

## **ABSTRAK**

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### **AKTIVITAS *MARKETING PUBLIC RELATIONS* DI INDONESIA CONVENTION EXHIBITION BSD DALAM MEMBANGUN *BRAND ENGAGEMENT***

(xv + 90 halaman; 27 gambar; 8 tabel; 29 lampiran)

Kata kunci: *Marketing Public Relations*, MICE, *Venue*, *Event*, Repetisi, Publikasi, *Brand Engagement*

Sektor pariwisata Indonesia yang sedang meningkat telah mendukung perkembangan perekonomian di Indonesia. Salah satu kegiatan pariwisata yang sedang *trending* adalah MICE yaitu *meeting*, *incentive*, *convention*, *exhibition*. Pada tahun 2015, Indonesia Convention Exhibition (ICE) yang hadir sebagai *venue* untuk melengkapi pasar industri MICE Indonesia. Kemampuan ICE untuk bersaing terbukti dari adanya repetisi penggunaan *venue* selama lima tahun.

Dalam mempertahankan eksistensinya, ICE harus mampu menjaga kualitas Gedung, pelayanan maupun fasilitas. Selain itu, ICE juga harus mampu membangun citra serta menjalin relasi dengan klien dan pelanggan sehingga dapat menciptakan *brand engagement*. Berbagai upaya dilakukan salah satunya dengan menerapkan *marketing public relations*. Diharapkan pada tahun 2020, ICE dapat mencapai visi yaitu menjadi pusat *convention & exhibition* di Asia Tenggara.

Aktivitas *marketing public relations* yang diterapkan Indonesia Convention Exhibition berdasarkan alat *public relation* yaitu *event sponsorship*, *speeches*, *public appearance* dan *donation*. Publikasi ICE menggunakan alat-alat *marketing public relations* yaitu *publication*, *media identity*, *events*, *public service activities* dan *sponsorship*.

Referensi: 26 (1995 – 2016)

## ***ABSTRACT***

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### ***THE ACTIVITES OF INDONESIA CONVENTION EXHIBITION BSD'S MARKETING PUBLIC RELATIONS TO BUILD BRAND ENGAGEMENT***

*(xv + 90 pages; 27 images; 8 tables; 29 attachments)*

*Keywords: Marketing Public Relations, MICE, Venue, Event, Repetition, Publication, Brand Engagement*

*Indonesia's economic development has been supported by the increasing of tourism sector. One of the tourism activities' trend is MICE, namely meetings, incentive, convention, exhibition. In 2015, Indonesia Convention Exhibition (ICE) was present as a venue to complete Indonesian MICE industry market. ICE's ability to compete is proven by the repetition of venue used in the past five years.*

*In maintaining its existence, ICE must be able to maintain the quality of their buildings, services and facilities. In addition, ICE must also be able to build their image and maintain their relationship with clients and customers to create brand engagement. Various efforts were made one of them by applying marketing public relations. It is expected that by 2020, ICE can achieve its vision of becoming the convention & exhibition center in Southeast Asia.*

*Marketing public relations activities applied in Indonesia Convention Exhibition based on public relations tools, namely event sponsorship, speeches, public appearance and donation. ICE publications using marketing public relations tools, namely publications, media identity, events and public service activities.*

*Reference: 26 (1995 – 2016)*