

ABSTRAK

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PERANAN DIVISI *EVENT AND PROMOTION* UPH DALAM MENERAPKAN BERBAGAI AKTIVITAS *EVENT MARKETING* KEPADA PELANGGAN POTENSIAL

(xvi + 164 halaman; 11 gambar; 1 tabel; 52 lampiran)

Kata kunci: *Event Marketing*, *Divisi Event and Promotion*, *Potential Customer*, *Universitas*, *Pendidikan Tinggi*

Kondisi persaingan di sektor pendidikan yang semakin ketat ini, maka promosi semakin diperlukan oleh universitas agar dapat bersaing dan menjangkau calon mahasiswa baru. Oleh karena itu UPH menerapkan salah satu strategi promosi agar dapat bersaing dengan kompetitor. Salah satu strategi *marketing communication mix* yang dapat dilakukan oleh Universitas Pelita Harapan sebagai perguruan tinggi adalah dengan menggunakan *event*.

Divisi *Event and Promotion* UPH juga menerapkan integrasi dari berbagai *marcom mix* dalam menjalankan berbagai *event marketing*, seperti: *advertising*, *direct marketing*, *personal selling*, *sales promotion*, *publicity/public relation*, *packaging* dan *customer service*. *Event* merupakan sarana promosi yang aktif. Melalui penyelenggaraan suatu *event* dapat diketahui bagaimana respon khalayak mengenai suatu produk, ide, maupun *image* suatu organisasi karena mereka dilibatkan secara langsung dalam *event* tersebut.

UPH telah merancang daftar seminar *Dean's Talk Series* dengan menetapkan jadwal *event planning* tetap setiap tahun yang disesuaikan dengan *deadline Direct Admission* dan juga *Scholarship Schedule*. *Dean's Talk* merupakan salah satu *created event* oleh Divisi *Event and Promotion* yang besar pengaruhnya karena ditujukan langsung kepada orang tua dari siswa SMA yang merupakan *potential customer*. *Participated event* UPH dalam IETE 2015 juga menjadi *special event* bagi Divisi *Event and Promotion*.

Referensi: 29 (1998-2015)

ABSTRACT

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ROLE OF UPH EVENT AND PROMOTION DIVISION IN APPLYING VARIOUS EVENT MARKETING ACTIVITIES TO POTENTIAL CUSTOMER

(xvi + 164 pages; 11 pictures; 1 tables; 52 attachments)

Keywords: Event Marketing, Divisi Event and Promotion, Potential Customer, Universitas, Pendidikan Tinggi

In the conditions of competition in the education sector increasingly stringent today, the promotion increasingly required by university in order to compete and attract new students. Therefore, UPH applied an event marketing as a marketing communication mix strategies that can use to apply as a high education institution to compete against other competitors.

Event and Promotion Division also implemented the integration of various marcom mix, such as: advertising, direct marketing, personal selling, sales promotion, publicity/public relation, packaging and customer service. Event is an active promotion. By running an event, it can be known how do publics respond toward products, ideas, and images of an organization as they are directly involved in the event itself.

UPH has designed a Dean's Talk Series seminar by setting up an annual event planing schedule that is regularly adapted together with Direct Admission and Scholarship Schedules. Dean's Talk Series seminar is one of the created event by Event and Promotion Division has a big influence because it is aimed directly towards parents with children in high school, which is also considered as UPH potential customers. Besides, UPH also participated in an event of IIETE 2015, which is also considered as a special event of Event and Promotion Division.

Reference: 29 (1998-2015)