

ABSTRAK

Audrey Claudia Corazon Lay (135120200111071), Pengaruh Event Marketing Terhadap Brand Awareness (Studi pada Event Tehbotol Sosro Goes To School di SDN Kauman 1 Malang) Pembimbing: Wayan Weda Asmara Dewi, S.I.Kom., M.I.Kom

Penelitian ini membahas *event* Tehbotol Sosro *Goes to School* yang sudah berlangsung sejak tahun 2015 secara nasional yang bertujuan untuk membangun *brand awareness* pada anak-anak. Penelitian ini mengkaji pengaruh *event marketing* terhadap *brand awareness* di kalangan target sekunder produk. *Event marketing* yang dirancang oleh PT Sinar Sosro berfokus pada *experience* dan *interaction* dengan partisipan *event* agar bisa menyampaikan pesan dengan baik dan mencapai tujuan *event*. Kegiatan promosi ini dilakukan PT Sinar Sosro agar bisa menjaga kelangsungan perusahaan dalam jangka panjang.

Jenis penelitian yang digunakan adalah kuantitatif eksplanatif dengan metode survei yang memiliki variabel bebas (X) *event marketing* mengacu pada indikator *involvement, interaction, immersion, intensity, individuality, innovation, & integrity* (Wood dan Masterman, 2007) dan variabel terikat (Y) *brand awareness* mengacu pada indikator menancap kepada suatu asosiasi yang bisa terikat, keakraban/kesukaan, *signal of substance, brand* dianggap selama proses pembelian (Aaker, 1991). Penelitian ini bertempat di SDN Kauman 1 Malang, dimana sudah diadakan *event* Tehbotol Sosro *Goes to School* sebanyak dua kali. Pengambilan *sample* menggunakan teknik *simple random sampling* dengan membagikan kuesioner kepada 137 siswa SDN Kauman 1 Malang yang menjadi partisipan dalam *event* Tehbotol *Goes to School*. Teknik analisis yang digunakan adalah regresi liner sederhana dan uji hipotesis uji-t.

Hasil peneltian ini dari analisis regresi sederhana mendapatkan model regresi $Y = -2,291 + 0,259 X$ yang artinya jika *event marketing* (X) bernilai nol (0), maka *brand awareness* (Y) akan bernilai -2,291 dan jika *event marketing* (X) meningkat sebesar satu satuan, maka *brand awareness* (Y) akan meningkat sebesar 0,259 satuan. Kemudian terdapat pengaruh yang signifikan antara *event marketing* sebagai variabel X terhadap *brand awareness* sebagai variabel Y, dengan hasil uji-t yang menunjukkan bahwa $t_{hitung} (7,477) > t_{tabel} (1,978)$ yang artinya *event marketing* bisa mendukung terbentuknya *brand awareness* pada anak-anak yang merupakan target sekunder dari Tehbotol Sosro.

Kata kunci: *event marketing, brand awareness, kuantitatif*

ABSTRAK

Audrey Claudia Corazon Lay (135120200111071), The Effect of Event Marketing to Brand Awareness (Studies on Tehbotol Sosro Goes To School in SDN Kauman 1 Malang). Advisor: Wayan Weda Asmara Dewi, S.I.Kom., M.I.Kom

This study discusses the event Tehbotol Sosro Goes to School, which has lasted since 2015 nationwide that aims to build brand awareness in children. This study examines the effect of event marketing to brand awareness among secondary target product. Event marketing is designed by PT Sinar Sosro focuses on experience and interaction with event participants in order to convey the message properly and achieve the purpose of the event. Promotional activities conducted by PT Sinar Sosro in order to maintain the continuity of the company in the long term.

This type of research is quantitative eksplanatif with a survey method that has the independent variable (X) event marketing refers to indicators of involvement, interaction, immersion, intensity, individuality, inovation, and integrity (Wood and Masterman, 2007) and the dependent variable (Y) brand awareness refers to the indicator stick to an association which could be bonded, familiarity / favourity, the signal of substance, the brand is considered during the purchase process (Aaker, 1991). This study took place in SDN Kauman 1 Malang, where the event has been held Tehbotol Sosro Goes to School twice. The sample using simple random sampling technique by distributing questionnaires to 137 students of SDN Kauman 1 Malang who become participants in the event Tehbotol Goes to School. The analysis technique used is a simple linear regression and hypothesis testing t-test.

The results of this research from a simple regression analysis to get the regression model $Y = -2.291 + 0.259 X$ which means if the event marketing (X) is zero (0), then the brand awareness (Y) will be worth -2.291 and if the event marketing (X) increased by one unit, then the brand awareness (Y) will increase by 0.259 units. Then there is significant influence between event marketing as a variable X to brand awareness as a variable Y, with the t-test results that show that $t_{\text{count}} (7.477) > t_{\text{table}} (1.978)$, which means event marketing can support the emergence of brand awareness in children which is a secondary target of Tehbotol Sosro.

Keywords: event marketing, brand awareness, quantitative