

ABSTRACT

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Bianglala Productions Event Organizer Marketing Communication Strategy in Maintaining client satisfaction

Keywords: Marketing communication strategy, Event Organizer, Ferris Wheel Productions, maintaining client satisfaction

(xi + 45 + Attachments)

This research aims to describe how a Bianglala Production event organizer can be said to be an agency that can really convince consumers that it is very profitable to collaborate with Bianglala Production which has a very supportive communication strategy and really helps consumers in carrying out good cooperation. In accordance with the title of the scientific research above about how the Bianglala Production event organizer can become a part of a good agency, this research uses qualitative methods using in-depth interview methods in order to obtain satisfactory results. Based on the research results, it shows the motives and the person interviewed how to collaborate with Bianglala Production.

Bibliography (2003-2022)