

## **Abstract**

Event or events is something that is already familiar arguably be heard and seen. The event itself has a variety of different events. With many events or different events so the more EO (event organizer) that have sprung up to provide event concept as unique as possible, so that there is competition in the field of event organizers. In Indonesia, the event is now the most important part in a promotional product to attract the attention of many an event or events that we often encounter such as cigarettes and event products and events that are rampant in Indonesia, namely Talkshow event, gathering, launching, performing arts, design dangdut stage with entertainment events of the morning until night. Start of the event on television, as well as events on the ground. The event always presents a variety of entertainment from start until the event dangdut pop music, rock, metal and reagne and others. Event organizer is part of the solution for the design so that the event runs smoothly and can attract the public, it is known that an event organizer has a variety of events that provide concepts, therefore event organizers also have unique designs which have a stage show that could make the show a more unique, in tune with the concept, and structuring programs that are entertaining and creative in the placement, as well as encouragement to the audience or guests who saw the show, so people who see it will be easy to quickly recall memories while being together and follow the program and interested. Current event with event show music is loved by young people. Gathering event were many who provide musical entertainment from pop music, dangdut, and entertaining music in the show because they enjoy the music while eating together. Event organizers have their own hard work to provide design and program as well as unique mukin their creative work in building society interest. Like making facilities, providing unique programs and events for their musical show, so the

show is not boring and increase public interest in order to be interested in the products or services offered by our clients, but many also EO (event organizer) newcomers another unique and different designs with a variety of promotional media such as brochures, posters, and others. not hesitate to make a variety of forms as diverse as the stage design stage design to create a unique shape and striking back drop to be interested, as well as creating a web of events and services offered by EO (event organizer) itself is simple.

**KEYWORD : EO (Event Organizer), Unique.**

