

ABSTRACT

Today's people's lifestyle demands to obtain information quickly and easily in accordance with technological developments and the needs of social life in their environment. Since then, people have started to switch from analog TV to digital TV. There is a lot of consumer interest in subscription cable TV or Digital TV, IndiHome provides a subscription cable TV called UseeTv. Through its Interactive TV service, IndiHome TV presents live broadcasts of the FIFA World Cup 2022 which can be watched by IndiHome customers via the Vidio OTT platform.

Marketing activities in promoting OTT Vidio use several media such as WhatsApp Blast, print media, and electronic media. During this event, marketing activities were not much different from before, namely following up with customers.

This study aims to determine the analysis of marketing activities carried out by Customer Care PT. Telkom Indonesia Regional 3 at the FIFA World Cup Qatar 2022 event.

The research method used is descriptive research method with a qualitative research approach. Data collection techniques were carried out through interviews, observation, and literature study.

Based on the research results, it can be seen that the Customer Care division was satisfied with OTT Vidio sales during the FIFA World Cup 2022 event because it had doubled compared to normal days and the FIFA World Cup 2018 event.

Keywords: *Event, Marketing, Vidio, FIFA World Cup 2022*