

ABSTRAK

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PENERAPAN KONSEP *EVENT MANAGEMENT* DALAM *EVENT DISKUSI ENTREPRENEURSHIP* CHAIRUL TANJUNG DAN JOKO WIDODO DI *DEPARTEMENT SALES AND MARKETING COMMUNICATION* PT. TELEVISI TRANSFORMASI INDONESIA.

(xv + 93 halaman; 11 gambar; 20 lampiran)

Kata kunci: *event management*

Penulis melaksanakan kegiatan magang di PT Televisi Transformasi Indonesia atau yang lebih dikenal dengan TRANS TV. Dalam pelaksanaan magang, penulis ditempatkan di *Departement Sales and Marketing Communication*. Pekerjaan penulis pada umumnya seperti menjadi notulen dan mempersiapkan penyelenggaraan *event off-air* oleh TRANS TV.

Laporan magang ini lebih memfokuskan pada suatu kegiatan perencanaan, pelaksanaan dan pengevaluasian *event* dengan melakukan pendekatan konsep dan teori komunikasi, *public relation*, dan khususnya *event management*.

Analisis terhadap proses *event management* TRANS TV mengidentifikasi enam proses yaitu: *research, design, planning, coordinating, evaluation*. Tujuan yang ingin dicapai TRANS TV dalam menyelenggarakan *event* ini adalah membangun *image* dan *awareness* yang kuat.

Referensi: 24 (1990 - 2011)

ABSTRACT

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(xv + 93 pages; 11 picture; 20 appendix)

Keyword: *event management*

The authors conduct internships in PT Indonesia Transformation Television or better known as the TRANS TV. In the implementation of the internship, the authors placed in Department Sales and Marketing Communication. Author's work in General as a forward and prepare for non-event off-air by TRANS TV.

During this internship report, focusing more on an activity planning, implementing and evaluating the event by doing approach to the concepts and theories of communication, public relation, and especially event management.

An analysis of the process of event management TRANS TV identified the six processes: research, design, planning, coordinating, evaluation. Objectives to be achieved within the TRANS TV hosts this event is building a strong image and awareness.

References: 24 (1990 - 2011)