

## **ABSTRACT**

MATAHARI HANINDIYA, 13819589

**MARKETING COMMUNICATION STRATEGY PT. EXPO INDONESIA JAYA IN  
HOLDING BIG BANG FESTIVAL JAKARTA END YEAR 2022**

*Keywords : Marketing Communication Strategy, Promotion Mix, Electronic Word of  
Mouth, Event, Event Organizer, BIG BANG Festival*

*Page : xiii+77+Attachments*

*At the beginning of the month in 2022, Tourism and Creative Economy Minister Sandiaga Uno explained that big music concerts had the opportunity to be held again. PT Expo Indonesia Jaya, a company in the field of Event Organizers, held an annual event, namely the BIG BANG Festival in Jakarta. This research aims to find out the marketing communication strategy of the event organizer PT Expo Indonesia Jaya in organizing the BIG BANG Festival Jakarta event in 2022. The data collection method in this research is through interviews and documentation. The theory used in this research is the promotion mix according to Kotler which has five forms, namely advertising, personal selling, sales promotion, public relations and publicity, and direct marketing. This research also discusses the activities of Electronic Word of Mouth in the use of BIG BANG Festival social media. This research uses a descriptive qualitative method with a constructivist paradigm. The result of this research is the use and utilization of online and offline media facilities as promotional tools to achieve the intended goals, hence there's a promotion that didn't applied which it's personal selling.*

*Bibliography (2013 – 2023)*