

ABSTRACT

In the modern era as the current development of the company and economic growth in Indonesia continues to grow, especially in large provinces such as West Java. One of them is the newspaper company PT Pikiran Rakyat, to achieve corporate goals, then every company uses a strategy in promotion. One of the promotional forms used is event marketing. Event marketing conducted by the company must also be right on target in order to lift the brand image of a company for consumers. Brand image is the perception and belief held by the consumer, as reflected by associations embedded in consumer memory. This study aims to determine the effect of event marketing on brand image in PT Pikiran Rakyat, this study uses quantitative methods with descriptive research type. data collection through questionnaire counted 100 respondents. Test data through validity test, reliability. The analysis used simple linear regression and hypothesis test.

Based on the results of descriptive analysis of event marketing variables obtained a percentage of 76% of the numbers are in the high category or good, while the variable brand image obtained percentage of 74.2% the number is in the high or good category. Based on the results of simple linear regression obtained results $Y = 6.418 + 0.692 X$. Based on the test results coefficient of determination can be concluded that Event Marketing (X) variable significantly influence brand image (Y) in PT Pikiran Rakyat.

Keywords : Event Marketing, Brand Image, PT Pikiran Rakyat

