

ANALISIS PENERAPAN *EVENT MARKETING* PADA SLEMAN CITY HALL

Irfan Cahya Romadhon

Abstrak

Penelitian ini dilakukan di Sleman City Hall. Tujuan dari penelitian ini adalah untuk menganalisis *event marketing* yang telah diterapkan perusahaan. *Event marketing* memiliki 3 indikator yaitu *entertainment*, *excitement*, dan *enterprise*. Jenis penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling* dengan jumlah 100 responden yang merupakan pengunjung yang pernah menyaksikan *event* di Sleman City Hall. Sumber data dalam penelitian ini adalah data primer. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner yang disebar melalui *google form*. Teknik analisis data menggunakan uji validitas, uji reliabilitas, dan uji rata-rata hitung. Hasil penelitian menunjukkan bahwa indikator *entertainment* memiliki rata-rata sebesar 2,92 yang termasuk kategori setuju, indikator *excitement* memiliki rata-rata sebesar 3,13 yang termasuk kategori setuju dan indikator *enterprise* memiliki rata-rata sebesar 2,61 yang termasuk dalam kategori setuju.

Kata Kunci: *Event Marketing*

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ANALYSIS OF EVENT MARKETING IMPLEMENTATION AT SLEMAN CITY HALL

Irfan Cahya Romadhon

Abstract

This research was conducted at Sleman City Hall. The purpose of this study is to analyze event marketing that has been implemented by the company. Event marketing has 3 indicators, namely entertainment, excitement, and enterprise. This research uses quantitative methods. The sampling technique was carried out using a purposive sampling method with a total of 100 respondents who were visitors who had witnessed the event at Sleman City Hall. Source of data in this research is primary data. The data collection technique in this study was the use of questionnaires distributed via the Google form.

Data analysis was performed using the validity test, reliability test, and arithmetic mean test. The results showed that the entertainment indicator had an average of 2.92 which was included in the agree category, the excitement indicator had an average of 3.13 which was included in the agree category and the enterprise indicator had an average of 2.61 which was included in the agree category.

Keywords: *Event Marketing*