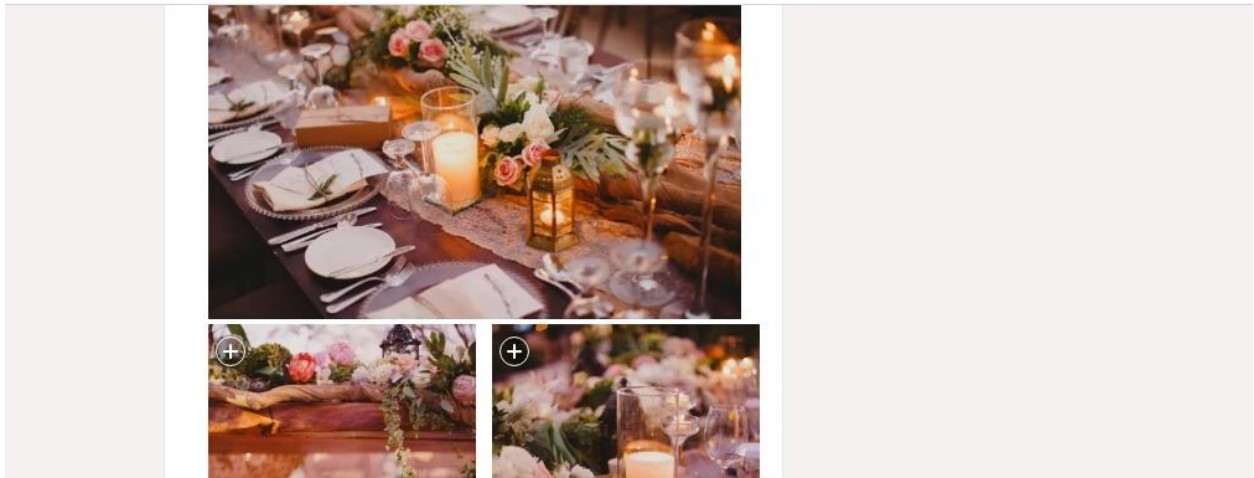
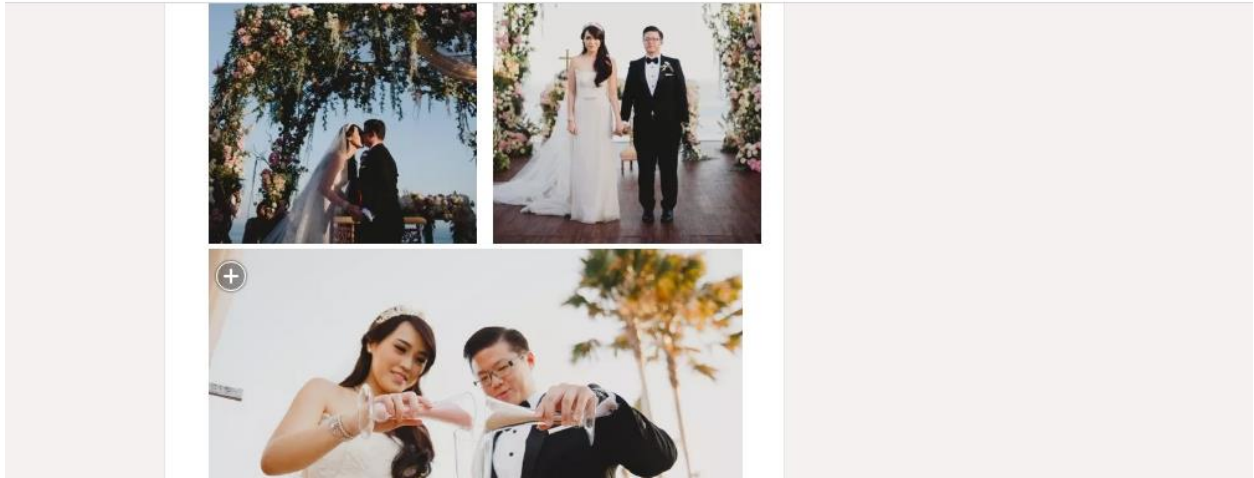
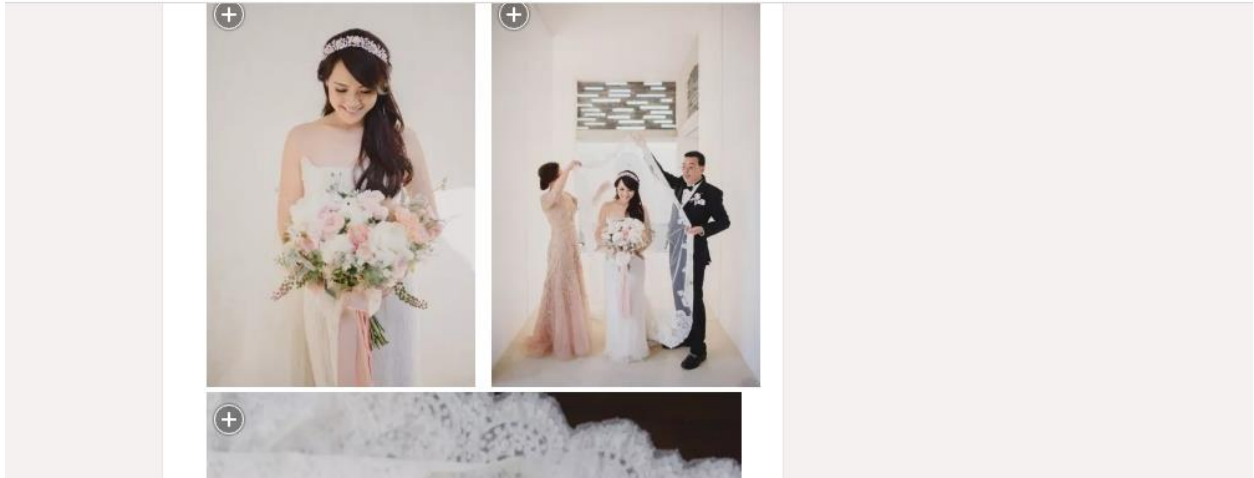
by Bridestory Sep 2nd, 2015 | 09:00 in [NOTABLE WEDDINGS](#)

The wedding of this beautiful former Miss Indonesia is truly dreamy and divine to say the least. Inviting four hundred guests to their nuptial in Bali, Vania and Wilson exchanged their earnest vows in Alila Villas Uluwatu, under the shade of lavish greens, [colorful flowers](#) and rustic trees. Vania looked stunning in a [strapless white gown](#), while Wilson put on a perfectly-tailored black suit to match. The two also performed the unity sand ceremony, simultaneously pouring sand into a same container, as a symbol of their union.

The ceremony takes you into a more rustic-feeling space. The tables are adorned with organic greens with flowers to balance and not to mention the lovely wood colored elements along with gleaming lanterns and candles. Taking a different approach, the husband and wife stepped into the site singing a duet of Journey's *Faithfully* that really impressed their guests. Everyone seemed to have a great time and you can feel the lovely vibe emanate from the pictures; so take a closer look.

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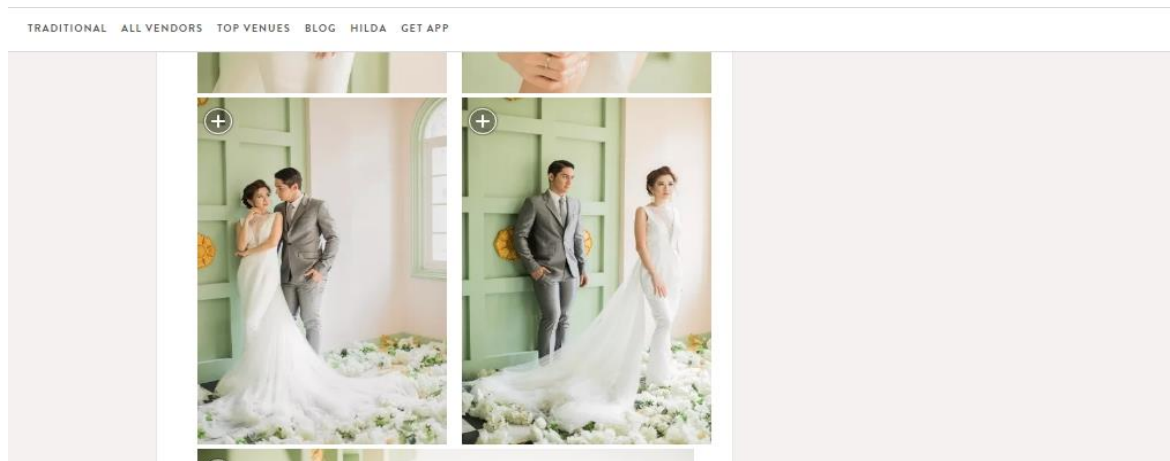
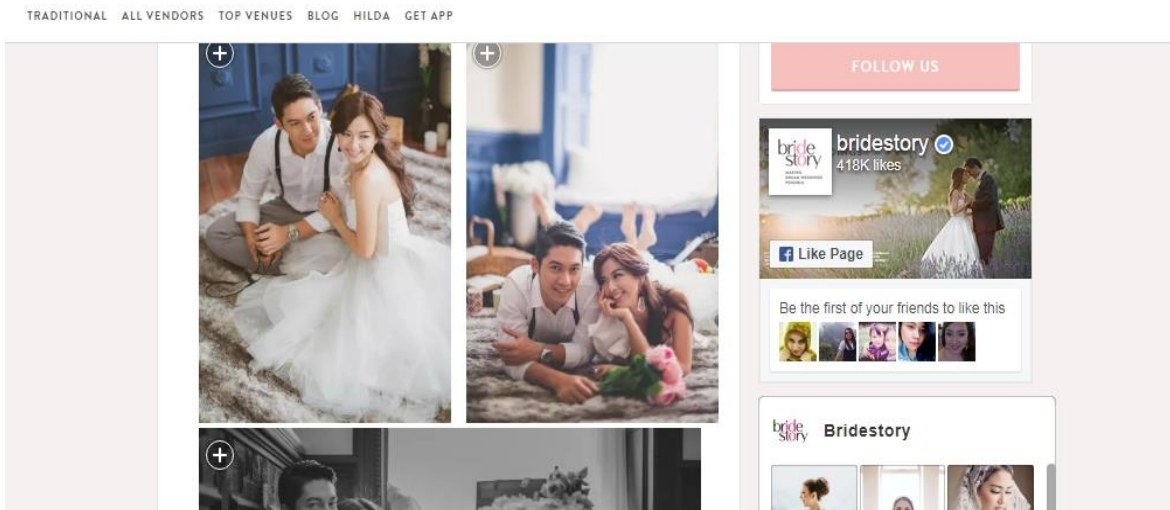
SAMUEL ZYLGWYN AND FRANDA'S ROMANTIC PRE-WEDDING SHOOT

by Bridestory Jul 1st, 2016 | 09:00 in [NOTABLE WEDDINGS](#)

Romantic and natural pre-wedding photos will always be our favorites. Celeb couple Samuel and Franda have successfully imbued those impressions into their pre-wedding photos, captured by [Bernardo Pictura](#). Perhaps it's the strong nature of their relationship that made every single frame look so effortless and unposed, yet still classy nonetheless.

