

ABSTRACT

The use of public transportation in Jakarta is something that is often encountered, especially for people who live in the Jabodetabek area. Public transportation is used by the community to carry out work/school activities outside the district/city where they live and routinely commute (PP) to their place of residence on the same day or what is commonly referred to as commuting. With the aim of making it easier for commuters, PT Jakarta Lingko is here to make it easier for commuters to purchase transportation tickets. Various services are offered, including Integration Rates and Purchase of Transportation Tickets using the Application. To market this service, JakLingko together with +Jakarta held the Kelana Kenali Jakarta 2022 Treasure Hunt event. This event has the concept of introducing the city of Jakarta by traveling around the city, which is carried out with competitions and the implementation is carried out in stages. Therefore, the design of this work is entitled "Stages for the Implementation of the Kelana Kenali Jakarta 2022 Treasure Hunt Event" which is expected to be a reference for JakLingko and Communication Science students to hold the next event. The theory that became the reference in implementing this event was marketing communications, integrated marketing communications, events and event management. The author uses participatory observation methods, surveys and documentation to carry out the stages of making an event. After that the author will process the data to be used as a stage for implementing the Kelana Kenali Jakarta 2022 Treasure Hunt event.

Keywords : Event, Event Implementation Stages, JakLingko, Treasure Hunt Kelana Kenali Jakarta