

ABSTRACT

The spread of the Covid-19 pandemic in all parts of the world including Indonesia, resulted in most industrial sectors experiencing economic paralysis. Business people must do various ways to keep their business running and marketing activities carried out with innovations according to the situation. With all the limitations of movement, the emergence of various virtual events is a solution for marketing activities to keep going in this critical pandemic. ASTRA Daihatsu is one of the brands that is active in holding virtual events during the pandemic as an alternative to their marketing activities during this pandemic.

Customer virtual events are carried out to maintain ASTRA Daihatsu's communication with the community, and be active in continuing ASTRA Daihatsu's routine marketing activities, namely holding events. The purpose of this study was to identify the special event strategy implemented by PT. Maha Kreasi Indonesia as the organizer of the ASTRA Daihatsu virtual event. This study uses the theory of special event stages by Joe Goldblatt which consists of research, design, planning, coordination, and evaluation. The research method used is descriptive qualitative with a constructivism paradigm and data collection was carried out by in-depth interviews, participative observation, documentation, and literature study. The results obtained explain the application of the special event stages in the implementation of the ASTRA Daihatsu virtual event by PT. Maha Kreasi Indonesia in carrying out its marketing activities.

Keywords: Special Event, Customer Virtual Event, ASTRA Daihatsu, PT. Maha Kreasi Indonesia