For the shoot, the couple decided to go with both casual and formal approaches. Samuel looked relaxed in his shirt and chinos while Franda had on a puffy white dress by [Andhita Siswandi](#). This scene captured their sincere laughter and unmistakable looks of love. For the more formal approach, Franda slipped on a [Renzi Lazuardi](#) piece while Samuel looked his most dapper self clad in a gray Versace suit. A perfect companion to the first look, this scene showed the glamorous side of this couple.

Whether you prefer the casual approach or the more formal one, we can surely agree that both Samuel and Franda looked stunning and more importantly, so in love.



Interviewer : Jessica Nathania

Interviewee : Ayunda Wardhani [Editor in Chief of *Bridestory*]

Date and Time: April 26th 2017 / 02.30 pm.

Place: *Bridestory's* Office - Bellezza Shopping Arcade 1st Floor,
Jl. Jendral Letnan Soepeno.

Jessica: What is the story you became an Editor in Chief?

Ayunda: In here or my career's journey?

Jessica: Oh in *Bridestory*.. How is the beginning story you join to here?

Ayunda: So, *Bridestory* launched in April 2014, at that time it was only the frame. We haven't created a website and other stuff, and then *Bridestory* start to make content in October 2014. Nah at that time I'm still in Kompas Gramedia group, and then our CEO Kevin contacted me, he said "I am currently looking for an Editor in Chief to develop the content". So Januari 2015 I joined here. That's the story.

Jessica: Oh, you are in Kompas before?

Ayunda: Yes, I am a managing editor for eight years. Four years in *Dewi* magazine and four years in *inStyle* magazine, both of them are Kompas Gramedia group.

Jessica: So your career is not far from magazine industry, right?

Ayunda: Exactly.

Jessica: What is your major in University?

Ayunda: I am from FISIP UI

Jessica: O.. I see. What is your opinion about wedding industry in Indonesia a few years ago compared today, especially in Jakarta?

Ayunda: To be honest the progress is very rapid, especially since we are here. Because of *Bridestory*, we are as a wedding marketplace so many vendors that maybe couldn't have their own websites can easily have a profile in *Bridestory*. After they have a profile here, they are immediately got a link and client too. The spending market in Indonesia indeed is the most high compared to other market in Asia, because wedding in Indonesia is an important life event and it spent, so until now none can compare to the budget in here, the amount of guests also is the highest. Maybe other country in Asia that similar to Indonesia is Phillipine and Thailand, but still the record of guests is Indonesia until thousands of guests in a wedding. In another country do not reach to thousands, only eight hundred at the most.

Jessica: Yes, it's true. I am as a social media user just realizes a wedding industry maybe since the existence of *Bridestory*.

Ayunda: Yes and exactly after the existence of Instagram. A few years ago we got inspirations for wedding from magazine or website. Now, Instagram is one of the choices. So, common people I mean they are who were not celebrity, if they have a good wedding it can be an inspiration too. That's why we have a real wedding section, so we not only feature a wedding of famous people, but a beautiful wedding from common people so public will be more related to it.

Jessica: What do you think about wedding online site in Indonesia like *Bridestory*?

Ayunda: Uhhh because of shifting. We have an apps, there is an apps for user, an apps for vendor, and a website too. Nowadays everything we got from mobile phone, data package is more accessible. So people can plan anything, because in our apps you can create a moodboard. So, wedding dream is possible for everyone with any budget. Even if the budget is not huge, we provide vendors with low budget but still beautiful. So *Bridestory* wants everyone to know that a big or small wedding doesn't matter, the important thing is the detail is just like what they want, but you need to be realistic with the budget too.

Jessica: In your opinion, what kind of wedding site *Bridestory* is known in public?

Ayunda: We are resourceful, and then one stop solution for the future bride because maybe in other website, they can only give information, but we have all you might need. You can book directly, and also get the best deal from Hilda. You can search an inspiration, you can create a moodboard. It's a one stop solution for planning. We try to give what today's bride might need, because our market is *masa kini*. We try to grab more hip market. And then every event such as our wedding exhibition, we try to make the concept. So, it's not just a common wedding fair, but it's a wedding fair with a concept. We try to give something different to the market.

Jessica: So, people know *Bridestory* more complete than other wedding websites?

Ayunda: Yes.

Jessica: What is your opinion about the statement: wedding becomes a lifestyle nowadays? How it can be a lifestyle?

Ayunda: It's true. If we take a look at few years ago there is nothing to share. For example, I married 10 years ago. In 2007, Facebook is a new thing at that time, and also everyone still using Blackberry. So after wedding, uhhh.. only my family and I enjoy the wedding album. We upload to Facebook and that's all. Now, for example this picture (pointed to one of the picture in the article), there is no wedding styling before, now we need to arrange the wedding invitation. So people want to share about their wedding day, it's a lifestyle even now there are

some photographer offers the same day posting. So the photographer send to the bridesmaids immediately, and then one of them post it uses the bride's account, up to it because they really want to post exactly at that moment while the bride can't use the handphone because she is on the holy matrimony or *akad nikah*. So ya it's a lifestyle. Or on other cases, there are many single ladies already follow Bridestory and save our pictures. Hahaha *laughing*

Jessica: Hahaha true. So, how you perceive the development of trends and themes in wedding industry?

Ayunda: For this year, *Bridestory* declare the green botanical theme, maybe less princess ya. Last year, princess still really happening because Disney remake some of their movies, well for now it's more green botanical so less feminine, more effortless, more natural because now there are many destination wedding. Maybe people think it will be complicated to have a wedding in Bali, but now Jogja have many good places too. Surabaya also started to have some small good places so people begin to consider that they can held a wedding in their places. Our client yesterday married in Toba Lake, there is a beautiful church in Medan for the Holy Matrimony. So they start exploring venue near their places and turns out rustic and simple but very lovely. In my opinion the key is photography and decoration. Both of them is really crucial because you can have a very nice venue or very expensive décor but if your photography is bad and you are done, there is nothing to be remembered. Maybe it looks good on the wedding day, but after that there is nothing to be remembered. And also if people have a low budget for the decoration, they can use greenery. Greenery is not as expensive as flower. They also can use an artificial tree or shrubs. So the trend is more green botanical.

Jessica: How *Bridestory* decided the trend and theme every year?

Ayunda: Well, for example there are spring summer fall winter in fashion. Wedding is not far from that. In wedding, the differences are from Pantone color palette. For example Pantone releases new color, sometimes it affects us. But white is always classic, now people are very creative so it depends on the concept, you can explore more if it small. But that's our setting trend, or we also look to the shifting of the decorator.

Jessica: I see. So still survey from the overseas right.. How *Bridestory* displayed the concept of happiness in the website?

Ayunda: Happiness? What kind of happiness? Haha

Jessica: I mean, as the reader we feels happy when browsing through *Bridestory's* website hehe *chuckle*

Ayunda: Well, wedding is a happy business. We help people to realizing.. uhhh to make the most important day in their life happen. Actually if you read our blog, we are not always talk about happiness. We also give relationship tips. So we also give the worst scenario after

marriage. But if your question why happiness, as a website we have to be inspire. When people read our website, they are inspired. Because our visitors mostly they plan a wedding, well wedding planning sometimes makes people stress so we try to give an inspiration that will make a happy wedding planning. As long as everything well planned, not wanted too much, not became a *bridezilla*. That's what we try to give to the customers.

Jessica: Okay. If we talk about *bridestory.com*, how about the percentage of visitors between people who indeed searching for vendors or just looking for an inspiration?

Ayunda: Uhhh mostly people with wedding planning, because once people register to our web, they need to enter their wedding date. So ya, our visitors mostly already have a wedding date.

Jessica: If we talk about *Bridestory's* blog, why *Bridestory* provides a blog category in the website?

Ayunda: The practical reason is because of the SEO (Search Engine Optimization), so google will pick up a website that has content. At first we don't have blog in our web, so when people search *Bridestory* it will not shown on top, but once we have blog, we talk anything in there and when people googling wedding planning then *Bridestory* appear, wedding dress then *Bridestory* appear because all of that content are in the blog. That's the practical reason. Another reason, because we do have a mission, we want people not only hype because of the wedding planning itself, you know there are marriage that only lasting for six month and after that they divorced or they just too excited preparing the wedding but after the wedding they don't know what to do. That's why there are some sections in our web; real wedding to give inspirations for every budget then your dream wedding is possible in many kinds of ways. Relationship tips, not only for the wedding planning, but also the life after marriage itself. And then celebrity wedding, of course we want to feature an inspired wedding from them. And then wedding ideas, in here we give tips to arrange the budget, because it's an important thing and also color trend, *kebaya* trend, makeup trend. So basically anything the bride needs. That's *Bridestory's* mission.

Jessica: Oh I see. Who are the target readers of *Bridestory's* blog?

Ayunda: For blog of course the future bride. The male user is less than the female. Our target from twenty two to thirties, ya thirty five. Because nowadays many people married at a young age.

Jessica: Exactly. There is a notable weddings category in *bridestory.com*, based on what reason or criteria that your team chooses the wedding in this category?

Ayunda: O yes it's well-known weddings. So, it can be a celebrity or public figure like yesterday there was Jokowi's son in that category. So, these wedding is a well-known people's wedding, we just separate it. So the wedding in this category is either public figure or certain profession.

Jessica: If we talk about the production of *Bridestory's* article blog, how is the production process?

Ayunda: Our blog can be accessed anywhere, but for now we go deep to the market in Indonesia, Singapore, and Philippines. Well if you switch to English language, we access to many countries so we have content for Singapore market, Philippines market, outside market and Indonesia. Well for the production itself, three to five articles a day. We mix the proportion, real wedding and wedding ideas. For the wedding ideas mostly three times a week, the rest is real wedding and notable wedding. But notable wedding is not always. Notable wedding uhmm.. Once in a two months. And then relationship tips once a week.

Jessica: So, the article is created based on the wedding by *Bridestory*?

