

ABSTRACT

Today's globalization Era raises increasingly intense competition in various industries. In this case it demands that every businessperson creates an effective and efficient strategy, in order to be able to compete in strict competition in the industry. There are many things that companies do for promotion, one of which is an event that is a way to promote a product that wants to be marketed to the target market. A good event is a success factor for a business, 31% marketers believes that the event is more significant than digital advertising, email marketing, and content marketing (source:www.entrepreneur.com,2019). The research aims to determine the effectiveness of the New Mobilio product marketing event that PT. Dealpro Indonesia based on consumer perception. This type of research is quantitative with descriptive research methods, sampling techniques used non probability sampling with the type of purposive sampling. Data collection by spreading questionnaires to 100 respondents carried out the Bernoulli approach. The data analysis technique used is descriptive analysis. Based on the results of the analysis reveals the percentage value of event marketing of 80.97% is said to be in good category.

Keywords: Event Marketing, Event, promotion.