

APPLYING THE EVENT OF CLOSING – YEAR PARTY AT PT. PRODUK REKREASI (KIDS FUN PARCS) YOGYAKARTA

Abstract

This study aims at determining the efforts made in the process of applying the event of closing – year party at PT. Produk Rekreasi (Kids Fun Parcs) Yogyakarta which includes the event of closing – year party, promotion mix, uniqueness of the event, perishability, intangibility, and personal interaction. Techniques of collecting data employed in this study are one - way interview and document analysis by using primary and secondary data from the company. The results of the research indicate that applying the event of closing – year party at PT. Produk Rekreasi Yogyakarta can increase the visit at Kids Fun which is proven by the increasing number of visitors from 2013 to 2017. Therefore, the event of closing – year party should be held to lead the increase of the visit at Kids Fun.

Keywords: *Event, Promotion Mix*