Ayunda: Yes, there is also a blog submission. Blog submission is either vendor or bride upload their wedding photos. If you browse our website, on the right side there is a blog submission, you can click it and upload the photos. And then we do a curation at the backend, because not every wedding photos are pretty. We select the good ones to be in the *Bridestory's* blog.

Jessica: And then how about the production team?

Ayunda: Yes we have an editorial team. For the process, normally the article is divided up to ten articles a week to our writers. And then there are a monthly scheduled, one real wedding, one wedding ideas, and so on. After that the writers send an email to editor to do an editing, and then they post the photos in CMS, and then they checked it once again, and I am as an end reader. So before publishing, I run through it all. But everything is on scheduling, ya at least three days before publishing we do the checking. Sometimes we can fix the one that already published, for example the pictures is not okay and I said take out this one, replace to another because a good thing in blog you can revise it. Other things in magazine production, it published once every six months.

Jessica: I see. Are there any obstacles in producing the article? How about technical or non-technical obstacles?

Ayunda: Uhmm no obstacles, maybe from the bride for example we publish the article but the bride forget to give the credit and then the vendor is mad. We also get the information from the bride so we need to do a double check. Or other case, the photography complains why they never featured in us, because their pictures are not good. We tell them it already full hehe our answer has to be diplomatic. So if you take a look why our blog is pretty, because we have our own standard for every picture. So we give an understanding to every vendors, we need this kind of photos, this kind of angle ya more level up.

Jessica: So, Bridestory doesn't make a concept from zero?

Ayunda: That is real wedding, for the wedding ideas we do photoshoot. For example, we produce four style shoot in a month. So we make the concept and then we asked the vendors to join with us, after that we produce the article.

Jessica: Is there any particular strategy or pattern in producing the article?

Ayunda: No, we don't have any specific pattern because this is a blog, so it's more flexible depends on the themes. For example, the concept from Singapore team, they consult with me, I give an input like you better change the cake style because you are on rustic why don't you use wooden logs. They do the photoshoot there, but we select the best ones.

Jessica: So, you do the revision not only for the words but also the picture, right?

Ayunda: Yes, the picture is important. Because *Bridestory* is more visual instead of words, ya both of them are important but visual uhhh.. Play a main role here.

Jessica: I see. Now we move on to the first chosen article from notable weddings' category entitled **Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta**.

Ayunda: Sure.

Jessica: To whom you target this article?

Ayunda: Target reader for this one is more mass, because this is a celebrity wedding so not only for user or bride. This wedding is exclusive at that time, the traffic is also quite high. So, this article is for everyone, married couple is included.

Jessica: What the writer wanted to convey in this article?

Ayunda: The writer following from day one, because we do interview at the pre-wedding so we knew their relationship before. In this article the writer wants to tell the wedding concept. As we know Sandra was never being reported about her relationship before, so when she firm with this one she finally declare to the media.

Jessica: What is the dreamy wedding based on *Bridestory's* perspective?

Ayunda: Dreamy wedding here it's because Sandra has a dream since childhood to married one day in Disneyland, while Harvey has a dream to married in Cathedral, so *Bridestory* try to marry both of their dreams. Sandra really loves Disney, so we put a Disney castle in her invitation. So in here we try to make her dream wedding come true which is really dreamy because not everyone who loves Disney wants to have a wedding like this but this one is really want to get married in the style of princess haha *laughing*.

Jessica: So, *Bridestory* handle this wedding really detail?

Ayunda: Yes for this one because we also collaborate, it's a good publication for us. So we are willing to work harder.

Jessica: How long the preparation?

Ayunda: This one takes one year.

Jessica: Wow. If we look closely to the words in this article, why you choose the word *dreamy* and *magical* to depict Sandra Dewi's wedding ceremony?

Ayunda: Why magical because not everyone can get married in Disneyland. Actually there is a package for wedding in there, but it's very expensive and you cannot out so it should be a package. Well we really negotiate to Disney, for example we request to Disney what if Sandra wearing her own dress from here, or what if we do more décor on the venue. Many things seem so impossible but yeah like magic until it really happens. And also in Cathedral we were breaking the church's rule at that time because of the decoration, so many miracles in that day haha.

Jessica: Wow. What about the sentence '*the whole area was decorated to perfection*' ? What do you think about the concept of perfection?

Ayunda: Uhhh actually perfection depends on the bride herself, but at that time we really detail to all of Sandra's wish. Cathedral is dominated with brown right, well Sandra doesn't want the pictures looks brown. So we collaborate with the decorator to find a solution so later the looks in the pictures is white and it works. We change the angle so later in the pictures all seems white hahaha.

Jessica: Woow haha. What do you mean by the sentence '*...that really enhanced the timelessness of the wedding*' ?

Ayunda: Oh.. this one is about color ya because white and gray is timeless. Both are a timeless and elegant combination. At that time we asked the decorator to take those colors. Because timeless means forever, so when we look at the album it will stays pretty. White and gray is classic, so we highlight its timelessness.

Jessica: What do you mean by the sentence '*...make our special day a reality*' ?

Ayunda: Of course because everything she wants really happened haha. In our first meeting it was all seems like a dream to get married in Disney. Their chosen date used to be booked. So ya Sandra's dream do come true.

Jessica: Why you choose the word '*the glamorous ensemble*'?

Ayunda: The decoration for wedding reception is more luxurious. Every element that will make that day more glamour, for example the headpiece by Rinaldy gives sparkle on her looks and then flower from Tea Rose.

Jessica: In which paragraph or sentence the writer encode the message of dreamy wedding?

Ayunda: The second and last paragraph for the detail of the wedding concept.

Jessica: Okay. Shall we move on to the second article?

Ayunda: Sure.

Jessica: This one is **The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar**. To whom you target this article?

Ayunda: For this one we want to grab more Indonesian market, so the traditional wedding.

Jessica: What the writer wanted to convey in this article?

Ayunda: We want to show that the traditional wedding can also looks edgy and modern from the photoshoot here. This is something different.

Jessica: What do you mean by the traditionally edgy wedding?

Ayunda: They do all of the tradition, the procession, but at night in the same area somehow they look modern. The groom still wearing *beskap*, the bride wears fabric with the modern top.

Jessica: What do you mean by *edgy taste*? What is the concept of edgy in wedding?

Ayunda: More modern, so traditional with the touch of edgy.

Jessica: I see. In which paragraph or sentence the writer encode the message of traditionally edgy wedding?

Ayunda: Maybe the second paragraph.

Jessica: Alright. Move on to the third article entitled **The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik**.

Ayunda: Okay.

Jessica: To whom you target this article?

Ayunda: This one is for people that interested in destination wedding, this is also an intimate one.

Jessica: What the writer wanted to convey in this article?

Ayunda: We want to tell about the rustic wedding theme in destination wedding.

Jessica: What is the romantic and rustic wedding?

Ayunda: Romantic means more about the color. As you can see, it's soft and then pink. This color would never be in an edgy concept haha. And then the light.. uhmm more warm. The bride is very feminine. And for the rustic of course using more leaves, and then log, chunks of woods, it's very rustic.

Jessica: What do you mean by '*the wedding is truly dreamy and divine to say the least*'?

Ayunda: It's dreamy because when we do the interview with the bride, this is also her dream. And then divine means really neat and nice, it seen from the details.

Jessica: Why the writer describe the detail like '*under the shade of lavish greens, colorful flowers and rustic trees*' ?

Ayunda: This one actually to explain the details so people will have a clear image of the concept.

Jessica: Why the writer stated that '*the readers can feel the lovely vibe emanate from the pictures* (the last sentence)?

Ayunda: This is a blog writing style. We look at the full album, everyone seemed to have a great time and you can feel the lovely vibe comes from the pictures. So, from the pictures we look it's very romantic and then they holding hand together, so the vibe is really romantic.

Jessica: So, *Bridestory* blog's writing style is like more talking to the reader and asked them to feel the vibe?

Ayunda: Yes, our language style is more like we talk to our friends so people will be more related.

Jessica: In which paragraph or sentence the writer encode the message of romantic and rustic wedding?

Ayunda: Uhmm the second paragraph.

Jessica: Alright. Now we move on to the last article hehe. Shall we?

Ayunda: Sure.

Jessica: **Samuel Zylgwyn and Franda's Romantic Pre-Wedding Shoot.** To whom you target this article?

Ayunda: This one is similar to Sandra, so it's more general because they are celebrity.

Jessica: What do you think this article can be the most visited compared to other pre-wedding shoot article?

Ayunda: Uhhh maybe because they are celebrity, and also their pre-wedding is a Korean style so maybe many Indonesian people love it. Indoor with the set up theme, and then wearing a wedding dress. Indonesian people like a couple wearing a wedding dress while actually it was not the current trend.

Jessica: What the writer wanted to convey in this article?

Ayunda: We just want to share this celebrity couple will married soon and then this is their pre-wedding. They more relax in here because it's a pre-wedding studio, so less complicated. We also want to give an inspiration for the studio budget, it can also looks good like this.

Jessica: What do you mean by romantic and natural pre-wedding photos? What is the concept of romantic and natural?

Ayunda: It's natural because the pose ya.. Natural. Samuel doesn't look awkward. It just looks like they are dating. Sitting and then *tengkurap* so it's natural.

Jessica: What do you mean by '*so effortless and unposed yet still classy*'?

Ayunda: The pose is not too set up, still classy because of the outfit. The classic dress, the neat shirt, that's why we call it classy.

Jessica: Why it stated '*this scene showed the glamorous side of this couple*' whereas it is a natural shoot?

Ayunda: Glamour because we still use props, and the outfit is formal. Even though the vibe is effortless, but still glamour somehow.

Jessica: In which paragraph or sentence the writer encode the message of romantic pre-wedding?

Ayunda: In here uhhh I think the second paragraph.

Jessica: Okay I think that's all.

Ayunda: I'm sorry, we are in a rush.

Jessica: No problem, thank you so much.

Ayunda: You are welcome, thank you. If you need anything, you can email me.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Diva**
Age : **23 years old**
Occupation : **Entrepreneur**

Jessica: How do you know Bridestory Fair?

Diva: From her (pointed to her friend) and also from Instagram.

Jessica: This is your first time attending Bridestory Fair?

Diva: Yes, it's my first time.

Jessica: Why are you interested to come to this fair, is it because you already have a near plan to get married or just curious with the booths?

Diva: Uhhh.. I just want to spend my weekend.

Jessica: So, you don't have a near plan to get married?

Diva: Not yet.

Jessica: Do you know their website, *bridestory.com*?

Diva: Ya I know.

