

ABSTRACT

Bintang SMA 2020 is an event conducted by pocari sweat which is used as an addition and increase Brand Awareness for Pocari Sweat. The theory used in this research uses Event Marketing and Brand Awareness theory. In this study, researchers used descriptive quantitative research methods. The population used is people who know the event and also are 16 – 18 years old. Researchers used a sampling technique, namely non – probability technique and obtained and obtained a sample of 100 people. The results of the study show that there is a good influence between Marketing Event “Bintang SMA 2020” on the Brand Awareness Pocari Sweat. Based on the results of the coefficient of determination analysis obtained R square of 0.098. this explains that the effect of Event Marketing as Variable X on Brand Awareness of Pocari Sweat as Variabel Y is 9.8%, while the remaining 90.1% is influenced by other factors that were not carried out by researchers in this study.

Keywords : event, event marketing, brand, brand awareness