

ABSTRACT

PT. Kereta Api Indonesia (Persero) do various marketing activities to maintain their existence from various threats of competition that arise. One of them is by doing marketing event "Ngopi Bareng KAI". The purpose of this study was to find out how the implementation of the marketing event "Ngopi Bareng KAI" in 2019. The results of this study are expected to increase the understanding of researchers regarding the implementation of event marketing in the company and the results of the analysis can be input for companies to overcome the problems that happened.

This research is a descriptive research, where data collection is done through interviews, observation, and documentation studies. The data analysis techniques carried out include data reduction, data display, and making conclusions.

The results of the study indicate that PT Kereta Api Indonesia (Persero) has carried out the marketing event "Together with KAI" well. The obstacles that arise during the event can be resolved properly and the objectives of the event held are achieved.

Keywords : Marketing, Promotion Mix, Event