Jessica: Have you ever visit *bridestory.com*?

Diva: Yes, because I have a décor business and Bridestory once asked me to have an account in their website.

Jessica: O I see.. So, your décor business is one of the vendors in *bridestory.com*?

Diva: Yes, but not the premium one.

Jessica: What is your décor name?

Diva: Pops Party Planner hehe

Jessica: I think I know that from social media

Diva: Really? Ya we also active on instagram.

Jessica: Great. What do you know about *Bridestory*?

Diva: It's a wedding website. You can find anything related to wedding needs in there.

Jessica: What are other wedding online services that you know besides Bridestory?

Diva: (thinking) Uhhh.. The Bride Dept.

Jessica: Okay. If *bridestory* never exist, what do you use to find an inspiration or vendors?

Diva: Other wedding websites haha.. or instagram maybe, ya I think instagram is another option.

Jessica: How about the existence of *Bridestory* today?

Diva: They are very useful for couple who want to get married.

Jessica: Do you know *Bridestory*'s blog?

Diva: I don't know. Ummm wait.. Is it the story with pictures?

Jessica: Yes, it is one of the sections in their website. Have you ever read one?

Diva: Oh yes I have.

Jessica: Which article have you read?

Diva: I forgot, it's a long time ago hehe.

Jessica: Would you please read this article?

Diva: Okay.

Jessica: What do you get from this article?

Diva: Of course it's a story about Sandra Dewi's wedding.

Jessica: What do you know about dreamy wedding? What is your version of dreamy wedding concept?

Diva: Dreamy wedding maybe a white wedding, like you know dominated with white and look glamour. Haha *laughing* I'm not sure with that actually.

Jessica: It's okay, you can say anything. Do you watch the wedding of Sandra Dewi before? What do you think about her wedding?

Diva: No, I don't.

Jessica: After read this article with all of the pictures, now what is in your mind about dreamy wedding?

Diva: Like fairytale wedding I think.

Jessica: What do you mean by fairytale wedding?

Diva: In this picture, Sandra wearing white gown and beautiful crown. Her husband wearing suit. Their bridesmaid and all like typical international standard wedding.

Jessica: I got it. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Diva: It's a good article for those who like this kind of wedding concept I think.

Jessica: What is your concept of happiness in wedding?

Diva: It would be just a simple one.

Jessica: Can you explain more to me what do you mean with a simple one?

Diva: Maybe because married or wedding stuff is not in my mind right now or even in a near future so I can't think of any concept, but I would like to have simple, pretty, and intimate wedding someday.

Jessica: Alright. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Diva: I'm not sure for now because my concept wouldn't be like all of this concept hehe
chuckling.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Becky**
Age : **27 years old**
Occupation : **Employee**

Jessica: How do you know Bridestory Fair?

Becky: I follow their instagram.

Jessica: So you know this fair from their post? This is your first time attending Bridestory Fair?

Becky: Yes, it's my first time.

Jessica: Why are you interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Becky: I am looking for some vendors for references. My plan would be next year.. 2018 hehe *chuckling*.

Jessica: Wow all the best! Do you know their website, *bridestory.com*?

Becky: Thanks. Ya I know when I was typing to search vendors and *Bridestory* came up and also they have apps too right?

Jessica: Yes, they have an apps. Have you ever visit *bridestory.com*?

Becky: Yes but not too often.

Jessica: Will you use *bridestory.com* to find vendors for your wedding planning?

Becky: Maybe yes, but I'm not sure for now because I'm still looking for some references.

Jessica: I see. What do you know about *Bridestory*?

Becky: I don't know if they have an event organizer or not, but what I know is *bridestory* just bridges the vendors and the future bride, but after using *bridestory* maybe we knew the vendors that we will use later on.

Jessica: So, Bridestory for you is just a website that gives references?

Becky: Ya, more or less hehe.

Jessica: What are other wedding online services that you know besides *Bridestory*?

Becky: Wedding online.. Uhhh I don't know.

Jessica: If *bridestory* never exist, what do you use to find an inspiration or vendors?

Becky: I'm gonna use a wedding organizer.

Jessica: How about the existence of *Bridestory* today?

Becky: It is effective for an easily interface. We can easily find what we are searching for, such as gown, makeup artist, venue, cakes, and so on but maybe if all of the vendors put their price list it would be better because not all the vendors give their price list.

Jessica: Oh I see.. Do you know *Bridestory*'s blog?

Becky: Blog? Uhhh I don't know hehe.

Jessica: Would you please read this article?

Becky: Yes, sure. Oh Sandra and Harvey's wedding.

Jessica: What do you get from this article?

Becky: This article like they give credits to all the vendors. They mention the designer, photographer, vendors. Uhhh also how the couple felt at that day. Uhhh that's all I think.

Jessica: What do you know about dreamy wedding?

Becky: A glamour wedding Uhhh I have no idea haha.

Jessica: Haha.. *laughing* What is your version of dreamy wedding concept?

Becky: I don't like dreamy wedding. I'm not really into something glamour, I love elegant style but not too glamour. I'm planning to married in Bali and the concept will be not dreamy and glamour hehe.

Jessica: I see.. So you are more into nature or rustic?

Becky: Yes.

Jessica: Do you watch the wedding of Sandra Dewi before? What do you think about her wedding?

Becky: Yes, I have watched her wedding. Maybe for Sandra Dewi, her wedding is match with her style haha and of course she likes the concept. Everyone has their own taste.

Jessica: Ya I agree with you. After read this article with all of the pictures, now what is in your mind about dreamy wedding?

Becky: The glamour wedding.

Jessica: Okay. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Becky: They successfully describe the wedding. They give a clear depiction about this dreamy wedding.

Jessica: Now how about when I asked what is your concept of happiness in wedding?

Becky: I don't like glamour concept, just a combination of elegant but still beautiful. The day when I share my happiness to family, friends and guests.

Jessica: Great. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Becky: What do you mean by to what extent?

Jessica: I mean, if you think *Bridestory* can make your concept of happiness happen. How can you say that, you can also give a percentage and if you don't think *Bridestory* can fulfill your concept of happiness, you can give me a reason or percentage.

Becky: I think *Bridestory* can create any concept for wedding, but happiness is back to the brides and groom and all the guest maybe. How the guests feel at that moment.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Grace & Tommy**
Age : **27 & 25 years old**
Occupation : **Employee**

Jessica: How do you know Bridestory Fair?

Grace: I follow their instagram.

Jessica: This is your first time attending Bridestory Fair?

Grace: It's my first time.

Jessica: Why are you interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Grace: Uhhh we already have a plan, so we looking for inspirations or ideas.

Jessica: Wow. When is your planning?

Grace: Next year.

Jess: Great hehe..*chuckling* Have you ever visit their website *bridestory.com*?

Grace: Yes, I have once but more on Instagram than their website.

Jessica: Yeah, everyone seems more into Instagram nowadays hehe. Will you use *bridestory.com* to find vendors for your wedding planning?

Grace: Maybe yes.

Jessica: What do you know about *Bridestory*?

Grace: It's a site for wedding needs.

Jessica: What are other wedding online services that you know besides *Bridestory*?

Grace: Weddingku. But *Bridestory* is the most famous.

Jessica: If *Bridestory* never exist, what do you use to find an inspiration or vendors?

Grace: I can asked an advice from my married friends or *weddingku*! Haha

Jessica: Cool. How about the existence of *Bridestory* today?

Grace: We can easily looking for a venue and also they have a lot of vendor choices.

Jessica: So, *Bridestory* is a helpful website for the future bride?

Grace: Yes, I think so.

Jessica: Do you know *Bridestory*'s blog?

Grace: Uhhh which one? Oh.. the pictures of the brides?

Jessica: Yes, with the story behind it. So it's an article, the story with pictures.

Grace: Oh I don't read the story.

Jessica: Would you please read this article?

Grace: Okay.

Jessica: What do you get from this article?

Grace: The information about the vendors, what she wears, the décor. So it gives me information.

Jessica: What do you know about dreamy wedding?

Grace: Maybe it's like fairytale? Dreamy Uhhh.. In this picture Sandra is so beautiful wearing a glamour gown and her husband is handsome. There is a castle in the invitation. She looks like a princess.

Jessica: So, in your opinion dreamy wedding is like the one in fairytale?

Grace: Yeah, it looks like that.

Jessica: Do you watch the wedding of Sandra Dewi before? What do you think about her wedding?

Grace: Yes, I do. It's exaggerating for me haha.

Jessica: After read this article with all of the pictures, now what is in your mind about dreamy wedding?

Grace: It is beautiful, the colors are pretty but it's exaggerated for me.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Grace: *Bridestory* tells us more an information about the vendors rather than the story of the couple or the story about this wedding.

Jessica: Okay, now how about I asked you what is your concept of happiness in wedding?

Grace: Concept of happiness?

Jessica: Yeah, I mean what is in your mind about happiness in wedding? What is your version of happiness in wedding?

Grace: Uhhh.. A day when I officially united with the one that I love in a holy matrimony and after that I celebrate it with everyone who support me.

Jessica: In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Grace: Maybe yes if I use *Bridestory* later, but I'm not really sure.

Jessica: Why you are not sure?

Grace: Maybe because my happiness is depends on me, my future husband, and my family.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Eliza & Thomas**
Age : **27 & 30 years old**
Occupation : **Entrepreneur**

Jessica: How do you know Bridestory Fair?

Eliza: I know from their website.

Jessica: This is your first time attending Bridestory Fair?

Eliza: Yes. Oh are they make a wedding fair every year?

Jessica: As far as I know *Bridestory* already make a fair twice, last year and this year.

Eliza: Oh alright.

Jessica: Why you are interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Eliza: I'm planning this year hehe.

Jessica: Wow great. Do you know their website, *bridestory.com*?

Eliza: Yes, I got some vendors from their website and also other websites too and then I follow up to the chosen vendors.

Jessica: Alright, so you use *bridestory.com* to find vendors for your wedding planning?

Eliza: Yes, just some of them.

Jessica: What do you know about *Bridestory*?

Eliza: It is a place where you can find wedding vendors and ideas.

Jessica: What are other wedding online services that you know besides Bridestory?

Eliza: *Weddingku* and then.. Uhhh sorry I forgot hehe.

Jessica: It's okay. If *bridestory* never exist, what do you use to find an inspiration or vendors?

Eliza: Maybe *weddingku*, or I attending a wedding fair like this.

Jessica: What about the existence of *Bridestory* today?

Eliza: They quite helpful because there are updated reviews of the vendors compared to other website, and also they provide a view price so it gives us a depiction.

