

PERAN CASUAL LEASING DALAM MEMPROMOSIKAN SPECIAL EVENT KEPADA TENANT DI JOGJA CITY MALL

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Abstrak

Casual leasing adalah salah satu divisi manajemen yang berperan penting dalam menyelenggarakan *special event* di Jogja City Mall. *Casual leasing* berperan penting dalam meramaikan *event* dengan cara mengisi *tenant-tenant* pada area *casual* sesuai tema *event* yang direncanakan. *Casual leasing* bertanggung jawab untuk dapat mempromosikan seluruh area kepada *tenant-tenant* agar area *casual* dapat terisi penuh. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif yang menggambarkan bagaimana proses yang diterapkan oleh staff *casual leasing* di Jogja City Mall dalam mempromosikan *special event* kepada *tenant*. Menggunakan variabel tunggal yaitu *special event*. Berdasarkan peranan dalam menyediakan tempat untuk mempromosikan bisnis melalui *initiatives*, *casual leasing* memiliki ketiga peranan penting yaitu *promotion*, *experiential* dan *tenant outpost*. Dari ketiga peranan tersebut *casual leasing* mampu memenuhi tempat-tempat pameran yang digunakan dalam *special event*. Dalam mempromosikan pameran staff *casual leasing* menemui hambatan-hambatan yang menyebabkan sulit dalam mendapatkan *tenant*. Untuk itu *casual leasing* diharapkan mampu memperluas daerah promosi dimana banyak pengusaha yang berpotensi menjadi *tenant* di Jogja City Mall.

Kata Kunci: *Special Event*

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**CASUAL LEASING ROLE IN PROMOTING SPECIAL EVENT TO
TENANTS IN JOGJA CITY MALL**

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Abstract

Casual leasing is a management division that plays an important role in organizing special events at Jogja City Mall. Casual leasing plays an important role in enlivening the event by filling tenants in the casual area according to the theme of the planned event. Casual leasing is responsible for promoting the entire area to tenants so that the casual area can be fully occupied. The research method used in this study is a qualitative method that describes how the process applied by casual leasing staff at Jogja City Mall in promoting special events to tenants. The variable used is a single variable, namely a special event. Based on its role in providing a place to promote business through initiatives, casual leasing has three important roles, namely promotion, experiential and tenant outpost. Of the three roles, casual leasing is able to fulfill exhibition venues used in special events. In promoting the exhibition casual leasing staff encountered obstacles that made it difficult to find tenants. For this reason, casual leasing is expected to be able to expand the promotional area where many entrepreneurs have the potential to become tenants at Jogja City Mall.

Keywords: Special Event



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