

ABSTRACT

CBD Hair Institute is a means of education and coaching for salon and beauty workers during the COVID-19 pandemic, which was held virtually for the first time in Indonesia. The event has succeeded in reaching an audience exceeds the intended target. The success to reach the number of participants is supported by an effective and targeted event promotion strategy by the event organizer (EO). Therefore, the purpose of this final project is to provide a comprehensive understanding and describe the strategy and the promotional mix used to promote the CBD Hair Institute Pitstop Virtual Learning event, using a qualitative method with a case study approach. Data collection techniques were conducted through participatory observation, interview, documentation, and literature studies. The results showed that Dyandra Promosindo as the organizer of the event had implemented the eight stages of the promotion strategy according to Tjiptono (2019). These stages are identifying the target audience, determining communication objectives, designing messages, choosing communication channels, designing budgets, selecting promotional mixes, implementing promotional activities, and collecting feedback. The promotional mix applied according to Lupiyoadi & Hamdani (2006) consists of advertising, public relations, word of mouth, as well as direct and online marketing. In marketing events whose audience is specifically segmented, direct marketing is considered the most effective promotional strategy because the communication is non-public and the use of consumer databases makes it clear the segmentation of prospects or potential audiences.

Keywords: marketing communication, promotion strategy, promotion mix, virtual event