Jessica: Yeah right. Do you know *Bridestory*'s blog?

Eliza: Yes, I know.

Jess: Would you please read this article?

Eliza: Okay.

Jessica: What do you get from this article?

Eliza: Uhhh haha okay. Just a good article haha *laughing*.

Jessica: What do you know about dreamy wedding? What is your version of dreamy wedding concept?

Eliza: Dreamy wedding? (asked her fiancé) what is dreamy wedding? Haha I think dreamy wedding will be more into the presence of the people that we hope to come because the essence of wedding is a day when you can share the happiness, so yaa the point is everyone is as happy as you are.

Jessica: Great. Do you watch the wedding of Sandra Dewi before? What do you think about her wedding?

Eliza: I don't really follow her but I know her wedding. I am a realistic person haha so I think ya it is beautiful.

Jessica: After read this article with all of the pictures, now what is in your mind about dreamy wedding?

Eliza: For the décor it should be back to the venue. I used to put a lot of crystal like this one but after survey to my venue and it turns out not really nice so I'm not sure if I use crystal later.

Jessica: So, in your opinion dreamy wedding is a concept that dominated with crystal?

Eliza: Yes.

Jessica: Okay. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Eliza: Uhhh such an informative article, but I'm more into pictures than the article itself.

Jessica: I see. How about if I ask you what is your concept of happiness in wedding?

Eliza: Like what I said before, I want to share my happiness with everyone who came to my special day. When everyone feels happy as I am, that's the point of my wedding day.

Jessica: So, in your opinion, to what extent *Bridestory* actualize your concept of happiness?

Eliza: I don't know. I'm not sure because *Bridestory* just give me an inspiration for the celebration itself.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel.**

Name : **Natalia & Ivan**
Age : **25 & 26 years old**
Occupation : **Employee**

Jessica: How do you know Bridestory Fair?

Natalia: I know from internet. I found it when I search wedding fair in google.

Jessica: This is your first time attending Bridestory Fair?

Natalia: Yes.

Jessica: Why are you interested to come to this fair, is it because you already have a near plan to get married or just curious with the booths?

Natalia: Actually, this fair is match with my spare time in here because I work overseas, so ya we came here to look for some references.

Jessica: Oh great. When is your planning?

Natalia: (asked her boyfriend) she asked you haha *laughing*.

Ivan: Next year.

Jessica: Haha great. Do you know their website, *bridestory.com*?

Natalia: Uhhh.. I know.

Jessica: Have you ever visit *bridestory.com*?

Natalia: I know but I never visit it. I just follow *Bridestory* on Instagram hehe.

Jessica: Will you use *bridestory.com* to find vendors for your wedding planning?

Natalia: Maybe yes if later we found a vendor that fit to us.

Jessica: What do you know about *Bridestory*?

Natalia: A place for wedding inspirations.

Jessica: What are other wedding online services that you know besides *Bridestory*?

Natalia: Uhhh.. Weddingku? Is it the same with *Bridestory*? Haha.

Jessica: Yes, they both are wedding online services. If *Bridestory* never exist, what do you use to find an inspiration or vendors?

Natalia: I think *weddingku* or other websites.

Jessica: So you prefer online?

Natalia: Yes of course, because it's not wasting time and we are in digital era where everything you need you can find in internet like vendors or anything.

Jessica: How about the existence of *Bridestory* today?

Natalia: They give inspirations for the couple because I love all of the pictures in their instagram, they are visually good.

Jessica: Do you know *Bridestory*'s blog?

Natalia: No, I don't.

Jessica: Would you please read this article?

Natalia: Yes, of course.

Jessica: What do you get from this article?

Natalia: Uhhh.. the detail about rustic wedding.

Jessica: What do you know about rustic wedding?

Natalia: It is such a simple concept. It is also a booming concept in wedding right now. It is simple because you only put flowers and somehow it can be very beautiful like in this picture.

Jessica: In your opinion, in what side this one is such a romantic and rustic wedding?

Natalia: The romantic side maybe from the sentence 'the husband and wife duet singing' haha. Rustic of course they stated under the shades of lavish greens, colorful flowers and rustic trees.

Jessica: After read this article and take a look at all of the pictures, do you feel the rustic-feeling? What is your impression towards this article?

Natalia: Yeah, because they write the details of rustic in this article.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Natalia: I think they write a good story because they are very detail in describing the wedding to us.

Jessica: What is your concept of happiness in wedding?

Natalia: Haha my concept of happiness uhhh.. a simple but beautiful decoration. The collaboration of idea from me and my future husband I think.

Jessica: Great. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Natalia: For the concept of wedding I think *Bridestory* have a big possibility to make it happen.

Jess: How can you be sure about that?

Natalia: From this wedding fair and their social media.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Lucy**
Age : **31 years old**
Occupation : **Makeup Artist**

Jessica: How do you know Bridestory Fair?

Lucy: My friend told me yesterday.

Jessica: This is your first time attending Bridestory Fair?

Lucy: Yes.

Jessica: Why are you interested to come to this fair, is it because you already have a near plan to get married or just curious with the booths?

Lucy: I'm just curious because their advertisement is very interesting, so I want to know *Bridestory's* wedding fair and it turns out so good like they got many visitors, they create a pretty decoration, and you know their target market is middle to up so everything in this fair seems very organized.

Jessica: I see. Do you know their website, *bridestory.com*? Have you ever visit their site?

Lucy: Ya I have visit it sometimes, but I am more into instagram rather than website.

Jessica: What do you know about *Bridestory*?

Lucy: *Bridestory* is a wedding business, I mean a company engaged in wedding business.

Jessica: What are other wedding online services that you know besides Bridestory?

Lucy: I forgot the name, but I'm sure there is another like *Bridestory*.

Jessica: Yeah.. If Bridestory never exist, what do you use to find an inspiration or vendors?

Lucy: Maybe I will use Instagram or wedding magazine haha.

Jessica: What about the existence of *Bridestory* today?

Lucy: I think a helpful website for the future bride because the brides-to-be can find many vendors in there.

Jessica: Do you know *Bridestory's* blog?

Lucy: No, I don't.

Jessica: Would you please read this article?

Lucy: Okay, wait.

Jessica: What do you get from this article?

Lucy: Just a story about their wedding in rustic concept.

Jessica: What do you know about rustic wedding?

Lucy: More nature. I love rustic concept because it is a nature concept.

Jessica: Great. In your opinion, in what side this one is such a romantic and rustic wedding?

Lucy: From the pictures. The decoration is using trees, leaves, flowers. The source is from nature.

Jessica: After read this article and take a look at all of the pictures, do you feel the rustic-feeling?

Lucy: Yes, of course.

Jessica: What is your impression towards this article?

Lucy: It's such a good article especially for those who will use the rustic concept.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Lucy: A good combination of every sentences and they took beautiful pictures.

Jessica: What is your concept of happiness in wedding?

Lucy: A wedding day of course is a happy day, so I think there is no concept. I mean when everything went smoothly as your plan, of course you will be happy.

Jessica: In your opinion, to what extent *Bridestory* actualize your concept of happiness? Can you give me a percentage?

Lucy: Uhhh I give 60%.

Jessica: What is your reason?

Lucy: Because they seems so well prepared when we talk about concept like this wedding fair, but the rest is back to the planning, back to the couple so give 60%.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Claudia**
Age : **26 years old**
Occupation : **Entrepreneur**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Claudia: I actually rarely attend a wedding reception, but I consciously or not observed that social media such as Instagram has a big influence on wedding celebration nowadays. Because you know.. Like almost everyweek or maybe everyday wedding stuff pop up on our *explore* and if we take a look at the caption, many of them tend to give credit to the designer, decorator, makeup artist rather than tell us the story of the picture in their caption. That's what I think.

Jessica: So, how you perceive that? Do you see it in positive or negative way?

Claudia: Uhhh this is actually makes me think deeper haha. I think they have both sides, positive to give references or inspiration to the bride's friends and other brides-to-be. Also I think it is a part of their vendor's marketing, they don't want to left behind with this new media era. They use social media to expand their business. But somehow, it could be negative if we forget the real feeling of sharing because the main purpose of social media is to share the moments, right?

Jessica: Yeah, exactly. Thanks by the way for your honest opinion. You said that you rarely attend a wedding but have you ever attend a wedding with certain theme? What is your opinion?

Claudia: If I'm not mistaken the last time was just a common international wedding at one of the hotel in Jakarta. Yaa just a common wedding reception, but for me it's too crowded for a meaningful moment like wedding. The guest shakes hand with the bride and groom and then enjoying the food, but the food was very good. They combined traditional and international food.

Jessica: Alright. What is your concept of happiness in wedding?

Claudia: I think a wedding day is full of happiness because it's another stage of our life. An official day of you and your spouse to celebrate your union before entering a marriage life. Sure it's a happy day because you celebrate a good thing in life.

Jessica: How about your dream wedding?

Claudia: What do you mean?

Jessica: What do you want your wedding be like? It can be from the decoration, or wedding gown, or maybe the venue, anything you wish will be in your wedding day.

Claudia: Oh dream wedding, okay.. I really love beautiful places which I don't need to create too much decoration because the place is already beautiful for example in Bali. I don't like a big gown haha. I love to wear a pretty long dress. The most important thing is I want my wedding day is not only unforgettable for me and my partner, but also it should be unforgettable for

everyone so maybe it can be a reunion day for my old friend haha or we make it fun so it became very memorable for everyone.

Jessica: Great. Do you know *bridestory.com*? From what social media?

Claudia: Yup I know. Instagram of course haha *laughing*.

Jessica: What do you know about *Bridestory*?

Claudia: It's a source of wedding inspiration and also wedding vendor recommendation. We can call *Bridestory* such a wedding consultant maybe because they give you a recommendation for everything you need for your wedding day.

Jessica: Okay. Do you know other wedding online services besides *Bridestory*?

Claudia: From Indonesia?

Jessica: Yes.

Claudia: Uhhh I don't know.

Jessica: Have you ever visit *bridestory.com*?

Claudia: Yes.

Jessica: Why are you interested to visit their website?

Claudia: I am looking for beautiful venues in Indonesia.

Jessica: You can't find that in their Instagram's page?

Claudia: I think the website is more complete.

Jessica: Do you like reading a blog? Do you know *Bridestory*'s blog in their website?

Claudia: Yes I know.

Jessica: Have you ever read their articles? If yes, which one have you read?

Claudia: I forgot the title, but mostly I read the one that talk about wedding in Bali to give me ideas.

Jessica: Okay. Would you please read this article?

Claudia: Okay.

Jessica: What do you get from this article?

