

ABSTRACT

Special Event KICKFEST is an event with “support our local brand” theme that first held in Bandung city. This research discussed about how special event KICKFEST affects public knowledge of local brand with case study of KICKFEST 2015. The purpose of this research is to measure the effect of special event KICKFEST to public knowledge, mindset and behavior of local brand. Measurement is done with special event variable as X variable, which measuring intensity, message style, media content and media, and public knowledge variable as Y variable, which measuring cognitive, affective, and conative. The amount of samples used are from 100 responders whose attended KICKFEST 2015 event. The method used in this research is quantitative-descriptive method. Simple linear regression analysis, pearson product analysis, normality test, and determination test using SPSS 20 program are used to process data in this research. The result from simple linear regression is $Y = 14,148 + 0,441X$. Regression coefficient is positive, meaning that Special Event KICKFEST gives positive effect on public knowledge, the value of effect of special event variable to public knowledge about local brand is 21,7%.