

ABSTRACT

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EVENT MANAGEMENT ACTIVITIES IN THE MARKETING COMMUNICATION DIVISION AT SCIENTIA SQUARE PARK

Marketing Communication Strategy is an approach used to introduce products to the target market with the goal of achieving company objectives. By implementing marketing communication strategies, companies strive to convey information, influence, persuade, and remind the target market about the company and the products offered so that they can be well-received. This research uses a qualitative descriptive research design, with purposive sampling technique, which involves data collection through direct observation, interviews, and documentation. During the professional work activities at PT Lestari Mahadibya or one of its businesses, namely Scientia Square Park, the practitioner was assigned to the Marketing Communication division. The practitioner was tasked with managing all events held within the amusement park, which is related to one of the practitioner's courses, Event Management or Special Event. Scientia Square Park has a communication strategy that consists of several integrated marketing communication elements, such as the Marketing Communication Mix. The advertising efforts conducted by Scientia Square Park include using various media platforms for advertising, including social media platforms like Instagram and TikTok. Additionally, Scientia Square Park utilizes print media such as banners, posters, brochures, and billboards. Factors that support this marketing communication strategy include having a solid Marketing team working together and having excellent facilities. There are also hindering factors, such as a shortage of human resources, which leads to the need for cross-departmental double job assignments.

Keywords: *Marketing Communication, Scientia Square Park, Communication Strategy*