

ABSTRACT

Kompas Gramedia organizes an *event* better known as "Back to Campus 2018". The *event* was held in 8 cities with 8 universities in different locations. Namely Multimedia Nusantara Tangerang University, Airlangga University, Surabaya, Jenderal Sudirman University Purwokerto, Atma Jaya Yogyakarta University, Makassar State University, Medan State University, Malang State University, and Bali Udayana University. The *event* takes the theme #BeraniBerinovasi which aims to encourage students to develop themselves through innovation as their potential. This study discusses the Analysis of the Characteristics of 2018 Back to Campus *Events*. The method used in this study is a qualitative descriptive method. The researcher used in-depth interview techniques and documentation studies. The informants in this study consisted of one person drafter, five executors, eight supporting informants namely volunteers from each University and an expert in the *event* field. The purpose of this study is to find out the characteristics of *events* such as uniqueness, perishability, intangibility, atmosphere and service, and personal interactions of the Back to Campus *event* 2018. The results of this study indicate that the Back to Campus 2018 *event* has a unique characteristic of local content delivered Certain cities since there are similarities in terms of facilities and speakers brought in resulted in no perishability in this *event*. Intangibility or something that can be remembered from this *event* is the speaker career journey that can provide innovation to students. The atmosphere created is a seminar that is fun and not boring as well as a focused and serious atmosphere. the personal interactions that took place at the *event* were question and answer sessions, singing together, taking pictures and interactive games.

Keywords: *Event characteristics, Back to Campus 2018, Kompas Gramedia*