

ABSTRACT

The application of marketing communication tools in an effort to capture the customer's heart for the products offered is something that is commonly used today. Event is one form of communication that is widely used by organizations or companies to introduce a product or service to the community. As was done by PT Eigerindo Multi Produk which made the Mountain Jungle Course event. The event was held as a form of attention to educate the importance of preparation and understanding to carry out mountain climbing activities. This type of research is qualitative research with a constructive paradigm. Data obtained by this study through in-depth interviews and documentation studies. The informants in this study consisted of eight informants divided into two parts, namely key informants and supporting informants. The results of this study that the Mountain Jungle Course 2018 event has characteristics such as the uniqueness in which the event is only owned by PT Eiger, pershability that is done with locations and themes that are always different every year, intangibility is an impression that is remembered, personal interactions that occur during the event and the atmosphere and facilities obtained by MJC 2018 support as an event that has unique characteristics.

Keywords : Event, Event Characteristics, Mountain Jungle Course 2018, PT Eigerindo Multi Produk