

ABSTRAK

Penelitian ini fokus pada penerapan *promotional tools* pada promosi *event* Sunday Market Surabaya. penelitian ini untuk mendeskripsikan *promotional tools* yang dilakukan oleh *Event* Sunday Market. Penelitian tentang promosi event dalam ruang lingkup komunikasi pemasaran ini menarik untuk dilakukan karena dinamika *event* di Indonesia mengalami perkembangan yang begitu pesat dan mampu mempengaruhi berbagai aspek-aspek yang ada dilingkungan masyarakat. Penelitian ini menjabarkan implementasi *promotional tools* pada promosi *event* Sunday Market yang diadakan di Surabaya Town Square dengan rumusan masalah bagaimana implementasi *promotional tools* dalam promosi event Sunday Market.

Penelitian ini menggunakan metode penelitian kualitatif dengan metode studi kasus dan tipe penelitian deskriptif. Sasaran penelitian ini adalah *founder event* Sunday Market dan *Coordinator Promotion* Surabaya Town Square, sebagai pihak yang terlibat langsung penerapan *promotional tools event* Sunday Market. Teknik pengumpulan data penelitian ini melalui *in depth interview*, observasi non partisipan, dan studi dokumentasi dengan unit analisis transkrip wawancara serta data-data yang dimiliki *event* secara cetak maupun *online*. *Event* Sunday Market menerapkan *promotional tools* dalam event. Penerapan *promotional tools* oleh *Event* Sunday Market saling berkaitan atau berkorelasi satu sama lain, hal ini juga terjadi pada setiap elemen *marketing mix event*. Hasil penelitian juga menunjukkan adanya alat lain dalam kegiatan komunikasi pemasaran *event*, yaitu *relationship marketing* dan *Viral marketing* dalam bentuk pendekatan *stakeholdernya* dan *Viral marketing* melalui WOM oleh agen-agen promosi baru. Adanya korelasi antara *marketing mix* dan *promotional tools* mampu mencapai tujuan promosi *event* yang berorientasi pada *experiential marketing* dan *profit*.

Kata kunci: komunikasi pemasaran, *promotional tools*, Event, Sunday Market, Surabaya Town Square

ABSTRACT

This study focuses on the application of promotional tools on the promotion of the event Sunday Market Surabaya. this study to describe the promotional tools by Event Sunday Market. Research on the promotion of the event within the scope of marketing communications is interesting to do because of the dynamics of the event in Indonesia has developed so rapidly and is able to affect various aspects that exist within the community. This study describes the implementation of promotional tools on the promotion of the event Sunday Market is held in Surabaya Town Square with the formulation of the problem of how the implementation of promotional tools in the promotion of the event Sunday Market.

This study used a qualitative research method with the case study method and descriptive type. The targets of this research is the founder event Sunday Market and Promotion Coordinator Surabaya Town Square, as the part directly involved the application of promotional tools events Sunday Market. This research data collection techniques through in-depth interviews, non-participant observation, and documentation study the transcript of the interview as well as the unit of analysis data held events in print and online.

Event Sunday Market implement its event promotional tools. Implementation of promotional tools by Event Sunday Market related or correlated to one another, it also happens to every element of the marketing mix event. The results also indicate the presence of other devices in the event of marketing communications activities, namely the Relationship Marketing and Viral marketing in the form of stakeholder approach and Viral marketing through WOM by agents of the new campaign. Correlation between the marketing mix and promotional tools are able to achieve the purpose of promotion events berorientasi on experiential marketing and profit.