Claudia: He tells us the wedding concept of this couple, at the villa and then the vibe, the décor, the gown, but they also marketing the concept so they sell the philosophy too. For example, the bride look stunning in her gown or what is the representation of the décor, so they have the philosophy too.

Jessica: So, you mean that they sell the property with the sentence or words?

Claudia: Yes, more or less.

Jessica: What do you know about rustic wedding?

Claudia: I don't know.

Jessica: In your opinion, in what side this one is such a romantic and rustic wedding?

Claudia: Uhhh to be honest I don't really get the romantic point haha, for me it's just like standard wedding pictures haha.

Jessica: Okay haha. After read this article and take a look at all of the pictures, do you feel the rustic-feeling? What is your impression towards this article?

Claudia: Uhhh actually it's a good concept but just so-so, it doesn't really impressed me.

Jessica: Alright. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Claudia: Brief and clear. Brief because he tells the reader the main point of every part but not really explaining and clear because as a reader I get the point of this article and also supported by the pictures.

Jessica: Alright. Back to your concept of happiness, to what extent *Bridestory* actualize your concept of happiness?

Claudia: What I know is *Bridestory* is not a wedding organizer, they are just a place for wedding inspiration and ideas so maybe to what extend uhhh.. Fulfilling our wedding needs. It's possible because maybe experienced many kind of weddings and they are professional so yeah. But to make my wedding became a memorable one I think it's a wedding organizer's job and my job of course with my partner. But *Bridestory* also can make my dream wedding come true.

Jessica: How can you say that?

Claudia: Because many people around me use them as a reference. We also can see their website and instagram's feed that represent their work. My dream wedding is not too complicated, right? Haha *laughing*.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Dessy & William**
Age : **22 & 23 years old**
Occupation : **Employee**

Jessica: How do you know Bridestory Fair?

Dessy: Instagram, they spread the information everywhere actually not just on Instagram.

Jessica: This is your first time attending Bridestory Fair?

Dessy: Yes.

Jessica: Why you are interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Dessy: I accompany my sister, but I also want to see the vendors in here because they look so pretty in instagram so I am curious with their real stuff haha. We also have a plan to get married but not this year.

Jessica: When is your planning?

Dessy: Hopefully next year.

Jessica: All the best!

Dessy: Thankyou.

Jessica: Have you ever visit their website, *bridestory.com*?

Dessy: Yes, I have and I also download their apps haha *laughing*.

Jessica: Cool. Will you use *bridestory.com* to find vendors for your wedding planning?

Dessy: Since they have a complete list of vendors so yes *Bridestory* will be one of the options to find vendors.

Jessica: What do you know about *Bridestory*?

Dessy: To be honest I'm confused what to call them, but what I know is *Bridestory* runs online, so Uhhh.. maybe it's like an online magazine, but specifically for wedding to find an inspiration, ideas, references, and anything related to wedding.

Jessica: Exactly, we can call it wedding online services or wedding online directory.

Dessy: Oh I see.

Jessica: What are other wedding online services that you know besides *Bridestory*?

Dessy: The Brides Dept. They have a good website too.

Jessica: If Bridestory never exist, what do you use to find an inspiration or vendors?

Dessy: Magazine? Or The Brides Dept haha. Now Instagram.

Jessica: What about the existence of Bridestory today?

Dessy: I don't know their services because I never really use them. I just browsing through their websites or scrolling through their Instagram's post, but they are informative enough and such a very good website for a wedding inspiration.

Jessica: Do you know *Bridestory's* blog?

Dessy: Yes, I read their articles sometimes hehe.

Jessica: Cool. Have you read this one?

Dessy: Oh I haven't.

Jessica: Would you please read this article?

Dessy: Sure.

Jessica: What do you get from this article?

Dessy: A good article. I happen to like rustic wedding, so for me this article gives a detail explanation about rustic wedding. I can feel the rustic vibe, the lovely environment haha.

Jessica: Oh you love rustic concept. What do you know about rustic wedding?

Dessy: The concept of wedding that using more leaves for the decoration, and then nature vibe. Uhm.. hard to explain haha it's just lovely.

Jessica: Great. In your opinion, in what side this one is such a romantic and rustic wedding?

Dessy: The feel maybe.

Jessica: What do you mean by the feel?

Dessy: The environment in this article (pointed to the sentence) a more rustic-feeling space.

Jessica: Okay. How about the romantic side?

Dessy: Maybe from this one (pointed to the sentence) the two also performed the unity sand ceremony, simultaneously pouring sand into a same container as a symbol of their union.

Jessica: Alright. After read this article and take a look at all of the pictures, do you feel the rustic-feeling? What is your impression towards this article?

Dessy: Yes, I do feel the rustic from the detail of this article and the beautiful pictures. It makes me want to get married soon hahaha *laughing*.

Jessica: Wow haha. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Dessy: Nice. You got the feeling of this wedding.

Jessica: I see. What is your concept of happiness in wedding?

Dessy: Maybe not far from this one. I love this concept.

Jessica: In your opinion, to what extent *bridestory* actualize your concept of happiness? Can you give me a percentage?

Dessy: Uhm I think 80%.

Jessica: How can you say that?

Dessy: From their websites, blog ya I think so.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Laura & Herman**
Age : **26 & 28 years old**
Occupation : **Entrepreneur**

Jessica: How do you know Bridestory Fair?

Laura: Instagram.

Jessica: This is your first time attending Bridestory Fair?

Laura: Yes.

Jessica: Why you are interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Laura: Yes, August this year hopefully. Actually we already survey the venue, we came here to look references for dress, tuxedo, and wedding invitation.

Jessica: I see. Do you know their website, *bridestory.com*?

Laura: Oh I know.

Jessica: Have you ever visit *bridestory.com*?

Laura: Yes, but not always. I visit their site just for wedding needs.

Jessica: Will you use *bridestory.com* to find vendors for your wedding planning?

Laura: Yes, sure.

Jessica: What do you know about *Bridestory*?

Laura: *Bridestory* is a place for wedding vendors. There is also Hilda apps for best dealing. So, it is a place for wedding needs.

Jessica: Okay. What are other wedding online services that you know besides *Bridestory*?

Laura: Uhhh.. *Weddingku*.

Jessica: If *Bridestory* never exist, what do you use to find an inspiration or vendors?

Laura: I'm more into instagram actually haha. When your friend posting their married pictures, they will tag to the vendors so you will get the references. Or you can googling wedding in Bali and it will come up the recommendation like I did.

Jessica: What about the existence of *Bridestory* today?

Laura: It's quite helpful from the budgeting, because it's an important thing after that we need to think about the concept and I can sort out from all the recommendation. *Bridestory* website provides stars so we can adjust to our budget, after that we compare its quality.

Jessica: I see. Do you know *Bridestory's* blog?

Laura: Uhhh no.

Jessica: Would you please read this article?

Laura: Okay, wait.

Jessica: What do you get from this article?

Laura: Uhhh haha it's a sweet story.

Jessica: From what side?

Laura: They just look cute together and also from this article.

Jessica: What do you know about the concept of romantic pre-wedding shoot?

Laura: My pre-wedding concept is similar with this, so I can imagine it. Yesterday we did a pre-wedding with sweet escape theme haha.. More or less like this one. (Pointed to her fiancé) he is a foreigner so he likes a simple but still formal concept.

Jessica: Great. Do you agree that this pre-wedding shoot is romantic and natural? What is your reason?

Laura: Yes, I agree with this. They look cute together in this picture and just a simple concept.

Jessica: Do you agree with the sentence that '*the couple look so effortless and unposed yet still classy*'?

Laura: Maybe because they look natural, but it still have a formal side from the outfit.

Jessica: Alright. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Laura: It's really impressive because they tell us the process of photo shoot and how the couple looks sweet together.

Jessica: Okay. How about if I ask what is your concept of happiness in wedding?

Laura: As a woman I have a wedding dream since a long time, so it will be a day where my dreams come true. I will be married in Bali with my future husband. There will be my family and close friends. We will have fun. The event will be not too formal but still lovely and sacral, full of joy. And because I married in Bali, maybe it will be more rustic I think hehe.

Jessica: Wow great. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Laura: I think.. *Bridestory* stand here like a provider for my wedding needs and they are professional in this industry.

Jessica: So based on your concept of happiness, do you think *Bridestory* can make your wedding dream come true?

Laura: Yes.

Jessica: How can you be sure?

Laura: Maybe because they provide what I need for my wedding.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Stephen**
Age : **25 years old**
Occupation : **Employee**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Stephen: Wedding celebration nowadays just like a business because usually the celebration involved their father or mother's company and the purpose is to enlarge the company by promoting this and that and so on, that's my opinion.

Jessica: I see. Have you ever attend a wedding with certain theme lately? What is your opinion?

Stephen: Yes I have, the last was nineties theme. I think that was quite interesting to engage youth generation, but unfortunately it couldn't reach to the parents or old people, because they were not too excited with the nineties dress code and they still wear *batik* like usual. So the message was not delivered well to all circles.

Jessica: Wow interesting. What you wore at that time? Haha *laughing*.

Stephen: I wore shirt with suspenders and pants with pattern haha.

Jessica: Cool. What is your concept of happiness in wedding?

Stephen: Uhhh..*thinking* the presence of the main family, our relatives, best friends from school came and gather, together be a witness of wedding celebration. As simple as that for me.

Jessica: What is your dream wedding?

Stephen: In the garden, outdoor, not too crowded but still cool and impressive. The important thing is the presence of all the invited guests.

Jessica: Great. Do you know *bridestory.com*? From what social media?

Stephen: I know. Instagram.

Jessica: What do you know about *Bridestory*?

Stephen: Uhhh.. It kind of.. A site of wedding vendors and ideas.

Jessica: Do you know other wedding online services besides *Bridestory*?

Stephen: No.

Jessica: Have you ever visit *bridestory.com*?

Stephen: Yes.

Jessica: Why are you interested to visit their website?

Stephen: Because their advertisement is interesting, I mean they offer exactly what we need.

Jessica: Alright. Do you like reading a blog? Do you know *Bridestory*'s blog in their website?

Stephen: Yes. No, I don't know their blog.

Jessica: Would you please read this article?

Stephen: Yes, sure.

Jessica: What do you get from this article?

Stephen: A good party planner. This pre-wedding is arranged well, systematic, any wish from the couple seems provided by *Bridestory*. A good photography. The outfit and decoration are in a good position.

Jessica: Okay. What do you know about the concept of romantic pre-wedding shoot?

Stephen: Uhhh maybe when you see the lovebirds in the photos, two people in love with each other. That is romantic. You can see it from their eye contact and they look good together.

