

This study aims to examine the impact of event marketing implementation on AWH brand awareness, a brand managed by PT Adhivasindo. Brand awareness is the ability of potential buyers to recognize or recall a brand as part of a specific product category (Ramadayanti, 2019). Increasing brand awareness through promotions impacts sales growth (Rahel Jessica Br Manik & Sampurno Wibowo, 2024), and one effective promotional strategy is event marketing (Maharani, 2020). Event marketing allows consumers to interact directly with the brand, thereby increasing purchase interest. The methodology of this study involves the author acting as an event promotion coordinator, collaborating with event organizers, and using social media to find and manage potential events. This study examines the event marketing implementation process, including event scouting, proposal offers, coordination, equipment preparation, on-site setup, and event evaluation. Data were collected through direct observation and evaluation of event revenue and challenges faced during the events. The study results indicate that event marketing significantly contributes to increasing AWH brand awareness. Strategies previously used, such as offering free photos with the condition of following AWH's social media, proved effective in increasing followers and generating user-generated content. The author recommends that this strategy be reused to maximize the reach and impact of marketing campaigns. This study provides insights into the importance of event marketing in building brand awareness and offers strategies that companies can adopt to enhance the effectiveness of their marketing campaigns.

Kata kunci: event marketing, promotion, brand awareness, colaboration