ABSTRACT

The development of technology and information is currently increasing rapidly which has an impact on changes in people's lives as evidenced by the development of the internet which cannot be separated from the order of life in modern society. From the marketing communications sector, the event has changed from what originally people had to come to a venue but now it can be done at home with a smartphone. In this digital era, technology for an event has penetrated into a hybrid event that allows participants to join from anywhere and at any time. But until now there are several obstacles that require solutions when implementing hybrid events. Therefore the design of this work is entitled "Implementation of Hybrid Events "NET GOES TO CAMPUS" which is expected to provide solutions to the constraints found during the implementation of hybrid events with the theory as a reference, namely, Integrated Marketing Communication, New Media, Event Management, Event Hybrid , and video streams. The author uses observation and documentation methods in designing the design of this work.

Keywords: Integrated Marketing Communication, Hybrid event, NET GOES TO CAMPUS, Videostream