

ABSTRACT

The rapid development of technology and communication now has a huge impact on companies that develop their business through promotion. One type of promotion that companies can use is event marketing strategies. Event marketing is used by companies to introduce their products to the public or their customers. According to marketers themselves, promotional strategies through events are more profitable than content marketing, digital advertising and email marketing. This study aims to analyze what factors influence the effectiveness of event marketing in company promotion. In this study using quantitative research with descriptive research methods, the sampling technique used is non-probability sampling with the type of saturated sample (census). Data collection techniques distributed questionnaires to 38 respondent. The data analysis technique used is descriptive analysis. Based on the results of the analysis revealed the acquisition value of the percentage of marketing events by 80% and can be said to be included in either category.

Keywords type: *Event Marketing, Promotion*