

ABSTRACT

The advancement of current communication strategies with events that have been supported by sophisticated and intelligent information technology makes for strong visual information. Event Marketing is indispensable to be part of the implementation of the event, to become a special, personal moment of time in the minds of private consumers. Thus the event can be expanded and deepen the relationship between sponsors, corporations, and consumers if managed appropriately. This is all due to the progress of media promotion, diverse promotions and being pieced together and combined to get unusual and unique results that make people feel interested.

The purpose of this research is to know how the application of event marketing, to know the results of purchases at PT. Traveland Convex Indonesia, and to find out how much marketing the event is to consumer purchasing decisions.

This research uses quantitative method. Sampling using nonprobability sampling method, with purposive sampling technique. The results of this study indicate that the positive event marketing of 50.12%, in consumer purchasing decisions at PT. Travel and Convex Indonesia in 2018, while the rest is 49.88% compared to other variables.

Keyword: Event Marketing, Purchase Decision.