

ABSTRACT

Event marketing strategy development is a critical element in ensuring the success of an event. In today's era, media platforms play a central role in delivering messages and building audience engagement.. PT MNC Multimedia Networks is one example, with Global Radio. PT MNC Multimedia Networks is a radio media network under the auspices of MNC Group. In addition to on-air programs, Global Radio also has off- air programs, such as Globalkustik and OB Van. Both of these programs are events that aim to promote local brands and companies. Globalkustik attracts a large audience because it is a free music concert for the public. The reason why the researcher took this topic is because of the uniqueness of Global Radio which is not only a mass media and media partner, but also can be a promotional media by using event marketing strategy for other companies who want to promote their products. This research uses a qualitative descriptive method. This research is driven by the use of in-depth interview methods, which are intended to obtain results from informants who are selected based on their areas of expertise. This research utilizes the interpretive paradigm. The results of this study are generated from interviews conducted by researchers with informants so that the data obtained by researchers is accurate, because the informants mainly work in this field and are the object of research, namely PT MNC Multimedia Networks. The results of the interviews obtained were recapitulated and analyzed and then described by the researcher with the aim of knowing the effectiveness of using the event marketing strategy as a promotional media from the company. In conclusion, this research highlights the importance of event marketing strategies in promoting a brand or company & product on global radio. By understanding the effectiveness of this strategy, companies can better target their target audience and maximize the benefits of their marketing efforts.

Keywords: Global Radio, Globalkustik, Promotion, Event Marketing Strategy