

## **ABSTRACT**

*The intense business competition requires companies to strategically determine their business paths, especially for those in the IT sector. In a constantly evolving business world, companies must always adapt and innovate. As a company focused on IT solutions, PT Indotek Buana Karya, established in 2018, strives to provide the best service to customers with a dedicated, experienced, and knowledgeable team in the field of information technology. Naturally, with the advancement of technology, marketing a product or service should adopt attractive techniques and create memorable events that effectively and impressively convey information to consumers. Event Marketing is one way to present all the effective information to consumers.*

*Consumers' interest in purchasing a product is based on various factors, including the event marketing conducted. Event marketing is one of the most effective forms of marketing communication in maintaining a company's brand image. Purchase intention arises when event participants are attracted to an event that is informative, innovative, and where the information related to the product or service is clear. The purpose of this study is to understand how the implementation of event marketing can increase purchase intention at PT. Indotek Buana Karya. The results of this study indicate that PT. Indotek Buana Karya's event marketing can be considered successful based on the 7I indicators (Involvement, Interaction, Immersion, Intensity, Individuality, Innovation, Integrity). This research uses a qualitative method.*

*Keywords: Event Marketing, Purchase Intention, PT. Indotek Buana Karya, 7I (Involvement, Interaction, Immersion, Intensity, Individuality, Innovation, Integrity).*