

ABSTRACT

This research is motivated by the occurrence of the Covid-19 pandemic in Indonesia and the increase in the Korean wave phenomenon during the period at home alone and PSBB which is used by e-commerce. The Covid-19 pandemic resulted in almost all industrial sectors in Indonesia experiencing a decline to out of business. This forces companies to find ways to survive during a pandemic and compete with competitors in the midst of a pandemic.

This study aims to determine and analyze the effect of the Tokopedia WIB BTV Show X BTS marketing event on the purchase intention of Banana Flavor Variant Indomilk Milk with brand awareness as an intervening. The method used in this research is quantitative with the aim of causality research with the type of associative research and the SEM-PLS analysis method. The sampling technique used was non-probability sampling with a total sample size of 385 people throughout Indonesia who knew and had seen the Tokopedia WIB TV Show X BTS marketing event.

Based on the results of testing the research hypothesis, it is concluded that event marketing and brand awareness directly have a positive and significant effect on purchase intention. Meanwhile, event marketing on purchase intention through brand awareness as an indirect effect has a positive and significant effect.

Keywords: *Event Marketing, Brand Awareness, Purchase Intention*