

Implementasi event marketing jenis campaign roadshow untuk menciptakan brand awareness : studi kasus di PT Yahoo Indonesia produk Yahoo Messenger = Implementation of event marketing with roadshow campaign to create brand awareness : case study in PT Yahoo Indonesia Yahoo Messenger

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Abstrak

Tugas akhir ini membahas implementasi event Yahoo Messenger Jenis penelitian menggunakan kualitatif deskriptif dengan metode studi kasus pengumpulan data didapatkan dengan teknik interaktif dan noninteraktif Kesimpulan menunjukkan implementasi event terorganisir dengan baik Event dapat menciptakan brand awareness pada Yahoo Indonesia khususnya Yahoo Messenger Kesimpulan juga menunjukkan beberapa hambatan yaitu bagaimana menarik pengunjung untuk datang bagaimana membuat mekanisme download gangguan koneksi internet dan pengunjung tidak membawa device yang memadai Kesimpulan menunjukkan solusi dari hambatan tersebut yaitu melibatkan artis menyediakan hadiah mekanisme download yang mudah menyiapkan modem untuk koneksi internet dan tim mengajarkan cara download pada pengunjung yang tidak bawa device memadai.

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This research focuses on event marketing rsquo s implementation by Yahoo Type of this research is descriptive qualitative using case study method while the data collection obtained by interactive and non interactive technique The result shown the event was conducted with well organized This event also succeeded in created brand awareness It stated there were several constraints which were how to attract the audience to come how to make a mechanism for download internet connection interference and no compatible device carried by audiences The last result shown the solution which were involved artists provided presents setting an easy mechanism for download prepared an adequate modem and team taught how to download