

ABSTRACT

An event marketing held by an institution or a company with the purpose of creating visitors experiences towards the products or services which provide by the company or the institution. On the behalf of the phenomenon, this research is being done by the main purpose is to see how is the event attributes is being applied in Garuda Indonesia Travel Fair 2017 Jakarta. According to Wood and Masterman, to enhance experience of the visitors an event needs seven attributes namely 7I's event attributes consist of Involvement, Interaction, Immersion, Intensity, Individuality, innovation and Integrity, these attributes used as a measurement of the successful event.

The method used by this research is a qualitative research method. Data obtained in this study through in-depth interview and unstructured observation also through documentation studies and field notes. Informants in this research consist of 4 informants divided into two part namely one key informant and three supporter informants. The result of this research shows that Garuda Indonesia Travel Fair 2017 in Jakarta has almost fulfilled all of the 7I's event attributes which consist of involvement, interaction, immersion, intensity, individuality, innovation and integrity, nevertheless subsequently the research is being done by the author there are additional attributes that are not included in 7I's Event Attributes but has been already applied in the Garuda Indonesia Travel Fair 20017 Jakarta which are ambience, related concept and event objectives accomplishments.

Keywords: GATF 2017, 7I Attributes Event, Event Marketing, Visitor Experience.