

ABSTRACT

Korean wave in Indonesia begins from the drama then penetrated into K-pop. The effects of Korean Pop influence society is by having a dance cover in Indonesia. Dance cover begins when the most Indonesian people love korea especially to K-pop. The city of Bandung and Yogyakarta is early development of dance cover in Indonesia. Dance cover is an activity to show the talent onstage with a dance movement and dressed like the Korean Idol. Dance cover event in Bandung including active because each year the organizing dance cover always increasing, by that Dejavoo Entertainment began to attract interest to hold the dance cover event. The dance cover event to introduce Dejavoo with Kkum Fest. Dejavoo is an event organizer who was active in the cabaret event, In addition to organizing the event Dejavoo also have modern dance and costume rental. Kkum Fest is the first event of Dejavoo with event has a theme of korea. Kkum Fest is an event that has a unique theme because of the inclusion of the elements of cabaret. Then the author would like to examine how their marketing communication strategies do because this is the first dance cover event from Dejavoo.

The methods used in this research is qualitative method by using the postpositivisme paradigm. The results in the research showed a marketing communications strategy Kkum Fest do use strategy message, strategy presenter and strategy media to attract consumers. The suggestion in this study researchers hopefully can increased and the particular development of research on event in the dance cover event, in order to create an event that can give a good impression to people in Indonesia and a unique event so unable to oblivion for consumer especially kpop lovers in Indonesia.

Keywords : *Strategy, Communication, Marketing, Event*