

ABSTRACT

The development of media in Indonesia even in the entire world has undergone a very significant progress. One of the factors of development of the media spurred by the existence of technological advances so that any change from print toward digital media. This causes the old media or print media that started to get left by the public. This is the role of marketing communications section in improving the image of the back of something that's been left behind. As did the people's Mind PT in enhancing the good image of the print media is starting to lag behind people's Minds, making an educational activities through an event called "Ohle Goes to campus". The event provides an understanding of how important a medium and how smart in selecting media. The event must have the characteristics as a sign or hallmark of other events. Because an event is said to be interesting if there are different characteristics with other events.

This type of research is qualitative research. Data obtained in this study through interviews and in-depth study of the documentation. Informants in this study consists of five informants is divided into two parts namely the informant and the informant's core supporters. The results of this research show that the Ohle event Goes to the campus have the characteristics of uniqueness which is contained in a different and useful material from other events, perishability or places reasonably sufficient at each campus, intangibility or things remembered at these events is the science journalism, diversity of media, and a very useful journalistic photography, personal interactions that occur in the event include the presence of faqs , doorprize, and also the livetweet. And the atmosphere which occurs at the event is a focused, relaxed, and enthusiastic.

Keywords: Event, Event Characteristics, Marketing Communications