



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Marketing Communication & Advertising
Fricilya Lenny Anggraeni
44313110115

Strategi *Event Rhapsodie Indonesia Choirs Festival 2019* Dalam Meningkatkan Jumlah *Participant*

Bibliografi: 5 Bab 101 hal + Tabel + Gambar + Referensi 2013 – 2020

ABSTRAK

Banyak rupa dan bentuk dalam *event marketing*, salah satunya dengan menggelar *event festival*. Festival pun banyak juga bentuknya salah satunya festival musik. Melihat kurangnya festival musik bagi anak-anak, membuat Rhapsodie Music terdorong untuk menggelar Rhapsodie Indonesia Choirs Festival. Jika di Rhapsodie Indonesia Choirs Festival 2018, Rhapsodie Music fokus pada *brand awareness*. Maka di Rhapsodie Indonesia Choirs Festival 2019, Rhapsodie Music mengubah fokusnya menjadi peningkatan jumlah peserta (*participant*).

Penelitian ini bertujuan untuk mengetahui strategi *event Rhapsodie Indonesia Choirs Festival 2019* dalam meningkatkan jumlah *participant* dengan teori tahapan *event management* menurut McCartney, teori *promotion tools* dari Belch dan teori AB Susanto mengenai *brand awareness*.

Konsep yang digunakan dalam penelitian ini adalah strategi *event management* dan pengelolaan media sosial. Konsep ini berkaitan dengan Rhapsodie Indonesia Choirs Festival 2019 yang bertujuan dalam meningkatkan jumlah *participant*

Metode yang digunakan dalam penelitian kualitatif ini adalah metode studi kasus dengan desain kasus tunggal dan teknik pengumpulan data yang dilakukan adalah dengan cara wawancara serta observasi.

Penelitian ini menyimpulkan *event Rhapsodie Indonesia Choirs Festival 2019* berhasil dalam meningkatkan jumlah *participant* dari tahun lalu. Hal ini karena kesuksesan Rhapsodie Indonesia Choirs Festival 2018 yang berhasil meningkatkan *brand awareness* Rhapsodie Music. Maka di Rhapsodie Indonesia Choirs Festival 2019, Ini didukung juga dengan pemilihan promotion tools yang tepat guna dan tepat sasaran.

Kata kunci : Strategi event, brand awareness.



Mercu Buana University
Faculty of Communication
Field of Marketing Communication & Advertising Studies
Fricilya Lenny Anggraeni
44313110115
Rhapsodie Indonesia Choirs Festival 2019 Event Strategy in Increasing the Number of Participants of Rhapsodie Music
Bibliography: 5 Chapter 101 pages + Tables + Pictures + References 2013 – 2020

ABSTRACT

There are many forms and forms in event marketing, one of which is by holding festival events. There are also many festivals, one of which is the music festival. Seeing the lack of music festivals for children, made Rhapsodie Music compelled to hold the Rhapsodie Indonesia Choirs Festival. If at the Rhapsodie Indonesia Choirs Festival 2018, Rhapsodie Music focuses on brand awareness. So at the 2019 Rhapsodie Indonesia Choirs Festival, Rhapsodie Music changed its focus to an increase in the number of participants (participant).

This study aims to determine the Rhapsodie Indonesia Choirs Festival 2019 event strategy in increasing the number of participants with the theory of event management according to McCartney, the theory of promotion tools from Belch and AB Susanto's theory of brand awareness.

The concept used in this research is event management strategy and social media management. This concept is related to the Rhapsodie Indonesia Choirs Festival 2019 which aims to increase the number of participants

The method used in this qualitative research is a case study method with a single case design and data collection techniques conducted are by interview and observation.

This research concludes that the 2019 Rhapsodie Indonesia Choirs Festival was successful in increasing the number of participants from last year. This is due to the success of the 2018 Rhapsodie Indonesia Choirs Festival which has succeeded in increasing Rhapsodie Music's brand awareness. So at the 2019 Rhapsodie Indonesia Choirs Festival, this is also supported by the selection of promotion tools that are appropriate and right on target.

Keywords: Event strategy, brand awareness, increasing the number of participants