

## **ABSTRACT**

The increasing number of coffee shop businesses in the city of Bandung creates a situation that creates intense competition and forces business actors to follow the changes that occur quickly and dynamically. One way to overcome this intense competition is by creating the right marketing strategy. Seinkiri uses a marketing strategy, namely event marketing as one of its strategies, but there are problems, namely insignificant sales even though Seinkiri often organizes or collaborates to hold events. This research was conducted with the aim of knowing the effectiveness of event marketing strategies carried out by seinkiri. The research methodology used is descriptive quantitative. The sampling technique used in this study was purposive sampling with sampling criteria, namely having attended an event organized by seinkiri, which was carried out by distributing questionnaires to 100 people. The results of this study state that the effectiveness of event marketing at coffeeshop seinkiri is 81.42% and can be said to be in the good category.

**Keywords: Effectiveness, Event Marketing**