

ABSTRACT

Today's marketers are required to be more observant and creative in creating marketing strategies for their brands. One of the efforts carried out to communicate the product is by conducting marketing activities. Event is a marketing strategy, event marketing has a big influence because of consumer involvement in it. This is because event marketing is personal so that every event carried out will definitely give a deep impression to everyone present and seeing. Event is one of the marketing strategies that have a goal, one of which is to form a brand (Brand Awareness) of a product. This study entitled "The Influence of Event Marketing Grand Launch Vivo V9 Against Brand Awareness PT. Vivo Mobile Indonesia. The purpose of this study was to find out and analyze the implementation of event marketing organized by PT. Vivo Mobile Indonesia towards brand awareness of PT. Vivo Mobile Indonesia and how much it affects partially. The method used in this study is quantitative with the type of descriptive and causal research. Sampling was carried out using probability-sampling method type of purposive sampling, with respondents as many as 100 people. The data analysis technique used is descriptive analysis, classic assumption test and simple linear regression analysis, coefficient of determination and hypothesis testing. The results of hypothesis testing using the t-test obtained event marketing results of 17,206 with a significance of 0,000, then compared with the value of t table with a probability of 5% and $df = 100 - 2 = 98$, so that the t table is 1,984, due to $t \text{ count} > t \text{ table}$ ($17,206 > 1,984$) and significance $0,000 < 0,05$, then H_0 is rejected and H_a is accepted so it can be concluded that event marketing has a significant influence on brand awareness. Based on the coefficient of determination, it was found that Event Marketing Grand Launch Vivo V9 showed that the value of 75.1% means that this value indicates that event marketing variables have an influence on variable brand awareness of 75.1% and the remaining 24.9% is influenced by other variables not examined in this study.

Keyword: *Event Marketing, Brand Awareness, PT. Vivo Mobile Indonesia, Vivo V9*