Jessica: Do you agree that this pre-wedding shoot is romantic and natural? What is your reason?

Stephen: Yes, maybe because this shoot is not using too many colors, just dominated with white and other soft colors so it looks natural.

Jessica: How about the romantic side? Can you see it in this article?

Stephen: Yes, by the story. (Pointed to the sentence in the article) "This scene captured their sincere laughter and unmistakable looks of love". And also this one "we can surely agree that both Samuel and Franda looked stunning and more importantly, so in love".

Jessica: Okay. Do you agree with the sentence that the couple look so effortless and unposed yet still classy?

Stephen: Uhhh classy from the suit and pretty dress, but the couple look unposed I don't think so.

Jessica: Why you don't think so?

Stephen: Because I look them in pictures like model of wedding magazine haha so they pose in such a way.. maybe.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Stephen: It's a good article. Beside the story of the couple, they also put the information for other couple.

Jessica: After read this article and take a look at all of the pictures, will you use this concept for your pre-wedding shoot?

Stephen: Uhhh haha maybe yes, because don't need to change many clothes or properties but still look classy or pretty.

Jessica: Okay. Now back to your concept of happiness. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Stephen: It seems they able because one of their articles and the result of pre-wedding was meet the expectation. So, with my concept of happiness I think *Bridestory* capable to fulfill it.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Anastasia**
Age : **25 years old**
Occupation : **Chef**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Anastasia: Nowadays wedding celebration involves many things in it, actually it depends what you choose.

Jessica: So, what's the difference from a few years ago and now? I mean the wedding celebration.

Anastasia: Wedding celebration nowadays more creative, more diverse, more choices that's what I mean involves many things. But in my opinion it depends on the taste of the couple. If they want to make it simple it's their choice. If they want to make it more pretty or more memorable it's also their choice. Especially nowadays there are many choices and creative vendors available in internet.

Jessica: I see. Have you ever attend a wedding with certain theme lately? What is your opinion?

Anastasia: Last month I attend my senior high school friend's wedding. It was a Sundanese wedding in outdoor, Bandung. I love the color combination, very pretty. They make it simple, not too much, but still elegant. Somehow we still get the traditional vibe because the couple use a traditional outfit and the vibe is very Sundanese.

Jessica: Alright. Now what is your concept of happiness in wedding?

Anastasia: Concept of happiness?

Jessica: Yeah. I mean, what is your happiness in wedding? Because everyone has their own happiness, right?

Anastasia: Uh-huh. My happiness in wedding is when I finally be with my life partner. People say that wedding is a celebration of love, so a wedding day is full of happiness, love, happy tears maybe haha. A day when I can share my happiness to my family and friends.

Jessica: Okay. How about your dream wedding? What do you want your wedding be like?

Anastasia: I am grateful to be born in Indonesia because this country has very beautiful cultures. I love traditional wedding especially the decoration, the outfit. The color combination is very pretty, you can only find it in Indonesia. I am from Minang and I wish to have a wedding with a touch of Minang but still modern and elegant. Maybe the decoration is very traditional, but I will use modern dress. In my dream haha.

Jessica: Cool. Do you know *bridestory.com*? From what social media?

Anastasia: I know from Instagram first randomly and then I saw their magazine on the bookstore.

Jessica: What do you know about *Bridestory*?

Anastasia: It's a platform of wedding needs and anything related to wedding.

Jessica: Do you know other wedding online services besides *Bridestory*?

Anastasia: Uhhh I've heard Weddingku.

Jessica: Okay. Have you ever visit *bridestory.com*?

Anastasia: Oh the website, no.

Jessica: Would you please read this article?

Anastasia: Okay.

Jessica: What do you get from this article?

Anastasia: It highlights the procession of taking pictures at their pre-wedding.

Jessica: What do you know about the concept of romantic pre-wedding shoot?

Anastasia: I think all of the pre-wedding conceptualized for every couple must be romantic, maybe. Either they want specific or different theme just like adventure or a classic or playful. Just like this they want to show modern classy luxurious theme.

Jessica: Do you agree that this pre-wedding shoot is romantic and natural? What is your reason?

Anastasia: Nope. Uhhh romantic maybe yes for several people who desired to have this kind of pre-wedding but not natural because this has been set up.

Jessica: Alright. Do you agree with the sentence that the couple look so effortless and unposed yet still classy?

Anastasia: Yes, because they are well known as an actress and actor so this is the usual way of actress and actors' daily life as we seen on television.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Anastasia: This is just like an endorsement haha or hidden advertisement of several vendors, like the photographer, the designer that mentioned here. They just want to highlight how luxurious the vendors and to be the references for other couples.

Jessica: After read this article and take a look at all of the pictures, will you use this concept for your pre-wedding shoot?

Anastasia: No, I don't like this theme because it's not me.

Jessica: Alright. In your opinion, to what extent *Bridestory* actualize your concept of happiness? You can give me the percentage, how sure you are that *Bridestory* can make your dream wedding come true if you think so, but if not then why?

Anastasia: Maybe around 70% then the rest is back to me again.

Jessica: How can you say that?

Anastasia: Because they provide all the wedding needs. They offer us the choices, and the rest is our decision, our budget exactly.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Samantha**
Age : **24 years old**
Occupation : **Employee**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Samantha: Wasting money haha *laughing*. Sometimes some people looks like spend a lot of money for famous vendors and all that stuff, but after the wedding they are in debt. But on the other side as a woman I understand that many women want her dream come true because this is a once in a lifetime, so most of them think that everything must be perfect and if we take a look at today's wedding, they have their own standard just like uhhh.. I forget who married in Disney?

Jessica: Sandra Dewi

Samantha: Yes, Sandra Dewi. She has a high expectation for her wedding. That's what I think.

Jessica: So, in your opinion it is such a waste of money?

Samantha: Uhhh not really, I mean you need to adjust your wedding to your budget. People cannot just have an expectation without considering their budget.

Jessica: I see. Have you ever attend a wedding with certain theme lately? What is your opinion?

Samantha: Uhhh the last wedding.. They use the common tradition.

Jessica: What is your concept of happiness in wedding?

Samantha: Uhhh hard question haha.. My concept would be when I marry the right man, and on the celebration, I am surrounded by my closest ones, not just you know.. People who only know my name. So, the guests will be people that truly know me so they feel what I feel on that day.

Jessica: Nice. What is your dream wedding?

Samantha: Uhhh.. i don't want in a building. I prefer outdoor, more nature, cool weather but not hot. What pop up on my mind right now is, I don't want the complicated dress. And then, just like my concept of happiness, I want to be surrounded by my closest ones so I will not be awkward or *jaim* in my first dance with my husband. Just let it flow.

Jessica: Wow great. Do you know *bridestory.com*? From what social media?

Samantha: I just follow their Instagram.

Jessica: What do you know about *Bridestory*?

Samantha: Set of wedding vendors.

Jessica: Do you know other wedding online services besides *Bridestory*?

Samantha: Oh wait.. I forgot the name. The Bride's Bestfriend!

Jessica: Oh that's also a part of *Bridestory*'s project haha

Samantha: Seriously? Haha I didn't know before.

Jessica: Have you ever visit *bridestory.com*?

Samantha: Never.

Jessica: Do you like reading a blog? Do you know *Bridestory*'s blog in their website?

Samantha: Rarely, I just often see the advertisement like read this blog on the link, something like that.

Jessica: Have you ever read their articles? If yes, which one have you read?

Samantha: No, I haven't.

Jessica: Would you please read this article?

Samantha: Sure.

Jessica: What do you get from this article?

Samantha: Oh the traditional wedding. Uhhh.. Even though both of them have different culture but they can unite in a beautiful wedding. The couple looks more expressive in this picture.

Jessica: What do you know about traditionally edgy wedding?

Samantha: Uhhh I have no idea.

Jessica: In your opinion, why this wedding is written as traditionally edgy?

Samantha: Maybe because they uphold their tradition so they choose to have a traditional wedding.

Jessica: And the edgy?

Samantha: Well, the edgy.. I don't know hehe.

Jessica: It's alright. After read this article and take a look at all of the pictures, do you like this concept of wedding?

Samantha: To be honest, after read this article I think of the future whether I will bring my tradition or not. I am Chinese-Sundanese, but my parents are not really on tradition but I once think if one day I have a partner who is hard in tradition then I will have a traditional wedding. But I don't want *Sunda* tradition haha. Yaa I like this concept it looks good.

Jess: I see. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Samantha: Brief but good enough to describe the overall wedding.

Jessica: Okay. Now remember your concept of happiness in wedding. In your opinion, to what extent *Bridestory* actualize your concept of happiness? You can give me the percentage, how sure you are that *Bridestory* can actualize your concept of happiness.

Samantha: I'm not sure, maybe my confidence is 40% towards *Bridestory*. Because you cannot create the surroundings, a moment is just happens I think. So, I'm not sure if we talk about my concept of happiness hehe.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Ayu**
Age : **23 years old**
Occupation : **Employee**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Ayu: Uhhh wedding celebration in Indonesia, based on my opinion.. Wait which way? Traditional or modern?

Jessica: Anything about the celebration.

Ayu: The important day for the couple who wants to get married and then it must be memorable day so they have to manage and prepare well to make their special day will be remembered.

Jessica: So, what's the difference from a few years ago and now? I mean the wedding celebration.

Ayu: Maybe from the documentation I think because in the past years, the celebration only focused on the ritual, the main itinerary event but nowadays people become aware to the ambience of the guest, the vibe, and several have specific themes.

Jessica: I see. Have you ever attend a wedding with certain theme lately? What is your opinion?

Ayu: Uhhh not too special one, only like a gardening party. So-so because I guess the couple wants a small crowded so the celebration like a quite with a small circle guest and the spot, the venue they pick near the swimming pool.

Jessica: Alright. Now what is your concept of happiness in wedding?

Ayu: Uhhh.. the connection. The communication between the couple and the guests. So I hope that there will be no gap between the couple and the guests because I think on a special day they have to celebrate with people around them with their loved ones, so they have to interact well, not only just shaking hand and then the guest attend to in front of the stage and then say congratulations and happy wedding.

Jessica: So, your concept of happiness is not on the decoration, but in the connection?

Ayu: Yup.

Jessica: What is your dream wedding?

Ayu: Dream wedding uhhh.. with fewer circle I think with fewer guests, only the closest one, family, best friends, colleagues from the two sides, and then just like maybe garden party or just like special dinner in outdoor space, yaa with several yellow lights.

Jessica: Cool. Do you know *bridestory.com*? From what social media?

