ABSTRACT

The spread of the Covid-19 pandemic in all parts of the world including Indonesia,

resulted in most industrial sectors experiencing economic paralysis. Business people must

do various ways to keep their business running and marketing activities carried out with

innovations according to the situation. With all the limitations of movement, the

emergence of various virtual events is a solution for marketing activities to keep going in

this critical pandemic. ASTRA Daihatsu is one of the brands that is active in holding

virtual events during the pandemic as an alternative to their marketing activities during

this pandemic.

Customer virtual events are carried out to maintain ASTRA Daihatsu's

communication with the community, and be active in continuing ASTRA Daihatsu's

routine marketing activities, namely holding events. The purpose of this study was to

identify the special event strategy implemented by PT. Maha Kreasi Indonesia as the

organizer of the ASTRA Daihatsu virtual event. This study uses the theory of special event

stages by Joe Goldblatt which consists of research, design, planning, coordination, and

evaluation. The research method used is descriptive qualitative with a constructivism

paradigm and data collection was carried out by in-depth interviews, participative

observation, documentation, and literature study. The results obtained explain the

application of the special event stages in the implementation of the ASTRA Daihatsu

virtual event by PT. Maha Kreasi Indonesia in carrying out its marketing activities.

Keywords: Special Event, Customer Virtual Event, ASTRA Daihatsu, PT. Maha

Kreasi Indonesia

viii