

ABSTRACT

The growth of business and industry in Indonesia evidenced by the increasing companies from various sector. One of them is the tobacco industry. From the data obtained for tobacco companies in Indonesia in 2014 may, PT Djarum is in the third position of the tobacco market share in Indonesia based on a survey CNN Indonesia 2014, with low tar nicotine cigarette as a featured product. To achieve company goals, each company uses a strategy of promotion. One of promotion that used is event marketing. Event marketing that implemented by corporate also should be right on target, so that can increasing brand image of the corporate. Brand image are perceptions and beliefs held by consumers, as a reflected associations are embedded in consumer memory.

The aim of this study was to determine the influence of event marketing on brand image on Djarum Super Mild. This research is quantitative descriptive data and causal analysis, respondents surveyed in this study amounted to 100 visitors of event Stage Bus Jazz Tour 2015 with purposive sampling technique. Data were collected from 22 questionnaire is then processed using IBM SPSS 20 with a data analysis technique multiplelinear regression.

The result of simultaneous showed that event marketing significantly influence brand image of Djarum Super Mild. The result of partially showed that variable of event marketing with dimension involvement has not significantly influence brand, interaction has not significantly influence brand image, intensity significantly influence brand image, individuality has not significantly influence brand image , innovation significantly influence brand image, integrity has not significantly influence brand image.

Kata Kunci : Event Marketing, Brand Image, Cigarette