

## ABSTRACT

*Musical development in Indonesia does not only engender an open opportunity for musician, but it also provides a business opportunity for a group of competitive people in their respective fields; those groups of people are commonly known as promoters. Accellera Entertainment is a company that concerns on Event Promotion (promoter) which organizes musical concert “The 90’s Festival Big Reunion”.*

*This research principally discusses about promotional strategy and analysis on execution result of such strategy on “The 90’s Festival Big Reunion” at Accellera Entertainment Bandung. The methodology used in this research is qualitative descriptive and data retrieval was conducted through interview, observation, and qualitative documentation. The data analysis technique included data preparation, general sense, and data coding. In this research, a number of analyses are also brought into account including, but not limited to, theory on strategy and promotional mix.*

*This research result has conclusively shown that promotional strategy on “The 90’s Festival Big Reunion” uses four promotional mix, namely advertising through online ads, radio, and out of home media; sales promotion through reseller price and quiz; direct marketing through SMS blast and social media blast; and public relations through social media and call center, relations building with media, media and ticket partnership, sponsorship, and publicity. In addition, Accellera Entertainment also makes use of celebrity endorsement attributes during promotion through social media. In all of the promotional activities, Accellera Entertainment has successfully engaged with and drawn the attention of nearly 6,000 visitors. Suggestively speaking, a further improvement through promotional strategy evaluation is still considered necessary in order to create a larger range of positive impacts in future events.*

*Keywords: promotional strategy, marketing communication, promotional mix, event, concert*