Ayu: Yes, I know. I think Instagram first I notice that platform.

Jessica: What do you know about *Bridestory*?

Ayu: Bridestory is an online magazine, uhmm online publication I think that published specific wedding celebration, uhmm Indonesian people and several from overseas.

Jessica: Do you know other wedding online services besides *Bridestory*?

Ayu: Yaa I think if I'm not mistaken it's wedding inspiration haha let me check later.

Jessica: It's okay. In your opinion, what are the differences between *Bridestory* and other wedding online services?

Ayu: The organization of their feed, their content I think of a daily posting.

Jessica: So, in other words *Bridestory* is more neat or maybe prettier in posting?

Ayu: More organized.

Jessica: Okay. Have you ever visit *bridestory.com*?

Ayu: I haven't.

Jessica: Do you like reading a blog? Do you know *Bridestory*'s blog in their website?

Ayu: I've heard that but I never read.

Jessica: Would you please read this article?

Ayu: Okay.

Jessica: What do you get from this article?

Ayu: The writer publishes the wedding ceremony of Kirana Larasati which was held in Bandung, outdoor space with a romantic ambience. Uhmm and they mixed two difference regions from Indonesia, their tradition which Sunda and Minang.

Jessica: What do you know about traditionally edgy wedding?

Ayu: Edgy uhmm.. Is it the same like ethnic?

Jessica: You can say anything haha. So the traditionally edgy wedding means?

Ayu: Yeah ethnic wedding.

Jessica: Okay. In your opinion, why this wedding is written as traditionally edgy?

Ayu: Uhmm combined the traditional way and into the modern way I think. Modern way just like celebrates the traditional wedding in outdoor space. Yeah normally they reserve the indoor space in the hall or at home, but this wedding organizer held this wedding in outdoor space and with a bit touch of gardening decoration and white theme.

Jess: After read this article and take a look at all of the pictures, do you like this concept of wedding?

Ayu: Ya it's quite good haha.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Ayu: I think that the writer wants to share the idea about Minang and Sunda traditional wedding which are mention on the specific statement, specific name like Ngaras, Parebut Bebetian, Tepung Tawar and so on but unfortunately they do not give further explanation about this statement, so people wondering about this maybe if they curious about these meaning, they will go into google but some people maybe just read it and pass by. So the main point a bit unsuccessfully transferred to the common people I think.

Jessica: In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Ayu: For my concept of happiness I think it depends on me, my future husband, my family, and of course everyone who came.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Mira**
Age : **29 years old**
Occupation : **Employee**

Jessica: How do you know Bridestory Fair?

Mira: Instagram and then website, *bridestory.com*.

Jessica: This is your first time attending Bridestory Fair?

Mira: Yes.

Jessica: Why you are interested to come to this fair, is it because you already have a near plan to get married or just curious with the vendors?

Mira: As we know that *Bridestory* and all the vendor are online, so I think this fair is an opportunity to directly consult with the vendor, or maybe get more ideas or references by visiting the booths here.

Jessica: So, you came here to looking for more references? Have you already make a wedding plan?

Mira: Yes hopefully the end of year.

Jessica: Wow great. Have you ever visit *bridestory.com*?

Mira: Yes, especially these past two months.

Jessica: For your preparation, right?

Mira: Yeah, looking for some ideas.

Jessica: What do you know about *Bridestory*?

Mira: It's an online source of wedding references.

Jessica: What are other wedding online services that you know besides *Bridestory*?

Mira: Uhhh *weddingku*.

Jessica: In your opinion, what are the differences between *weddingku* and *bridestory*?

Mira: To be honest, I'm not really following wedding site. I just knew *Bridestory* and because I need it for my wedding's preparation. So, just because of the needs. I found that *Bridestory*'s website is more complete and more pretty in design. You can filter the price, venue, but maybe *weddingku* has the same category with *Bridestory* because it was standard for a wedding website, but because *bridestory* is hype on social media right now. Their post is like everywhere, on your explore so people more aware with *Bridestory*, I think.

Jessica: I see. If *Bridestory* never exist, what do you use to find an inspiration or vendors?

Mira: *Weddingku* of course haha.

Jessica: But, what about the existence of *Bridestory* today?

Mira: It's a good option for me because I think in this digital era people get any information from social media, so *Bridestory* seems success in their strategy to reach the market.

Jessica: Okay. Do you know *Bridestory*'s blog?

Mira: Yes.

Jessica: Have you read their blog's article? Which one?

Mira: I forgot which one, I click it randomly hehe.

Jessica: Would you please read this article?

Mira: Okay. Oh traditional wedding, nice.

Jessica: What do you get from this article?

Mira: The wedding procession and also the concept, a little story about the couple gives us a little background.

Jessica: What do you know about traditionally edgy wedding?

Mira: Maybe a concept of wedding which use procession of their tradition but more modern uhmm.. I mean a bit modern in other side, so adjusting with people's taste nowadays.

Jessica: So, in your opinion traditionally edgy means following the tradition in wedding but adjusting with people's taste? What do you mean adjusting with people's taste nowadays?

Mira: Yeah, I mean like you can add some modern touch in your traditional dress or mixing the traditional and modern in the decoration.

Jessica: I see. In your opinion, why this wedding is written as traditionally edgy?

Mira: Because the couple chooses to use all the tradition procession in their wedding, but still with their edgy taste. So, the mood is traditional at day and modern at night, as we can see in this picture.

Jessica: After read this article and take a look at all of the pictures, do you like this concept of wedding?

Mira: Uhmm it's back to our taste, but I will not use the concept of traditional and edgy in my wedding.

Jessica: Alright. What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Mira: Maybe it's effective for people who like this kind of wedding. But for me, it's just an article.

Jessica: What is your concept of happiness in wedding?

Mira: Concept of happiness? Ummm do you mean my wedding concept?

Jessica: You can say anything that is in your mind right now about your concept of happiness.

Mira: Okay.. I would like to have white looks in my holy matrimony with a touch of gold because for me white combined with gold is elegant and very pretty. I would like to wear a simple but elegant gown. I love the transformation-dress style, you know like you can have three different looks in one dress. And then after the holy matrimony, I would like to have dinner with my family and close friends in a long table with pretty flowers and crystals and other pretty detail and the important thing is having fun at night with my beloved friends. Maybe we sing together, or maybe there will be fireworks and other fun things.

Jessica: Wow great. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Mira: Ummm..

Jessica: Is it possible for *Bridestory* to make you concept of happiness come true?

Mira: It's possible, because some ideas I got from their website too haha.

Jessica: To what extent the possibility?

Mira: Depends on my option. I can take all of their recommendation if I want, but I also can select some of them.

Visitor of *Bridestory Fair 2017* at **Sheraton Grand Jakarta Gandaria City Hotel**.

Name : **Esther**
Age : **27 years old**
Occupation : **Employee**

Jessica: What do you think about wedding celebration nowadays, especially in Indonesia?

Esther: Somehow some of the wedding looks the same in different places, different time, and different couple. The taste of the décor or theme looks more or less the same. What I mean is, like a trend in wedding.

Jessica: Yes. Have you ever attend a wedding with certain theme lately? What is your opinion?

Esther: Two weeks ago I attended a wedding with rustic theme, the theme just like the wedding I attended last month haha *laughing* so like what I said it's about trend.

Jessica: What is your opinion toward that wedding?

Esther: It's nice because everyone has their own taste and dream, right? Hehe.

Jessica: True. What is your concept of happiness in wedding?

Esther: My concept of happiness in wedding.. *thinking* wedding of course is a happy moment because it's a day that you have been waiting for. A day when it's all about you and your loved ones. When everyone feel the happiness and love in that day.

Jessica: What is your dream wedding?

Esther: I am dreaming to have a wedding near the beach, dominated with soft pink, baby blue, white, and peach because I love pastel colors. It will be great if I can take a picture with my spouse at sunset with beach in the background. A lot of lights at the night, so I don't like a big wedding ceremony, just an intimate wedding.

Jessica: Nice one. Do you know *bridestory.com*? From what social media?

Esther: Yes, I forgot instagram or the magazine first.

Jessica: What do you know about *Bridestory*?

Esther: Bridestory is a resource of wedding inspirations and vendors, uhmm.. anything related to wedding.

Jessica: Do you know other wedding online services besides *Bridestory*?

Esther: The Bride Dept.

Jessica: In your opinion, what are the differences between *Bridestory* and other wedding online services?

Esther: I don't really pay attention to the differences, but from the several times I visit TheBrideDept's pages, they are more Indonesian taste while *Bridestory* is international and Indonesian too.

Jessica: I see. So Bridestory more diverse?

Esther: Yup.

Jessica: Have you ever visit *bridestory.com*?

Esther: Yes.

Jessica: Why are you interested to visit their website?

Esther: I want to read the complete story to check the vendor.

Jessica: So, you read the complete story in their blog?

Esther: Uhhh yes.

Jessica: Which article have you read?

Esther: I forgot the title.

Jessica: Would you please read this article?

Esther: Alright.

Jessica: What do you get from this article?

Esther: The combination of two different cultures in a wedding celebration, because to be honest I seldom attend a traditional wedding, so I never knew this kind of combination.

Jessica: I see. What do you know about traditionally edgy wedding?

Esther: From what I know, edgy means unusual or kind of unique.

Jessica: So, traditionally edgy wedding means?

Esther: Traditional but in unusual way maybe.

Jessica: Can you give me an example based on this article with your definition of traditionally edgy wedding?

Esther: Let me see. I think the couple wearing traditional attire but this one (pointing to one of the pictures in the article) in outdoor and unique decoration. And also the reception at night like this one, the bride's dress is unique for a wedding celebration but still has a touch of traditional.

Jessica: Great explanation. In your opinion, why this wedding is written as traditionally edgy?

Esther: Maybe because they combined two different cultures.

Jessica: After read this article and take a look at all of the pictures, do you like this concept of wedding?

Esther: It looks nice.

Jessica: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

Esther: *Bridestory* tell us about the other concept of traditional wedding that maybe can be an inspiration for some people who will use the traditional wedding. This is a good article I think because of the writer tell us the story of the couple, but maybe it will be better if they explain more about their edgy taste.

Jessica: I see. Now back to your concept of happiness that I asked to you. In your opinion, to what extent *Bridestory* actualize your concept of happiness?

Esther: I think because *Bridestory* is completed with many inspirations, themes, top venues, list of vendors so as a consumer I can choose what I need and *Bridestory* already provide it all.

Jessica: So, do you think *Bridestory* can actualize your concept of happiness?

Esther: Yes, I think so.